

# SenDEC Corp. honored for placing first among Top 100 companies

**Matthew Daneman** • Staff writer • November 3,  
2010

Not much work is getting done today at SenDEC Corp., as the Perinton electronics manufacturer shut down for a block of midday hours so that 230 employees — close to its entire **work force** — could cheer and applaud as SenDEC was honored for ranking No. 1 in the Rochester Top 100.

The Top 100 is an annual program recognizing the nine-county Rochester area's fastest-growing privately held **companies**. About 2,000 businesspeople crowded the Riverside Convention Center today for the Top 100 luncheon celebration.

The event has a strong dose of pep rally to it, as employees of the 100 **businesses** make a production of standing and cheering and twirling their napkins when their names are announced.

With SenDEC, a sizable swath of the room — 23 tables' worth — made a racket.

SenDEC Chairman and President Kenton Fiske's **acceptance speech** was in part a love letter to his workers, framed against a backdrop of the company's most recent fiscal year, which had been particularly challenging. Fiske called them "the heroes of the situation."

"They demonstrated first hand the meaning of 'when the going gets tough, the tough get going,' " Fiske said.

In addition to SenDEC, trophies were presented to the Nos. 2 and 3 companies, **Employee Relations Associates Inc.** and **Retrotech Inc.**

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