

Century House HOTEL

From Autos to Awnings: **A Tale of Two Industries** 4th Generation Awning Co.

Dan Levesque - Owner

50 Wetsel Rd, Troy, NY 12182

Phone: 235-4474 • Email: 4thgenerationawnings@live.com

Success Magazine: What business experience did you have prior to opening 4th Generation Awning?

Dan Levesque: I have over thirty years experience in the auto body repair industry, so I understand what it takes to run a successful business.

SM: What did you gain from your past work experience and how will you apply it to your new business?

DL: I pay very close attention to the details. I consider myself the type of person who will go the extra mile to ensure that every project leaving my shop is in the best condition possible. I strive for excellence 100% of the time.

SM: Why did you open 4th Generation Awning?

DL: The auto body industry thrives in the winter and tends to slow down during the warmer months. I had a friend in the awning business in Troy, NY with thirty-two years of custom awning background. He offered me the business, which is very busy in the summer months and would complement the auto body business perfectly. With the two businesses combined, I would be able to establish full-time, year-round work. It was a good decision.

SM: What types of awnings does your company design and install?

DL: We specialize in all types of custom awning development from the initial concept, to final installation. We operate in the fields of commercial, residential, and industrial service. Some of the awnings we custom make are: retractable style awnings, store fronts, commercial, and residential custom designs. We take a very artistic approach to the designs, so the possibilities are endless.

SM: Where have you installed awnings in our area?

DL: Some of our biggest commercial clients include McDonalds, General Electric, and the Rite Aid Corp. We have numerous residential customers throughout the Capital District and beyond.

SM: What other types of business service do you offer, related to the world of custom awning design?

DL: Any type of work that involves welding and design with metal and fabric such as fire escapes built to code specifications, various welding repairs, custom railings, and custom ornamental iron work.

SM: What geographical area do you cover?

DL: Our demographic area of work is mainly done within a three hundred to four hundred mile radius. However, on numerous instances, we have been called on to do work far outside



New York State and beyond. We like to say that we are willing to go anywhere our clients are willing to send us.

SM: What makes 4th Generation Awning different from other awning companies?

DL: I am glad you asked that question. The fabric and textile industry has made many advances in technology today. Like the big box stores, some outlets have sprung up allowing new awning people and non-awning companies, that don't manufacture their own product, to simply place an order and feel they have a right to consider themselves a member of the awning community. This bothers me. All of our products are completely custom manufactured right here in our own facility. We do all of our own fabrication and all of our own sewing. This is important to us, and allows for better quality control over the finished product and, inevitably, better service for our respected clients. We enjoy challenging projects as well as simple manufactures. We work closely with architects and developers on commercial work, and work alongside the homeowner for residential work. We welcome feedback and strive to make all of our clients feel comfortable and happy that they selected us.