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## **Clark Associates, Inc. Recognized as 2012 *Business of the Year* by Central Penn Business Journal**

(Lancaster, PA) – Clark Associates, Inc. has been honored as the *Central Penn Business Journal's* Business of The Year for companies with over 100 employees, besting 6 other finalists who submitted nominating applications.

Despite the challenging economic climate, Clark Associates continues to create jobs and contribute to the community, which are key attributes of the *Journal's* Business of the Year program. As a company that recognizes the importance of matching the right person to the job, many divisions send representatives to local college career fairs, and offer internships and trainee programs that help prospective employees learn the business from the ground up.

Monthly volunteer activities organized and planned by Clark employees at local charitable organizations are just one other way that the company gives back to the surrounding community.

"It's an honor to be recognized as Business of the Year, not solely based on the company's financial achievements, but also by the company's commitment to our employees and the community," says CFO Mark Zeswitz, who accepted the award at the *Business Journal's* black-tie awards event on Thursday, Nov. 1 at the Harrisburg Hilton. In addition, a special publication profiling each of the program's honorees was distributed at the event and will be inserted in the Nov. 9 issue of the *Central Penn Business Journal*.

To be eligible for nomination, businesses must be privately-held, for-profit entities headquartered (or with significant operations) in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry or York county. Companies submitted a nomination application, which was reviewed and scored by a panel of independent judges from the local business community.

The 2012 Business of the Year Awards are presented by Buchanan Ingersoll & Rooney and are sponsored by M&T Bank; McKonly & Asbury; Capital BlueCross; Comcast Business Class and FGV Media.

### **About Clark Associates:**

Clark Associates is a privately held company headquartered in Lancaster, Pa and has been recognized as one of Central Pa's fastest growing companies. Employing over 600 people, Clark's multiple divisions and branches in mechanical, sales, and manufacturing serve a variety of commercial food service customers nationwide. For more information on our business and history, please visit [www.clarkinc.biz](http://www.clarkinc.biz).

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# Winner / BUSINESS OF THE YEAR 101+ EMPLOYEES



## CLARK ASSOCIATES, INC.

*Food service equipment supplier*  
Lancaster, Pa.  
[www.clarkinc.biz](http://www.clarkinc.biz)  
Fred Clark, President

Despite the economic climate, Clark Associates, Inc., a food service equipment supplier, has recently achieved record growth. Through diversification, effective supply chain management and technology investments, innovation has positioned Clark as the fastest growing company in the industry. That growth has brought hundreds of jobs to Central Pennsylvania within the last five years — with the employee count soaring from 321 to 508 employees and aggressive hiring still under way to meet demand.

Clark's business structure is a direct reflection of its culture, promoting creativity, challenging the status quo and taking risks. By employing different market strategies for each business segment, the company is able to leverage its shared supply chain. Recently, Clark launched its own lines of coffee, furniture and refrigeration. It also has an automated

fulfillment process, with inventory located in stores and distribution centers across several states.

Clark remains focused on assisting food service operators with doing business more efficiently and more profitably. It launched several private-label brands in key product categories, allowing customers to save 20 to 50 percent or more compared with name brands.

A proprietary procurement and distribution system is just one example of Clark's technology investments. Throughout its design/build business, customers can view lifelike 3-D renderings and visit virtual walkthroughs of future projects. Other innovative customer conveniences include a "clicks and mortar" Web store that allows customers to order online and pick up in store. The company's e-commerce division, WEBstaurantStore.com, is launching an iPhone/iPad app so that customers can scan product barcodes to comparison shop and then place orders.

As the millennial generation moves into purchasing roles, Clark remains prepared for growth and new business strategies focused on instant gratification, choices and technology. Plans include expanding distribution throughout the country so that Clark can reach 75 percent of the U.S. population within one day. It will also continue to increase inventory offerings and embrace mobile applications.

**CLARK ASSOCIATES, INC.**