



**ROMAN
ELECTRIC
CO., INC.**

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“COMMENT”

“Our people really stepped up to respond to WE Energies’ request for help after the wind storm. Many of our electricians were specifically trained in responding to emergency situations. Our resources gave us the ability to handle over 200 service calls from WE Energies over a 36 hour period with less than 24 hours notice.”



**Phil Rose
President**

CURRENT

Electrical Construction and Communication
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events

Old Bank Turned into New Jewel

The old First National Bank Building, constructed in 1915, has been converted into a beautiful new facility, The PrivateBank at 743 N. Water St. The bank’s opulent new look combines historical restoration, high-end fixtures and finishes, and high-tech electrical and data wiring. Plus it still has the eye-popping 90-year-old impenetrable vault.

Building owner and manager Compass Properties LLC completely rebuilt the building’s first floor for the bank. The general contractor was Selzer-Ornst Co. Roman handled the electrical work.

The understated elegance of the office areas, the high-ceilinged lobby with original marble and ornate lighting,



The old bank’s original vault and door were refurbished and highlighted with historical lighting. The door assembly, which must be seen to be believed, rotates on two hinges and weighs 10 tons. The virtually impenetrable vault is encased in 24” thick walls made up of two layers of plate steel, concrete heavily reinforced with rebar and a layer of “mystery” metal that couldn’t be drilled. Roman had to be creative to find a way to bring wire into the vault. Because of the size and complexity of the vault, it was actually built and set in place first and the building was then constructed around it.

and the refurbished vault are fitting for a bank that targets those with incomes in the top

3% of the population.

“The beauty, detail and high

Continued on page 3



Roman crews made repairs at over 70 homes in the four-county area including this one in River Hills.

Roman Electric Teams Up with WE Energies for Fast Response to Wind Storm Damage

When the wind storm of Tuesday September 13th struck, Roman Electric was quick to respond to WE Energies’ request for service assistance. “The storm was of short duration,” said Jack Koenig, WE Energies supervisor for inspection maintenance programs, “but the strong winds caused an inordinate amount of damage. Downed trees and tree limbs fell on service drops, service masts and customers’ service entrance facilities bringing many down.”

WE Energies knew they would spend a good deal of time restoring customer service so they decided to be proactive and put together a storm damage team. The company cannot repair service entrance equipment itself because it’s owned by the customer.

To find their repair team, “We looked at electrical contractors we had a history with and hired four, two local and two from out of town

Continued on page 2



The Sarah Chudnow Campus offers senior living on a 17 acre natural site with meadows and woods.

Senior Living Choices in a Gracious Setting

The Sarah Chudnow Campus provides a variety of senior living choices in a stylish new apartment-like facility on a 17 acre site with meadows and woods. The Campus is conveniently located at 10995 N. Market St. in Mequon near synagogues and a variety of shops and services.

SCC living choices include independent living, assisted living, memory care, rehabilitation, and hospice care. A variety of programs, activities and services are offered to meet the needs and interests of a full range of seniors.

General contractor and construction manager for the state-of-the-art facility was Hunzinger Construction Co., Inc. Roman Electric served as design/build contractor for the electrical, voice/data and fire alarm systems.

Independent and assisted living residents can choose one-, two- or three-bedroom well-appointed apartments with the latest amenities. Comfort, safety and security are emphasized to assure peace of mind.

Roman TechNet installed the complete voice and data system, as well as three sound systems. Fiber optics lines run from the main data room to each communications closet for data transmission, with copper lines along the same route for voice. Each residential unit is wired with copper lines for communication, and coax for cable TV.

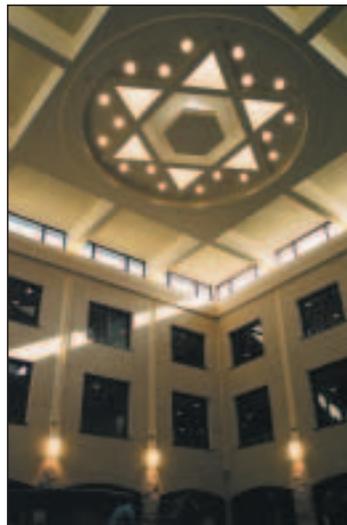
TechNet also outfitted each

unit with an unusual six jack outlet to accommodate an in-house phone, outside phone line, fax line, computer modem, ancillary help line, and one spare jack.

