

My Story

Chamber



Meet Dale Ballinger:

A man on a mission! That's one way to describe Dale Ballinger of D&B Electric and Communications.

Seven years ago Dale started his business with nothing more than desire, experience and his pickup truck! His business has grown to the point where he now employs several master electricians.

What does he attribute his success to? Dale takes pride in his work and strives not to just meet expectations but to exceed expectations. He also acknowledged that his membership in the Chamber of Commerce has played a vital role in helping him grow his business.

How so? His fellow chamber members have acted as an informal advertising network for Dale and his business. Dale believes that "word of mouth" advertising is invaluable and thru his association with the Chamber as past President and Vice President provided him the opportunity to get to know other local business owners. Although they may not have needed his services, they have often recommended him to those who do.

When asked what he would say to those who are considering becoming a member of the Chamber, Dale said, "Become a member, it's probably the most inexpensive advertising you will do, but it will require more of yourself. If you join and take part in the meetings etc. that get you associated with other business people, from that they take that association and spread the word about who you are and what you do." He went on to say, "You have to put yourself into the Chamber to get something out of it if you put effort into it, it usually works, if you don't it certainly won't work."

What is Dale's mission? To remove the stigma associated with many contractors. Dale said, "I wanted to provide a service and to let people know that they are not there to take advantage of people, be honest, and provide a good quality, fair priced service, to give his industry a better name." Dale is well on his way to do just that.

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