



SESCO

2025

SPECIALTY EQUIPMENT SALES COMPANY

Unparalleled Service and Solutions
in Commercial Foodservice

SESCO is an Employee Owned Company

What We Do



We are a Manufacturer's Representative & Stocking Rep with a clear vision to offer our manufacturing partners the highest level of commitment, expertise and integrity to grow their business in our marketing area.

Our areas of focus are:

End Users

- * K-12 schools
- * Universities
- * Regional and National Restaurant Chains
- * Regional and National C Store Chains
- * Healthcare

Dealers

- * Key Dealers
- * Specialty Dealers
- * Niche Dealers

Consultants

- * K-12 Consultants
- * Multi Market Consultants
- * Design/Build Consultants

Here are just a few key accounts that depend and rely on SESCO products:

Sesco can handle all your sales representation needs in



*Indiana - Kentucky - Michigan - Ohio
Western Pennsylvania - West Virginia - Western New York*



SESCO Who We are...



President
Kevin Leonard
kevin@sesco.biz
513-310-9043

Kevin has 40 years experience in the food service equipment industry. 26 years experience at SESCO. Kevin has received numerous industry awards and served on a variety of industry advisory committees and a past president of the Ohio SNA advisory board. CFSP and CPMR certified.



Executive Vice President
Dan Farmer
danf@sesco.biz
614-296-6894

Dan's 30+ years experience in the foodservice industry includes leadership roles in Operator, Service, Manufacturing and Distribution segments. BA from California State University. CFSP certified NAFEM (level1)



CFO
Carl Smith
carls@sesco.biz
216-898-9000

Carl brings over 20 years of extensive experience in finance and operations to SESCO. He has worked in both public and private companies. Previously, Carl was CFO and Senior VP of Operations at Mace Security Intl, Inc. Prior to that role, he served as CFO and VP of Operations for Saeco USA, Inc.



Vice President of Business Development
Western Pennsylvania, West Virginia, New York
Mike Rykaceski
miker@sesco.biz
412-860-2655

Mike has over 30 years of experience in the food service industry including 12 years with SESCO. Mike has excelled in all facets of food service. He owned his own restaurants, managed sales as a food broker and sold food service equipment.



Vice President of Sales
Rylie Church
ryliec@sesco.biz
513-262-5932

Rylie has over 28 years experience in the food service industry including restaurant management and food service equipment sales at the dealer and rep level. Rylie has been with SESCO for 11 years.



Territory Manager - Northeast Ohio
Paul Asturi
paula@sesco.biz
216-406-4198

Paul Asturi joined the SESCO team in 2024. Paul has years of industry experience in both food and equipment sales and brings knowledge and expertise to his role as a manufacturer's representative for the NE Ohio region at SESCO



Territory Manager - Southern Ohio
Sean Church
seanc@sesco.biz
317-408-1140

Sean's experience and proficiency both in the restaurant industry and history as a dealer sales representative uniquely equips him to assist our customers in finding the optimal foodservice equipment solution.



Territory Manager - Indiana
Olivia Mathews
oliviam@sesco.biz
317-408-1140

Olivia brings to SESCO over 12 years experience in the food and beverage industry, including brokerage and sales management relating to beverage, foods and non-foods sales.



Territory Manager - Kentucky
Beverly Rallenkotter
beverlyr@sesco.biz
859-576-2393

Beverly is the territory manager for the state of Kentucky. She has 22 years of foodservice experience. Her background includes expertise in the fast-food, hospitality, and beverage industries.



Territory Manager - Michigan and Northwest Ohio
Kelly Johnson
kellyj@sesco.biz
734-476-1401

Kelly is a chef with an extensive culinary background. His experience in foodservice distribution and foodservice brokerage as an owner/operator and consultant.

SESCO Marketing & Client Care Focus

At SESCO, our sales and marketing mission is to help our manufacturing partners and positively differentiate our organization through specific targeted marketing.

We have constructed a marketing plan that is consistent, targeted, and focused on the products most attractive to each market segment.

