

POWER PLAYERS



SPOTLIGHT

- NAME: Darryl Roy
- TITLE: CEO and Vice President
- FIRM NAME: CRS Building Automation Systems, Inc.
- YEARS IN BUSINESS: 20
- AGE: 45
- LOCATION: 801 S. Cedar St. Charlotte, NC 28208
- PHONE: 704.333.7600
- WEB SITE: www.crsbuilding.com

Striving to be 'IMPECCABLE'

Spotlight on Darryl Roy, CEO & vice president, CRS Building Automation Systems, Inc.

Question: Give us a brief synopsis of your business.

Answer: CRS Building Automation Systems, Inc provides fire, security, access control, CCTV, intelligent building integration controls and multimedia products and services.

Q: What is your business philosophy?

A: Strive to be "IMPECCABLE." Individual Management Producing Excellent Customer Care and Boundless Learning Experiences. We are in for the long-term. Relationships with our customers should be treated as a dynamic service partnership versus a static annual contract.

Q: What is your definition of success?

A: Personally speaking, success can be defined as maintaining an attitude that supports individual growth and it should be viewed as a continuum.

Q: What is your biggest accomplishment?

A: Successfully completing the Westin Charlotte Hotel in 2003, and continuing to service the \$90 million, 25-story facility.

Q: What are you most proud of?

A: My family makes me the most proud. My wife Linda is very supportive of my professional and personal efforts. I am also very proud of my boys, ages three and four.

Q: What is the best thing about your job/company?

A: The best thing about CRS is to have had the opportunity to share the entire experience with the same business partner, Phillip "Skip" Cashion, Jr.

Q: What is the toughest decision you have had to make?

A: Not to expand our business into other metro areas. Fortunately, the business climate was perfect at our onset and our business growth has mirrored the city's explosive growth ever since.

Q: What do you think was most important in preparing to run a business?

A: Really listen to your customers. When I started out, I was so right that I was going to go "right" out of business. Since then, I've learned to better assess a customer's needs.

Q: What do you wish you knew when you were getting started in business, that you know now?

A: Nothing. If I knew then what I know now I believe it would have served as a handicap. I truly believe the quote that says, "Traveler, there is no path, paths are made by walking." Refining a process as you go is more beneficial than working off somebody else's map.

Q: What advice would you give other entrepreneurs and business owners?

A: Share the core mission of the company with employees and to let them know what you expect in regards to customer care, future plans and company development.

Q: What is your favorite book?

A: *A Prayer for the City* – Buzz Bissinger; and *The Old Man and the Sea* – Ernest Hemmingway

Q: If you weren't doing what you are doing, what else would you want to do?

A: I would like to be an author and world traveler.

Q: What do you want others to know about entrepreneurs and small-business owners?

A: I don't think most people realize what a balancing act it is to run your own company. Entrepreneurs may find it challenging to find enough quality time with their families and friends and to pursue personal goals.