An impressive three-story central atrium is designed to impart a town-square feeling. It's surrounded by a gift shop, cafe, bank and hair salon. The campus also features a community room, library, office/computer room, art gallery, fireside lounge, fitness center, spa, and outdoor gardens. Even fine Kosher dining is available.

Hunzinger senior project manager Mike Christensen said, "Sarah Chudnow Campus is a

A huge three-story central atrium gives residents an expansive focal point with its open, town-square feeling. The atrium's giant skylight and its large Star of David add to the majestic look.



very high-end, very attractive facility. Roman electric managed a tough project very well. They were responsive, proactive, paid attention to detail, and did a great job."

Roman Electric foreman was Tom Hall. John Williams, Sr. was Roman TechNet foreman. 

Rapid Repairs After Wind Storms

Continued from page 1 because our territory covers portions of the entire state," Koenig said.

Roman Electric got the call early Wednesday morning. Residential service manager Teri Stanley said, "WE Energies knows us. They know we have a large staff of residential electricians and a fleet of service



Roman repaired service equipment damage caused by a downed tree at this home in Wauwatosa.

trucks." Thursday at 5:00 am Teri and estimator Mike Moscicki met with WE Energies and received a list of addresses with possible damage. They went to work immediately.

On Thursday Roman had up to 15 service trucks with two person crews out in different parts of the city and suburbs on inspect and repair visits. Teri and Mike reported to WE Energies every two hours on homes visited, damages found and repairs made.

Koenig said the goal was for the electricians to find any damage and work with the customer to do the repairs. He said about a third of the sites visited sustained damage.

Teri said Roman crews were out until midnight Thursday,

"If you're like us, you're always looking for new ideas, better methods and new business."

CURRENT events

is one way we can show you building developments, new power systems, information technologies, skilled techniques, useful ideas. We want you to remember Roman Electric when you're ready to build or repair electrical systems, computer networks, and voice/data installations."



The PrivateBank's impressive lobby combines original marble with reconditioned features and period design lighting to maintain the historical look. The lights, from Visa Lighting, were hand-painted by a local artist to resemble the alabaster lights in the offices. They're equipped with compact fluorescent lamps.

Beautiful Bank

Continued from page 1

quality finishes were unusual for a bank," said Robert Ornst Jr., president of Selzer-Ornst. "Roman really did a nice job helping us achieve that impressive look. Their lead electrician Erich Eirschele was very, very good and had the impeccable attention to detail we needed."

Mark Lemke, managing director of The PrivateBank, said, "Gabe Rose and his people really did a great job. Their lead electrician Erich proved to be skilled, knowledgeable and experienced. He's good. Roman delivered."

Sheldon Oppermann, regional manager for Compass Properties, said they had a window of about 60 days to build 18,000 sq. ft. of office space for the tenants they had to move from the first floor to upper levels prior to building out the bank. He said, "Roman was instrumental in getting that accomplished."

"Retrofitting existing buildings is extremely difficult. There's always unknown conditions and Roman responded to each challenge every time we ran into one. Roman's guys are fantastic. They're a great example of a contractor who belongs in commercial construction." ❄

resumed Friday morning at 7:00, and didn't finish until around 7:00 Friday evening. "We handled 212 calls to inspect and repair as needed," she said. "The amount of work we completed in such a short time was unbelievable!"

Koenig said the job went extremely well. "We had very good support from the four contractors," he said, "particularly with Roman Electric, whom I think ended up with about 60% of the site visits. Teri Stanley was just

super to work with and had things so well organized on Roman's end that once we turned the site information over to her she took it from there. The next thing we'd hear back



Jack Koenig, WE Energies supervisor for inspection maintenance programs, was real pleased with Roman's work.

CURRENT tips

Energy-Efficient Fluorescents Greatly Reduce Lighting Costs

A new generation of highly efficient linear fluorescent lighting offers substantial savings in energy costs for many applications.

