

Q&A WITH FRANCISCO ALCALA, FARPOINTE DATA'S WEST COAST SALES MANAGER

Celebrating his 11-year anniversary with Farpointe this past March, Francisco Alcala has built a winning reputation with the company and its customers. He sat down with *The Reader* for this inaugural Q&A segment to share some insight on his background, experiences, and interests.

Q: What was your first job while in high school?

A: Like many teenagers, it was in fast food. I had the pleasure of working the drive-thru window at Burger King. At the time I thought it was a good opportunity, as it gave me a chance to learn to manage my own money. Looking back on it now, it was a great experience, as it taught me the importance of efficiency, accuracy and good customer service. These are skills I try to make use of today.

Q: How did you get your start at Farpointe?

A: I started at Farpointe while in college. I was looking for an opportunity to begin working in an environment that complemented my major, which at the time was Industrial Engineering. Working part-time, I assisted with a wide variety of production related activities—assembling, testing, and shipping—as well as customer support tasks. In fact, my start at Farpointe led me to change my major!

Q: Where did you attend college?

A: San Jose State University is my alma mater, where I earned a Bachelor of Science in Business Administration, with an emphasis on marketing. I really enjoyed the customer-oriented tasks at Farpointe, which led to my change in majors, and was fortunate to have the opportunity to transition into a full-time professional marketing role at Farpointe after my graduation.

Q: What is the best part of your job in your current role as Farpointe's West Coast Sales Manager?

A: I really appreciate and enjoy the strong relationships that I've built over the years. I've had the opportunity to travel extensively, working with our customers quite literally around the world. I take real pride in my work with our OEM access control system customers—partners really—and what we've accomplished together.

Q: Speaking of traveling, what is one of the more interesting places you have visited while on business?

A: That's a tough one, as I've been to some very interesting places. But if you push me, I'd have to say Dubai in the United Arab Emirates. I really enjoy experiencing other cultures, and Dubai was very exotic with its environment of extravagance. Believe it or not Dubai was my first business trip, and the place remains unlike anything I have ever seen.

Q: On a personal level, where is your favorite vacation spot?

A: Great question! It's a toss-up between Argentina and Italy. I'm a big soccer fan, which is very popular in Argentina, and I really enjoyed the food, wine, and diverse culture. However, my wife and I spent our honeymoon in Italy, which is just an amazing place to visit, with its rich history, art, architecture, and soccer fanatics. So, for favorite vacation spot, the answer is Florence, in the heart of Italy's Tuscany region.

Q: Staying on the personal side of things, do you have any hobbies?

A: My job requires quite a bit of traveling, which does not leave much time for hobbies. But it does give me a lot of opportunities to read. With a shout out to Steve Jobs, I always make sure I have my fully charged iPad whenever and wherever I travel!



Q: Can we ask your favorite genre?

A: I have a variety of reading interests, but black ops and history are two of my favorites. I really enjoyed the Mitch Rapp political thriller series by the late great Vince Flynn, and I am currently reading *Shogun*, a 1975 novel by James Clavell. It takes place in medieval Japan in 1600s, and is a wonderful read.

Q: Last question...who is a person that you really admire?

A: One person for whom I have a great deal of respect and admiration is Steve Young, former NFL quarterback. Despite playing 13 years for my team—the San Francisco 49ers—Young was a guy who displayed extraordinary resilience, leadership, and fortitude through times of struggle, setbacks, and failure. After an abysmal first two years in the league, he was traded to the 49ers, only to be a back-up for the next four years. He eventually earned the starting spot, and went on to become a record-setting, Hall of Fame quarterback.

Interestingly enough, I actually had the chance to meet Steve Young. A few years ago, my wife and I were in Florence, which just so happened to be during the NFL's season opener. In support of my team, I was wearing my #8 Steve Young jersey and had my picture taken in front of Michelangelo's *David*. A year later, I attended the Super Bowl in New Orleans, and just by chance, was able to meet Steve at an event after the game. When I showed him my picture from Florence, he invited me to have my picture taken with the real #8. That was a childhood dream come true, though the real admiration comes from the fine example he set throughout his career.

If you are attending ISC West in Las Vegas April 15-17, stop by the Farpointe booth #8056 and say hi—Francisco would love to meet you. He'll be the one wearing a #8 jersey.

