

AT A GLANCE

Henrietta firm lands \$15M deal in Texas

**Getinge USA**, a manufacturer of sterile work stations and equipment with units in Henrietta, has signed a \$15 million contract with a Texas health care system.

The contract, which Getinge USA called its largest in recent years, is with Memorial Hermann Healthcare System in Houston for infection control equipment and services. With 11 hospitals, Memorial Hermann is the largest non-profit health system in Texas.

Getinge has two divisions in Monroe County: **Getinge Sourcing LLC**, the hospital sterilization manufacturing unit; and **Getinge USA**, which creates surgical products. Both divisions operate out of the 280,000-square-foot facility in Henrietta.

Kodak will expand Ektar camera film offerings

**Eastman Kodak Co.** is expanding its camera film offerings for professional photographers with Ektar 100 films in 4x5 and 8x10 sheet formats.

Kodak rolled out the Ektar 100 film line in 2008. The 4x5 and 8x10 films will be available in April, according to the company.

All of the camera and motion picture film produced by Kodak starts at Eastman Business Park, though some cutting and packaging work for some products is done in Mexico.

Business consultant to give talk on trade issues

Charles Goodwin, a business consultant and the Rochester Business Alliance's former vice president for international trade and transportation, will give a talk on trade issues at 11:30 a.m. Wednesday at the **Rochester Regional Veterans Business Council's** monthly meeting at Nazareth College's Shults Center in Pittsford.

The council and its meetings are open to military veterans who own or operate businesses in the Rochester area. To attend, contact Jocene Preston at [jocene.preston@veteransbusiness-council.org](mailto:jocene.preston@veteransbusiness-council.org).

For more information, go to [www.veteransbusinesscouncil.org](http://www.veteransbusinesscouncil.org).

Technology Farm of Geneva opens its house

Geneva's **Technology Farm**, an incubator for businesses related to food and agriculture, will hold an open house Thursday, March 11, from 4 to 7 p.m.

The Tech Farm provides lab, kitchen, office and production space for young businesses, which include **Seneca Bio-Energy, CherryPharm, Stony Brook Cookies, Top Quality Hay Processors, Terreneu, CM Creative, Zedx and NY AgriDevelopment Corp.**

At the open house, visitors will be able to taste and see some of the companies' products, as well as learn about new technologies being developed there. The event will also showcase the building's newest tenant, **Advanced Biological Marketing.**

For more information about the event, at 500 Technology Farm Drive, Geneva, call (315) 781-0070 or e-mail Susan L. Noble at [susann@thetech-nologyfarm.com](mailto:susann@thetech-nologyfarm.com).

Kodak exec to discuss business in hard times

Jeffrey Hayzlett, chief marketing officer for **Eastman Kodak Co.**, will discuss ways businesses can navigate hard times in a presentation at 3:30 p.m. Wednesday at the DoubleTree Hotel, 1111 Jefferson Road in Henrietta.

The event, "A Snapshot on Branding," is being hosted by **VisitRochester**, the regional tourism agency.

The cost is \$20 for VisitRochester members and \$45 for non-members. Tickets are available at [www.visitrochester.com](http://www.visitrochester.com).

TOP 100



WILL YURMAN staff photographer

Engineer John Popielarz of Fairport tests equipment at Classic Automation on Monroe Avenue. The company sells control-system parts.

Firm keeps older control systems humming along

JIM STINSON  
STAFF WRITER

*The Rochester Top 100, which annually recognizes the fastest-growing privately held companies in the nine-county region, is sponsored by the Rochester Business Alliance and KPMG.*



Ruebeck

*Here is an interview with Fritz Ruebeck, CEO of Classic Automation LLC, which stocks and sells surplus parts and control-system circuit boards.*

**Tell us about control systems. What exactly makes your company unique in the control-system field?**

Almost everything you use in your daily life is made using control systems. Classic Automation primarily provides parts, mostly circuit boards, for installed control systems. Control systems are computers that control production, from individual machines to large process plants.

If there are problems with the control system, production stops, often resulting in an emergency. Therefore our focus is on high reliability and availability. We have achieved success by staying focused on only a few control systems and then developing good support, inventory and supply chains.

Unlike personal computers, there is often no justification to upgrade besides obsolescence, unless the machine or process is changed. Control systems have complex software applications that are unique to a specific machine or process. Our customers buy parts to avoid having to change their software application, which could result in a lot of cost, risk and downtime.

