



ROBERTS ELECTRIC • FALL 2020

Hello:

In a challenging year, RECO has been fortunate to steadily gain momentum after the severe effects of the initial Covid shutdown. Thanks to our team, we have been able to respond to the ongoing coronavirus challenges.



We appreciate our many clients, both longstanding and new, who have been patient as we juggle our schedule to meet the demands of the Covid protocols.

We have lost some key staff members as a result of Covid, including our longtime service department stalwart, Jeremiah Kost, who has retired and moved to Colorado. Many of our residential customers got to know Jeremiah over the years, and we will all miss him.

Our best wishes for you and your family to be well,

Dan Pitcock

Current Projects

The flexibility of our amazing team allows us to execute both commercial and residential electrical work with high degrees of professionalism and skill. We believe this sets us apart.



We are proud to be:

- **Diamond Certified for 19 straight years**
- **BBB Accredited**

- Recognized by **The San Francisco Business Times** as a **Top 20 Electrical Contractor 10 times in the last 12 years!**



[Contact RECO about your project](#)

A Comprehensive Retrofit for the Fairmont San Jose

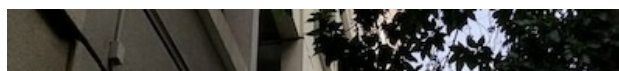


Roberts Electric was selected as the electrical contractor for the Fairmont San Jose's \$10M-plus retrofit.



The hotel's dramatic lobby. Soaring ceilings and an intricate lighting configuration. An important part of our effort included the installation of an energy-saving lighting control system.

Tad's: A Revived San Francisco Classic Reopens!





San Francisco's popular version of the national chain has been serving hearty meals at bargain prices since the '50s. As part of an extensive remodel, RECO reengineered the electrical in the kitchen and dining room. The results: It is now light and bright, yet still comfortable and affordable for its loyal fans.

Aesop in Westfield Valley Fair Mall, San Jose



RECO was the electrical contractor for a new Aesop store in the Valley Fair Mall.



Soft recessed lighting provides a backdrop for

the Aesop aesthetic of natural, carefully

sourced ingredients.

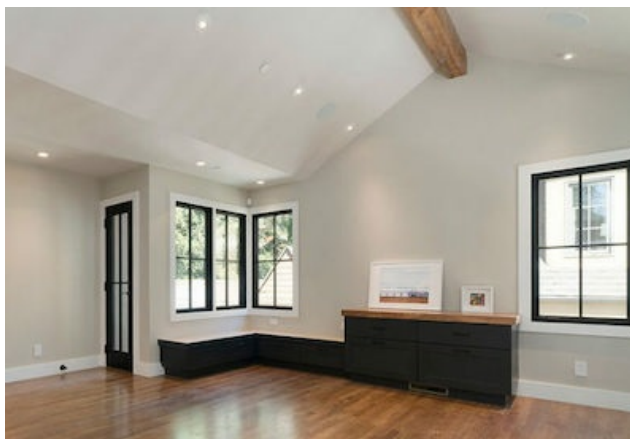
Berkeley's Shotgun Players Theater Gets a Facelift



A favorite of East Bay theater fans, the Shotgun Players celebrated its 30th anniversary with a remodel. RECO redid the electrical on the Ashby Theater's lobby and snack bar, an office and a workshop in the back of the theater. We also installed receptacles for theater lighting.

Residential Transformation in Montclair

An extensive upgrade for our Montclair homeowner included the addition of nearly 1,000 sq ft.





A new master suite, bathroom, a wine room, two walk-in closets and beautiful hardwood floors.



We installed recessed lights throughout and a lighting control system with convenient mobile controls.

Generators for Residential and Commercial Customers

With the increase in PG&E's forced power outages, generators are becoming a necessity. RECO has been busy installing both permanent (pictured below) and portable generators.



The installation process has become more complex, and Covid has slowed the permit process. Some of the complexity involves enhanced PG&E requirements and local city ordinances for noise and location.

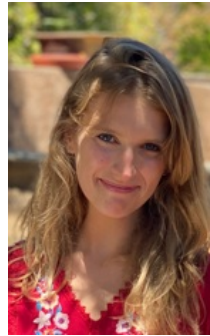
RECO sells permanent generators for commercial application; we set them up to auto-start with loss of

power. For homeowners, we install the panel and mechanism for manual installation of portable generators. Homeowners must purchase their own generators. [Contact us](#) about your project.

Meet Kara Peterson

Office Administration

It is way past time to match a face with the person who has been happily greeting our customers on the phone and managing office administration functions for the past few months. Kara Peterson began working at Roberts Electric at the end of February. Three weeks later, she was furloughed as we all sheltered in place. We were delighted to welcome Kara back to work in July.



Kara grew up in Pennsylvania

Kara graduated from Penn State University, where she studied psychology and anthropology. She moved to the Bay Area in 2017 and lives in Oakland. Kara has a range of work experience—real estate leasing, social work and financial management. She likes that RECO is a small, family-owned business. Kara is a runner, loves mountain biking, reading, gardening and hiking. She looks forward to spending time with her friends, family and her cat.

RECO in the Community

Oakland Parks and Recreation Foundation



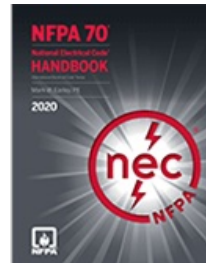
Oakland native Dan Pitcock grew up in the City's parks. He's now on Oakland Parks and Recreation

Foundation's Board. He recently participated in a successful citywide parks Zoom conference of more than 150 people.

"Now more than ever, parks represent safe spaces where communities can come together to build connections beyond our family bubbles. Oakland Parks' efforts will become more evident as life returns to a post-Covid normal." Stay tuned!

New Electrical Codes: Keeping Us Safe

RECO is now meeting the requirements of the updated electrical codes. In the US and around the world, NFPA 70®: National Electrical Code® (NEC) sets the foundation for electrical safety in all residential and commercial buildings.



It can be challenging to stay on top of new regulations, but we take this seriously. The code, updated every three years, helps standardize enforcement of safe electrical practices.

About Roberts Electric

Family-owned for more than 80 years, we're proud to have played a role in Oakland's historic development and excited to be part of the Oakland's energy and growth. We're solving problems and finding new and better ways to work with our partners, our clients and our City.



**[Contact RECO](#) about your next electrical project:
510.834.6161**

And one final thing:

Congratulations--you've made it to the end of our newsletter! [Send us your email address](#) and we'll add your name to our pool to win a \$25 Starbucks giftcard! Subject line: **STARBUCKS.**



**If you had a great RECO experience, tell your friends.
We love referrals!**



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