



PICTURED (LEFT TO RIGHT): JOHN MICHEL, RICK HALLER, KEVIN WEAVER, LINDY BAIR, KEN WALTON

HALLER ENTERPRISES INC.

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THIRTY YEARS AGO, RICK HALLER STARTED OUT AS A “ONE-MAN SHOW” THAT PROVIDED ELECTRICAL SERVICES IN LANCASTER COUNTY. “I was everything,” he said. “I did the work, the marketing, the billing.”

Today, Haller is still the CEO, but he oversees 285 employees and expected gross revenue of nearly \$50 million for fiscal year 2011. The company celebrates its 30th anniversary in May, with four locations in Harrisburg, Lancaster, York and Lebanon.

Haller started out by providing electrical installations for new construction but quickly expanded to include plumbing, heating, cooling, electrical and water conditioning, adding staff and learning new skills along the way.

Though he enjoyed the initial years of hands-on work, he is content to be running the company now. “I like seeing others pick up on my passion and motivation for great service,” Haller said. “Other people have brought new skills and energy to help the company continue to grow.”

That continued growth and constant expansion of services is what makes the company fulfill its slogan, “One call handles it all.” In fact, its laundry list of services includes system installation, replacement and repair, estimating and design services for residential construction, light commercial remodeling and home maintenance, as well as a Building Services Group offering all-in-one preventive and predictive maintenance programs for commercial/industrial clients.

“Certainly technology in the trades has changed over the years,” Haller said. “We’ve had to continually seek out training and expertise in many areas of the business.”

To promote its expansion toward more retail-type services, the company created “Hallerman” about six years ago as part of

	1981	2011
NUMBER OF EMPLOYEES	1	285
GROSS REVENUE	\$30,000	\$36 MILLION
CEO	RICK HALLER	RICK HALLER
NUMBER OF SERVICES	1	5
GEOGRAPHY COVERED	LANCASTER COUNTY	8 COUNTIES
NUMBER OF OFFICES	1	4

an advertising campaign. You may even have seen him on TV. “We needed to appeal more directly to residential homeowners and facility managers,” Haller said. “We saw him as a good way to get our message out about our service and replacement side of the business.”

As new technologies become available, the business continues to grow. In the past year, Haller’s Building Services Group has expanded, offering comprehensive solutions that reduce equipment downtime, utility costs and, ultimately, overhead expense. Also, more customers are asking about “green” products like geothermal heating and solar panels.

“It gives us an opportunity to help our clients find ways to reduce their energy costs,” Haller said. “We’ll always be motivated to deliver solutions and be trusted to provide the best value.” ★

