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Interstate All Battery Center Debuts Its New Fall Franchise Podcast Series

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DALLAS, Oct. 22 /PRNewswire/ -- Interstate All Battery Center (IABC) today announced its weekly podcast series offering potential franchisees insightful tips and expert advice on franchise and business opportunities. Building on the incredible growth the brand is continuing to experience, the nearly 60-year-old company is proud to offer its ingredients for creating and maintaining strong strategic partnerships, while sharing its experience as an industry innovator and one that has proven to be recession resilient despite the down economy.

"Franchisors are adapting faster to using various social media platforms, however only the top ten to twenty percent of companies are actually actively participating," says **Eric Stites**, President of **Franchise Business Review**. "Podcasts are a great forum for franchisors to share best practices with their prospective franchisees and it's great to see Interstate All Battery Center committed to this initiative."

In a world where any customer can, in seconds, tweet or post to **Facebook** a pithy product review or share an experience they had with a brand, IABC is embracing the opportunity to grow their solid network of communication and expand how they interact with potential franchisees. The new IABC podcast series will cover franchise-related topics from the brand's expert franchise team, including The **Big Picture** show, with **Mickey Elam**, President of Interstate Battery Franchising and Development, discussing what makes a franchise system successful. Other Interstate Battery podcast specialists include **Scott Miller**, Vice President of Creative Communication & Events; **Chris Antoniou**, Vice President of Global Supply Chain; **Justin Darland**, Interstate Battery Franchising and Development Director and **Jim Eades**, Director of Franchise Operations.

"IABC's proven ingredients for success have helped position the company as the leader in the portable power solutions marketplace, which analysts project will reach \$73 billion globally by 2010," says **Justin Darland**, Interstate Battery Franchising and Development Director. "By way of this podcast series, our goal is to equip potential franchisees with information to evaluate our concept in a manner they are accustomed to consuming."

Listeners may now visit www.allbatteryfranchise.com/media-center to hear the entire IABC podcast series.

About Interstate All Battery Center

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 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 Center currently has more than 150 locations serving 50 states, [Puerto Rico](#), the [Dominican Republic](#) and Canada. For additional information about the franchise offer, please visit www.allbatteryfranchise.com. Customers can visit www.interstatebatteries.com to find the nearest All Battery Center.

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