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## Article 2

## BUSINESS

**Married to mail-order business | Couple's small-town firm scores big time with high-tech gear**

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MILFORD, N.H. — Even when she takes time off, Patricia **Gallup** produces. As co-founder and chief executive of one of the nation's largest technology mail-order companies, PC Connection, **Gallup** dislikes downtime. When she finally eased up and did a little Irish folk dancing five years ago, she met the man she would marry.

But wedding vows this summer didn't dampen **Gallup's** enthusiasm for work. She and her husband honeymooned at a company dinner in Ohio.

"I work all the time. That's a sacrifice," **Gallup** said. "I'm not complaining, but you have to make choices, and that is the choice I made. "I don't like to have a lot of free time."

Even PC Connection's foundation was laid when **Gallup** was supposed to be taking it easy.

In 1982, she met David Hall while hiking the Appalachian Trail. She joined his family's audio business in Marlow, N.H. They anticipated the personal computer boom and soon started selling software and eventually hardware. They did not want to move from Marlow, population 655, but they knew the town, a two-hour drive from Boston, could not support a computer store. So **Gallup** and Hall opened a mail-order company to sell other people's products.

They invested \$8,000, took out a 2-by-3-inch advertisement in a computer magazine called Byte and waited. The telephone started ringing three days later, after the magazine came out, and hasn't stopped. Sales blossomed from \$233,000 in 1982 to \$300 million today. PC Connection takes orders as late as 3 a.m. for delivery by noon.

"We wanted to offer the convenience of a computer store that was just around the corner to everybody in the United States," **Gallup** said.

The company is one of New Hampshire's largest private employers with 750 workers.

**Gallup** and Hall each own half of PC Connection. She would not discuss their net worth, but noted that distributors receive marginal profit on computers and software. She said the company reinvests extra revenue. But money is not why **Gallup** is in the business. She relishes taking part in a technology that will make workers more productive and "change the way people think and do business."

The daughter of a union organizer, **Gallup** does not like corporate hierarchy and