

IN THE LIFE

THROUGH THESE EYES

ALL LEGEND NORM RADOS REFLECTS ON HIS 43-YEAR CAREER



Space Shuttle Enterprise, rolled out on September 17, 1976, was the first Space Shuttle orbiter of the Space Shuttle system. It was built for NASA to perform atmospheric test flights after being launched from a modified Boeing 747. ALL managed the earth-bound part of the flight.

To put it in perspective, there have been eight U.S. presidents over Norm Rados' 43-year career with ALL Erection & Crane Rental. When he first walked on the job as an oiler, it was 1978 and Jimmy Carter was in the White House.

Norm has seen a lot of changes in those decades, to the company and to the crane business as a whole. Currently serving as sales manager, a position he's held for 28 years, Norm has been a fixture at ALL, growing through the ranks from oiler to operator to jobsite coordinator to sales manager. But you might be surprised to find out cranes are Norm's second career. You might be even more surprised to know what he did before.

Eyes on the prize

Norm used to manage an optical lab, where eyeglass lenses are made. It was his career for 10 years before he switched to cranes. It was also a sign of things to come, as vision has been an important part of Norm's career.

"It was a good job," said Norm. "I was managing a team of 40 or 50 people."

But when you're part of the Liptak family, sooner or later, cranes are going to get you. Norm was married to Michele Liptak, daughter of ALL co-founder Michael C. Liptak. (Michele's brother, Michael L. Liptak, is the current president and CEO of ALL.) Michele was one of ALL's original administrative employees, working with just a few other people in a work trailer in those early days.

Norm felt he had maxed out his earning potential for a career in the optical industry. With the possibility of a young family on the way, he had the vision to pivot professionally. When the opportunity arose to join Ohio Operating Engineers Local 18, the crane operators' union, Norm decided it was time for a career change. Crane life meant better pay and plenty of opportunities for overtime.

"When you join the union, your first job is as an oiler. My first assignment was working the drag line down at J&L Steel," said Norm. "I was responsible for general maintenance of the crane—lubricating, greasing, topping off fluids, keeping the crane clean, and sometimes even waxing the crane. Whatever

the operator wanted." Cranes were moving ore pellets 12 hours a day, seven days a week.

When that job finished, Norm remained as an oiler for lattice boom crawlers, spending his first year and a half with that type. "There was a lot of piledriving, setting steel, and precast work. I also spent a lot of time helping to erect the cranes," said Norm. From there, he started oiling hydraulic truck cranes.

In these early days, Norm credits operator Gene Stamm for bringing him along in the profession.

"Gene took me under his wing and taught me a lot about how lattice boom crawlers work," said Norm. "I gained a lot of valuable experience working with him." Other names from ALL's past who greatly helped Norm in the beginning were Mike Caroseli and Nick Faustina. Once he moved onto hydraulic truck cranes, he was frequently paired with Jerry Carr.

But soon it was time to move into the seat and begin operating cranes, a position he held for 15 years.

Smooth operator

"I started operating smaller RTs at steel mills, refineries, and automotive plants. I did a lot of long-term outage work," said Norm. One memorable job was at the Ford plant, where ALL was involved in a four-year project. ALL had as many as eight units at a time at the site, and Norm gradually started taking on additional responsibilities. At about halfway through the project, his role changed.

People appreciated his vision, and Norm became a job site coordinator, overseeing rental of all construction equipment needed for the project. He also pitched in unloading trucks using the on-site cranes for the contractors. By the end, ALL had up to 150 units on the site.



continued on page 38

ALL's first headquarters was christened in 1977, one year before Norm Rados would join the company. See full story on back cover.



continued from page 37

A new role

It was another pivotal moment in Norm's career. After the Ford job was over, he was promoted to sales manager of ALL Erection & Crane Rental, the expanding, multi-yard conglomerate's flagship branch. It was 1994.

ALL celebrated its 30th anniversary that year, but much of the business still operated with the run-and-gun ethos of a younger, smaller company. The sales department had steadily evolved over the years, and Norm is now reluctant to take credit for prompting a giant leap forward in its operations. But those looking in say Norm's vision yet again came into play.

As sales manager, he often called on Jim Taylor, then the general manager of ALL Aerials. "Because Jim was a manager with sales experience, I talked a lot with him as I moved into the new position," said Norm. "It had been unfilled for a couple years before I came on, so Jim was a guy I could go to for guidance. He knew the ins and outs and helped me avoid rookie mistakes."

