



ROMAN ELECTRIC CO., INC.

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“COMMENT”

“The rising cost of energy, the current available rebates and the advancements in lighting and controls technology are great reasons to look at upgrading existing electrical systems to become a more efficient consumer. Roman is very experienced in both the LEED certification process and the WE Energies rebate program to achieve energy efficient designs with a quick payback period.”



Gabe Rose
Vice President—
Design & Engineering

CURRENT events

Electrical Construction and Communication
Network News for Business and Industry

Impressive New Cardiovascular Facility in Racine

Wheaton Franciscan Health Care All Saints Hospital opened a new \$37 million Cardiovascular Institute on its sprawling campus at 3801 Spring St. in Racine. The CVI centralizes cardiac medical and surgical units formerly spread around the campus into one state-of-the-art facility designed to make it a destination for cardiac care in southeastern Wisconsin.

Riley Construction was general contractor on the project. Roman Electric was the electrical contractor on a \$2.5 million project heavy on electrical requirements to satisfy the growing reliance on high technology systems.



Two large cardiac operating rooms feature an array of technology including video screens to display X-ray, CT, echocardiogram and other images useful to the surgeons.

Energy Efficiency

Rosie Fowler, WFHCAS vice president, said the CVI has many impressive lighting and electrical systems, with an emphasis on energy-efficiency and energy-saving features.

Ben Kossow, senior project manager for Riley Construction, said, “It was a tough project but we had good rapport with Roman. They did a nice job.” Riley vp of operations Matt Prince said, “We’ve worked with Roman at

the hospital for a lot of years. They always do a good job and always come through for us and the client.”

Ron Boecker, WFHCAS director, facilities & safety, handled project development

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Unique New Graphics for Roman Electric Service Trucks

Roman Electric Co., Inc. is redesigning the graphics on its large fleet of service trucks to include huge, individual photos of working electricians. Roman has redone three trucks and is working on 10 more to be

completed in a couple months.

The first three completed include two service trucks with a photo of the electrician who drives the truck. The third is a smaller truck imprinted with a huge photo of founder Roman Rose with two of his electricians sitting on the running board of his first new service truck, a 1932 Ford Panel Truck.

Roman president Phil Rose said “We want to update our image and promote our people.

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Many Roman service trucks will feature a large photo of the electrician using the truck.

IN THE NEWS

Unique Design for Carthage College Dorms

When Carthage College in Kenosha decided to add more dormitories, it chose an upscale, triangular design to attract students, provide generous lighting and offer more lake views. Riley Construction was construction manager and Roman Electric installed the electrical systems.

Executive vice president Tom Riley liked Roman's work. "Roman foreman Kevin Schlaw was excellent," he said. "He took ownership of Roman's work and made sure everything got done well. He's a nice respectable guy, good to deal with, kind of



old school, with the old work ethic you don't see much anymore." Bernie Cleppe, Roman vice president, Racine/Kenosha Division, was project manager on the jobs.

City Green Apartments and Condos



The sprawling ten story, three tower City Green complex at 1111 N. Marshall on Milwaukee's east side has 135 units, some with great views of the lake. City Green features 44 condos from 1,637 to 2,280 sq. ft. and 91 apartments from 1,400 to 2,200 sq. ft.

Roman account manager Jeff Kubiszewski said City Green planning took into account the need for apartments in the area. New Land Enterprises LLC is the builder/developer with project management by director of development Gerry Burke. Roman has completed several New Land apartment and condo projects on the east side and in the Third Ward.

St. Augustine Now Has Lighted Clock on Bell Tower

After 99 years, Saint Augustine of Hippo Catholic Church,

2530 S. Howell Ave., has a new lighted clock on its bell tower.



CURRENT tips

Rebates for Reducing Energy Consumption

Two programs offer rebates to commercial and industrial firms for reducing energy consumption.

The federal Energy Policy Act of 2005, which offers tax rebates for new construction and lighting renovations, has been extended to January 1, 2009. It includes tax deductions of \$1.80 per sq. ft. for buildings that achieve a 50% energy cost reduction compared to a standard ASHRAE 90.1 building.

We Energies has also added new measures to its lighting incentives program which covers projects installed after June 1, 2007 through December 31, 2008.

Customers who retrofit lighting to new energy-efficient lamps and ballasts can earn substantial rebates while reducing energy costs.

