

Roy Dale Crossover

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Dale's father, Roy Crossover, founded TNC in 1946. Dale has worked for this family-owned business since 1960. He started by sweeping floors, then working in the production areas, and assuming duties as President and CEO in 1989 at age 37. Dale's father and mentor, passed away in 2008, leaving Dale with sole ownership of TNC.

R. "Dale" Crossover has held the positions of President and CEO of Texas Nameplate Company, Inc. (TNC) for 30 years. TNC is a 34-person, family-owned, third generation business located in Dallas, Texas that manufactures nameplates attached to products and equipment to educate and protect the safety of users. TNC serves a large and diversified customer base. More information can be found at <http://www.nameplate.com/>

Dale's visionary leadership for TNC has resulted in TNC and Dale receiving numerous awards, recognitions and designations, such as the Texas Quality Award, Malcolm Baldrige Award, Texas Business of the Year from the Texas Chamber of Commerce, Lifetime Achievement Award from the Association for Manufacturing Excellence (AME), and Quality Texas Foundation Fellow. Dale's commitment to service extends far beyond his many local contributions, such as key roles for the Malcolm Baldrige National Quality Award (Board of Examiners, Panel of Judges, and Chairman of the Board of Directors). Dale also served as the National Treasurer for the American Society for Quality and he served numerous years on the Board of Directors for the Quality Texas Foundation, including roles of Vice Chairman, Chairman, and Board Emeritus.

Dale's passion for "giving back" with knowledge and best practice sharing includes numerous presentations for US and International audiences about Baldrige processes and systems thinking. In addition, Dale is a frequently requested speaker at the annual Quality Texas Quest for Excellence conference, for local community events and meetings, as well as industry meetings. Dale co-authored a book, *Take it to the Next Level*, that shares Texas Nameplate's quest for quality and use of the Baldrige criteria. When asked to present the Commencement Address for LeTourneau University, Dale's address focused on using Baldrige as the framework for personal life decisions.

Today, Dale continues to be an ambassador for performance excellence and environmental stewardship in local and state forums as well as in videos highlighting Texas Nameplate's journey. Dale's ambassador messages demonstrate a conscientious focus on core beliefs centered on faith, systematic work, quality practices, and being committed to Green approaches with a positive impact to our environment.

Education

- 1997, BS in Business Management, LeTourneau University, at age 45