

# Ezzell Electric — They've Got The Power

By **SHELAH OGLETREE**  
For The Record

Thirty-five-year-old Ezzell Electrical Components Inc. has a new home in the old Carver Equipment Company building at 1600 S. Clinton Ave.

The family business, which began in Godwin as a small starter and alternator repair service, now provides sales and services to the emergency power community statewide.

"We started out with a \$35 box of tools in a borrowed farmers barn," Mr. Ezzell said. "Now by the grace of God — we're here."

Owner Joe Ezzell said the move into Dunn is a part of the company's new marketing and expansion plan largely influenced by his daughter and Operations Administrator Nancy Jo Ezzell.

Miss Ezzell received her Masters of Business with a concentration in marketing from Campbell University. As outreach coordinator for the MBA program she saw firsthand what the program did for local businesses. Miss Ezzell and three other MBA students had teamed up to fine tune Ezzell Electric. Some of the suggestions the group made: More visible location; diversify customer base with an eye to expansion; and a new marketing strategy.

Dr. Shahriar Mostashari who is associate dean for External Relations at CU said the university promotes high student engagement much like a residency in a medical program. Miss Ezzell's group won second place in the statewide Graduate Competition of Business Schools. "She has be-



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**The Ezzell Electric Family, from left, are Dustin Bryan, Operations Director Nancy Jo Ezzell, Nancy and Joe Ezzell, Gene and Cynthia Ezzell, Natalee Ezzell, Dan Fleming, Pam Hawley and Matt Capps.**

come the teacher now," Dr. Mostashari said. "You could come to her with your business and she can make analysis and suggestions for diversifying customer base, location, marketing and expansion."

The Ezzells, who said they have done everything from working on industrial cranes to fixing farm equipment, have narrowed their focus to the niche of emergency power generation, supplying generators and service to a wide array of customers, ranging from major utilities all the way to individual homeowners.

Mr. Ezzell holds a level three technician certification from Cummins-Onan, a nationally known manufacturer. His brother Gene Ezzell is a state licensed

electrician. The company only sells Cummins-Onan and Kohler systems, but performs maintenance and repair on most brands.

Ezzell Electric was already a well-established and well-respected business even before the CU MBA program connected

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