

Business boom at Badger

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After taking over the Penn Yan business two years ago, Rick Cirincione and Jason Saner looked to expand with a second location. Farmington caught their eye.

FARMINGTON — To grow the Penn Yan business they had just taken over, Rick Cirincione and Jason Saner knew they needed a second, centrally located spot.

"We were expanding, and we need to get higher skilled individuals than we were able to get in Yates County," said Saner. "We needed to be able to attract the best and the brightest."

He wasn't knocking the county's workforce. It was just that the type of workers he and Cirincione were looking for at Badger Technologies, Inc. — high tech and executive types — tend to gravitate toward Rochester, where there are the most opportunities.

That was just over two years ago. The duo didn't have to look too far.

In September 2005 they opened their new digs on County Road 41 in Farmington, near the Finger Lakes Gaming & Race Track. They are a stone's throw from the Thruway and Monroe and Wayne counties and have lured workers from as far away as Batavia and Charlotte, said Saner, vice president of sales and marketing.

Between the two locations, the contract electronics manufacturer, employs about 100 people.

Understanding what goes down at Badger is no simple task if you're not a techie type. In a nutshell, the company "builds electronic subassemblies," Saner explains.

Simplified even more — Badger builds electronic parts that go into everything from military radios to hi-tech batteries, medical devices and tractor trailer trucks. It does contract work for businesses like Ultralife Batteries.

Saner and Cirincione bought the company in 2004 with the help of a \$2 million investment through the Rochester firm Delta Point Capital Management. Saner had gone to work for the company right out of college in 1997; Cirincione came on board as general manager in 2000 and now serves as president.

Badger's previous owner, John Grabski, had been focusing his attention on his other businesses, including a software firm, and asked Saner and Cirincione if they wanted to take the helm.

"John afforded us this opportunity," Cirincione said. "He had other people that were interested in purchasing the company, and he probably would have gotten a higher price from some other areas, but he made his best effort to ensure the company would continue on its path and keep the Badger name."

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