

Mark DiCocco



Family Man

COVER STORY

By Jenna Caputo

Photos by Super Source Media

Mark DiCocco is a take-it-apart-and-put-it-back-together kind of guy. He has always loved seeing how everything works. Originally from Schenectady, his family moved to Clifton Park when he was five years old. They wanted a nice place to raise their family, and Mark has been here ever since. Growing up, he loved to play outside with his friends and brother, Tim.

They would often work with their father to restore muscle cars from the late 1960s to early '70s. They had two Camaros – a '69 Z28 and a '69 SS, as well as a Big Block '70 Chevelle. They even worked on their neighbor's '67 Corvette. When not working on the cars, they would design, build and install custom car stereo systems as well. While in high school at Shen, Mark played football,

wrestled and participated on the track team as a shot put and discus thrower.

His wife, Bernadette, grew up along the St. Lawrence River in Waddington, NY. She has a brother and two sisters. Bernadette went to school at SUNY Plattsburgh, but it wasn't until later that they realized they had often crossed paths during those years, knowing some of the same people at Plattsburgh. Mark and Bernadette did not officially meet until 2001 in Saratoga Springs. They married in 2006 and honeymooned in Hawaii.

Mark started out working for Coca-Cola and Mac Tools, but in 2006, Mark worked as a commercial estimator and gate operator technician at a friend's local fence company. He realized he had found his passion and decided to eventually go out on his own. "I aspired to be a small business owner since I was in high school," says Mark. "I



(5) and Gavin (2). They enjoy camping together, and the boys love four wheeling with their dad and swimming in their grandmother’s pool. They also enjoy taking part in all the wonderful things our community has to offer, including visiting the state parks and lakes. “I find my family amazing,” says Mark. “I am truly blessed to have my wife and those two beautiful, smart, funny, talented boys and am grateful for them everyday.”

Bernadette now works as a clinical research coordinator at St. Peter’s Cancer Care Center, helping find clinical research treatments to help eligible patients treat their cancer. She follows the patient through treatment and works closely with the provider to ensure the best course of treatment each step of the way.

Anthony loves to climb into his dad’s truck and always wants to go to work with him. He says he wants to be a fence worker like his dad. Mark jokes that Anthony will probably end up being his boss someday.

Mark is a consummate family man. Most of his free time is spent with his whole family, including siblings, parents and cousins. “We really enjoy each other and spending quality time together!” he says. Though his father passed away from cancer last year, his mom lives nearby, and his grandmother is still living in their original family home in Schenectady, independent at 98 years old. Tim and his wife, Kelly, also live nearby with their three girls ages 7, 16 and 18.

Mark’s dad instilled a strong work ethic in him from a very young age and that fuels Mark’s company now, keeping the client as first priority. “I love helping our clients!” says Mark. “Most other companies just look at clients as another job; we help clients make their dreams a reality. Over the years, we have had many clients that saved for a few years to get the right system for their yard and we’re proud to be a part of that!”

The weather can be a very frustrating part of the job (it rained almost every day this May and June!), but he views every day as a gift. They enjoy what they do and it makes even the most frustrating aspects of the job seem simple. He is looking to expand in the upcoming year and

always felt it was the path I should be on. It just took a little longer to get there.”

Now he owns Precision Gate and Fence. Specializing in custom fence and gate operator systems, they tailor each project to meet their clients’ needs, with capabilities to custom design and create systems as well as furnish and install the more standard vinyl, chain link and ornamental aluminum systems.

Mark is factory trained in gate operator service and installations and is grateful to work with his best friend of over 30 years, Eric Hoeffer, who brings over two decades of fence and gate operator installation experience to the company. Eric is also a captain at their volunteer fire department and is a husband and father to three children.

Mark and Bernadette now have two children – Anthony

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explore more gate operator projects at both residences and businesses. Despite their new growth, one thing will never change – their dedication to their clients. “I appreciate every opportunity to talk to a customer about their needs. We may be growing every year,” says Mark, “But I treat every customer like they are my only customer and give them my full focus and attention.” He lives by his favorite



quote, “If you don’t build your dream, someone will hire you to help build theirs.”

“I want to be sure that I leave a positive and long-lasting legacy for my children. This includes being sure every customer is happy and satisfied with my work,” says Mark.

He enjoys giving and teaching others, believing that to succeed in life we must teach as well as learn each day. If the weather is not cooperating for a fence installation, he’ll often jump in at friends’ other small businesses to help out and also to learn something new that might be useful in the future.

But his family is still his number one passion, and he urges everyone to value his/her time on this earth and be kind to each other. “I wish all those I love long, healthy lives. I am so excited to watch my boys grow up and to see the men they will become, the children I hope they have and the exciting directions they choose!” ■

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