

As Seen in the Sunday Star-Ledger

SPIN CYCLE'S NEWEST SALESMAN A DYNAMO AT 80

Bob Corsaro's Youthful Enthusiasm Combines with High Powered Experience

At age 80, Bob Corsaro continues to pursue a career in the laundry business that began in his teens — a career in which he has earned the plaudits of his peers and competitors alike over the years, and one that he continues to love as he enters a new corporate affiliation.

Last year, Corsaro retired from the business. He was 80 years old and decided it was time to slow down. But having worked all his life, he quickly grew restless.

To Alan Gebroe, the timing of Corsaro's decision to "slow down" was propitious. Gebroe, who runs the fastest-growing route laundry organization in New Jersey, was anxious to add to his salesforce and enhance his growing business. He hired Corsaro and named him senior vice-president of Livingston-based Spin Cycle, saying he now has "the dean of salespersons" on his staff in this highly specialized field.

Corsaro grew up in the Canarsie section of Brooklyn. As a 14-year-old, he'd help his older brother service Bendix washing machines in New York. Corsaro made \$3 a week then, plus all he could eat.

"I was pretty much a go-fer then — going for this, going for

that," says Corsaro. "But I learned a lot, too."

After a stint in the Navy during World War II, Corsaro moved to Emerson, where he became a serviceman for Gordon & Thomas Co. Corsaro's people skills were too good for him to remain in basements for long, and he soon became a salesman for the company, doubling the company's business in short order. As he became busier, the company grew more successful. Corsaro became more successful, too, rising to the position of senior vice-president of sales, and playing a key role in making Gordon & Thomas the leading coin-operated laundry business in New Jersey. The company's success led to a buy-out by a large national company in 1998. While Corsaro stayed with the new company, "it wasn't like the old days," he said. "At Gordon & Thomas, it was a family business. Moe Litwin hired me in 1962, and I went on to work for his son, Thomas, and then, prior to retirement, his son, Stuart," he adds.

Corsaro's retirement last year was short-lived. Spin Cycle was ready to expand and Corsaro was ready to get back to work in the industry.

"I like the way Alan talked to

me. He treated me like a gentleman," Corsaro says. "That's how Spin Cycle does business.

"The company is really committed to customer service," he continues. "We have ongoing relationships with our customers. We have Maytag machines — the best in the business. When something goes wrong, we respond within 24 hours. I like how the company structures its contracts, too. They're simple, easy to understand and they don't lock property owners in with automatic renewal clauses. Spin Cycle customers renew with us because they want to; they know they can count on us to deliver."

"Bringing Bob aboard was like hitting a grand-slam homerun," Gebroe says. "He's well-known and respected throughout the industry. Everybody loves working with him, and he really knows the business. He's already become a great asset to our organization. Many of Bob's former customers have followed him to Spin Cycle, because they know they can rely on him."

The result is that Corsaro's hiring is a win-win for everyone — especially Corsaro: "It's like a return to the good old days," he says.