

# Fastest-growing Companies

THE BUSINESS REVIEW

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JULY 2-8, 2010 **15**

## Big growth, slow economy

What does fast growth look like in a recession?

We profile companies from this year's list.



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Once the recession hit, "we went back to clients and asked them to consider outsourcing some of their human resources," says GTM's CEO Guy Maddalone, second from left.

**When new business plunged at GTM Payroll, it was time to boost the marketing budget and expand services. **18****

# When unemployment started to rise, GTM felt it, then came the changes

BY PAM ALLEN  
THE BUSINESS REVIEW

GTM Payroll Services Inc. felt the impact of the recession earlier than many other businesses.

New business plunged 30 percent when the stock market collapsed in 2008—partly because of the nature of GTM and the types of clients it serves.

“We saw it almost immediately,” said Guy Maddalone, founder and CEO of the Clifton Park firm. “Decisions for long-term employees were put off.”

Many of the company’s small clients are individuals who turn to GTM to help administer payroll for their household employees (think nannies). And many of those clients are financial industry types—people immediately hit hard when the recession took hold. When they cut back at home—laying off or failing to hire new nannies or housekeepers, for instance—GTM felt it.

The company, which employs 40 people, also provides payroll and benefits services to businesses. It has 4,000 clients in all when counting those household employers.

Since the recession began, GTM still managed to grow revenue 12 percent in 2008, to \$4.5 million. In 2009, revenue climbed to \$4.8-plus million—giving the company a five-year growth rate of nearly 82 percent, and earning it the No. 10 slot on this week’s Fastest-Growing Companies list.

At the height of the recession, when new business slowed, GTM increased its marketing budget, increased incentives for client referrals and broadened services.

Businesses, meanwhile, were cutting costs as the economy faltered, and that sometimes meant reducing personnel—all of which affected the company.

“We went back to clients and asked them to consider outsourcing some of their human resources departments. It was effective for small employers,” said Maddalone, whose company also started aiding businesses in their audit practices.

Expanding services, increasing referral incentives and attracting larger businesses allowed GTM to add six new people to its payroll since 2008, a staffing increase of 17 percent.

The company has come a long way since it began as a referral service for nannies and housekeepers. In 1991, the year Maddalone founded GTM Payroll



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“Part of why we attract clients is our entrepreneurial spirit,” says Guy Maddalone, CEO of GTM Payroll.



## Quick info

**GTM Payroll Services Inc.**

**Fastest-growing rank:** 10

**Previous ranks:** GTM is a perennial fast-growth company, finishing No. 5 from '07 to '09

**Headquarters:** Clifton Park

**Industry:** HR

**2009 revenue:** \$4.8 million

**2005 revenue:** \$2.6 million

**% change:** 82 percent

Services, he had \$350 in his pocket; he used \$150 to buy a desk and office supplies, and borrowed a chair.

It was five years before the company turned a profit.

“Part of why we attract clients is our entrepreneurial spirit and humble beginnings,” Maddalone said. “Another key thing about GTM is, we’re in the ‘needs’ business.”

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## Growth Strategies

**The Great Recession was a growth killer.**

Still, some companies have not only held on, but expanded revenue and added employees.

Here are a few strategies fast-growth companies employed to get through the recession.

- **GTM Payroll Services** in Clifton Park increased its marketing budget, increased incentives for client referrals and expanded services. It approached clients about having them outsource some human resources operations to GTM.

# The List

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## FASTEST-GROWING COMPANIES

(Ranked by percent change between 2005 and 2009 revenue)

