

# CELEBRATE KINGS: *Pride in our people, places & products*

## *'Subtotal' the sum total of two men's talents and dreams*

What happens when a techno-buff entrepreneur meets an electronics and computer savvy entrepreneur? An international business success story is born in Kings County!

In a former car dealership in Centreville, north of Kentville, is Subtotal POS Systems Inc. - the brainchild of Kings County residents Daryl Fraser and Mark Connors. Their combined talents and entrepreneurial spirits have led to the rapid growth of their company, which develops, sells, and services customized point-of-sales computer systems throughout the world to SUBWAY® and other franchises.

To truly appreciate their success, it is important to follow the trail of these co-founders.

Originally from New Brunswick, Daryl was born into a family of franchise entre-

preneurs. But as a young man, he deviated from that path. First an Armed Forces marine engineer stationed in Nova Scotia, he switched careers to become a process engineer with Michelin. A 1982 move to the Waterville plant saw him settle in Kentville. And then the entrepreneurial spirit became too strong.

"I had broken away from my family's traditions for many years," says Daryl. "But eventually the bug got me!"

In 1995, Daryl opened up his first SUBWAY® outlet in Coldbrook, then two more in Bridgewater and a fourth in Berwick. In the midst of this process, the Subtotal story began.

While Daryl was opening his second store, he was having computer system problems. As he was using an American

system, it was taking at least two weeks to have parts replaced, causing slowdowns in his business.

"We went looking for an alternative," says Daryl. "That's where Mark came in. I knew the software, he had the hardware."

Born in Paradise, Annapolis County, Mark originally worked in Ontario for Canada Post. Wanting to be closer to home, he took transfers that finally led him to Kentville in 1995. Always an electronics buff - he once had a car stereo shop - as the computer age emerged his focus changed to computer hardware development and he opened his own computer store.

Both men believe in giving to their communities. So when, in 1996, Mark joined the local Kinsmen club, he met Daryl who shared not only a mutual sense of community responsibility, but complementary talents. And the seeds of Subtotal were planted.

"We spent six months working until two in the morning," says Mark. "Daryl sat down, made a list of everything he had problems with, and ticked them off one-by-one."

Their new system was in Daryl's store for less than two weeks when they had their first, unsolicited sale. "Someone came in, recognized its potential, and bought four," says Daryl. "Then our first actual order was for a drive-through system, and we had to go back to the drawing board."

"We have designed a system that is totally adaptable," says Mark. "'We're always re-inventing our software. With technology, there's always something new.'"

Mark, Daryl, and company consistently work "outside the box". Their local staff of 24, and staff of four in England, provide service in several languages, and have 1-800 numbers for almost anywhere in the world. "We're here to make life easier for franchisees," says Daryl.

Both men are very pleased to know that, through Subtotal, they are bringing Kings County to the world.

"We take this business personally," says Daryl. "And as our slogan says, we're 'doing it right the first time!'"

*Story and photo by Marlene Huntley*



*Daryl Fraser (left) and Mark Connors proudly display their sign inside the company lobby.*



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