



Options are cornerstone of customer satisfaction

If you have a construction job that needs doing but aren't quite sure what the best way is to handle it, give Master Electrical Services a call. Owner Cal Lehman has been in the contracting business for over 40 years, and his company has a lot to offer.

The New London-based company is state certified in design and contracting for both residential and industrial (including farms). They give anyone an estimate and are proud to offer commercial data communication, too. With a bucket truck and trencher, they can cover any job, high or low.

Founded by Cal in 1991, the first decade in business included a mix of both business and residential dealings. Cal was happy to investigate new techniques for customer needs. He enjoys offering options and letting customers decide what will work for them. He has instilled this in his 23 employees. He explains that plenty of times cus-

tomers do not know all that is available and are happy to find there are fresh alternatives.

With the housing market changes, the company has accepted nearly 95% commercial/industrial jobs over the past few years. Cal tries to keep the jobs local or near New London so his crew doesn't have to travel. He realizes most of his employees have young families and the importance of being home every night.

When a new employee comes in to work, Cal works with them to make sure the learning curve is handled.

"I teach my technicians that at every new work site the electrical system should first be sound and then options should be approached. You can look at one situation 10 different ways. But you have to have that solid platform to build off of first."

"If our commercial customers succeed with their business, then we

know we can count on additional business in the future. It is our goal to give them the step up they need to compete in the business world."

"Our residential customers many times are happy to hear there are options to choose from. In terms of electrical and lighting, there are always new products available that they need to be told about, and we count that as part of our service."

Some of these lighting options for residential may include lighting pathways through darkened homes with the flip of one switch. Another may be place a phone call to a lake cottage that triggers the furnace so everything is up to temperature once you reach your destination.

Master Electrical Services will be here when your next project comes up. IF you need some options, give them a call.

Master Electrical Services LLC

- ✓ New Construction or Remodel
- ✓ Custom Layouts
- ✓ Integrated Phone, Electrical, Data Communication
- ✓ Audio Video
- ✓ Landscape, Security, Accent Lighting
- ✓ Home Generator Systems
- ✓ Maintenance, Repair & Service Work
- ✓ Design & Engineering
- ✓ Lighting Upgrades & Retrofits
- ✓ Cabling & Terminating for Data Communications Networks
- ✓ PLC Systems
- ✓ Machine Intergrading
- ✓ Maintenance & Trouble Shooting
- ✓ Grounding Grids
- ✓ Stray Voltage Elimination
- ✓ Elevator Testing
- ✓ Increased Milk Productivity Through Controlled Lighting & Venting
- ✓ Milkhouse/Parlor Wiring
- ✓ WEPCO Certified



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INDUSTRIAL - FARM**

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**24 Hour
Emergency Service**

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and Best Service
Get Connected with Us.*

**1913 Mill Street
New London, WI**

mes@charterinternet.net

(920) 982-6467