

Q&A With A BOI Member

Mr. Darden Heritage, President
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Huntsville, Alabama



- 1. What is your favorite part of a typical day?*
When I work out in the morning. I get some of my best and creative ideas at that time.
- 2. What part of your job would you gladly give up?*
Having to sign the checks - writer's cramp! Most of stuff I'd gladly give up, I've already delegated! Now I focus on what I want to do in the business.
- 3. If you could go back and do one thing differently, what would it be?*
I would have bought the property at the end of street that used to be a restaurant. The owner offered it to me, but I didn't buy it because I didn't know what to do with it at the time. Now that my pizza business is booming, I sure would like to have that sweet corner spot to sell my pizzas from instead of having to use the space in my stores.
- 4. What keeps you up at night?*
Nothing. I don't stress out about much.
- 5. What accomplishment are you most proud of?*
Developing a culture and organization where the employees are proud to work. With 300 employees, there are a lot of families benefiting. This gives me a sense of pride and more importantly, an obligation to succeed!