

Troy Vollhoffer was born to own and run an international show business — quite literally.

Troy's grandfather stage-managed a vaudeville soft seat theatre in his hometown of Regina, Saskatchewan, and by the time Troy came around, his father, Harold, was managing a brand-new soft-seat theatre in the same city. Troy's mother, Dorienne, took care of wardrobe and costume tasks at the same theatre, in addition to her day job. The entertainment business was their life and Troy, the Vollhoffer's only child, was in the middle of it. By the time he turned 14, Troy was working the load-ins and load-outs, alongside his father and two uncles. It was obvious to everyone at the theatre that one day Troy would be working in some facet of the business and just as it was with his father, it would be his life.

Troy's other passion was sport, hockey in particular, and after a successful junior career in Canada's Western Hockey League in the mid-1980s, he pursued a professional career, first signing a four year contract with the Pittsburgh Penguins in 1986, and a one year deal with the Montreal Canadiens. Although he never enjoyed a full season in the National Hockey League, Troy played seven years in the minors, for teams in Baltimore, Flint, New Haven, Muskegon, Winston-Salem and of course, Nashville, before retiring in early 1992.

While other hockey players dedicated their summers to the gym and golf course, Troy returned to Canada to help his father with the fledging family business. Created in the late 1970s, Troy Enterprises was a spotlight company, with assets that included one truck and four spotlights. The company's main purpose was to provide spotlights to arenas in Saskatchewan and Manitoba for rock and country concerts. It also provided Troy with a summer job.

Troy shared his father's ability to dream the big picture, but it was his mother who taught him to never lose sight of the details — the value of budgets, investments in equipment and employees and long-term planning in general.

By the early 1990s, the company had grown to include lighting rigs, more spotlights and employees (some of whom remain with Premier Global today.) In the mid-1990s, with hockey behind him, Troy returned to Nashville, a city he had grown to love, to further expand the business. With offices still in Regina, Troy worked the network in America's Music City with great success. Combining his father's passion for show business, his mother's business discipline, and his own competitive spirit, Troy grew the company — now dubbed Premier Global Production to illustrate its far-reaching scope — into the multi-million-dollar enterprise it is today, with clients that include the Red Hot Chili Peppers, Rush, Tim McGraw, not to mention several of North America's largest music festivals. While many predicted Troy's future, and indeed it seemed obvious from early childhood, no one imagined it would be so successful, not even Troy himself.