ALL in the family

ALL, of course, is a family business. It's become the ALL Family of Companies, with 31 branches in 14 states and Canada, and has remained a family business. There's something about working with cranes that gets in the blood. It happens all the time. And that family tradition carries on for Norm, as his sons, Chad Rados and Shaune Rados, have made their own names inside ALL. Chad is a project coordinator, responsible for large jobs with a lot of moving parts, similar to the job site coordinator role his dad took on at Ford all those years ago. Shaune is Director of Sales for the whole of the ALL Family.

Now, after 28 years as sales manager, 43 years with ALL, and more than five decades in the workforce, Norm's vision is telling him it's time to call it a career.

"I have to thank the founders of ALL Erection & Crane Rental Corp.—Mike, Larry, and Jake Liptak—for hiring me in 1978 and for all the support they gave me over the years," said Norm. "They gave me a career and it's been an amazing one. The family atmosphere of this company begins with them."

Norm also wanted to thank Michael and Lawrence Liptak,

son of co-founder Larry Liptak. "They keep this company ahead of the competition with vision and the will to invest in the latest equipment, employee training, and education. The way the company is structured, it is sure to be around for many more generations."

Eye on the future

Norm has plans for retirement, of course. He and Michelle are avid bicyclists and enjoy tennis, running, and doing fitness boxing. Retirement will give him more time for these pursuits.

Like many retirees, he wants to travel. But not the typical travel you might be thinking of. Because here, Norm Rados' story comes full circle. All the way back to that optical lab where he first toiled before taking a four-decade detour into the world of cranes.



Co-founder Mike Liptak and wife Marvine are joined by their children, Michael Liptak, Vicki Ashworth, and Michele Rados.



Cranes are pretty complex construction equipment, though Norm kept it simple. "Weight and radius," he would famously say, was all you needed to know. T-shirts marked this memory at a retirement party in March 2022.

For years, Norm has traveled to Ecuador and the Philippines in support of mission work, of which a primary focus has been distributing eyeglasses to people in need. Just like the ones he worked on all those years ago. He's been involved in giving away thousands of pairs. In retirement, he wants to travel more to give more. Because when you're a man of vision, that never leaves you. Even when you retire from your work life. ♦



PROMOTIONS

Josh Bacci Promoted to Sales Manager; Josh Doyle Named GM of ALT Sales Corp.



Josh Bacci



Josh Doyle

Norm Rados' retirement creates a vacancy in his position as sales manager for ALL Erection & Crane Rental. The job will be filled by a familiar face, **Josh Bacci**, a 16-year ALL veteran. For the past six years, he has served as general manager of ALT Sales Corp., the boom truck division of the ALL Family of Companies.

Josh's family has its own history with the company, as he follows in the footsteps of his dad, John Bacci, a logistics manager with ALL.

Josh joined the company in 2006 and has held a variety of positions through the years including rigger, oiler, assistant operations manager, and crawler crane fleet administrator. He's earned a reputation as an astute listener who absorbs information like a sponge.

He comes to the sales manager's job with the endorsement of Norm Rados himself. "I've had the pleasure of working with Josh for many years," said Norm. "Any challenge that's thrown his way, he

approaches with a can-do attitude and a drive to be efficient and effective. The sales department is in great hands, and I go off to retirement with peace of mind knowing that Josh is at the helm."

"Obviously, Norm leaves huge shoes to fill," said Bacci. "I'm humbled by the trust ALL has shown in me with this new position. My years with the company have prepared me for this new challenge, and I'm looking forward to building on the success Norm has created with his years as sales manager."

With Bacci moving on, it creates a vacancy at ALT Sales Corp. The company is proud to announce **Josh Doyle** has been promoted to general manager at ALT Sales Corp. Doyle is a seasoned sales executive with experience spanning several industries, including information technology and the service industry along with heavy equipment sales. He has been in sales with ALL since 2019. With his sales background and proven track record, he is a worthy successor to lead ALT Sales. ♦



In 1994, ALL Crane helped build Jacobs Field, home of the Cleveland Indians. In 2008, after 13 seasons, the naming rights were sold to Progressive Insurance and Progressive Field was born. This month Cleveland recognizes the evolution of the Indians moniker to the Guardians. New chapters write themselves in a good baseball town.