

Farmall job gave start to Torrance

By Raegan Gile
Special Sections writer

Today, Torrance Electric Co. Inc. remains one of the largest motor distributors and repair facilities in eastern and central Iowa and western Illinois. It is still going strong after 60 years.

Torrance Electric was founded in Rock Island, Ill., in 1939. The company started off doing motor repair work to serve the needs of the Farmall tractor plant. Torrance had prosperous years during World War II.

After the death of its founder, Torrance was purchased by George Thompson, Don McGuiness and Gary Cecil who owned and managed the company from the late 1950s until 1996. Joe Cunningham, Richard Harris and Steve Gallagher purchased Torrance in October of 1996.

"The company flourished in the '60s and '70s in the Quad Cities area during the glory years of agricultural implement manufacturing," said Gallagher, Torrance president.

Torrance Electric expanded its business and obtained the Yale Franchise for a lift truck company in 1966.

After its move to Cedar Rapids in 1970, the company experienced considerable expansion prior to the economic problems in the early '80s.

Expanding again in 1987, Torrance formed its custom panel design business.

Because of the business's rapid growth, locations opened in Dubuque, Mason City and Waterloo in 1998.

The company now consists of three divisions: Torrance Power Transmission and Repair, Torrance-Yale Material Handling and Torrance Custom Panels.

Cedar River Paper Co., Grain Processing, Cargill, ADM, Bridgestone/Firestone, Northwestern Steel & Wire, Miller Container, Olsen Engineering, Bandag, McLaughlin Body, IBP, Swift, General Mills, Quaker Oats, Signode, Cedarapids Inc. and Goss Graphics are among the many industrial customers served by Torrance.

Many of the vendor distributor relationships Torrance enjoys are 15 years or older, with the Reliance Electric Motor distribution relationship being nearly 40 years old.



LEFT: The YM-Torrance office in Des Moines was added to the company in August of 1998. With this addition the company can better serve its clients because of its increased rental ability, well stocked parts inventory at each location and a larger service department to keep fleets running.

Torrance mission

Torrance Electric and its divisions have seen tremendous growth over the last 10 years, and the company plans to continue that trend.

Steve Gallagher, president, said the recent acquisitions have been to achieve a critical mass for continued growth and profitability.

"With the market changing dramatically, we need to reward and recruit talented individuals to react to shifts in mergers, outsourcing, e-commerce and other factors," he said.



The Rock Island office (above) along with the existing operations in Cedar Rapids, Waterloo, Des Moines, Mason City, Dubuque and Iowa City, are positioned to continue providing companies the lift truck equipment and services needed for their success into the next millennium.

Expansion allows for variety of products

By Raegan Gile
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Torrance Electric Co. Inc., a 60-year-old industrial supply company, has expanded its services over the years.

The company, which specializes in power transmission products, has grown to include three divisions: Power transmission and repair, material handling and custom panels.

YM-Torrance is the largest lift truck dealer in Iowa, representing the Yale Material Handling Corporation. Offering new and used equipment sales, parts and service, and the largest lift truck rental fleet in Iowa, YM-Torrance offers the indus-

trial sector the proper equipment from short-term rentals, lease with maintenance or long-term rentals.

Torrance Custom Panels includes building custom panels, wire harnesses and cable assemblies for original equipment manufacturer (OEM) sales. The design and manufacturing, typically done for specific equipment built by area manufacturers, is completed with computer-aided drafting.

"As a major subcontract provider, we assemble electrical controls, harnesses and cables installed on the asphalt paving machines manufactured by Cedarapids Inc.," said Steve Gallagher, Torrance president.

The original division of the company, Torrance

Power Transmission and Repair, has two full-size repair facilities.

Having two facilities provides multiple capabilities for its customers. The company has rewind capacities up to 4,000 horsepower in-house. It can also do load testing on DC motors up to 400 horsepower. The field service group can do installation, predictive maintenance and laser alignment.

Torrance is an authorized warranty station for multiple electrical and mechanical vendors.

The company has three major stocking locations: Rock Island/Davenport, Cedar Rapids and Des Moines. These facilities specialize in AC and DC electric motors, variable speed drives, gearmotors and reducers, brakes, clutches and hoist parts.

Aquisition increases quality

Torrance Electric Co. Inc., a Cedar Rapids based corporation has announced signing of a letter of intent to purchase the assets of the Services Group of Van Meter Industrial.

The acquisition will include the VMI Services group locations in Davenport and Clinton, Iowa.

Torrance will combine its power transmission sales, motor repair, hoist repair, predictive maintenance and panel services business units with the Services Group of VMI to form two separate divisions of

Torrance Electric. According to Steve Gallagher, president of Torrance Electric, "We are excited with this opportunity. Jim Schmitt, president of VMI and his staff were focused on the same fundamental issues as the staff at Torrance. The expanded capabilities of the two divisions will offer our customer base and our employees many advantages well into the next millennium."