Marketing Campaigns:

Key Dealers

- Short Term Pricing Opportunities
- New Product Spotlights
- Custom Designed Flyers for dealers to use as sales tools
- SESCO Demo and Cooking Live Events
- Educational Sessions to build brand awareness & confidence

Consultants

- Product Spotlights and Introductions
- Consultant Care™ Program
- SESCO Demo and Cooking Live Events

Key End Users

- Direct E-mail and Product Solutions Campaigns
- School Nutrition Assoc Shows and Workshops
- Industry Trade Publications, State SNA's, etc.
- SESCO Live Cooking Events

Website

- Blog News and Updates

Social Media Activities

- Twitter, Facebook, and Instagram Updates.
- Product Education with links to our manufacturing partners



Marketing / Client Care
Paul Cornish
paulc@sesco.biz
216-898-3583

Paul has 32 years experience in the foodservice industry including sales, client care, and marketing.



Client Care Representative / Purchasing Manager
Jason Gottliebowski
purchasing@sesco.biz
216-898-3589

Jason's expertise comprises over 9 years with SESCO in client care, equipment and parts roles, and purchasing.



Sales Support Representative
Beth Mathew
bethm@sesco.biz
216-898-3382

Beth has over 20 years experience in the foodservice industry and client care specializing in quotes & client care.



Client Care Representative
Cherie Hassey
cherieh@sesco.biz
216-898-3586

Cherie joined our team in 2023 and brings an extensive background in sales and customer service.



Parts and Service Manager / Client Care
Andrew Belzinkas
andrewb@sesco.biz
216-898-3582

Andrew brings over 5 years of expertise in shipping and receiving management, alongside experience in client care and parts and service management.



Administrative Assistant
Cindy Slovak
cindsy@sesco.biz
216-898-3584

With 40 years of dedicated experience at SESCO, Cindy is an expert in billing and proficiently handles a wide array of administrative and accounting functions.



Administrative Assistant / Reception
Colette Stamler
colettes@sesco.biz
216-898-9000

Colette has 14 years experience at SESCO and handles reception and a broad range of administrative and accounting responsibilities.



Accounting Manager
Jacob Klein
jacobk@sesco.biz
216-898-3581



























Jacob joined the SESCO team in 2023 and plays an integral role managing diverse accounting and business functions.



Warehouse Manager
Nate Knudsen
natek@sesco.biz
216-898-3592

Nate joined the SESCO team in 2023 and has 3 years warehouse management and shipping experience.

Manufacturer Partners

PRODUCT LINE	IN	KY	MI	OH	WPA	WV	WNY
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* Products stocked at the SESCO Regional Inventory Center

SESCO Sales Focus

At SESCO, you can count on a well trained, highly motivated, sales team. You can expect the execution of professional and consistent sales strategies that will set SESCO apart from other manufacturer representatives in the industry. With support from our Client Care Team, our Regional Inventory Center, our marketing resources, and our SESCO test kitchens, you will find our sales force well prepared to present our products to customers and to provide them with the unparalleled service they deserve!

SESCO Sales Strategies:

Key Dealer Approach

- Apply the 80/20 rule
- Key Account Development (KAD)
- Consultative sales with dealer principals
- Use resources to make key dealers more successful
- Develop relationships with dealers

Consultant Calls

- Build brand confidence and loyalty
- Cultivate long cycle sales
- Emphasize the Consultant Care™ Program

Chain Account

- Use a “Team Approach”
- Set-up product demonstration sessions
- Cultivate long cycle sales

End User Calls

- Structure end user appointments weekly
- Active participation in conferences, programs, and special events
- Utilize SESCO test kitchens with extensive product/equipment demonstrations

SESCO test kitchens hosted more than 600 participants at Cooking Live Events in 2024



Warehouse & Culinary Center



Our SESCO headquarters and inventory center supports our 7 state marketing area with same day shipping.

Our Culinary Centers provide a professional atmosphere to demonstrate our manufacturer's products and show solutions to our dealer and end user's needs.



Our Parts and Service Department provides everything you need for the product lines we currently represent. Our parts staff has an average of over ten years industry experience and each one is committed to providing excellent customer service. We regularly conduct service and training seminars to help insure our service customers are knowledgeable about our equipment and are armed with up-to-date references.



Parts Department Support Includes:

- Coordinating service calls and dispatching
- Service technician support
- Assistance with part identification
- A large inventory of stock components
- Expedited order placement
- Same day shipping (on most items)
- Chain install/startup coordination and support
- End user support
- Service training classes
- Processing of warranty returns/submittals

WWW



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Our Philosophy:

The mission of Specialty Equipment Sales Company is to provide unparalleled service and solutions to the clients we serve and the manufacturers we represent. We aggressively and ethically pursue opportunities in the marketplace. We are committed to the success of our trading partners and to the employees of our organization.

SESCO

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