

Fort Worth Business Press



W.M. Murdock's job laying wood floors at military bases led to his starting Atlas Foundation Co. in 1958. His grandsons, Lonnie and Darrel Ford, now own the business after their father, Glenn Ford, retired and sold it to them.

Darrel Ford's wife, Christy, manages the company's office. His daughter, Lindsay, and Lonnie Ford's daughter, Heather, work in the office part time. Lonnie Ford said they like to keep family members in ownership and employment at the business mostly because of "the trust factor."

"That's why my dad hired us originally, that way we were operating everything in the field and he didn't have to worry about it," he said. "Also, this business has been very good to our family."

One management tactic that sets Atlas apart from its competitors is that it does not subcontract work to other companies.

"That's a reason we're still here," Lonnie Ford said. "We have more quality control if everybody's a full-time



PHOTO BY JON P. UZZEL

Linda Ford, Heather Ford, Lonnie Ford, Christy Ford, Darrel Ford, Lindsay Ford and Mary Ford

employee. When you're working on people's homes, they're very concerned about every detail, including employees who are going to be there and see what's in the house. It raises the cost of doing business a little when you do it that way, but we always have."

The family also believes in honesty in business.

"It's very simple to operate a business with integrity and honesty while treating everybody fairly," he said.

— Sarah McClellan-Brandt

Atlas Foundation Co., Inc.

Category: Family Values

Top Exec: Lonnie and Darrel Ford, owners

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