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PICTURED, FROM LEFT: LUKE R. CUNNINGHAM, MEAGAN CUNNINGHAM, LUKE P. CUNNINGHAM, LEE CUNNINGHAM JR. AND LEE CUNNINGHAM SR.

WEST SIDE HAMMER ELECTRIC

GOOD PEOPLE, QUALITY WORK YIELD GREAT RESULTS FOR ELECTRICAL CONTRACTOR

IN 1935, 23-YEAR-OLD LUKE T. CUNNINGHAM PURCHASED WEST SIDE ELECTRIC FOR \$1,000, WITH HALF THE MONEY COMING FROM A LOCAL BANK AND HALF FROM RELATIVES. But it wasn't just money that helped build the company. He and his wife, Barbara, had a firm belief that good people could achieve great results through high quality workmanship.

And that's what the company, known today as West Side Hammer Electric, went on to do over the next 80 years.

"Our success is directly related to the foundation that was laid by my grandparents, and built on by my father. We have always tried to treat people the way we want to be treated," said Luke R. Cunningham, a grandson of West Side's founder.

Operating out of a garage in West Bethlehem, Luke T. Cunningham started out focusing primarily on residential electrical work. In the 1940s, he expanded into the commercial and industrial sector, and eventually into government work. In 1967, the business was incorporated as West Side Electrical Services Inc. Luke T.'s son, Luke P., took the helm in 1977, overseeing a steady growth in the company's clientele. Seven years later,

Luke R. founded R.L. Hammer Electric, a nonunion contractor. With the help of his brother, Lee, Luke R. expanded R.L. Hammer from a three-man residential-services operation, to a team of more than 35 employees.

In 2000, the two companies merged to form West Side Hammer Electric. The company serves residential, commercial, industrial and institutional customers throughout the Lehigh Valley.

Revenue has grown along with the work force. In 2014, West Side Hammer recorded sales of \$30 million, up from \$15 million in 2005. In 2013, meanwhile, West Side Hammer was named the Greater Lehigh Valley Chamber of Commerce's Business of the Year. In 2014, it won the Best of the Valley's Best Electrician award.

The key is a team of talented people who are adept at serving the needs of their clients, whether they need electrical work, a solar roof, a comprehensive telecommunications system or a low-voltage security system. West Side Hammer Electric does it all according to the highest standards of the industry.

Customers can attest to the company's longstanding commitment to those standards. Some have stayed with the firm for 50 years. Employees are equally loyal, with careers spanning 40 years and more.

"We hire to retire," Luke R. said. "If you do your job, and we do our job, the business will continue."

1935	2	Luke T. Cunningham	Residential and commercial electrical work	Greater Lehigh Valley
&	EMPLOYEES	PRESIDENT/CEO	PRODUCTS	GEOGRAPHY COVERED
2015	150	Luke R. Cunningham	Residential, commercial, industrial and institutional electrical work, as well as teledata and energy solutions	Greater Lehigh Valley