

nice member spotlight



A BUSTLING START

While attending Appalachian State University, Allan Hoppe worked for an insulation company during summer and holiday breaks. Once he graduated, he decided to join the company's sales team. After several years in the industry, he partnered with two colleagues to begin their own company, ABS Insulating, in 1991.

Now, Allan is the sole owner of the company and oversees approximately 60 employees and three branches in Charlotte, Myrtle Beach and Charleston.

"The growth of our market has been phenomenal," says Allan. "I just happened to enter the business world when there was great opportunity."

SOMEBODY TO LEAN ON

The demands of owning a business can be stressful, and Allan decided to do something about it. He hired a division manager, Danny Allen, in 2016. Allan credits much of ABS Insulating's most recent growth to Danny. Plus, Allan says he has gotten time back in his day to focus on what he loves—sales.

"Hiring a division manager has bettered my business," Allan says. "It took me years to decide what to do, and I am thankful to have found the right person for the role."

CHARLOTTEANS AT HEART

Allan married his high school sweetheart, Robyn, in 1983. They have two children: Allyson, who is 24, and Jonathon, 21, a junior at Syracuse University. In his spare time, Allan enjoys golfing, hunting and all things cars.

Being born and raised in Charlotte, Allan says he and his family love their hometown—despite the traffic.

"The geographical location is awesome; Charlotte is close to beaches and close to mountains. It is just a great place to live," Allan says.

NICE MARKETING

Allan joined NICE in 1999 and has been an active member since. One key benefit he appreciates is having the ability to tap into the marketing expertise available through the program.

Specifically, he has worked with Dana Zurbuchen of DZ & Associates. From website preparation to online marketing to social media, Dana has helped ABS Insulating prioritize and execute key marketing strategies.

"The support has been instrumental in helping us establish our brand," says Allan. "It is just one of the many benefits of being a NICE member."

