

## NJSBDC Success 2007 Winners / 2007-Kean-University-Winner

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In pursuit of a dream, Leonard McTier opened his own janitorial service business in March 2002. For 29 years, Mr. McTier had run operations for several janitorial companies and was certain, with his experience and leadership skills, he could successfully operate his own company. And that he has done! Along with Lawrence Martin, who has an extensive business background, Mr. McTier formed Madison Lawrence Industries, Inc. With a very small but loyal staff, Leonard began doing post-construction clean up and odd jobs to keep the new company moving forward.

In August 2002, Leonard was searching for a new direction for the company and consulted Malcolm Dunn, a successful graduate of the 8(a) program who has since become a mentor for Madison Lawrence. Dunn advised Leonard to apply for the SBA 8 (a) and HubZone programs. Leonard immediately contacted Nat Simms at the NJSBDC at Kean University and worked with him for many hours to painstakingly fill out applications. All that labor involved in the application process paid off, when in October 2002, the company received its 8(a) and HubZone certifications, and immediately began doing contract work for the government.

Since then, Madison Lawrence Industries has been awarded many contracts with the 8(a) and HubZone programs. One of the most notable is the cleaning contract with the Military Academy at West Point, which among numerous other bragging rights, has offered them the unique distinction of cleaning the academy prior to visits from George W. Bush, Dick Cheney and Donald Rumsfeld, just to name a few.

Another ambitious and thoughtful move on Leonard's part was registering for both the janitorial and full food service program with the SBA, hoping an opportunity for food service might one day present itself. This insightful move finally paid off in February 2007, when

Madison Lawrence teamed up with Watson Services—a company with over 20 years experience in food service and also a graduate of the 8(a) program—to receive its first Full Food Service Contract for the United States Navy in New Orleans, LA.

Being a government contractor has bolstered the company’s private client business, and it has definitely made a difference in their profile (they now have over 50 employees). But what distinguishes them from everyone else, Leonard feels, is the pride in “being a company dedicated to its clients which only provides the very best service. Each client is treated uniquely and is serviced according to their individual needs. We ensure our clients get quality service each and every time.”