



# Building on success

Love of technology and insights gained from family business inspire young entrepreneur.

As a middle-school student, Troy Resetich already had a good idea of what he wanted to do when he grew up. The gift of a computer sparked a keen interest in technology and he'd seen relatives find success in the field.

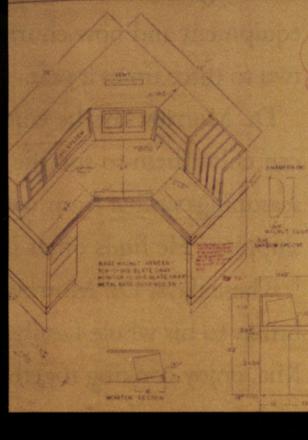
Today, at age 29, he's the proud owner of TROY simplified technologies (TST), a Spring Valley firm that provides residential and commercial clients with technology services, including the installation and servicing of computer network and communication systems, surveillance systems, audio/visual systems, and building automation.

The idea is to provide clients with technological solutions that make their work or home lives easier. About 80 percent of the business involves working with commercial customers.

Troy is pleased that his new company has taken up residence in a building that once housed part of his great-uncle's business, Rich Incorporated. Founded by Anthony Rich in 1949, the Illinois-based firm grew to become a worldwide leader in the information and communications systems industry.

In the 1950s, Rich Incorporated installed Major League Baseball's first automated scoreboard at Comiskey Park. By the 1980s, the firm was internationally renown for developing trading room systems that automated Wall Street. In the 1980s, the company

Top left: Troy Resetich  
Bottom right: Troy with his great-uncle Anthony Rich



built a 70,000-square-foot engineering and manufacturing facility in Spring Valley, where high-tech devices were created.

When Rich Incorporated was sold to Reuters in 1987, several pieces of the company remained independent, including Integrated Systems by Rich, which did home theater, home automation, estate management and commercial presentation systems. While Troy was a college student, he had an internship at Integrated Systems, which ceased operations in 2007.

Troy's cousin Kim Resetich now owns the Rich Building (where Troy's business is based) and also operates custom cabinetry business Richwoods out of the location. "It's nice because I can offer that to my clients as well," says Troy of the ability to bring Richwoods in on projects.

Though his business is not connected to Rich Incorporated in any way, Troy counts his Uncle Tony, now 93, as a mentor and tries to follow the same business principles that guided his business.

"I feel I have a roadmap to success by following my family's dedication to quality and customer service," he says. "My office is in the building where they built the systems that ran Wall Street. I am reminded every time I walk through my door that, through hard work, determination and the help of the business community, anything is possible."

Troy's mother, Joan, an ordained Methodist minister, helped him come up with his company name when he was operating a small side business in college. Though she passed away in 2005, Troy still feels her influence. "She had a huge impact on my life insofar as striving for complete honesty and integrity in all my affairs."

In addition to his Uncle Tony, there were others in his family who inspired his interest in starting a business. "I grew up around entrepreneurs on both sides of family," says Troy, noting that his maternal grandfather was a charter pilot and mechanic who owned a flying service and his paternal grandfather ran a chemical plant.



After earning his master's degree in electrical engineering from Bradley University in Peoria, Troy, a DePue native, didn't think twice about launching his business in the area where he grew up. "There was a network of people I already knew here," he says, noting that family friends, including CPA Lenny Racine and attorney Dick Fiocchi provided helpful professional advice. His first project, in October 2009, was setting up an A/V system for Lanuti's restaurant in Ladd.

He also received assistance from Beverly Malooley, director of the Illinois Small Business Development Center at Illinois Valley Community College. He believes that, although the area sometimes struggles with retaining educated youth because of limited opportunities, bringing in new jobs by fostering new businesses can turn things around. The area has much to offer, he says, including a location with a good rail system as well as access to the Illinois River and interstate highways.

In his first nine months in business, Troy has landed accounts with international seed corporation Pioneer and Italvibras USA, an Italy-based industrial motor manufacturer that recently opened a distribution and service center in Princeton, as well as many others, including a local radio station.

"I love working with technology and getting systems up and running," he says. "There's no better feeling than going through the process, then turning ownership over to the client."

Right now, he has two employees, sales manager Chuck Loebach and project manager Chris DeArcos, with work subcontracted out, when necessary. He hopes the company will grow to someday be known throughout the region.

Troy says his great-uncle has given him lots of advice over the years, including one of his chestnuts, "Always keep your face to the wind." As Troy interprets it, "I think he meant to keep pushing, never get comfortable, and continue to learn."

He's taken that and another of his Uncle Tony's suggestions to heart: "In six months, no one will remember how quickly you got the job

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done, but for the next 10 years, they will remember how well you did."

For that reason, providing top-notch customer service is of primary importance to Troy, even since the earliest days of his business.

An additional inspiration was the late Carnegie Mellon professor Randy Pausch of "Last Lecture" fame. After his diagnosis of pancreatic cancer, Pausch gave a lecture on time management, and Troy watched a video of that speech. "He really made clear that time is the most valuable commodity; I've taken a lot from that lecture and implemented it in terms of schedules and planning."

When he's not at work, Troy likes to relax by fishing with friends. Once a quarter, he and a couple friends from his high-school days at St. Bede take a weekend off to fish.

But, most of the time, he considers his work fun, even though it sometimes requires 14-hour days, 7 days a week. "I'm lucky that I get to do my hobby as a job," he says. "If I could do anything, it would be playing around with technology."

**TROY simplified technologies is located at  
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or visit [www.troysimptech.com](http://www.troysimptech.com).**