

Allan Block

Always Better Wall of Fame
2020



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Rocky Fizzano John Fizzano



Fizzano Brothers

Crum Lynne, PA

So the story goes that this young Fizzano duo broke bread quite often with a wise guy that was part Sicilian and part German (a sketchy combination at best). At some unspecified time, speculation has it that this unsavory character, Timmo Bottiglia (aka Tim Bott) of Allan Block was presented with an “offer he couldn’t refuse” from the Philly Bonanno Family (or was it Fizzano Family?) to put these boys on Broadway with a little recognition. So, without any hesitation, this year’s Awardees are none other than Rocco + Giovanni Bonanno – I mean Fizzano! Their specialty in business is breaking a lil’ bread with customers and suppliers. Rocky, born in Tuscany, Italy, and his cousin Johnny, have used old school attention to detail while employing new ways to grow their business, and they have earned the respect of all to get their name in lights on Broadway, or at least on the Allan Block Wall of Fame.

With a little help from Guy and John Sr., you now have the rest of the story. This story is not far from the truth, as the beginnings of the partnership of Allan Block with Fizzano in Philly followed a path that is very much in line with the nomination process for Rocky and Johnny.

In an industry that is built on hard working business people that find a way to get things done, this dynamic duo adds the spice to having some fun in the process. Many say that starting a business is hard and the odds are long on making it. I would suggest that starting a company is rather easy as expectations are rather low. Now keeping a family business going and adapting to ever changing market conditions is a much more difficult challenge to succeed at. As third generation from the Fizzano Family, it is clear that Rocky and Johnny broke the mold and not only kept the family business on a great path for the future, they found ways to give back to the industry. Rocky is a former Chairman of NCMA. John is a former President of PCMA (Pennsylvania). Running their business and raising a family while still giving back, I guess that second shot of Sambuca Johnny ordered is well deserved.

Rocky joined the family business in 1991, and is now President of Fizzano Brothers; Johnny joined the biz in 1998 and is their Vice President. Both have a true picture of all aspects of the business and early in their careers they were responsible for Allan Block sales. When you came to town to help them, they did not waste your time with all of their customers that were already on board, they made you earn your keep bringing you to the tough ones to crack. During a typical lunch-and-learn event in Philly, it was not unusual after



the pizza boxes were cracked open to have to answer THE question before you could start the presentation. THE question was usually direct and short. “And exactly why should we listen to a word you have to say?” If you could get through that one, the rest was easy.



Soon after making regular trips to Philly, I learned that Philly was an independent country that allowed the rest of us to follow their lead that was all started at Independence Hall. As the place where the US Declaration of Independence and the US Constitution was drafted and debated, I guess Philly is the center of the universe. As they were a wise group of locals, getting things rolling in 1776 is one thing, letting the politicians set up camp like the swamp in DC is quite another subject. I think they are perfectly content with having the Phillies and the Eagles to turn to for entertainment and fight over where to go for their Philly Cheesesteaks for lunch, and what kind of pasta they will have for dinner. In hindsight it's clear, they have their priorities in order.

Both of these true characters understand the hardscape business and have done a great job of helping us grow the market both in their initial roles in sales and then in manufacturing and sales management. They have been true partners to Allan Block and have helped in our road to continued success. When business and friendship come together, we are blessed with what Rocky and Johnny have brought to the party. From all of us at Allan Block, thank you for your part in ***Always Better, Always Allan Block!***