

ICIC Highlights Balkan Sewer and Water Main As an Innovator in Their Industry

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New York, New York - March 25, 2025 -
As ICIC celebrates the Year of Innovation, the success of companies like Balkan Sewer and Water Main Service serves as a powerful reminder of what's possible when innovation is woven into the very fabric of a business.

Created in 1952, Balkan Sewer and Water Main Service has grown from a small family business into the largest and most dependable service provider in New York City. Now, Balkan Sewer and Water Main Service is the name in NYC for anything sewer or water line-related.

The ICIC?s Year of Innovation campaign highlights small businesses, like Balkan Sewer and Water Main, that use innovation to deliver value and open up opportunities in underserved neighborhoods. David explained that after completing the Goldman Sachs 10,000 Small Businesses program in 2015, he challenged himself to ramp up Balkan?s innovation efforts. This shift in mindset and management style focused on openness, communication, and employee empowerment unlocked new levels of innovation.

True innovation starts from the top, according to CEO of Balkan Sewer and Water Main David Balkan. He realized he needed to totally reinvent his leadership approach. With many businesses, when things go wrong the instinct is to play the blame game and punish someone. With Balkan Sewer and Water Main, when they hit roadblocks, it's viewed as a chance to learn and improve their systems together. Mistakes are teaching moments, not personal attacks.

After embracing innovation through David's leadership program, Balkan has seen tremendous growth and improvements. Sales have more than doubled since the day he completed the Goldman Sachs 10,000 Small Businesses program, with new dispatch software cutting customer response times by 13%.

Extended educational benefits have also increased employee retention. By diversifying service offerings, Balkan can now reach more clients than ever before. Thanks to constantly innovating across all operations, the company expects to double sales yet again within 5 years. David sees opportunities to leverage Balkan's expertise for further innovations that give back, like helping other local businesses succeed to spark economic growth and new jobs throughout their community.

Since starting his career, David has developed five guiding rules that have helped him meet challenges and grow Balkan into an industry leader. As he explains, "It's not about business - it's personal. Know who you truly are and build a culture around that authenticity. Lose your ego and self-importance. Value your people for who they are, not just what they can do. These core values enable us to foster a culture of trust, respect and teamwork that drives our success." By keeping the business personal, centering his employees' wellbeing, and hiring based on character over skills, David has overcome obstacles and created an environment where Balkan can tackle problems creatively. This ensures the company stays true to its roots while innovating for the future.

Balkan Sewer and Water Main Service's commitment to innovation is part of what makes them a standout small business success story. Balkan sys they're not just keeping up with change - they're leading it. Theis customer-centric focus and spirit of creative problem solving enables Balkan to build strong local partnerships that benefit everyone. Through dedicated leadership, valuing employees, and a willingness to reinvent themselves, Balkan has positioned itself for continued growth and success. Their story shows how small businesses can make a big impact when innovation becomes an integral part of operations and culture. Balkan offers inspiration to entrepreneurs seeking new and better ways to serve their communities.
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For more information about Balkan Sewer and Water Main Service, contact the company here:Balkan Sewer and Water Main ServiceDavid Balkan(718) 849-0900TeamBalkan@balkanplumbing.com130-01 Jamaica

AveJamaica, NY 11418

Balkan Sewer and Water Main Service

Founded in 1952, Balkan Sewer and Water Main Service is New York City?s largest and most trusted plumber in NYC. Our services include sewer and water main repair, replacement, installations, emergency services, and DEP violation resolution.

Website: https://www.balkanplumbing.com/

Email: TeamBalkan@balkanplumbing.com

Phone: (718) 849-0900

