

Going the extra mile, or 30

by Caley Clinton

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It took four months for James Durham to pull together all the information for [Quarra Stone Co. LLC's](#) new Leadership in Energy and Environmental Design database. Thank god for interns.

Durham, president of Madison-based supplier Quarra Stone, employed three business school interns to put together the massive catalog of all [LEED-qualified quarries](#) in the U.S., Canada and Mexico. This is an enormous resource for builders and Durham is providing it free of charge; all in the hopes that it will bring in more business.

"When we can provide that info, we're indispensable," Durham said. "We service the hell out of (potential customers)."

My first thought when I read about this database and all the effort that went into it was, "How much benefit are they really going to see for all that work?" But seeing as the last two years have been the best yet for the 30-year-old company, despite global economic calamity, maybe Durham has a point.

If I put all that time and effort into a product, I don't know that I'd want to let companies use it for free without promise of future business. But, I guess that's why I'm not running a company. I applaud Durham's drive and effort — it's refreshing to see at a time when so many are beat down by the harsh realities of late.



James Durham is the president of Quarra Stone Co. LLC, Madison. (Photo courtesy of Quarra Stone Co. LLC)

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