TEC-Industrial and Innovative Panel Solutions will be the new divisions of Torrance created by this purchase. Rich

The people behind To

Torrance employees are the lifeblood of the company, and their efforts continue to fuel its success. Dedication and long tenure are a constant theme noted during a discussion on the impact of Torrance's growth. The company offers its thanks to:

- Mary Ann Carstens, HR manager, 30yrs.
- Nelda Beitz, customer service, 30 yrs.
- Roger Lee, technician, 26 yrs.
- Steve Gallagher, president, 25 yrs.
- Tom Carter, service manager, 25 yrs.
- Terry Reynolds, technician, 25 yrs.
- Dennis Tallman, major account mgr., 24 yrs.
- Bill Heeren, technician, 24 yrs.
- Joe Strickland, account mgr., 24 yrs.
- Ed Books, account mgr., 23 yrs.
- Becky Luth, accounts payable mgr., 23 yrs.
- Dave McNabb, technician, 23 yrs.
- Dennis Ziegler, technician, 22 yrs.
- Marlys Nelson, customer service, 22 yrs.
- Dan Stewart, shipping, 20 yrs.
- Tunney Jordan, account mgr., 20 yrs.
- Larry Gruver, technician, 18 yrs.
- Jim Nothe, technician, 16 yrs.
- Dale McCarville, customer service, 15 yrs.
- Steve Walter, shipping, 14 yrs.
- Bill Rose, account mgr., 13 yrs.
- Mark Downey, sales mgr., 12 yrs.
- Roger Greif, technician, 12 yrs.
- Greg Lehner, account & marketing mgr., 12 yrs.
- Mark McLees, predictive tech. mgr., 11 yrs.
- Randy Finch, technician, 11 yrs.
- Rob Franklin, shipping, 11 yrs.
- Wayne Pansegrau, inspector, 11 yrs.
- David Kenney, technician, 11 yrs.
- Cuong Nguyen, technician, 11 yrs.
- Don Atwater, technician, 11 yrs.
- Larry Sindt, technician, 11 yrs.
- James Rhodes, technician, 11 yrs.
- Sue Boyle, quality control, 10 yrs.
- Roger Jorgenson, technician, 10 yrs.
- Stacy Lowe, customer service, 10 yrs.

- Kathy Hudnall, customer service,
- Alfred Freiha, technician, 10 yrs.
- Mary Mahoney, technician, 10 yrs.
- Mark Forbes, technician, 10 yrs.
- Kurt Weber, account mgr., 10 yrs.
- Judy Soppe, payroll supervisor, 10 yrs.
- Mark Zeroth, customer service, 10 yrs.
- David Archibald, technician, 10 yrs.
- Bob Hirschfeld, parts manager, 10 yrs.
- Paul Long, shipping, 9 yrs.
- Robert Kinney, technician, 9 yrs.
- Jerry Walker, account & shop mgr.
- John McCammant, account mgr.
- Mike Tedesco, technician, 7 yrs.
- Steve Murray, purchasing, 7 yrs.
- George Svoboda, shipping, 7 yrs.
- Mark Caldwell, technician, 6 yrs.
- Sheila Chase, technician, 6 yrs.
- Phyllis Paulsen, customer service,
- Scott Neeley, customer service, 6 yrs.
- Kent Grandgenett, service mgr.,
- Doug Cooley, customer service, 6 yrs.
- Richard Morris, technician, 6 yrs.
- Dean Meyer, technician, 6 yrs.
- Glenna Goldermann, customer se
- Randy Mittman, technician, 5 yrs.
- Cliff DeLarm, technician, 5 yrs.
- Brian Stewart, technician, 5 yrs.
- George Harl, technician, 5 yrs.
- Leroy Summers, technician, 5 yrs.
- Roan Paulsen, customer service,
- Mike Baker, technician, 5 yrs.
- Tim Thompson, customer service,
- Chris Poulson, technician, 4 yrs.
- Sean Longnecker, technician, 4 yrs.
- Bill Hammond, technician 4 yrs.
- Rich Harris, VP, 3 yrs.
- Randy Glick, technician, 3 yrs.
- Joe Cunningham, VP CFO, 3 yrs.
- Ed Hubble, account mgr., 3 yrs.
- Dale Druffel, technician, 3 yrs.
- Ise Groff, data entry, 3 yrs.
- Roger Freitag, account mgr., 3 yrs.
- Mike Kelly, customer service, 3 yrs.
- Brian Rittman, technician, 3 yrs.
- Kevin Thompson, shipping, 3 yrs.
- Scott Bader, shipping, 3 yrs.
- Dave Gosa, technician, 3 yrs.
- Peggy Westveer, customer service,

*Congratulations to everyone at
Torrance Electric
for 60 years of outstanding*



**Our Best Wishes to
Torrance Electric!**

from

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**Congratulations
Torrance
on 60 years!**

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on 60 Years*