

Senior Management Team

- **Michael Pontarelli** – President & Owner – Responsible for providing leadership, hiring for senior staff positions, communicating vision & direction of Qualicoat, customer development with Sales Manager and technical assistance to customers & senior staff & estimating with 50 + years of service.
- **Michael Pontarelli** – Sales Manager & Customer Development – Responsible for providing leadership to all, New Business Development & Maintaining of Existing Customer relationships with 50 + years of service.
- **Don Lawson** – Operations Manager – Responsible for Operations of Qualicoat, providing leadership and workforce development, meeting customer requirements & schedule with 45 years of service.
- **Shawna Reitz** – Office & Accounting Manager – Responsible for providing leadership, financial reporting and financial compliance of company with 8 months of service.
- **Shawna Reitz** – Human Resource Manager – Responsible for providing leadership, for company compliance to all employer federal and state compliance regulations, recruiting, on boarding of new employees, employee and staff support with 8 months of service.
- **Bob Davidson** – Quality Manager – Responsible for providing leadership, maintaining ISO compliance and overall documentation and quality systems for Qualicoat that meet and serve both our company & customer goals and expectations with 6 months of service.
- **Cindy LaTona** – Accounting Administrative Asst. – Responsible for providing leadership, accounts receivable, accounts payable, and assisting staff with 14 years of service.
- **Paula Ervay** – Receptionist – Responsible for providing leadership, welcoming of all guests, invoicing, and data input as needed and assisting staff with 2 years of service
- **Joseph Pontarelli** – Process Engineering Manager – Responsible for providing leadership, engineering support for customers and detailed job travelers for workforce with 26 years of service.
- **Joshua Pontarelli** – Customer Service & Purchasing Manager – Responsible for providing leadership to all, customer service, purchasing with 18 years of service.
- **Michael Powell** – Senior Technical Estimator – Responsible for providing leadership to all, customer service, estimating with 6 years of service.
- **Jim Craig** – Facilities Manager – Responsible for providing leadership, the overall maintenance of facilities and equipment so customer schedule can be met with 20 years of service.
- **Rich DiSanto** – Environmental Compliance Officer – Responsible for leadership, maintaining Environmental Regulatory Compliance with Local Municipality, NYS D.E.C. and E.P.A. Governmental agencies with 25 years of experience.

Since 1972 Qualicoat Inc. has been a quality applicator of decorative and functional coatings to plastic and metal substrates, including chemical pretreatment, grit blasting and graphics applications. We are a leading supplier to companies in the sheet-metal, machining, computer, electronics, defense, military, medical, aerospace, rail transportation industry, office equipment and die casting industries. Qualicoat Inc. also engages in reconditioning and sub-assemblies. We provide in-house silk screening, pad printing & letter filling all to military standards.

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