

Battery Warehouse

Over 50 years ago Arthur Calhoun, founder of what is now known as Battery Warehouse, took the first step toward living the American dream of managing his own business. Calhoun left the security of a steady job at a local grocery store to purchase a battery truck to service the Milledgeville area.

According to his grandson and company vice-president, Josh Lassiter, Calhoun spent his Fridays during those early years traveling to Atlanta to purchase the batteries he would sell locally each week. “The business grew so much that my grandfather stored additional batteries in his garage in order to accommodate his customers,” stated Lassiter.

In 1981, Calhoun seized the opportunity to become a franchise dealer and acquired the original warehouse which was located on Sportsman Club Road. The company moved to its present 20,000 square foot location on Heritage Road in 1993.

During the mid-2000s, Battery Warehouse transitioned from a wholesale company to serving the general public. The company kept up with the fast-moving technology arena by diversifying their products for cell phones, cordless phones, power chainsaws, golf-carts, emergency lighting, and jump boxes and batteries for cars-just to name a few.

Lassiter says the battery industry has changed immensely over the decades, especially the demand for high-quality car batteries. The Warehouse carries batteries for every truck and car on the road and will perform the installation as well.

The company is certified by the Environmental Protection Agency to recycle lead-based batteries. Lassiter added: “Our industry is the only business which recycles 99% of a lead-based product which it produces. It makes both economic and environmental sense.”

Today, the Warehouse is operated by the third generation of Calhoun’s family. “We take great pride in being a family-owned and operated company,” said Lassiter. “Many businesses do not survive to be managed by multi-generations.”

Lassiter attributes the family’s success to expansion, diversification, and excellent customer service. In 2011, the company opened a 10,000 square foot store in Augusta which offers customers the same quality products with impeccable service. He says expansion to other locations in Georgia is a goal the family is working towards.

In addition to serving the general public, the Warehouse ships products to factories and other businesses as well. One client, Husqvarna, makes and sells items including motorcycles, mowers, and tractors at multiple sites throughout the state.

By having a unique product base and conveniently located to Lake Sinclair and Oconee, the Warehouse tapped into a relatively new market-batteries for privately owned golf carts. Everyone seems to be buying a personal golf cart to get around their neighborhoods,” said Lassiter. “The more carts sold in the area, the more chances we have to sell batteries.”

As a locally owned business, Lassiter and his family team are always looking for ways to invest in their community. In 2015, the company leased out 6,000 square feet of warehouse space to a battery manufacturer which in turn provided employment opportunities.

Lassiter stresses: “We would love to continue to expand in order to benefit both our business and the community in which we live and work.”

