

Word on the Street: Fresno's Alert-O-Lite opens yard in Paso Robles

By Sarah Anderson
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A Fresno-based family-owned retailer of traffic control devices has opened a new location in Paso Robles, and is looking for a few more employees to staff it.

Alert-O-Lite was founded in 1971, selling products such as traffic cones, barricades and reflective signs for general contractors. The company is headquartered at 2379 South G St. in Fresno and opened its newest sales location at 1850 Ramada Drive in Paso Robles on May 1.

Alert-O-Lite used to have a location in Morro Bay, but closed it when the person running it retired. President Debbie Hunsaker has wanted to return to that area ever since.

The company was bigger in the 1970s and '80s and used to have a location in Morro Bay. That office closed when the person running it retired, said president Debbie Hunsaker.

It's been on her bucket list since to re-open in that general area, she said.

A lot of contractors do business on the Central Coast, from Santa Barbara to Monterey. Paso Robles is a central point, close to a lot of other places, she said.

The company is looking for one or two salespeople, a yard worker and a signmaker for the new location, she said. While the company does have people commuting from Fresno to Paso Robles, she is looking for someone who could work and live there full time.

Alert-O-Lite's website is www.alertolite.com.

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