**Tell me about the origins of your company. How old is it and how did you get it off the ground?**

The company was founded

Classic Automation, No. 51

**Classic Automation LLC:** Supplier of surplus industrial control systems.

**Location:** 795 Monroe Ave., Rochester.

**Year founded:** 2003.

**Executive:** Fritz Ruebeck, CEO.

**Employees:** 14.

**Web:** [www.ClassicAutomation.com](http://www.ClassicAutomation.com).

in 2003 in my home. The business started out of necessity as I was laid off and wanted to stay in the area.

The business struggled at first as it had the wrong business model. It started as an auction venue, but we soon changed to providing parts directly. I used to work for ABB Ltd., a large control-system manufacturer, so I knew the market needs for spare parts.

Originally we focused on the ABB MOD 300 control system that was manufactured in Rochester up until about 1990 by what used to be a large local company called Taylor Instrument.

In 2004, we developed a relationship with an Austrian company that trained us on Siemens AG control systems. We became their supply partner for the United States, and Siemens parts are now the majority of our business. Classic Automation was self-funded and most of the profits have been reinvested into more inventory, test systems and our Web site.

We moved to our present location at 795 Monroe Ave. in 2006. At the time of the move there were over 10,000 circuit boards in my house. The entire house was used for the business except my kids' rooms.

**Who needs and buys your products?**

We sell to companies of all sizes that produce products. Industries include consumer

Online Extra

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goods, pharmaceutical, food, auto parts, pulp and paper, chemical, power generation and water treatment. Many other businesses also buy our parts from cruise ships to crematoriums.

About half of our sales are direct-to-end users, and the rest are through large numbers of resellers.

**With 11 employees, you are a small business. Do you hope to expand across the region, the United States and the globe? Where do you reach now?**

Since the Top 100 was published (in November 2009), we've grown to 14 employees.

We already are a global company, with more than 50 percent of our sales being international. Less than 1 percent of our business is in New York.

We have shipped to more than 60 different countries from our Rochester facility. If a control-system user anywhere in the world has a problem, they can type a part number into a search engine such as Google and find our Web site.

**How much competition do you face?**

In this business, you have to work with everyone in order to meet the customer's needs. Our primary competitors are other control-system part surplus sellers like ourselves, and sometimes the control-system vendors. But we often buy and sell to them at the same time.

We also face substitution. A customer can choose to repair a part instead of buying a spare, or they could choose to upgrade.

**The downturn in the**

Business travel cost deductions complex

JOYCE M. ROSENBERG  
THE ASSOCIATED PRESS

You're planning a vacation, and thinking about taking some time during your trip to see a client. Maybe you can get a big tax deduction?

Well, maybe not.

Many small business owners find the deduction for travel expenses to be one of the most tempting, but also trying, parts of the federal tax law.

IRS Publication 463, Travel, Entertainment, Gift and Car Expenses, lays out many of the rules that govern tax deductions for business travel expenses. Business owners should get some advice from a tax professional, but here are some basics about the business travel deduction:

**Business trip or vacation?** Say you're going to a trade expo in Orlando, Fla., and decide to bring your family. You can deduct only the amount that you spend on business-related activities. So you can deduct the amount of what a hotel room would cost for yourself, but no more. If you rent a suite to accommodate your whole family, you can deduct only the price of a single.

When you take your family out for a meal, it's not deductible. But if your spouse accompanies you to a business meal where spouses are expected to attend, his or her portion of the bill may be deductible. But check with a tax professional. After the trade expo ends, you and your family spend a few days going to the Orlando attractions. From that point on, the only part of the family's expenses that is deductible is the cost of your trip back home.

Some owners try to deduct the cost of a vacation by including some minor business activities. That won't go over with the IRS. But if you do have engage in some business activities on what is primarily a vacation, any expenses related to those activities can be deducted.

**How much can you deduct?** Generally, the IRS permits businesses to deduct the full amount of their travel expenses, including transportation, car rental, lodging, even dry cleaning and tips. But only 50 percent of the price of your business meals can be deducted. The IRS does not permit deductions for lavish or extravagant expenses.

The agency acknowledges, however, that an expense may not be considered lavish if it is "reasonable based on the facts and circumstances." So the IRS might agree to your renting a luxury car to take clients to a black-tie dinner at a conference, but not for you to visit a manufacturing plant in an