



**ROMAN
ELECTRIC
CO.**

Since 1929

VOLUME 19, NUMBER 1
FALL, 2003

INSIDE

- All Saints Expansion.....2
- Energy Saving Building,
continued.....2
- Community Memorial
Grows.....3
- Schlitz Audubon Center,
continued.....3
- Phil Rose New President,
continued.....3
- Development at All Saints,
continued.....4

“COMMENT”

“In today’s downturn economy, the healthcare industry remains a strong consumer of construction services. With the completion of two major hospital additions, Roman Electric continues to show its value in this market. For more details see the articles beginning on pages 2 and 3.”



Gabe Rose
Vice President —
Design & Engineering

CURRENT

Electrical Construction and Communication
Network News for Business and Industry

events

Phil Rose Appointed President of Roman Electric

Roman Electric has made several executive changes to insure effective management succession. Phil Rose has been named president to replace his father, Gervase Rose, president since 1963. Gerv, 66, assumes the new position of CEO and chairman of the board. He will be available on a daily basis for special projects, advice and counsel.

Phil, 39, who joined Roman in 1992, had been vice president – design and engineering. He will now be solely responsible for managing company operations. Before joining Roman, Phil was



Phil Rose, center, is now president of Roman Electric and Gervase Rose, left of Phil, is CEO and chairman. Gabe Rose, 2nd from right, has been promoted to vice president – design and engineering. The management team includes Paul Wild (far left), vice president – finance and Bernie Cleppe (far right), vice president – Racine/Kenosha Division. In the background is the fourth of the Honeycreek Corporate Center Buildings powered by Roman Electric.

project manager for a large electrical contractor in the Detroit area for almost seven

years. He has a BSEE from Marquette University, an MBA

Continued on page 3



Unique New Schlitz Audubon Center Building One of Most Environmentally Friendly in US

Schlitz Audubon Nature Center’s (SANC) very unique, very “Green” new Education

and Visitor’s Building may reach Platinum level LEED (Leadership in Energy and

Photovoltaic cells mounted on the upper panels convert sunlight directly into electricity.

Environmental Design) certification. There are only two other Platinum-certified buildings in the country.

SANC wanted a “sustainable” building with limited reliance on energy and technology, and constructed using recycled and recyclable materials. The recently completed \$5.5 million building features an array of unique construction concepts ranging from geothermal heat pumps for heating and cooling, to site-harvested lumber for timber framing, to photovoltaic generation of electricity.

The Center, located at 1111 E. Brown Deer Road, teaches 37,000 students each year.

Continued on page 2

All Saints Healthcare Expands Racine Facility

All Saints Healthcare in Racine is building and remodeling facilities to substantially expand patient care. Roman Electric is a major contributor in the construction activities.

All Saints added second and third floors to its existing Atrium Professional Office Building to accommodate exam and procedure rooms for

Roman electrician Jason Reidenbach had to suit up in scrubs to work in the hospital's expanded decontamination room. He's installing power for a new sterilization/washer unit.



dermatology, urology, audiology, gastroenterology, and plastic surgery services. The first floor orthopedics and

boards for each floor.

Long Cable Run

To upgrade several cable



All Saints Healthcare's new 174,000 sq. ft. women and children's center, called St. Luke's Health Pavilion (the building at far right), looks out on a peaceful, natural setting. Services provided there include labor and delivery, mammography, ultrasound, gynecology, pediatrics and neonatal intensive care.

physical therapy areas were also remodeled.

Roman wired the shell building and added power, lighting and controls for each specialty area, working one department at a time, and installed two 400 amp panel

lines, Roman TechNet installed 800 ft. of 900 pair (1800 wires) telephone cable in a four inch conduit. In a second four inch conduit they installed two innerduct packages of multimode and single mode

Continued on page 4

Unique Building

Continued from page 1

Roman Electric was the electrical contractor for the 35,000 sq. ft. building.

Sustainable construction features include a fully automated HVAC system, R-35 insulation in the walls and R-60 in the ceilings, natural

and heat-recovery ventilation, building materials with low levels of volatile organics, and building design elements like thicker wall mass, functional overhangs and roof pitches, and site grading to help reduce energy demands.

Roman Electric installed a 10-kilowatt solar photovoltaic system which uses

semiconductor technology to convert sunlight directly into electricity. The system is simple, quiet, requires no moving parts, lies flat on the roof, and has solid state inverters which convert the direct current produced into alternating current used by the building.

Roman installed an 800 amp service and a state-of-the-art lighting system to work in concert with the natural lighting. Features like time-of-day controls, ambient light sensors, and occupancy sensors limit and override hands-on control of lighting.

