

60 second interview

one minute with an industry leader



NAME: David E. Schwencke

TITLE: president and founder, Full Service Network. Employs 55 people in Harrisburg region, Pittsburgh and Philadelphia.

COMPANY DESCRIPTION: Privately owned communications carrier providing service to residences and businesses in Pennsylvania.

PERSONAL: "Unmarried but presently dating. No children."

DESCRIBE YOUR TYPICAL DAY: I arrive at work around 7. That gives me an extra hour to plan my day and review the proposed daily list items from my managers. Mornings are typical business calls and staff discussions followed by a very important walk through the company every day before lunch. I have found there's no better way for me to gather ideas from the staff than my walk-through. ...The afternoon consists of typical calls with customers and vendors. If I'm lucky, I'll leave by 6...

TRENDS YOU SEE IN YOUR INDUSTRY: I see less competition in the telecommu-

nications industry in terms of upstart companies. It reminds me of what happened to the auto industry in the United States. At one point, there were hundreds of automotive manufacturers. Over the years we've whittled down to a handful of giants. I suggest the telecom reduction will be for a similar reason: supply. Consumers benefit by more competition; not less. ... If competition is to survive, our legislators will need to become more involved.

WHAT IS YOUR BIGGEST CHALLENGE AND HOW DO YOU MEET IT:

When I first started the business, the biggest challenge was getting businesses to understand that competition in long distance was alive and that they should give Full Service Network a try. Thankfully, most of the customers that joined back then are still with us now. Nowadays, my biggest problem is not getting the customers to give us a try; instead, it's getting the lawmakers to realize we aren't operating with as good of a set of tools for local services as we had subsequent to the divestiture for long distance.