



ROBERTS ELECTRIC • DECEMBER 2017



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Hello {FIRST_NAME|Friend}:

Happy Holidays!

The construction industry is running at a fevered pitch, and 2017 has been a challenging but rewarding year. RECO has been fortunate to be involved in some high-profile commercial projects, including Concord's Whole Foods 365 and Amazon Books in Walnut Creek. Other opportunities included a remodel at St. Paul's School and a number of beautiful residential projects.



The Whole Foods 365 concept: Smaller stores, same emphasis on healthy, quality food at great prices

It's been a good year for RECO

We were delighted to be named to *San Francisco Business Times's* annual list of the Top 20 Bay Area Electrical Contractors for 2017--the seventh time in ten years that we've made this prestigious list. We want to recognize our own RECO team who have gone the extra mile this year. We also want to acknowledge our solidarity with fellow tradespeople--the high-level contractors and skilled craftspeople who share our commitment to quality and customer service.



RECO was the electrical contractor for Amazon's new

brick-and-mortar concept bookstore in Walnut Creek's Broadway Plaza

Continued involvement in our community

RECO is proud to continue to support important organizations in our City. We've embraced a number of causes this year, including Children's Fairyland, the Heart of the Home Tour, and Oakland Parks and Recreation as well as local industry group, NARI.

We appreciate the trust and confidence that are placed in us on a daily basis. It's been our pleasure to serve you this year, and we want to thank you for your continued loyalty. As part of our pledge to work hard in the new year to improve our service and continue to earn your trust, we're excited to announce an important change in the New Year.

Martin Ortega, of Lumiere Electric, will be joining the RECO team. He will be responsible for managing and growing our Residential Division. Read more about Martin, who's highly regarded in the industry, in the article below. We're looking forward to continuing to build our staff in the New Year and are actively recruiting to fill our Office Manager position. Referrals appreciated!

It is our hope that you can make time this holiday to spend with those you love. From all of us at Roberts Electric, we wish you a wonderful holiday season. [Back to top](#)

Best,
Dan Pitcock and the Entire RECO Team

Martin Ortega Joins the RECO Team

Martin Ortega, of Lumiere Electric, Joins the Roberts Team
Roberts Electric is starting the new year by welcoming Martin

Ortega and his team at El Cerrito's Lumiere Electric to the RECO organization. Martin will be responsible for managing and growing our Residential Division.



In the ten years that Martin has owned Lumiere Electric, he has specialized in providing residential lighting services for Bay Area homeowners—landscape and interior lighting, troubleshooting, service upgrades and design-driven residential remodels.

Martin attended Stanford and SFSU and pursued a film career in New York before returning to the Bay Area to build a career as a carpenter, woodworker and electrician. When he's not solving clients' obscure electrical issues, Martin is most likely cycling. He's a serious rider who regularly does more than 75 miles/week.

RECO recognizes the respect that our local building community has for Martin, and we look forward to incorporating his creativity into our organization. [Back to top](#)

RECO Partners with Buestad Construction on Alameda Estate

RECO partnered with Alameda's Buestad Construction to complete an extensive remodel of the largest estate in Alameda. We rewired the entire estate, with an emphasis on retaining the traditional aesthetic of this lovely old home.



This massive kitchen provides insights into the size and scale of the project

Moving neighborhood transformer to project site

This project necessitated installing a transformer onto the project site, moving all existing and future feeds underground. It required extensive coordination with the local utility and the City of Alameda.



The kitchen was completely rewired, including LED track and under-cabinet lighting [Back to top](#)



We needed an electrical partner that was savvy, resourceful and patient. Despite a few hiccups, RECO once again delivered. A team without their skills and collaborative sensibility would not have been up to the challenges of this project.

—*Buestad Construction*

RECO's Holiday Safety Tips

The holidays are upon us, and Roberts Electric would like to share a few electrical tips to help keep the holidays safe.



Is it time to switch to LED or battery-operated candles?

Inspect all electrical decorations for damage and replace or discard. Cracked or damaged sockets, loose or bare wires and loose connections may cause a serious shock or can start a fire.

- **Overloaded electrical outlets and faulty wires** are a common cause of holiday fires. Plug only one high-wattage appliance into each outlet.
- **Never connect more than three strings of incandescent lights.** More than three strands may not only trip a circuit breaker, but also can cause a fire. To think about: upgrading to LED lights—energy efficient and cooler.
- **Turn off all indoor and outdoor lights** and other electrical decorations before leaving home or going to sleep.
- **Check decorations for UL certification label.** If they're not UL-rated, they haven't been tested, putting you at risk.

- **Be careful with extension cords.** Avoid potential tripping hazards--especially if seniors, children or pets are joining you for the holidays. If using outdoors, make sure they're designed for outdoor use. [Back to top](#)
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About Roberts Electric

We've been family owned for more than 80 years; we're proud of our strong community ties and the relationships we've built.



As the City has evolved, so has Roberts

We like that people recognize the RECO brand--our trucks as we drive through the City's neighborhoods. We're proud to have played a role in Oakland's historic development and excited to be part of the vibrant city that Oakland is today. We're a company that's transcended the old and embraced the new.

Our own little neighborhood is exploding with growth. We feel the energy and spirit, along with an emerging attitude that if we all work together we can get it done. We're solving problems every single day, finding new and better ways to work with our partners, our clients and our City. This has always been a fundamental principle at [RECO](#), and it's key to our continued success.

[Contact RECO](#) about your next electrical project:

510.834.6161



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