



**Roberts Electric | Fall 2014**

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[Roberts Electric](#)

**Spotlight on Marty Lurie,  
KNBR's Weekend Giants  
Program Host**



**Marty Lurie, KNBR Giants weekend program host**

Roberts Electric has been advertising on Marty Lurie's weekend radio program on KNBR/680, the home of Giants baseball, for the last few years. When our customers mention that they've heard the ad, they invariably launch into a conversation about how much they love Marty's show.

*A student of the game*

Hello {FIRST\_NAME|Valued Customer},

**Thanks for the Candlestick memories . . .**

I'm a longtime Giants fan, and now that it's time to say goodbye to Candlestick, many of us are being hit with a big dose of nostalgia at the prospect of tearing down the stadium that's been the home to Hall of Fame legends like Vida Blue, Willie McCovey and the incomparable Willie Mays.



**I remember going to doubleheaders as a 10-year old**

I remember one doubleheader at The 'Stick against the Houston Colt 45s in 1967; Juan Marichal pitched one of the games and Willie Mays hit homeruns to win both games.

When I couldn't get to the Stick, I had an old green beat-up radio, and I used to listen to Russ Hodges and Lon Simmons call the games.

I was also lucky enough to go to the A's games during the Reggie Jackson heyday when they went to World Series.

### A student of the game

Everyone loves listening to Marty because he knows so much about the game—the stats, the history and the legends—but there’s an intangible element that transcends the numbers. **People love listening to Marty because like them, he loves baseball.**

There is a huge element of nostalgia associated with baseball; it’s so much more than a ball, a bat and a diamond, and Marty brings it all to life. He’s done more than 5,000 interviews over the course of his career.

Unlike a lot of sportscasters, Marty is refreshingly noncombative. **His callers invariably start each call with “Hi, Marty, I love your show,”** and while Marty keeps the calls moving along, he respects each caller and is interested in what each has to say because many of these longtime fans are, like Marty himself, students of the game—always looking forward to the next game, the next series, the next draft, spring training and the promise of a fresh new season.

### About Roberts Electric



When Roberts Electric opened for business in 1895 as Roberts Manufacturing, the company specialized in crafting the



I continued my love of baseball by coaching my son for many years—from little league through All-Stars, where we won District and Sectionals one year. Being able to share this experience with my son is an experience that I will treasure. My being on the Board of Oakland's Field of Dreams and our advertising on Marty Lurie's weekend show are other ways that I continue to support my love of baseball.

On to the playoffs!

Dan

### Roberts Electric at Work

- We've completed three major **recessed lighting jobs using LED and MR-16 halogen lights**. Recessed lighting has completely changed the feel of these homes, making them brighter and cheerier, allowing their owners to showcase their artwork.
- We're finishing **three large kitchen remodels in Piedmont**, one each in Lafayette and Oakland and a bathroom remodel in Albany.
- As today's digital demands put increasing strains on residential electrical systems, **we are doing an increasing number of service upgrades to expand capacity**, improving the safety of both single and multifamily homes.

**As a full-service contractor, we've expanded our skills in the retail environment**, upgrading facilities for many clients throughout the Bay Area. **A new high-profile project is a two-story Uniglo store** on a prestigious corner of North Main Street



prevalent lighting of the times, custom gas light fixtures.

### We've come a long way . . .

We changed our name to Roberts Electric Co., but we've remained family owned for more than 80 years, and we're proud of our strong roots in the community.

### Skilled artisans and craftspeople

We hold not only ourselves to high standards but also the people with whom we partner--skilled artisans and craftspeople who place the same premium on quality work and customer service that we do.

**Most of all, at Roberts, we never lose sight of the fact that you've invited us into your homes and businesses.**

### Diamond-Certified for the 13th Straight Year



We're proud to be a [Diamond Certified](#) Company. What does this mean?

It involves a **12-step certification process** that includes surveying a large, random sample of people from our entire customer base.

Companies must score **Highest in Quality** in customer satisfaction and pass all credential-based ratings to earn Diamond Certified.

We're proud of our 95%

customer loyalty and high

and Botelho in Walnut Creek.

- We're also completing work on a **major remodel at a Marriott Hotel in San Jose.** These circular energy-efficient LED lights are being installed throughout the hallway areas.



San Jose Marriott Hotel LED hall lights

### Employee Highlight: Jeremiah Kost

Jeremiah Kost has been an electrician for more than 20 years, and in the two and a half years he's been with Roberts Electric, he's become a customer favorite. But something our customers probably don't know about Jeremiah? He's a Search and Rescue (SAR) volunteer with the Contra Costa County Sheriff's Office.



### On call 24/7

There's no schedule for people getting lost, so Jeremiah and his team are on call 24/7 for both local and mutual aid searches throughout the state of California. **Searches generally fall into three broad categories: 1) Hikers; 2) People with dementia; and 3) At-risk children.** The search areas range from urban to high mountain wilderness.

**customer loyalty and high customer satisfaction ratings.**

Diamond Certified conducts ongoing research to ensure all companies maintain their high performances.

[Highlights of our Diamond Certified page](#) include a video of owner Dan Pitcock.



“I’m 93 years old and have been calling Roberts Electric when I need an electrician for years. They arrive on time, are knowledgeable and professional. I never hesitate to refer them to friends.”  
-- Bill W.

[Forward this message to a friend](#)

“Sometimes we are called out to find hunters. Unfortunately, some of them go to into the woods unprepared, without adequate clothing, food, shelter or navigational tools. In a recent case, a couple of hunters got caught in an unexpected snowstorm. We were able to find them, but only one of them survived the ordeal.”

Search efforts fall under the jurisdiction of the local Sheriff; when they have exhausted their own resources or when they know they will need an exceptionally large number of searchers, they call in SAR teams from other counties. It’s also the Sheriff’s decision to call off the search when resources and leads have been exhausted.

**Not always a happy ending**

On searches for hikers in remote areas, teams generally consist of three to five searchers and they carry Global Positioning devices (GPS). When they return to the command post, they download data that gets mapped to show where the searchers have been, helping to narrow the search parameters.

“**We love happy endings, but sometimes we don’t get there in time**, and even experienced hikers get tired and sometimes make fatal mistakes.” Searches for elderly dementia patients are particularly difficult because they don’t follow normal thought processes and end up in very strange locations.

**The SAR program is a commitment**

Volunteers are required to attend anywhere from one to three academies, be certified in first aid, and participate in monthly team trainings. Jeremiah has been training/searching an average of 270 hours/year for each of the four years he’s been on the team. There are eight specialized units within CoCoSAR; and Jeremiah is a member of three: the Mountain Rescue Group, the Mass Casualty Urban Disaster Unit (USAR), and the Tracking unit. **More information about [CoCoSAR](#).**

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