

## Q&A WITH RICH WHITLOCK, FARPOINTE DATA'S WESTERN REGIONAL SALES MANAGER

Recently celebrating his seven-month mark with Farpointe Data, Rich Whitlock, Western Regional Sales Manager, sat down with The Reader to share some insight on his background, experiences, and interests.



### What was your first job?

My first job was as a dishwasher at Mary's Pizza Shack in Cotati, Ca., moving my way up the ranks into management. Each role taught me a different lesson in production, customer service, accounting, ordering and leadership.

Immediately following high school, I began working with a company called Ancor Marine, where we private labeled and sold everything electrical for boats for the aftermarket: wire, fuses, lightbulbs, cable ties, breakers and tools. This began my interest in low voltage components.

### How did you get your start at Farpointe?

After fourteen years on the integrator side of the security business, I was working towards my fifth year in distribution, when the COVID pandemic struck. During that time, manufacturers were having difficulty producing and shipping product. Some had lead times over a year out. I began searching for an alternate access control reader manufacturer and was introduced to Francisco Alcalá from Farpointe Data. I learned about their quality readers and credentials, attractive lead times, and how to put my customers on a path to get product in a timely manner. We were able to help close some projects due to Farpointe's excellent lead times. I was fortunate enough to be introduced to Francisco at a time when he was looking for someone to focus on the western region as he expanded his role nationally and internationally.

### What is the best part of your job?

The best part of my job is the social aspect of maintaining and building relationships with manufacturers and integrators in an industry that has been very good to me. I also enjoy being a resource for information, and feel my time in integration, distribution, and manufacturing, provides me with a unique perspective when helping our partners and their customers.

### From the perspective of someone new to the company, why should someone partner with Farpointe Data?

Oh, my goodness, where to start? From my perspective, there are many reasons someone should partner with Farpointe:

- Product quality is number one. I've learned that little things matter at Farpointe. From oval mounting slots to speed installation, to fully potted boards to help fight dirt, dust, and corrosion, to backing up that quality with a lifetime warranty on most readers and many of our credentials.
- Channel discipline. We really support our OEM partners. Rather than competing against them, our goal is to help our partners grow their business, grow their profits and in turn, strengthen our relationships.
- Custom branding. By placing an integrator's logo and contact info on readers and credentials, it helps raise their brand awareness. It also makes it easy for end users to know who to contact for reorders, helping reinforce relationships between integrators and their customers.
- No minimum order quantities. Our partners are treated with the same care, attention, and respect, whether they need ten thousand cards, or just one. Our strategy is simple...we see each partner—big or small—as a key account.
- Short lead times. From our corporate office in San Jose, Ca., most orders ship within 72 hours and often sooner.
- Drop shipments. This helps our partners reduce turn-around times, carry less inventory, and finish project sooner—and with no drop-ship fees.
- But by far, the best reason to partner with Farpointe is the people. What really drew me to work here is their longevity and dedication to customers. Many of the team have worked at Farpointe well over ten years. This helps maintain consistency and unifies the team around common goals of offering a quality product and taking care of the customer.

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

My favorite vacation spot is anywhere on the water. I grew up waterskiing with my family and love being on the water. My wife, Cassie, and I are fortunate to have a houseboat on Lake Berryessa, near Napa, Ca. You will find us on the lake most holidays and weekends during the warmer months. It has been a great spot to bring friends and family together.

**What advice you would you give to a young person just coming into this industry?**

The best advice I can give to someone entering this industry is to get active in his or her Alarm Association. Join, attend, engage, and when ready, give back—whether on a local, regional, or state level. This was recommended to me early on in my career and it has paid me back tenfold through the knowledge and friendships I've gained. I've served as the Sacramento Area Alarm Association President three times, Northern Vice President, Secretary and now Associate Director for the California Alarm Association. Many of my favorite moments and best friends in the industry have come from my involvement in the Alarm Association.



*Lake Berryessa, near Napa, California—one of Rich's favorite vacation spots.*

