

Meet Dennis McBride

Native Texan



by Sharleen Nelson Bolkan

Marathon Coach Texas is pleased to welcome Dennis McBride as Director of Operations at its Grand Prairie, Texas location. A 15-year veteran of the RV industry, Dennis began his career working in sales. Before joining the Marathon Texas team in November, he spent 10 years working locally as a finance manager.

Dennis and his wife of 21 years, Robin, are both native Texans, growing up nearby in suburbs outside the Dallas area. The McBride's have two daughters: Mallory, 18, and a freshman in college; and Kaylyn, 16, who attends high school. "They're both the apple of my eye," said Dennis. "I'm definitely a family man. I love my girls; I love being with them and we enjoy our time together."

In his leisure time, Dennis is an avid reader. In particular, he enjoys a good murder/mystery novel. Dennis also derives pleasure from hitting the links for a round of golf on occasion. "I'm to the age now I can't do anything really physical except play golf," he said, but conceded, "That's not so bad."

Dennis' goal is to grow the Marathon Coach Texas facility in terms of sales and service. "We know that Marathon's service is second to none and we want to be the catalyst where service is concerned, so our goal is just to continue on the Marathon way—customer service being a big part of the business, we want to make the customer feel good."

Doing the job right the first time generates customer loyalty. "Our philosophy is to listen, which will give us an understanding of what the customer's needs are, what their expectations are of getting things fixed," he said. "We want to fix things in a timely manner and get it out when they want it or when we promise to have it done."

Dennis has been aware of Marathon for years, and he is delighted to have joined the company. "Marathon has always been the cream of the crop as far as bus conversions are concerned, so when I got the phone call that I had the opportunity to meet with Charlie Myers and become a part of Marathon, I was very excited. I'm extremely honored and thrilled to be here. I can't think of any other place I'd rather be." •