In manufacturing, warehouse and retail facilities with ceiling heights from 16 ft. to 50 ft., energy-efficient fluorescent systems are far superior to traditional High Intensity Discharge metal halide and high pressure sodium lighting. Paybacks of 2 1/2 years on linear fluorescent systems are not uncommon.

A 260 watt fluorescent fixture using T8 or T5 lamps provides the same amount of lighting as a 460 watt metal halide lamp at about half the energy cost.

Fluorescent and metal halide lamp life is about the same – 20,000 hours.

Metal halide lamps degrade to near 50% of original light output while fluorescent lamp output remains around 95% throughout the life of the lamp.

Fluorescent lamps provide instant switching, allowing

Gladon Company, Inc., a manufacturer and distributor of products for swimming pools, takes advantage of high-efficiency linear fluorescent fixtures in its well-lighted plant.



was what they found and whether they had to do some repairs. We're real pleased with Roman's work."

When heavy winds again caused damage Saturday night, November 12, WE Energies' Koenig once more called for service help. Since early Sunday morning Roman had been sending crews out for wind-related repairs. When Koenig called Sunday morning, Teri Stanley dispatched two service trucks to handle confirmed outages. Koenig called back at 4:20 pm and Teri dispatched five more service trucks. In all, Roman crews made about 120 calls for WE Energies. ❄

users to quickly switch the light on or off as needed. Metal halide lamps are usually left on constantly because they are so slow to reach full light.

Fluorescent systems can also be fitted with occupancy sensors to automatically turn lights on and off as needed.

Fluorescent lamps are smaller, ballasts are electronic, aluminum reflectors are more efficient, and more focused beams of light allow use at greater heights.

There are still some applications where HID lighting is preferable. Call us for advice on which system is best for you, and for help in reducing your lighting costs. ❄

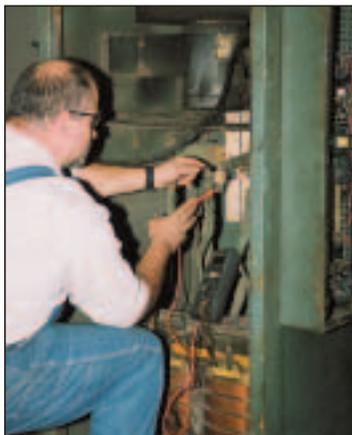


Recycled

Roman Electricians Help Keep Plating Line Running

Roman industrial electricians skilled in power conversion technology help keep Briggs & Stratton's plating line running. Briggs powers the plating operation with 22 rectifiers, which convert 460 volt alternating current to the 0 to 9 volt direct current energizing

After applying a temporary power load, Roman foreman Jay Haldeman bench tests a nearly 25-year-old rectifier used in the plating operation. He tests components to make sure the SCRs and firing boards still operate as designed. He also uses his oscilloscope to verify the quality of power wave forms.



the plating equipment. Roman's electricians are trained and certified in rectifier service and maintenance.

"Roman takes care of all our rectifier periodic maintenance," said Chuck Dingel, Briggs & Stratton team facilitator. "When we replace a rectifier they disconnect the old unit and power up the new one. They take care of all the busbar work, and everything electrical related to the rectifiers. We hardchrome over aluminum which is critical work on the



Chuck Dingel, Briggs & Stratton team facilitator, inspects a new rectifier which Roman will install with the other rectifiers powering the plating line.

pistons we use in our engines. If a rectifier goes bad it can impair plating quality.

"We weren't happy with the service we were getting from the previous electrical contractor so we brought in Roman. They do an excellent job. Their



Gervase Rose NECA Dist. 4 Man-of-Year

Gerv Rose, P.E., was named National Electrical Contractors Association District 4 Man-of-the-Year. Rose is CEO of Roman Electric Co. and served as president of the firm from 1963 to 2003. He was honored for his industry leadership and continuing contributions to NECA development, as well as his active involvement in many civic organizations. He's been a NECA member for more than 45 years and has served in many NECA executive posts including local governor and district vice president. District 4 includes all NECA members in Wisconsin, Illinois, Michigan and Indiana.

electricians are faster so my downtime is very minimal. Plus they're less expensive."

Because the plating line generally runs 24/7, Roman services the rectifiers during temporary shut downs or off line when needed.



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