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Monday, November 23, 2009

EAST TEXAS BUSINESS

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Sunday, November 22, 2009



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In The Works: Soon-To-Come Interstate Battery Center All About Powering Daily Lives

By BRIAN PEARSON
Business Editor

George Miksovsky has been on a power trip for almost 30 years.

Miksovsky spent more than a quarter century with TXU Energy, which provides power to about 2 million customers. Now, he is about to embark on another electrifying endeavor, only this time on a much smaller scale.

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In the U.S., one in three persons aged 65 and older falls each year. Falls are the leading causes of injuries, hospital admissions, for trauma and deaths due to injury.

FALL RISK FACTORS:

- history of falls
- muscle weakness
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- pain (arthritis)
- use assistive devices
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Instead of providing customers with energy generated through a coal-burning plant, Miksovsky will sell thousands of different kinds of batteries through his Interstate All Battery Center franchise in Tyler.

Miksovsky and his wife, Amanda, plan to have the center open in Tyler within the next 10 months. He's still looking for a location.

An Irving native, Miksovsky has 30 years of experience in the electric utility business. At 19 years old, he landed a job at Texas Power and Light, a company now known as TXU Energy.

He spent 28 years with the company in various roles before leaving in 2005.

"I wore a lot of different hats," Miksovsky, 52, said. "I worked in customer services. I was a facilities manager. I've really worked in a lot of the different divisions with TXU."

During the past four years, he has owned a home-inspection business and worked for a Tyler company that provides utility-support services.

Looking for a franchise opportunity, he discovered Interstate All Battery Center.

"It was a good fit from my previous background," Miksovsky said. "It's energy. It's just portable energy. I got to looking at it. I like the business model they had. They're a great company to work for. There's a lot of longevity in their employees. The average retention was like 25 years. They just have a good thing going."

He and his wife, who works in Tyler Junior College's information technology department, live on Cedar Creek Lake near Athens but are looking to move to Tyler.

Miksovsky's new store is part of four new franchises the company is opening around the nation, according to a news release. Two franchises are going up in McKinney and Plano, while the other two are in Gilbert, Ariz., and Kannapolis, N.C.

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 distributors who service more than 200,000 dealers throughout the United States, Canada and elsewhere around the globe.

Today, each retail location offers more than 16,000 types of batteries and power



BATTERIES EVERYWHERE: Interstate Batteries is set to open a franchise in Tyler within 10 months. (Courtesy Photo)

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Darland said Interstate, which has had a Longview store for about a decade, launched an aggressive franchising campaign about three years ago, Darland said.

"We've researched the entire United States," he said. "We've been researching that (Tyler) marketplace for two and a half to three years. Tyler identified itself as a marketplace where we wanted to be represented.

"We're looking for the type of folks who shop at our stores, and the Tyler market fits our particular system well."

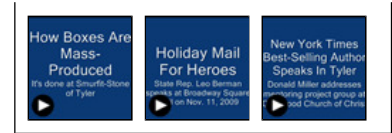
The Tyler franchise will open with five to seven employees in 1,500 to 1,800 square feet of space, he said. The store will carry power sources for everything from watches, cell phones and computers to automobiles and even forklifts.

The store will also have battery-installation services, he added.

"We will have it, find it or build it," Darland said of the power sources.

"There's not an application that we would have that we could not find a battery for. It's all about batteries."

Got an In The Works idea? Contact Business Editor Brian Pearson at bpearson@tylerpaper.com or 903-596-6280.



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