

# Paving the Way

SERVICE, QUALITY AND A NATIONWIDE NETWORK HELP U.S. PAVEMENT TO GROW. BY ERIC SLACK



» A U.S. Pavement crew paves a parking lot for one of its large national accounts.

**U**.S. Pavement Services is a leading provider of sealcoating, crack-filling, line striping, asphalt and concrete services in the nation.

As leaders in the industry, the company's philosophy has always been to provide the reliability and quality workmanship that help its customers reduce costs and maintain parking lots more efficiently.

"We have grown to be the leader by focusing on your business requirements, your brand objectives, and your project goals," President Mike Musto says.

What ultimately propelled the company's growth was the 2005 acquisition of the 1-800-PAVEMENT phone number, which allowed U.S. Pavement to expand its mar-

## *U.S. Pavement Services*

*www.uspavement.com*

- *Annual revenue: \$38 Million*
- *Headquarters: Woburn, Mass.*
- *Employees: 125*
- *Specialty: Pavement and concrete maintenance and construction*

*"We set a high bar and invest in finding and training the right people."*

*— Bob Pappalardo, vice president of business development*

keting efforts locally and create a national network of affiliated contractors.

"We acquired other pavement themed vanity numbers and started licensing them

to pavement contractors around the country by area code as a way to direct business to our members on a local scale," President Mike Musto says. "We have grown our network to almost 200 contractors in the U.S. and Canada."

Founded in Massachusetts in 1985, the company uses the highest-quality sealcoating and asphalt products to serve a portfolio of clients that include major national office complexes, educational institutions, hospitals, restaurants and retail and hotel chains.

"Our company's customer base is mainly property and facility managers, and our niche is parking lot management," Vice President of Business Development Bob Pappalardo says.



» U.S. Pavement honored veterans along with employees on the field at Fenway Park as part of the Pledge to Hire Veterans program.

### Quality is King

Quality service and professionalism is at the core of U.S. Pavement's operations. What U.S. Pavement does goes far beyond simply patching potholes and sealing cracks. U.S. Pavement has made investments to support its service locally and nationally. It has

brought in state-of-the-art equipment, systems and expanded its field and office staff. U.S. Pavement strives to provide customers with options for long-term parking lot maintenance in the most cost-effective way.

"It's more than selling just one service; it is creating long-term relationships that help

customers save money over time," COO Andrew Musto says. "When we make recommendations that take variables like parking lot lifecycles into account, we are providing more value than just the pavement or concrete service."

U.S. Pavement takes an approach that sees customers' sites as its own. These properties are ever changing, and the expert approach must adapt to current conditions and have an outlook for the future. The company works to understand the lifecycles of its clients' properties, striving to offer a wide breadth of service and expertise.

### Focus on Growth

National growth is the major focus for the company. U.S. Pavement created the 800 PAVEMENT Network so it could offer a geographically widespread footprint and grow on a national scale through networking and without creating franchises.

"The contractors that join our network and license the numbers from us are hungry businesspeople who are looking to

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differentiate themselves in their local markets,” Andrew Musto says. “As we build relationships with the network members, we learn their capabilities to know who the right contractors are for a particular job. We help them grow their local business and, in turn, they become an extension of our crews in their local area. On larger projects, our project managers oversee the work, which separates us from the competition and offers a unique management component and single point of contact for our national accounts.”

To help foster further growth, U.S. Pavement is investing in outreach and marketing efforts.

“We are looking to innovate in terms of marketing and lead generation, using modern web-based marketing programs and

**Benevento Asphalt Corp.** is proud to congratulate U.S. Pavement Services on their 30 year anniversary. “Our relationship with Mike Musto and his team goes far beyond simply negotiating the lowest price for hot mix asphalt. We place a premium on our level of service, quality & flexibility and U.S. Pavement’s team recognizes that Benevento is an important partner, committed to helping grow their business to succeed,” said Benevento Companies Vice President Robert Peckham. “Benevento Asphalt has developed a solid partnership with U.S. Pavement Services in the past and we look ahead to many years of supporting one another.”



U.S. Pavement sponsors fellow network member and NASCAR driver Clay Greenfield at Talladega speedway.

“We balance short-term benefits with our long-term vision,” Mike Musto says. “We want people to feel good about working with us and our core values in addition to feeling good about their pay and benefits.”

“Finding talent at a high level can be difficult, but we invest in people and have open lines of communication with them,” Pappalardo says. “We set a high bar and invest in finding and training the right people to match our standards. Our people are our most valuable asset.”

Part of U.S. Pavement’s commitment to finding the right people includes an effort to hire veterans.

“We want to provide veterans with opportunities and stable workplaces, which is why we have created a pledge to hire veterans program,” Pappalardo says. “We preach that commitment to our network and help

**Associated Paving** congratulates Mike Musto on all of his accomplishments and looks forward to a long and prosperous relationship.

tools, attending relevant local and national trade shows and getting deeply involved within the community,” Pappalardo says. “Getting our message in front of our target prospects is critical to our growth. That message will change many times during the season, depending on our clients most pressing needs throughout the year.”

### National Pride

As the economy continues to improve, U.S. Pavement knows it must be prepared to add to its staffing. Currently, the company feels it has a solid mix of long-tenured and new people. It strives to provide employees with everything they need so they want to stay with the company for the long term.

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U.S. Pavement can serve clients on everything from small jobs to extensive projects. <<

other companies create meaningful career paths for our veterans.”

The pledge to hire veterans is also indicative of U.S. Pavement’s commitment to the nation. In its pursuit of quality materials and equipment, U.S. Pavement has adopted a program that requires purchasing only products and services that are made in the United States.

“The Made in America program creates jobs domestically, and it is part of our effort to invest back into the country,” Mike Musto says.

With an innovative history, U.S. Pavement will continue to do whatever it takes to succeed on projects as it continues to expand its network. The company is passionate about living up to its mission, with a sense of urgency and attention to detail that helps to differentiate U.S. Pavement in its market.

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## ‘We differentiate ourselves not just in branding, but in delivering on the promises we make every day.’

“Although a profitable bottom line is an important objective, we believe in creating a strong bond locally and throughout the network,” Pappalardo says. “We support our colleagues in need and develop tight-knit relationships because we have a strong sense of responsibility toward our employees and the members of our network.”

“We provide clients with continuity and longevity,” Andrew Musto adds. “Whether they have a small pothole or are in need of extensive maintenance or whole reclamation projects, we have a service in-house for them. Because of our network members, employees and partners, our clients have been well served over time. We differentiate ourselves not just in branding, but in delivering on the promises we make every day. It’s what has built this company and it’s what has paved the way for our future as an organization.” ♦