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CONTACT: Jim Farrell, PRfirst, jfarrell@prfirst.com, 617-429-7990

VERC Enterprises promotes Nick Vercollone to Director of Car Wash Operations

DUXBURY and NORWELL, MA, ISSUED NOVEMBER 17, 2020...VERC Enterprises (http://vercenterprises.com), a leading convenience store and Mobil/Gulf/Irving/Shell gasoline operator with locations throughout Massachusetts and New Hampshire, has promoted Nick Vercollone of Pembroke to the position of Director of Car Wash Operations.

In this capacity, he will oversee the operations of the company’s eight car washes, with locations in Norwell, Marshfield, Webster, Plymouth, Manchester, Fitchburg, Bellingham, and Randolph. This includes supervising the individual managers at each location as well as overseeing the maintenance, and how the car washes connect with the communities they serve.

In Marshfield, for example, Vercollone oversaw two recent community promotions, one which raised $7500 in funds for the Marshfield Boys and Girls Club and another which raised $1400 for the Friends of the Marshfield Animal Shelter. “There’s a great deal that the car washes can do for the community,” he said, adding “We want to expand the community connection for all of our car washes.”

Vercollone has been with VERC Enterprises for three years although he admits that he has unofficially been a part of the family-owned business for much longer, spending time at the car washes as a child.

He oversees three “tunnel” locations (Marshfield, Norwell and Webster), and the in-bay automatic washes in the other locations.

Vercollone studied Business Management and Entrepreneurship at Suffolk University. Prior to joining the business, he worked at a local marina, which he said was a great fit for one of his great passions, saltwater fishing. He enjoys both striper and tuna fishing and travels throughout Massachusetts Bay in his 28’ Regulator on fishing expeditions.

He serves on the Board of Directors for the North and South Rivers Watershed Association (NSRWA) in his spare time. He is engaged to Caitlin Coughlin, and the couple plan an April 2022 wedding.

Jim Fitzgerald, president of VERC Enterprises, said, “We are pleased to promote Nick to this important role within our company. Nick brings experience and
enthusiasm to this role and has done a great job integrating our car washes with the communities through interesting and innovative promotions.”

About VERC Enterprises

VERC Enterprises is a leading, independent chain of convenience stores and gasoline stations, with locations throughout Massachusetts and New Hampshire. The company began 50 years ago with a single car wash in Marshfield, MA. The original business was founded by Eugene Vercollone. Today, the business remains under family ownership, with Mr. Vercollone’s sons Leo and Paul serving as CEO and Senior Vice President, respectively. Longtime VERC team member Jim Fitzgerald serves as the company’s President. With nearly 400 employees, VERC is a leader in hiring individuals with Intellectual and Developmental Disabilities and has more than 20% of its workforces comprised of IDD (Intellectually/Developmentally Disabled) citizens. VERC maintains ongoing partnerships with organizations including Best Buddies, ARC of Greater Plymouth and others to provide employment opportunities for IDD individuals. VERC is also working with the state’s Re-Entry program to provide employment opportunities for former inmates who have been rehabilitated. VERC Enterprises has been recognized by the Boston Business Journal as a Best Place to Work in Massachusetts and as a Leader in Diversity; the company has also been repeatedly honored by the Boston Globe as a Best Place to Work in Massachusetts. In 2017, VERC was named Employer of the Year by both the Massachusetts Commission for the Blind and The ARC of Greater Plymouth, and Employer of the Year for Hopeful Journeys in 2017. For additional information, please visit the website, www.vercenterprises.com, or call 781-934-7300. To learn more about VERC, please view: https://www.youtube.com/embed/videoseries?list=PLesS4W9hjtufdf6GhvnfUKMk212Qr-MM

VERC Enterprises Awards and Recognitions
- 2019 May Institute President’s Award
- Boston Business Journal Book of Lists, Area’s Largest Family Owned Businesses, multiple years
- Exemplary Employer, Massachusetts Down Syndrome Congress (2017)
- Employer of the Year, ARC (2017)
- Operator of the Year (single location), New England Convenience Store and Energy Marketers Association (2017)
- Leo Vercollone, keynote speaker (2016), Diversity in Workforce, Family Business Association
- Franciscan Leadership Award, Cardinal Cushing Centers (2015)
- Employer of the Year, MAPSE (Massachusetts Association of People Supporting Employment First), 2013
- Central Middlesex Area Department of Developmental Services recognition for work with IDD (2013)
- MetroWest Work Opportunities Coalition, Accommodation Award (2013)
- Grand Spirit Award, Convenience Store Decisions Magazine, for social media
- Grand Spirit Award, Convenience Store News,
- Distinguished Citizen Award, ARC (2010)