

# Staab Management's Growth Plan Delivers

With its recent acquisition of 13 Pizza Hut stores in Kansas, Staab Management Company (SMC) based in Grand Island, Nebr., has increased its holdings to nearly 70 restaurants located throughout Nebraska, Minnesota, Iowa, Missouri and Kansas.

"Many of the towns we operate in are rural communities," according to company president Dave Staab. "The majority of our markets are small, with 10,000 people or less in population, which is where we have been able to

make our family oriented business model work for us."

That business model was established in the mid-1960s when Ken Staab and his brother, Norman, opened their first Pizza Hut in

Hays, Kansas. During the next decade, their holdings grew to 30 locations, which they sold to Pizza Hut when the parent company went public in 1972.

"Most of our restaurants at that time were in college towns where the menu included pizza and beer, but no sandwiches, salads or pasta," Ken recalled. "As time went on, it became evident that if we wanted to grow our business, we had to adapt to non-college towns and become more family oriented."

Ken started his own company in 1973, which expanded from a single Pizza Hut restaurant in Alliance, Nebr., to 30 locations in a multi-state area by the early 1990s. The family-owned business has continued to grow under the leadership of Ken's son, Dave, who joined the company in 1994.

Both Ken and Dave have



Ken (right) and his son, Dave, outside company headquarters in Grand Island, Nebr. Dave joined the SMC management team in 1994 and became president in 2002.

developed a strong family culture throughout their network of Pizza Hut restaurants. This emphasis is evident from the family atmosphere and expanded menu selections at each of their dine-in restaurants, to the employment

opportunities available at both the corporate and local level.

While the Pizza Hut brand is known primarily for carryout and delivery across much of the nation, dine-in restaurants are still very viable in the Central Plains states, according to Dave Staab. "We're somewhat unique as an organization because we own 95 percent of our real estate, so we continue to invest in our assets and provide a nicer atmosphere for our customers."

Employee development is another priority at Staab Management. Everyone involved in restaurant operations is provided training and a road map for advancement within the organization. "It's as true today as it was in 1965. We're only as strong as the people who are part of our team," Dave acknowledged. "People who are looking for a family-oriented

culture and organizational stability will find we're a great place to work."

From a financial perspective, Dave Staab credits First National Bank with supporting his company's growth strategy through acquisitions like the one in Kansas. "As the economy grows, it's harder to find acquisition packages that are less than 10 restaurants," he noted. "So, we have to make sure financing is available as we pursue larger acquisitions."

As family-owned businesses, Staab Management and First National Bank share the same conservative values and commitment to serving and giving back to the communities where their employees work and live. "First National's culture mirrored ours, so it was a good fit and probably one of the main reasons we went with them," Dave Staab added. "We're both interested in developing long-term relationships."



Cody Metcalf prepares a pizza for the lunch buffet at a Pizza Hut in Grand Island owned by Staab Management, which oversees more than 1,700 employees in its network of restaurants in Minnesota, Iowa, Nebraska, Missouri and Kansas.



Pizza Hut dine-in restaurants like this one owned by Staab Management in Grand Island remain viable throughout the Central States region.



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