



Quality Electrical Service Since 1929

Roman Electric Company, one of the largest electrical contractors in Wisconsin, began as a one-man company in 1929 just a month before the infamous “Black Thursday” stock market crash.

Founder Roman Rose, unaware of course of the impending “Great Depression,” was very pleased to pass Milwaukee’s contractor exam at a youthful 23. Roman started his electrical wiring business in a two-story frame building at 1738 S. 11th Street where his father had operated a cigar factory with 12 employees.



Roman’s partner and wife Kay Rose served the company an amazing 66 years, working with her husband, children and grandchildren.



Roman Rose founded Roman Electric in 1929.

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Marriage and Appliances

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business out of the basement, and Roman and Kay had an apartment above the appliance store.

Electric Ranges

To promote business, the Roses conducted electric range cooking classes which often attracted large crowds because electric ranges were such a curiosity then. One of the largest classes attracted 200 people to St. Mary Magdalen Church hall (S. 19th and Windlake) in 1937.

The Electric Company, co-sponsor of the classes, provided a home economist to do the cooking. Meals prepared were served to attendees and door prizes were also awarded to encourage attendance. The demonstrations spurred the sale of electric ranges as well as the wiring needed for them.



Nearly 200 people showed up for this electric range cooking class conducted by Roman Electric in 1937 at St. Mary Magdalen Church hall.



Roman Rose (second from right) poses with his complete electrical crew and their first new service truck in 1933.

In 1935 he married Catherine (Kay) Lemanski and made her a partner in the business, which by then also sold electrical appliances. She did the bookkeeping and selling, Roman and his helper ran the contracting

Roman Rose handled both residential and industrial wiring but growth was difficult in the '30s. World War II changed that. Industrial plants converted to wartime production to satisfy the huge need for military goods. As industrial power requirements increased, the electrical industry also expanded. To satisfy the growing demand for service, Roman Electric added more electricians.

After the war, the housing boom continued to spur economic growth. For Roman Electric that meant increased activity in a growing variety of residential, industrial, commercial and institutional projects.

The original building housing the appliance store and electrical shop was razed in 1956 and a larger building was constructed. As the business grew, so did the Rose family. “We were helping out in the business since we were kids,” Gerv Rose said. “Cleaning the shop, emptying baskets, folding bills, whatever we could do.”

Eventually, the second generation joined the



ROMAN ELECTRIC CO., INC.

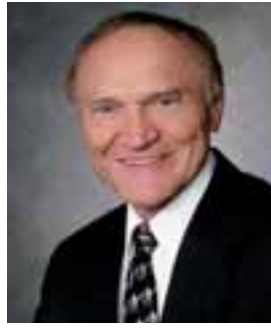
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business full time when Gerv Rose (1958) and Greg Rose (1961) graduated with Electrical Engineering degrees from Marquette University.

Transition

On September 1, 1963, shortly before his 57th birthday, Roman Rose died of a heart attack. His company had survived the depression, grown to satisfy war-time demands and expanded to serve booming post-war markets.

The 15 employee business passed on to the next generation as Gerv Rose became President and Greg Rose Vice President. Their foster brother Tom Pucylowski also joined the company as a Vice President.



Brothers Gerv (above) and Greg Rose took over management of the company in 1963.

Operating Principles

Together they guided the company to impressive growth in the '60s. The solid base for that growth was the company's practical philosophy. Said Gerv Rose, "We believe in market diversification to offset cyclical trends. We emphasize customer satisfaction. We encourage employee communication. We're leaders in installing new electrical products and systems. We work hard on labor/management cooperation. And we have excellent project managers intent on satisfying customer needs."

Growing Skills

Electric heat was one example of Roman Electric's new product leadership. In the '60s the company pioneered the installation of electric heat systems, then in their infancy. Tom Pucylowski, a prime mover in electric heat, supervised the first totally electric, large-scale residential development in Wisconsin at the Greenfield Tuckaway condominium project in 1965. Roman's expertise in electric heat resulted in commercial and industrial work as well.



Roman Electric has a fleet of 75 service and bucket trucks, a dedicated staff of service people, and a crew of highly skilled electricians.

Design/Build

A growing emphasis on design/build construction, especially industrial buildings, also developed in the '60s. Developers wanted contractors who could provide completely engineered buildings including electrical installation. Because Roman offered a full range of electrical design, engineering, installation and maintenance services, the company became involved in more projects from beginning to end.



Above: The well-lighted new Journal Sentinel newspaper production plant is illuminated by 4,650 fluorescent and HID lamps installed by Roman Electric crews.



Left: Roman electrician Tim Hanson fastens the electrical network in a floor structure of the six-story Youth Dormitory during construction at Wisconsin State Fair Park.

Below: Roman Electric installs and repairs electrical systems in a variety of new and remodeled homes.



By the '70s, Roman had also become expert in installing, rebuilding and repairing overhead crane and machine tool motor components in a variety of industrial applications.

Expansion

Bursting at the seams in 1974, Roman Electric bought a sprawling single-story building with a large parking lot centrally located near the I-94 freeway at 640 S. 70th street. After extensive remodeling the 13,000 sq. ft. facility became the company's new office and warehouse. The 11th Street building was used solely for appliance sales until the company phased out that part of the business in the late '80s.

New and growing technology in the '70s and '80s meant added opportunity for those who were prepared. Roman

Often working with design/build contracts, Roman Electric installed electrical systems in all four buildings in the new Honey Creek Corporate Center on S. 84th St. just north of I-94. The unique site includes ponds, bridges, a waterfall and a prairie grassland.



expanded its scope via new skills, knowledge and equipment. The company installed electrical systems for NC tooling, office computerization, programmable machine controls, fiber optic wiring and other state-of-the-art technology.

