

Like most classic American success stories, Sanco Enterprises began with the aspirations and hard work of its founder, Salvatore Santarsiero. Salvatore purchased his Roseville, MN Thermo King franchise and launched his business with just five employees in the 1950s. And that was just the start.

Over the course of four generations of Santarsiero ownership, Sanco Enterprises has been recognized for its commitment to its customers and employees.

*Thermo King dealer makes news*

# STAND AND BE RECOGNIZED



*A dealer located within the proverbial stone's throw from the home office and factory of the manufacturer could have an identity problem. Especially when the manufacturer is the largest in its industry in the world. Large manufacturers unavoidably cast big shadows.*

*All the more credit, then, to Thermo King Sales and Service, Inc., St. Paul, Minn. No shadow darkens the image of this dealership. It is not hidden from the limelight. It stands out, and is recognized, as a leader in its own right, a company that has earned the respect of the industry through diligent application of its own concepts, experience, knowledge.*

*Not that proximity to Thermo King Corporation doesn't have a singular influence. "Our customers sometimes expect better service on units and parts deliveries, for example," mentioned dealership president Dan Santarsiero. But, Santarsiero doesn't consider this a disadvantage.*

*He merely feels that, if the customer expects better service, it is up to the dealer to provide it. He further believes that the physical closeness of the firm to the factory "actually works to our benefit in maintaining proper liaison and communication." This is particularly true in view of the fact that Thermo King is not the type of corporate giant that wants to blur the image of ANY dealership, wherever it is. The manufacturer, far from swallowing dealers, nurtures and encourages them—one of the reasons for its success has been the strength of the independently-owned dealer franchises throughout the country.*

*(Continued on next page)*



*Dan Santarsiero and his dealership stand out in their own right.*

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Daniel T. Santarsiero (Owner and President) and Daniel B. Santarsiero (Vice President and General Manager)

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Through the years, Sanco grew, adding Thermo Leasing in 1999; Sanco Equipment in Albert Lea, Mankato, and Rochester in the 2000s; Sanco Services in 2006; and Sanco Spotters in 2022. By 2017, Sanco Enterprises had expanded to include 15 locations with more than 200 team members.

And we're still growing.

\* \* \*

20 years ago, we opened our first Bobcat dealership in southern Minnesota... Now we have four locations across Minnesota and Iowa and offer several other premiere brands in the compact equipment industry! We thank you for your continued support over the past 20 years and hope you'll celebrate our 20th anniversary with us!

## Sanco Equipment Celebrates Two Decades in Business, Continues Evolution



IL-RI: Joe Graham, sales and rental manager; Matt Griebok, vice president of business development; and Brian Santarsiero, president, and CEO look over building plans for the new Mankato location.

By Giles Lambertson  
CEG CORRESPONDENT

**A**fter 20 years in business, Sanco Equipment is just getting started. It's firming up its organization around core values that are a sure foundation for growth, looking for new machinery lines to enhance an already strong product lineup, and keeping an eye out for additional store locations across the upper Midwest.

"We feel Sanco Equipment is going to continue to evolve as a successful business," said Brian Santarsiero.

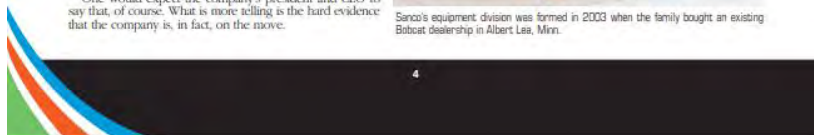
One would expect the company's president and CEO to say that, of course. What is more telling is the hard evidence that the company is, in fact, on the move.

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Sanco's equipment division was formed in 2003 when the family bought an existing Bobcat dealership in Albert Lea, Minn.



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The equipment company division was formed in 2003 when the family bought an existing Bobcat dealership in Albert Lea, Minn. In the ensuing two decades, Sanco Equipment has expanded to four locations — three in Minnesota and the most recent one in neighboring Iowa due south of the original store.

Needless to say, Bobcat is a terrific family of machines to build a future on. The iconic brand is a Minnesota original, a new kind of machine conceived and given birth to in the small town of Rothsay and growing up in neighboring North Dakota, where it was given the name Bobcat. The machine heralded an age of compact equipment that still is in its heyday.

The skid steer loader — originally a three-wheeled contraption — was built at the behest of a turkey farmer who needed his barn cleaned. In the intervening 67 years, the machine has been adapted for numerous work situations, yet agriculture is still a mainstay market.

“We sell a lot to ag customers,” said Sanco Equipment Sales Manager Joe Graham. “Agriculture is a significant part of our sales. Dairy and turkey farmers hauling feed, loading manure, hauling hay bales... and cleaning barns.”

Still cleaning barns after all these years.

Yet the most vital customer base for the compact machines is comprised of construction contractors and landscapers and the agriculture industry. The company president cites the volatility of farm produce prices as one reason these can change.

“If someone in Chicago drops the price of a bushel of beans, it impacts our ag customers and their ability to possibly purchase a new machine that year,” said Santarsiero.

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Joe Graham



The expansion into Mason City resulted from a combination of factors. Located just an hour south of Albert Lea, the city appealed to Brian Santarsiero, president and CEO of Sanco, because “the territory is congruent with our Minnesota territory and there was a need for the product line. It was a good opportunity.”



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*Taken from Construction Equipment Guide’s Sanco Equipment 20<sup>th</sup> Anniversary Supplementary Mini Magazine.*

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Despite our progress, we've never left our values behind. You see that in the way our team members work with our customers, applying their years of experience, industry knowledge, and commitment to excellence. You experience it in the quality products we offer and the way we stand behind them. You know it by the way we hold ourselves to timely service, even servicing equipment that isn't our own, all to ensure our customers' satisfaction.

So, though our company has branched out, we will never outgrow our roots. That's the way Salvatore would have wanted it.