



General Pacific CEO and President Rick Hall retiring after leading company for almost 29 years

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One of the longest tenured leaders in the utility supply business in the Pacific Northwest is retiring this month.

Rick Hall, President and CEO of Fairview, OR-based General Pacific, Inc. (GenPac), will step down April 25 after nearly 29 years leading the company and 39 years with GenPac overall. GenPac is a leading wholesale stocking distributor in the region, serving electric, water and telecommunications utilities and contractors.

Hall joined the outside sales department at GenPac in March 1986, calling on electric utilities in Oregon. In 1987 he moved to electric metering sales after GenPac purchased the Dumont Company.

After a brief time away from GenPac in 1995-1996, Hall returned to GenPac as President and CEO in December 1996.

“Rick has had a remarkable and meaningful tenure at General Pacific,” said Tony Schacher, Chair of GenPac’s 13-member Board of Directors. “When Rick took over GenPac it was a relatively small, struggling supplier. His laser focus on customer service and hiring and retaining exceptional staff launched a turnaround in the company’s financial fortunes and positioned it for rapid expansion, especially in recent years.”

Under Hall, GenPac has greatly expanded its offerings, its service territory, and the client base it serves, all while maintaining exceptional customer service and staff loyalty. Sales have grown more than 10-fold and staffing has grown by nearly eight times under Hall’s leadership.

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“This company has been such a big part of my life. It is hard to put into words what it means to me,” said Hall. “I’ve been incredibly lucky to work with people who care deeply about what they do and who they serve. From day one, we’ve built this company on a foundation of integrity, honesty, and a commitment to doing right by our customers and each other. We’ve created something truly special at GenPac, and while it’s bittersweet to step away, I’m filled with gratitude and pride for everything we’ve accomplished together.”

From its Portland-area headquarters, GenPac has become a leading supplier to utilities and contractors from Alaska to California and east to Idaho, Nevada, and western Montana. Its drone division has a nationwide customer base that includes utilities, law enforcement and other governmental agencies. It is among the nation’s largest drone distributors.

GenPac was founded in 1965 at the urging of the region’s electric cooperatives and other consumer-owned electric utilities. It is one of nine members of the national Electric Utility Distributors Association – suppliers created and owned by cooperatives and other customer-owned utilities. The company started offering certain internet and IT services in 2001; began selling to contractors in 2006; and added water utility services and conservation programs in 2007 and 2010, respectively. Drones were added in 2019 and expanded services in Alaska, including the addition of a warehouse location, began in 2021.

Hall’s replacement has not yet been announced.

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