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## **Interstate All Battery Center Hosts its Largest Franchisee Convention**

America's #1 battery franchise experiences double-digit growth among its franchisees over the last three years

(DALLAS) - [Interstate All Battery Center](#) (IABC) recently completed its national franchisee convention in Dallas where franchisees from across 30 states, Canada and Puerto Rico gathered to listen to [Interstate Batteries'](#) experts discuss strategic marketing, targeted reconnaissance, optimized B2B strategy and retail expansion with a focus on gaining market share. The conference's theme, "The Perfect S.T.O.R.M." outlined the \$1 billion company's plan for aggressive growth and creating awareness about power solutions in its stores.

"This is a 50-year old proven national brand that continues to attract franchisees. We are on track to attract many new franchisees in next year and create new ideas for the future," said **Interstate All Battery Center Vice President Mickey Elam**. "Our current and future franchisees understand there is untapped potential in this category. With Americans searching for alternative power sources, the need and interest for battery power has expanded, which relates to our concept's potential."

IABC is powered by the nation's top name in replacement car batteries, and was **recently listed #20 of [Franchise Business Review's](#) Top 50 franchises for midsize class concepts**, as well as one of the "Top 400 Private Companies in America" by *Forbes* magazine. The *FBR50* ranking was announced in front of IABC's franchisees during the conference, who each received a custom-made lapel pin signifying this important mark in its franchise history.

Elam added Interstate All Battery Centers have doubled its franchisees since last year through either through larger investments by current franchisees or enlarging the concept's presence in other markets.

One highlight of the franchise conference was signing three new franchisees to the IABC team. Two of the deals will expand the territories of current IABC franchisees, **Dan Hartel in the Minneapolis metropolitan area** and **Kirk Sneed in Cedar Rapids, Iowa/Rochester, Minn.** The third brings automotive industry veteran **Michael Ceritano into the Interstate family in Lake Orion, Mich.**

Other highlights of this year's conference were:

- **2008 *Franchise Business Review* results - IABC named #20 in the Top 50**
- Rookie of the Year - Eduardo Fernandez, San Juan, Puerto Rico
- IABC Store of the Year - Ames, Iowa overseen by Matt Breen
- Keynote address by Jim McIngvale, known as "Mattress Mack" from Gallery Furniture in Houston

"With our commitment to extreme customer service and meeting the increased demand for power solutions, Interstate All Battery Centers is growing rapidly," said **IABC Director of Franchise Development Justin Darland**. "As Jim McIngvale said to close our conference, Interstate Batteries not only stands by our slogan to *have it, find it or build it*, but our franchisees and suppliers also *live it*. That understanding of our business model and mission creates an avenue for reaching our goal of adding 100 locations in the next three years."

To learn more about Interstate Batteries, its franchise offering and growth, call 800.730.7868 or visit [franchising.interstateallbattery.com](http://franchising.interstateallbattery.com).

#### **About Interstate All Battery Centers**

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 305 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Centers currently has more than 80 stores in 30 states, Canada and Puerto Rico. Customers can visit [franchising.interstateallbattery.com](http://franchising.interstateallbattery.com) to find the nearest All Battery Center.

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