

# WHAT'S YOUR STORY?

A guide to interesting industry players



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**My childhood ambition was to be:** a linebacker for the Pittsburgh Steelers.



**I went to college at:** The Art Institute of Pittsburgh and got a degree in Photography/Multimedia.

**My motto is:** Peace, love and BBQ!

**My biggest selling challenge is:**

- a. Difficult clients
- b. Tight turnarounds
- c. Product Liability
- d. Other: helping distributors understand the value of providing their customers premium-quality products.

**This industry is great because you can:**

- a. Make as much money as you want
- b. Make your own hours
- c. Meet cool and interesting people
- d. Travel
- e. Other: "c" and the fact that no two days are the same!

**The best advice anyone has given me is:**

Work hard and play hard.

**I am successful in my career because of my:**

- a. Honesty
- b. Tenacity
- c. Creativity
- d. Other: all of the above, and listening to what customers want or need.

**When it comes to my business, I will never again:**

forget that staff members need to be empowered and equipped to succeed both personally and professionally.

**I would never work with a client who:**

is more interested in several pennies over building a relationship that is mutually profitable.

**My best source of creative inspiration is:**

- a. Advantages
- b. Trade shows
- c. Retail
- d. Listening to music
- e. Industry seminars
- f. Distributors
- g. Coworkers and industry peers
- h. Exercise
- i. Other: \_\_\_\_\_

**Where I see the industry headed in the future:**

The economy lowered the number of industry suppliers and distributors, but the survivors are strong, creative and optimistic. I see more passion than ever and sense real industry growth over the next five years.

**The coolest new product we offer right now is:**

our SKIMSAFE RFID Card Shields and our COMBIPASS Parking Hang Tag w/ Key Tags are getting lots of attention. It's sweet to innovate products that excite.

**On my days off, you will find me:**

riding a road bike, standing behind a grill, or hanging out with friends on our dock at the lake.

**This song describes me best:**

"My Hero" by Foo Fighters

**You might be surprised to know that I:**

am considered a bit of a celebrity in my hometown.

**My favorite websites are:**

theswellguy.com  
credentialexpress.com  
hbr.org (hbr.org)

**Type of TV show I like best:**

- a. Reality Anthony Bourdain: No Reservations
- b. Sitcom The Office
- c. Drama Friday Night Lights

**My preference is:**

- a. Wine Big Reds
- b. Beer Ice cold in a logeod can cooler
- c. Cocktail Sailor Jerry rum and coke
- d. Nonalcoholic Sweet tea (yeah, I'm from the South!)



**EDITOR'S NOTE:** If you think you've got an interesting story yourself, please send me an e-mail and I'll be in touch: khouston@asicentral.com.