

## MVP SPOTLIGHT MERRILL N. CROSS, CAS

### What is your title/role at Ad-A-Day?

President – responsible for all aspects of the company's successes and failures! I am proud to have served the United States Air Force and its Reserve Component for over 30 years primarily as an Instructor and Evaluator Pilot, retiring as an O-6 from Westover Air Force Reserve Base as Vice Wing Commander. I also served as a Federal Aviation Administration Operations Aviation Safety Inspector for over 20 years retiring as an All Weather Operations Safety Manager in the Eastern Region.

### What do you like best about your company?

Our customers! And our staff whose total commitment to customer centricity make my work the best in the world.

### What is new & upcoming with your company?

Each year we develop and introduce not only new items but also new lines. Our Ad-A-Wink! technology continues to grow while we introduce new lines, such as a distributor line focused on restaurants – see us at the upcoming ASI Show in Orlando where we're introducing this new line.

### Tell us something about you that most people may not know.

My commitment to details – it's all in the details! That kept me accident-free in over 8000 flying hours instructing in T-41 props at the US Air Force Academy, instructing in T-38 supersonic jet trainers at Laredo and Columbus Air Force Bases, and instructing and evaluating in C-5s at Westover Air Reserve Base.

### If you could choose any profession other than your current one, what would it be?

Continuing my aviation safety career.

### What is your favorite quote (movie/literary/personal)?

Einstein – to the effect that “You can't keep doing the same thing and expect different results.”

### What is your passion?

Continuing the family business to the 3<sup>rd</sup> generation so my Son and Daughter can experience continued successes and failures – especially learning from the failures to build more successes.

### What drives you?

Family, Integrity, Respect, Continuous Improvement and Details.