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STORY BY

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After serving on Army Gen. George Patton's staff during World War II and helping liberate concentration camps in Europe, Morry Beldon found himself stateside as a civilian with no job prospects.

"My grandfather never talked about his time overseas," said Bradford Beldon, CEO and chief culture officer at Beldon Roofing Co. While his grandfather worked for one of the country's most celebrated generals and saw unspeakable things when soldiers with the U.S. Third Army commanded by Patton broke through into Germany, he "never spoke about it openly."

The Beldon family patriarch, originally from Boston, got a taste of San Antonio while at Fort Sam Houston.

"My grandmother, Ann Beldon, hated winters in Boston," the third-generation Beldon said.

Morry and Ann moved to San Antonio after being told the city needed a good roofer.

Four generations and 73 years later, Beldon

BELDON ROOFING CO.

3RD GENERATION

Photo by Gabe Hernandez, San Antonio Business Journal

Roofing Co. is one of the city's highest-profile businesses with a long list of accomplishments and accolades. And this week, the San Antonio Business Journal recognized the company with a 2019 Family-Owned Business Award.

Mike Beldon, Brad Beldon's father, led the company starting in 1962. Today, his title is head coach and chairman, which fits in with a philosophy that has served the family-owned business well.

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Mike Beldon has served on more civic and community boards than there is room to list. Perhaps his most notable community service was chairing the Edwards Aquifer Authority board, the younger Beldon said.

“Our whole philosophy from the beginning has been to help the community. If not us, who?” Brad Beldon said.

His daughter, Mackenzie Beldon, joined the family business this year, bringing in its fourth generation. His son Marshall Beldon, a sophomore at the University of Texas at Austin, has worked part time since he was 12 and will be back “on the roof this summer,” Brad said. And Brandon Mazzocco, a great-nephew, joined the roofing company in 2017.

When it comes to staying relevant over more than seven

decades, CEO Beldon reverts to the Beldon core values when doing business.

“We have always done a really good job of taking care of the customers. We’ve put customer service first, then taking care of our employees and practicing integrity in all our transactions,” he said.

A recently completed project for a new dome at the landmark Temple Beth-El near San Antonio College required replacing 33,000 pieces of tile.

“We matched colors and patterns in the original, and the rabbi told us we made it look easy,” Brad Beldon said. And that fits in with how the business has remained cutting-edge and competitive.



4th Generation

3rd Generation

2nd Generation

Married



Morry Beldon
Founder



Ann Beldon
Founder



Mike D. Beldon
Head Coach and Chairman



Bradford Beldon
CEO and Chief Culture Officer



Jonathan Beldon
General Counsel



Mackenzie A. Beldon
Business Development



Brandon D. Mazzocco
Director of Operations



Marshall Beldon
Assistant Project Manager