

## Transcensus President David Adkins answers to BusinessQ



David Adkins goes the rounds on his reading list.

**DAVID ADKINS** is a COO by day, schizophrenic reader by night. He's also an early riser, a once-reluctant risk taker, and the offspring of a famously feuding family. Read on and get to know Adkins, who co-founded Transcensus, a software company in Orem.

**Q: What time do you wake up?**

**A:** I'm up by 6:30, even on weekends. I've never been able to sleep in.

**Q: What time do you go to bed?**

**A:** Usually around 11 p.m.

**Q: What book is on your nightstand?**

**A:** I'm a schizophrenic reader, so there's a partially-read "Good to Great," by Jim Collins; a partially-read "8th Habit," by Stephen R. Covey; "South," by Ernest Shackleton; and a book called the "The Timetables of History," by Bernard Grun.

**Q: What's your favorite TV show?**

**A:** "Lost." I got hooked a few years ago and haven't missed an episode since.

**Q: What's your biggest fear?**

**A:** Taking financial risks. People who have been through the startup experience will tell you that if you plan to

start a company, you'll need to get comfortable with some financial instability. This aspect of being a business owner has been an adjustment for me personally, but it's amazing how much your tolerance for risk increases once you embark down this path.

**Q: What was your first job?**

**A:** I was a bagger at an Alpha Beta grocery store, followed by a few jobs as a window washer. However, my favorite early job was valet parking expensive cars at a posh restaurant in Newport Beach, Calif.

**Q: What is your biggest pet peeve?**

**A:** There's not a lot that really gets me riled, but I would say tardiness. I like to be on time wherever I go, and I get a little annoyed when others are late.

**Q: Spider-Man or Superman?**

**A:** Spider-Man

**Q: What makes you laugh?**

**A:** British comedies, Letterman, and the wry sense of humor of my wife and kids.

**Q: What would people be surprised to know?**

**A:** In addition to my Adkins heritage, I'm also a direct descendant of the Hatfield clan — of the Hatfield and McCoy feud fame.

**Q: What's the most common business blunder?**

**A:** For young companies, I would say a lack of sharp focus and clear direction, especially when they are introducing a new product or service. It's tough to turn away opportunities when they don't match up with your core focus, but you have to be disciplined.

**Q: What's your favorite spot for a business lunch?**

**A:** I like unusual foods, so I enjoy taking business associates where the dining experience is a little different. Tucanos at the Riverwoods in Provo is always a favorite spot. I also really enjoy the local Indian restaurants like Bombay House and India Palace.

**Q: What's your favorite saying?**

**A:** "Never, never, never give up," by Winston Churchill. It's been my personal mantra over the past few years.

**Q: If you could go back and talk to your 18-year-old self, what would your "memo to self" be?**

**A:** Considering that I have an 18-year-old son, this is a thought-provoking question. I'd say work your hardest to get a great education, but don't be too anxious or concerned if you don't know what you want to do with your life at that age, or even when you have completed your college career. Chances are life will unfold in ways you don't expect, and opportunities will come your way that will surprise and interest you. Be open and adaptable. **Q**