2010 Rank	Name Address Phone   Website	2009 Revenue	5-year Revenue % Change	5-year Employee % Change <sup>1</sup> No. of Capital Region Employees	Primary Products and Services Offered	New Product or Service Launching in 2010	Top Local Contact Marketing Contact HR Contact
1	<b>GCOM Software Inc.</b> 24 Madison Ave. Ext., Suite No. 5, Albany, N.Y. 12203 869-1671   gcomsoft.com	\$18,533,278	22.314.32%	1,500% 48	IT consulting	Enterprise architecture	Girish Bhatia Tracy Petrasek N.A.
2	<b>EYP Architecture &amp; Engineering</b> 412 Broadway, Albany, N.Y. 12207 431-3300   eypaesign.com	\$65,130,000	279.94%	11.11% 120	Energy services, design, engineering, interior and sustainable design, master planning, planning, building information modeling, architectural and engineering integration	Expanded building information modeling services	Tom Birdsey S. Radzysinski N.A.
3	<b>Fusco Personnel Inc.</b> 4 Executive Park Drive, Albany, N.Y. 12203 869-6100   fuscoperpersonnel.net	\$7,570,808	244.13%	-20% 8	Temporary placement and executive recruitment	N.A.	Patricia Fusco Jason Moak R. Walrath-Sayers
4	<b>Windham Construction Corp. d/b/a Windham Equipment Co.</b> 80 Thornton St., Albany, N.Y. 12206 225-3939	\$3,501,137	175.68%	N.A. 4	Construction	N.A.	R. Wong Mulley N.A. N.A.
5	<b>MVP Health Care</b> 625 State St., Schenectady, N.Y. 12305 800-825-5687   mvphhealthcare.com	\$3,000,000,000	167.86%	16.76% 1,100	Health insurance	N.A.	David Olikier Gary Hughes James Morrill
6	<b>Ducommun AeroStructures-N.Y.</b> 2 Flint Mine Road, Coxsackie, N.Y. 12051 731-2791   ducommun.com	\$44,000,000	144.44%	43.75% 230	Precision aerospace sheetmetal assemblies	V22 Longeron assembly	Dennis Fitzgerald John Kelley Deneen Byrne
7	<b>CornerStone Telephone Co.</b> 2 Third St., Troy, N.Y. 12180 272-1018   cornerstonetelephone.com	\$36,200,000	130.31%	-1.35% 73	Local and long-distance telephone, high-speed Internet, VoIP, security, business phone systems, Software as a Service (SaaS)	Direct TV, integrated audio and web conferencing service, Metro ethernet	Dan Yamin Darren Yamin N.A.
8	<b>Stewarts Shops Corp.</b> P.O. Box 435, Saratoga Springs, N.Y. 12866 581-1200   stewartshops.com	\$1,247,979,558	124.39%	-7.57% 1,234	Convenience stores, dairy and grocery products	N.A.	Gary Duke Thomas Mailey Jr. Jacqueline Merritt
9	<b>IPLogic Inc.</b> 17 British American Blvd., Latham, N.Y. 12110 724-2300   iplogic.com	\$49,800,000	120.35%	14.63% 47	Voice and unified communications, network security, mobility and wireless applications, multi-media, data center, carrier and IT staffing solutions	Cloud computing	Kenneth Yanneck Michael Connally N.A.
10	<b>GTM Payroll Services Inc.</b> 7 Halfmoon Exec. Park Drive, Clifton Park, N.Y. 12065 373-4111   gtm.com	\$4,825,533	81.97%	133.33% 35	Business household payroll services, tax, insurance and human resources services	Personalized tax center with online household payroll	Guy Maddalone Lara Spendiff Anne Johnson
11	<b>Capital Communications Federal Credit Union</b> 18 Computer Drive E., Albany, N.Y. 12205 458-2195   capcomfcu.org	\$52,263,607	78.42%	35.77% 186	Mortgage, auto, credit card, consumer and business loans; savings, checking, money market and youth accounts; college-bound program; certificate of deposit IRA	30-year mortgages; enhanced payment protection; mobile banking; life, home and automotive insurance	Paula Stopera Melissa Feck N.A.

## Longevity

Name	Year Established in the Capital Region
Albany Medical Center	1839
The Bank of Greene County	1889
The Adirondack Trust Co.	1902
SEFCU	1934
Stewarts Shops Corp.	1935
Taconic Farms Inc.	1952
Capital Comm. Federal Credit Union	1953
School Systems Federal Credit Union	1954
Polsinello Fuels Inc.	1966
EYP Architecture & Engineering	1972
Bast Hatfield Inc.	1977
Ducommun AeroStructures-N.Y.	1977
Matthews Group Inc.	1980
MVP Health Care	1983
New Country Motor Car Group Inc.	1983
CDPHP	1984
Fertiteth Inc.	1986
Windham Construction Corp.	1986
GTM Payroll Services Inc.	1991
Fusco Personnel Inc.	1993
Bette & Cring Construction Group	1999
CornerStone Telephone Co.	2001
Direct Retirement Solutions	2001
IPLogic Inc.	2001
GCOM Software Inc.	2005