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Estimated printed pages: 2[Printer Friendly](#) | [Back to Results](#)[Save this Article](#) **Herald, The (New Britain, CT)**

August 24, 2011

Section: News

City firm cited for commitment to small businessesAuthor: *Robert Storace; Staff Writer*

Article Text:

NEW BRITAIN — An engineering firm in the city may have a small staff, but the workers are proving to have a long reach — and one that's caught the attention of NASA.

The president of **Design by Analysis** on Wednesday accepted a top award from an organization funded **by** NASA.

Leonard S. Discenza, president and owner of the Main Street firm, was recognized for his company's work in providing engineering and **analysis** experience — at no cost — to smaller businesses throughout the country.

"This company goes above and beyond what they have to do," said Madi Kalibala, senior project engineer for the Space Alliance Technology Outreach Program, in giving **Design** the organization's Award of Excellence. "They worked on 16 projects with small businesses the past year."

SATOP is funded in part **by** NASA.

Design's 12-person staff volunteered 820 hours this past year — or 40 hours a week for 25 separate businesses. NASA reimbursed half of the company's work, but **Design** donated the other half.

Following Wednesday's event, Discenza said his company helps smaller businesses realize their potential because it's the right thing to do.



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"It's all about giving back to small businesses. Our staff enjoys working with these businesses. It provides them with a challenge and some variety," Discenza said. "It's also good for publicity and promotion. And it introduces us to potential customers."

Among other projects, the firm designed a traction jack for automobiles for a small business based in New York. If a vehicle is stuck in the mud, the jack slides under the tire to increase traction.

Another project meant improving the **design** of a support stand to an X-ray machine that takes pictures of newborns. The work **by Design** runs from projects on aircrafts to consumer products, Discenza said.

Officials who attended Wednesday's gathering said **Design by Analysis** offers a valuable service, while also helping the downtown economy.

"We are so happy to see successful businesses throughout the district, and especially in New Britain," said Lee Reynolds, director of outreach for U.S. Rep. Chris Murphy, D-5th District. "I commend them on their success and we are happy to support them on the federal level."

Murphy had a conflict and could not attend the ceremony. Similarly, Gary Hudkins, operations manager for the city's Downtown District, said, "This is a thriving company downtown. What a great program they offer."

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