

# Hard Work Pays Off for: Desoto Concrete Products, Inc.

**Olive Branch,  
Mississippi**



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**By Staff Writer**

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**N**ineteen years ago Dave and Lauren Harry began a venture in precast concrete products and have never looked back. Dave had been in the trucking business for 15 years at the time. There had been a number of mergers or shutdowns with the companies he was with and he was about to face another one. An offer from a family member who was in the concrete business opened the door for a change from trucking to manufacturing septic tanks. The family member was in the ready mix business and was the perfect supplier of concrete. David seized the opportunity and ran with it. The company became Desoto Concrete Products, Inc.

Over the years the company has produced a number of different products including septic tanks. Currently the wastewater treatment systems which Dave developed have proven to be the most lucrative. The product,

H-TWO-O is marketed nationally to distributors in a number of states. Desoto Concrete Products also makes and markets, H-TWO-O wastewater systems in north Mississippi and west Tennessee. Dave and Lauren along with Chip Dayton account manager have targeted specific markets by advertising directly to installers and potential distributors with letters and

up trucks to service the deliveries in their area. Currently 15 employees make up the work staff. There are a number of molds & bridge cranes under roof to produce these products.

Over the years Desoto Concrete Products have learned that by starting with quality ingredients you will produce quality products. This also is the best way to save time and money.

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post cards. As their national business grows they plan to market in national trade magazines like “Concrete Today.” As more and more local and state governments respond to the individual wastewater systems, Desoto Concrete Products is poised and ready to take on this expanding market.

Desoto Concrete Products uses five rail bed trucks and several pick-

This motto also helps when it comes to competition. If you produce a quality product, and you stand behind your product, success will follow.

Dave says that any business will have its ups and downs as the economy dictates. Dave’s suggestion is to put aside a significant amount of money for those times. This will breed confidence and longevity into

your business. It is good to start your business on this ideal.

In this business each day is a new challenge. That is what makes the business interesting. Every day is a new day.

In Desoto Concrete's business there are no significant opportunities that stand out above the rest. Most of the business is with wastewater systems and they do not go anywhere interesting unless you consider a hole in someone's backyard interesting. What is interesting though, is watching a homeowners or business persons reactions when you start explaining how the system works. When the person you are explaining it to has a sense of humor or if they are on the opposite end of the spectrum, it can be a lot of fun. Dave says he has a dry sense of humor.

As with any small business, you have to put in long hours to make it succeed. The Harry's son was born a few months before starting the business and there wasn't much time available to spend with him. Thankfully, he and the other children understand and have turned out fantastic. One daughter will graduate Summa cum Laude from Mississippi State University, one daughter is in elementary school and the son who was born when the business started is also attending college at Mississippi State University.



**Chip Dayton - Sales Manager**

The nature of Desoto Concrete Products business is conducted in the suburbs and out in the country, since municipal sewer systems are not available for home and business owners there. This fits well with Dave. He grew up in a large city and was tired of the hustle and bustle. The slower pace coupled with the great people you meet in this setting make it all worth while. On the occasions that require travel to a large city for a meeting or to meet with customers, is enjoyable time, however it is always great when it is time to return home to the open spaces.

The Harry's advice to newcomers reflects the success of their business, "Work Hard, but never forget to save time for yourself and your family".

**FOR MORE  
INFORMATION CONTACT:**

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**Installation of a H-TWO-O system**