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MINUTE INTERVIEW

» **BILL RUSSELL**

Director/general manager,
Harrisburg Mall,
Swatara Twp.



Q: TELL US ABOUT HARRISBURG MALL.

A: Harrisburg Mall is a 1-million-square-foot enclosed shopping destination on Paxton Street in the heart of Swatara Twp. It is home to well-known retailers including one of the nation's largest Bass Pro Shoppes, Macy's, Victoria's Secret and a truly magnificent 14-screen Regal Cinemas, which guarantees every theater patron a memorable experience. Within the past year, we've added new and unique stores such as 2nd & Charles and DXL Men's Clothier. These retailers and some additions to our food court continue to attract shoppers from all over central Pennsylvania.

Q: What is something unique about Harrisburg Mall?

A: The incredible calendar of events that the mall offers its visitors. We host family fun fairs, the "Big 33 Kick-Off Event," fashion shows, beauty pageants, live music, character appearances, outdoor carnivals, sports shows, car shows and much more all year-round. Our visitors and retailers love these events as well as our spectacular ever-changing holiday decor. There is always something going on at Harrisburg Mall. Check our website.

Q: How do you attract new shoppers, and how do you try to make sure shoppers will keep coming back?

A: We constantly look for new ways to improve the shopping experience. In addition to offering scores of great shopping options, we provide a spacious, well-lit parking lot, a clean and bright mall interior, an improved food court and a renovated children's play area.

Q: Do you have any major plans for the Harrisburg Mall in 2014?

A: We recently added two incredible exterior LED electronic messaging centers and we are now designing a new mall entry to provide visitors with direct access to our new food court. We will add a soft seating area in the spring of this year, complete with comfortable furniture and charging stations for cellphones and laptops. We continually upgrade our lighting and landscaping to enhance the shopping experience for the visitors at Harrisburg Mall.

Q: What is the most fun part of your job?

A: Hands down, the most fun is interacting with our exciting retailers, who cater to shoppers of all interests. I also enjoy meeting with our loyal shoppers and new and longtime mall visitors. They love to tell stories of their mall experiences from the last 45 years. I am very proud of what we have accomplished in the last year and a half and welcome the addition of a variety of new tenants who have recently joined us. I also enjoy helping to plan and attend our mall events. I love seeing the buzz that our improvements are generating and all the new shoppers we are attracting to Harrisburg Mall. This is the ideal place to work, and I'm proud to be working with an outstanding crew.