

HOW I DID IT

From electrician to Web host

■ Ontario man works with more than 350 firms.

SEAN DOBBIN
STAFF WRITER

Most Web hosts get their start by making Web pages and learning HTML code.

Joe Crestuk learned by physically building Internet networks.

"I was literally the guy holding the cables back when (companies) were installing their Ethernet," said Crestuk, 35, of Ontario, Wayne County.

The former electrician now works with more than 350 area businesses, providing Internet connectivity and helping create their Web sites.

His two companies — webSURGE LLC and CNY Communications Inc., both based in Ontario — have seen steady growth this year despite the tough economy.

In growing the two companies, Crestuk has drawn from two of his past work experiences.

Working as an electrician allowed him "to understand,

to the core, how the information passes from one point to another," he said.

He also learned some valuable lessons in his days of selling Internet bandwidth for other providers in the area. While having a ton of servers in-house is nice for when a customer comes to visit, the equipment



Crestuk

creates huge costs compared with its relatively low utility value.

"What the customer doesn't understand is that the servers they see in the largest Internet Web site developer in Rochester is a fraction of the actual equipment that it takes to get that Web site up on the Internet," said Crestuk. All those servers "are just for show."

Instead, Crestuk leases bandwidth at a fraction of the cost from companies in larger cities. The decision has allowed him to keep his overhead costs low and consistent.

It also gives him time to work intimately with the com-

Key tip

"Be there. I have over 350 business clients and my support calls come to my cell phone. Being available and being present has allowed me to expand immensely."

panies he services. Along with providing a client with Internet capability and e-mail, Crestuk is able to cater a company's Web site to its specific marketing needs.

He's done such work for Engleson Associates Inc., a Henrietta-based financial advisory firm, and helps it develop ways to reach the 15,000 brokers the company markets to.

Phil Engleson, the company's owner, also appreciates Crestuk's ability to break down complicated computer jargon into layman's terms.

"I've had people come in and put a whole system in and when they leave, everyone in the office says, 'What ... were they talking about?'" said Engleson. Crestuk "can communicate so that you know what he's talking about." □

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From electrician to Web host [July 5, 2009]

– Sean Dobbin, Staff Writer Democrat & Chronicle

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