

Owners Spark Growth at Interstate Batteries Distributorship

For Travis and Tanya Hall, owning the Interstate Batteries distributorship in Omaha is a dream fulfilled. Travis's career path with the company had started as a teenager growing up in Ponca, Nebraska, continued through his college years, and eventually led him to the corporate headquarters in Dallas, Texas, where he met Tanya.

"The opportunity to purchase this distributorship was our dream," Tanya recalled. "Given his extensive

product knowledge and my experience as an accountant, it was a perfect fit for us. Our offer was made in May 2010 and six months later we took over."

Located at 15505 Cooper Street in Omaha, the distributorship carries an inventory of 7,000 replacement batteries in a variety of sizes for use in automotive, trucking, motorcycle, agricultural, lawn and garden, and marine applications. The business covers a 13-county area in Nebraska and southwest Iowa that includes Omaha and Lincoln.

"Our batteries are provided on consignment, so there are no up-front charges for dealers to carry our products," Tanya explained. "We provide the dealer with a rack of batteries, which doesn't cost them anything until a customer makes a purchase."

The locally owned business operates three route trucks that make 30 stops per day at dealer locations that carry Interstate Batteries on consignment. During these visits, the route sales managers restock the dealer's inventory and collect old batteries for recycling.

"We rotate our batteries every 90 days at no cost to our dealers to make sure they are getting the freshest product available," Travis shared. "We also make available

a 'hot shot' vehicle for quick delivery of specialty batteries that a dealer may not have on consignment."

Travis is bullish about the growth potential of the battery industry. "Consider how many things we use every day that require a battery," he observed. "As technology changes, opportunities will be created with new consumer and business products that rely on stored power."

The Halls credit their employees with maintaining a high level of customer service. "We have an excellent team," Travis noted. "Our employees are great and we hold ourselves up to a very high standard of customer service."

This summer, the Halls also acquired three All Battery retail stores in the Omaha area, increasing their total number of employees to 28. The stores provide batteries for a broad range of automotive, consumer and business products that require stored power. "The acquisition adds value to our existing dealer base and provides better service to the entire Omaha area," Travis noted.

Prior to the acquisition, the All Battery stores were corporate-owned. "Now they are locally owned, the same as our distributorship," according to Travis, "which means nearly every dollar we spend is with local businesses in the Omaha



In the Midwest, year-round demand exists for replacement batteries used in boats, motorcycles, all-terrain vehicles, snowmobiles, and harvest and planting machinery.

community. And this helps everyone's business."

The Halls acquired the All Battery stores with a business loan from First National Bank. "The acquisition would not have been possible without their help," Travis acknowledged. "Our commercial banker is always ready to help us with whatever we need to succeed."

"The commercial bankers at First National have been fantastic to work with," Tanya added. "They actually care about us, which is what you want in a bank if you have a business."



The experience Tanya and Travis gained at the corporate headquarters for Interstate Batteries had a huge impact when it came to managing their local battery distributorship in Omaha.



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