Roman electricians specializing in industrial automation completely rebuilt the electrical and electronic systems in this 500 ton plastics compression press.



contractor serving a variety of customers in the Racine/Kenosha area. It is now simply called the Racine/Kenosha Office.

Third Generation

In 1992, Gerv's son Phil joined the company as a Project Manager. Gabe, also Gerv's son, joined Roman as a Design Engineer in 1999.

In April of 2001, Vice President Greg Rose died of a heart attack at age 62. His skill, popularity and leadership made him a strong partner with his brother Gerv for more than 40 years.

The third generation of Roses assumed leadership of Roman Electric in 2003. Phil Rose, PE, was named President, Gabe Rose Vice President – Design and Engineering, and former President Gerv Rose became CEO and Chairman. The Roman management team also includes Paul Wild, Contoller;

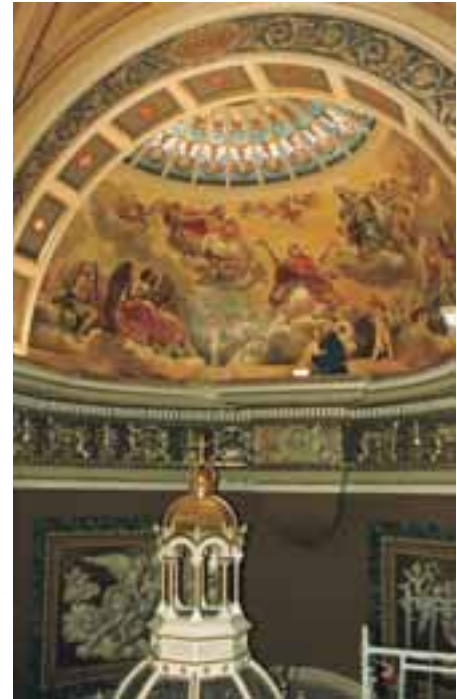
To expand its base of knowledge, Roman Electric encourages continuing education and training for its staff of electricians and its project management group. The company's unusual employee longevity contributes to its impressive pool of knowledge.

In late '85 Roman Electric expanded its geographic and customer base by purchasing Ruud Electric, a Sturtevant, Wisconsin electrical



Roman crews completed over \$2.1 million worth of electrical remodeling at St. Mary's Medical Center in Racine. Roman electricians had to carefully organize their work to maintain cleanliness standards and accommodate surgery schedules.

Roman Electric updated antiquated wiring and lighting in St. Josaphat Basilica to help restore the breathtaking beauty of the renowned church. A Roman electrician adjusts lighting while working 100 ft. off the floor just below one of the rejoicing figures in the amazing mural within the dome.



and Bernie Cleppe, Vice President – Racine/Kenosha Division.

In 2006 family matriarch Kay Rose died at age 96. From 1935 to 2001 she helped contribute significantly to the company's success.



In 2003 the third generation of Roses assumed leadership of Roman Electric. At left, former President Gerv Rose, now CEO and Chairman, congratulates his sons. Phil, center, is now President. Gabe is Vice President – Design and Engineering.



For the first time since the UWM Panther's soccer team began playing its home games on campus at Engelman Field in 1973, it can now play attendance-boosting night games. Roman Electric installed a new state-of-the-art field lighting system with four 100 ft. tall prewired light poles, each equipped with thirteen 1500 watt metal halide lamps.

Roman TechNet Established

In the eighties Roman began developing a group of technicians to design, install and repair telephone, computer and video systems. To concentrate on the rapidly growing need for low voltage and computer services, Roman TechNet was



established in 1999. The new division has a staff of technical specialists who install business telephone networks, security systems, voice and data cabling, and provide maintenance and repair.

Roman TechNet foreman Dan Patterson installs fiber optic and copper voice and data cable in Nitto America's new 180,000 sq. ft. facility in Pleasant Prairie. Roman was design/build electrical contractor on the huge project.

Roman Electric Today

Now in its ninth decade, Roman Electric is one of the largest electrical contractors in southeastern Wisconsin. About half its work is new construction with the other half split between remodeling and service.

Roman serves a growing range of industrial, commercial, residential and institutional customers — some in other states — with electrical and computer services from common to complex.

Roman's success depends on a team of experts working together. That includes experienced project managers, electrical engineers, state certified Professional Engineers, highly trained electricians and knowledgeable support staff. A fleet of 75 service trucks and investment in the most effective tooling assure customers of service as needed around the clock.



ROMAN ELECTRIC CO., INC.

Roman was the electrical contractor on The Landing at Park Shore. The 301-unit complex, possibly the largest condominium complex in Wisconsin, offers spectacular views of Lake Michigan.



Range of Projects

Roman electricians installed electrical systems for a robot manufacturing plant... Fiber optics in a huge tractor manufacturing plant... Wiring for a 1.7 mile automated conveyor line for painting parts... Cabling for one of the largest computer installations in the Midwest... Power cables beneath the Milwaukee River... Miles of conduit in and below the 16th St. and 35th St. viaducts... Power in thousands of apartment and condo units... Electrical systems in scores of new and remodeled churches and office buildings... New and remodeled electric wiring in thousands of homes... Computer and telephone systems in a wide variety of buildings.



As industry and consumers become more dependent on electric and computer power and labor-saving devices, more users rely on Roman Electric to supply and service that power.

Roman was the electrical contractor on the Cathedral Square Condominium building



A three-story, 20,000 sq. ft. water park was part of the \$40 million expansion of the Hilton Milwaukee City Center. Roman, heavily involved in the renovation, installed power and lighting in the water park.