For example, when you replace a four lamp T12 fluorescent fixture with a new high-efficiency T8 four lamp unit, you earn rebates of up to \$9 per fixture. If you replace 400 watt high bay metal halide

fixtures with high bay fluorescents, you earn up to \$60 per fixture. For a plant with metal halide fixtures at 20 ft. to



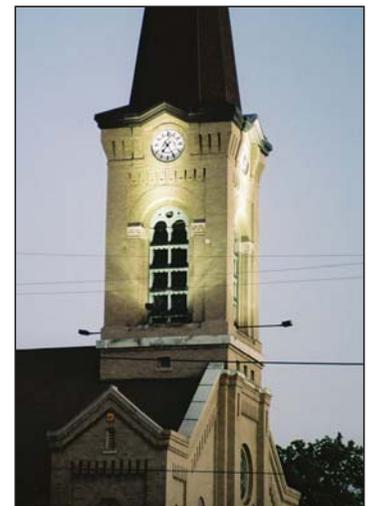
We Energies customers can earn substantial lighting rebates for installing new energy-efficient lamps, ballasts and controls.

30 ft. heights, retrofitting with six lamp T8 or T5 fixtures earns them \$60 per fixture. That significantly improves payback.

For more information on We Energies rebates, visit Focusonenergy.com. For details on energy-saving options and potential paybacks, call us at 414 771-5400 and ask for Gabe Rose. 

The clock face had been there since 1908 and the church finally had the clock mechanism put in late last year. They hired Roman Electric to install electricity and lighting for night-time viewing.

"Roman sure did a fine job," said Fr. Jan Kieliszewski, pastor. "They explained how they would light the clock and then very efficiently did it." Roman project manager was Barry Dickenson. Electricians Mike Blankenmeyer and Rick Woznicki installed the power and lighting system. Working from a 125 ft. lift truck, Rick Woznicki installs lighting.



Energy-Efficient Relighting of 35,000 sq. ft. Area at Briggs & Stratton

Working on a design/build retrofit in a large area at Briggs & Stratton that included the Engineering Department's 47 ft. wide by 435 ft. long open office space, Roman Electric replaced lighting with more efficient linear indirect fixtures.

Renovation included lighting in 37 private offices, a break-out area, a product display area and a conference room.

Using light rendering software, Gabe Rose, Roman



The major renovation of a large office area, with lighting redesign by Roman Electric, gave Briggs & Stratton a brighter workspace, little or no glare, task lighting under cabinets, a pleasing washed down lighting effect, and a reduction in lighting energy consumption of 58%.

efficient cable-hung two lamp T8 linear indirect and lay-in direct/indirect light fixtures.

Roman also added programmable controls for preset "on" and "off" times with zoned override switches. Total

think Roman did a fantastic job! Gabe Rose did a very nice job on the design. We've got much more efficient lights, and everything turned out exactly as we expected. That coupled with the savings we'll see in energy costs, we are very pleased with the end result."

Overseeing planning and day-to-day remodeling efforts was Greg Schlicht, Briggs & Stratton facilities engineer. He said reasons for the major remodeling included the need to improve lighting and the desire to reduce lighting cost. "Roman had us look at a facility where they had installed new lighting that they thought would work for us. Then they hung sample fixtures in our office space. We liked it.

"After we gave Gabe Rose specs for the renovated area, he created a workspace lighting design. It worked out real well. We've got a bright workspace with less lighting than before, little or no glare, task lighting under cabinets, and a nice washed down lighting effect. Roman really did a nice job.

"Now we're more efficient, greener, burn less lights, and get the light in the right areas. When our senior executives came through during an open house, they were very impressed. We are too. That and positive employee feedback make this a project showcase for future office space ideas." 



The Briggs & Stratton renovation also includes a product display area with track lighting spotlighting products.

vice president – design & engineering, determined the type of fixtures and number of lamps needed to meet Briggs & Stratton's desired footcandle level. Roman removed 1,239 outdated 2x4 lay-in light fixtures and replaced them with more

lighting energy consumption for the open and private office area was reduced by 58%. Roman foreman on the job was Jay Haldeman.

Steve Tkachuk, Briggs & Stratton corporate facilities and real estate manager, said, "We



A new break area with warm pendant lighting has become a favorite gathering place for impromptu meetings.

"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."

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State-of-the-Art CVI Facility

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for the hospital. He said the hospital and contractors had a great, exceptionally collaborative, project team.



“Roman’s senior leaders provided great support,” he said. “They also had exceptional, responsive, field leadership. Much of the redesign of the three cardiovascular labs was electrical and Roman project

foreman Scott Hobus handled it well. Roman was instrumental in the overall success of the project.”



The Cardiovascular Institute has 23 intensive care patient beds.

The three cardiac catheterization labs are equipped with state-of-the-art GE equipment.

Electrician Photos on Service Trucks

Continued from page 1

One thing we can say that sets us apart from other contractors is our quality work force. We have employees who really care about their work and take pride in their jobs, and we want people to know who they are. So we decided to put our most important asset on our trucks, our people.

“We put the retro design on just one smaller truck,” Phil said. “We didn’t think it was the

better of the two designs for promotional purposes, but it offered kind of an emotional, personal look, and was a sentimental favorite.”



One service truck displays an enlarged photo of founder Roman Rose with two of his electricians and his new 1932 service truck.