



October 30, 2009

## Auction Direct drives to the front of Rochester's Top 100

*Matthew Daneman*  
*Staff writer*

Victor-based auto dealership Auction Direct USA is the top company in the 2009 Rochester Top 100, an annual program that recognizes the area's fastest-growing privately held firms.

Top 100 companies are ranked according to revenue growth over three years. This is the 23rd year for one of the Rochester area's leading business recognition programs.

Coming in second in this year's ranking is the telecommunications company 5Linx Enterprises, based in Henrietta, followed by the mechanical engineering and design firm Optimization Technology in Rush, inspection and waste removal equipment maker R. Brooks Associates of Williamson, Wayne County; and commercial construction management firm LeCesse Construction of Henrietta.

All of the Top 100 companies will be celebrated at the Rochester Business Alliance's 23rd annual awards event Thursday at the Riverside Convention Center. The RBA sponsors the Top 100 program along with accounting firm KPMG, which does the data analysis of the companies' finances.

Sunday, in print and online, the *Democrat and Chronicle* will provide a special, expanded edition of the BusinessLife section featuring the Top 100, with stories on the companies at the head of the ranking, quotes from Top 100 executives about what they like — and don't like — about doing business in Rochester.

In print, there will be a two-page spread showing all 100 companies.

[MDANEMAN@DemocratandChronicle.com](mailto:MDANEMAN@DemocratandChronicle.com)