

NU-LOOK COLLISION CENTERS

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has a new look, Pg. 34

Gatherings buys Daisy Flour Mill for banquet spot

By KATHRYN QUINN THOMAS

The 157-year-old Daisy Flour Mill along Ellison Park has been purchased for \$700,000 by Gatherings at the Daisy Flour Mill LLC to be used as a banquet and wedding center.

The renovated site will debut Sunday for a crowd of 400 for Mother's Day brunch.

Gatherings, a Churchville-based catering firm, is the Inn on Broadway's caterer. The Inn, a boutique hotel and banquet hall saved from foreclosure last year, is slated to become a steak house—a fact that prompted Gatherings to look for another location.

The Daisy Flour Mill's former owner, JHS Associates LLC, with James Sauer as president, closed the site on Blossom Road late last fall, documents filed with the Monroe County clerk's office show. Sauer could not be reached for comment.

Gatherings took possession of the site in December and closed on the sale in March. The catering company also owns

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Photo by Kimberly McKinzie

BODY OF WORK—Jeffrey DiFulvio, founder and CEO of Nu-Look Collision Inc., began working on cars in the garage as a high-school student. Since starting Nu-Look in 1981, DiFulvio has expanded to six locations. The Henrietta company employs more than 100 workers.

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Tax proposals create concerns at non-profits

By KATHRYN QUINN THOMAS

To address what its members call a tax gap, Congress has proposed extensive legislative changes for the non-profit sector, including stricter limits on tax-exempt charitable gifts and donor-advised funds.

The new limits could hurt opportunities for local giving, including real estate, auctions and donated prizes, non-profit leaders say.

One of the largest gifts Lifetime Assistance Inc. ever received was a small manufacturing facility. The agency sold it for some \$350,000. If the congressional proposals were on the books then, the agency might never have received the gift, Lifetime CEO James Branciforte said.

"That was a major gift for us," he said. "I'm not sure how that donor would have felt about making the gift if he had not been able to simply hand it over. The process was not overly burdensome."

Votes on the Senate proposals could come as soon as Memorial Day, the Virginia-based Association of Fundraising Professionals reports. Senate backers estimate overstated deductions cost the United States \$10 billion to \$15 billion a year

Toy business

Developer eyes high-end homes

PROFILE

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Making a big dent in the auto-repair market

Nu-Look Collision CEO Jeffrey DiFulvio has turned his love of tinkering with cars into a firm with six sites

By VELVET SPICER

In high school Jeffrey DiFulvio loved tinkering with cars. His skill in body work took him from fixing up beaters in his father's garage to owning a six-location collision repair business with more than 100 employees.

DiFulvio, founder and CEO of Nu-Look Collision Inc., remembers those high-school days fondly.

"It became a bit of a hobby to buy a car, fix it if it needed fixing, drive it and a year later sell it and buy something else," DiFulvio says.

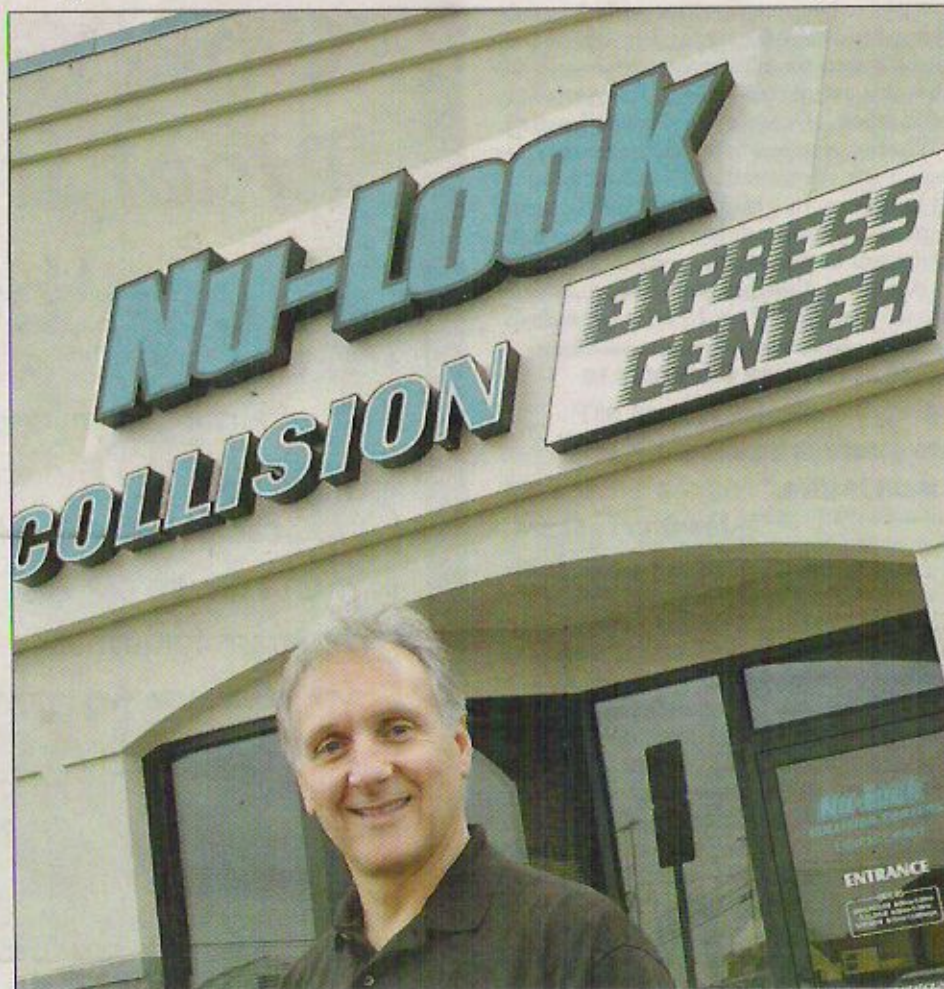
He learned how to paint cars from his uncle, who was a mechanic.

"What I learned from him was physically how to fix light damage and paint cars," he says. "And if a friend had a car, I'd paint it for him. I would usually do that in my father's garage."

DiFulvio's father eventually reclaimed his workspace and the younger DiFulvio rented a garage so he could work on his own and his friends' cars. At the time—shortly after graduating from Greece Athena High School—he had just finished a short stint in construction.

"In high school I was going to go into construction," the 50-year-old Webster resident says. "But that sort of went soft in the mid-'70s."

Following high school, while he was renting his own garage, DiFulvio went to



decided to open a sixth location. Nu-Look had not entered the south side of the county and looked to the Henrietta area for a suitable piece of land.

"We had a real hard time finding real estate," DiFulvio laments, "a real hard time."

Management did not want to open a store on "dealer row"—that section of West Henrietta Road where several car dealerships are located—and there was a moratorium on parts of Jefferson Road.

The company worked for six to eight months on a deal for a piece of property in Henrietta that fell through, DiFulvio says, and that put it behind schedule. Nu-Look eventually purchased property near the corner of Lehigh Station Road and West Henrietta Road and opened it as the company's corporate headquarters and training center in November 2003.

This year Nu-Look purchased the former Carlisle Mitsubishi property on Fairport Road in Perinton and is planning to relocate its Fairport operations there. DiFulvio expects the store to open in June and to provide other automotive services—similar to those offered in Gates—at the new location.

DiFulvio says his short-term goals include focusing on the company's headquarters, which also is an express repair center.

"It's one of the first of its kind in this area," he explains. "We're targeting \$1,500