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## Honed for Stone



Dana Gough took on the job of manager at Pacific Shore Stone in Feb. 2012.

When Pacific Shore Stone had an opening for a manager in San Antonio, Dana Gough decided to commute down from Kyle every day to seize the opportunity.

Not only did he advance in his chosen career, he helped improve upon the way Pacific Shore did business in its Jones

Maltsberger location.

One of his primary focuses in turning the branch around was getting customer service to a higher level of quality.

"If customers like something at my store and at a competitor's, the determining factor might be the employee," Gough says. "And then 99 percent of the time, even if you don't get their business, they'll tell someone else about you."

Most of the granite and marble slab business Pacific Shore does is residential, though commercial accounts for about 25 percent of customers. He notes that honed or brushed granite has become a little more popular lately.

Gough enjoys taking customers out and events that give them an opportunity to be interactive with the community, such as one golf tournament that was for the Wounded Warriors and sponsoring a Volunteer Fire Department clay shooting event in Stonewall. He also likes to bring customers breakfast tacos.

At 34, Gough has been in the industry for more than 10 years, previously an assistant manager at Midwest Tile in Buda and then North Austin.

Gough and his wife Rebecca have a chocolate Labrador and love to travel, especially to the Caribbean. He also loves to play golf.

Though his father served in the Army, Gough joined the Marines, and when he got out, he wound up working in the granite business. Despite having no experience in the field, he learned quickly and fell in love with it.

He proclaims, "Once that granite gets in your blood, it's hard to leave the industry." -mp

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