Joel Krueger, project architect and manager for building designer Kubala

Continued on page 3



The new Schlitz Audubon Nature Center features an impressive exhibition hall (left and right) with timber framing from trees harvested on-site.

"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."



Major Growth for Community Memorial Hospital

A \$60 million expansion at Community Memorial Hospital in Menomonee Falls has added a 50,000 sq. ft. Heart and Vascular Center, new birthing center, Women’s Health Center, more surgical services, new offices and two major additions.

Roman Electric is providing about \$5 million worth of power and lighting for the additions and remodeling.

Roman installed two 4000 amp primary substations. To insure power at all times, Roman electricians also installed a new emergency

Community Memorial Hospital is undergoing a \$60 million expansion.

power plant consisting of four 600KW generators and a new 2000 amp distribution center.

Work on the south addition was critical because power lines had to be run through the existing hospital without disrupting services. Work was done on split shifts, nights and weekends so power would be up and running in the morning,



Roman installed the fire alarm system too and Roman TechNet put in the paging and clock systems. Project manager was John Perse.

General contractor on the job was Voss Jorgensen Schueler with senior project manager Pat Seegers and project managers Matt Burow

The maze of conduit in a basement utility room (right) provides distribution for the new emergency power plant. Community Memorial’s expansion also includes new operating rooms (below).

and Alex Dittrich. Charles Geiger, lead engineer for Arnold & O’Sheridan Electrical Engineers said, “A hospital is a 24/7 operation so maintaining power was the challenge. Roman did well. They did a lot of advanced planning and kept outages to a minimum.”



The hospital’s representative on the job is Pam Parker, who retired as COO last year and is now administrative consultant. “This is a very complex project with many challenges,” she said. “I can’t praise Roman foreman Kevin Schlax enough. He and the electricians working with him were extremely professional and sensitive to our needs. They worked in the middle of the night to minimize disruptions. We’ve been very pleased. I’ve never worked with Roman before and I have nothing but praise for the work they’re doing.”

Schlitz Audubon

Continued from page 2
Washatko Architects, said, “Because so much documentation is needed, we probably won’t know until six months after completion



whether the building qualified for Platinum level LEEDs Certification.” Joel added, “Roman was very helpful in researching, understanding and installing the photovoltaic system. There’s a lot of

Phil Rose New Roman President

Continued from page 1
from the University of Michigan, and is a Registered Professional Engineer.

Roman electrician Joe Glorioso, working from a 36 ft. high lift, wires power windows that will automatically make use of natural ventilation for heating and cooling.

electrical wiring hidden under the roof ridge cap and running into the meter that delivers power to the building. Roman did a nice job.”

General contractor on the job was The Jansen Group with project manager Monique Charlier. John Perse was Roman project manager and John Johnson was foreman.

“We’re beginning a program of open-book management,” Phil said. “We treat all of our employees as associates and encourage their input on what is most efficient, productive and cost-effective. We plan to become the best electrical contractor and the lowest cost producer.”

Gabe Rose succeeds Phil, his brother, as vice president – design and engineering. Gabe, 30, joined Roman 3-1/2 years ago as a design engineer. For five years prior to that he held electrical design and engineering positions in Cleveland. He has a BSEE from the University of Dayton.

Roman’s management team also includes Paul Wild, vice president – finance, and Bernie Cleppe, vice president – Racine/Kenosha Division.



Recycled



All Saint's substantially expanded Atrium Professional Building (left) features a remodeled first floor and new second and third floors.

All Saints Growth

Continued from page 2

fiber optic cable for the hospital's data backbone. Included were low voltage fire alarm cable and two conduits reserved for emergency power.

New Health Pavilion

Roman's largest job on the project was All Saints' new St. Luke's Health Pavilion, a 174,000 sq. ft. facility designed to provide care for the special needs of women and children. Services include labor and delivery, mammography, ultrasound, gynecology, pediatrics and neonatal intensive care.

To provide power system redundancy, Roman installed a 2000 amp main switchboard fed by two transformers. Should one transformer fail, the other takes over the complete power load. Roman

also put in five separate transfer switches for emergency power, all branch circuitry, and lighting.

Roman TechNet installed low voltage systems including a sophisticated infant alarm

system, and nurse call, security, patient arrival and intercom systems.

Gabe Rose was Roman project manager and Scott Archie was Roman TechNet project manager.

Project manager Matt Prince, of Riley Construction, said, "Roman did a great job. Roman foreman Vern Lahti was very detail-oriented, conscientious and intelligent. He was a pleasure to work with. He kept his guys focused and prioritized and really contributed to the success of the project."

All Saints project coordinator Lori Ley said, "Roman did a fantastic job. They're really great guys."



Peer Review

Roman president Phil Rose (center) takes part in a peer group review process with executives from several other National Electrical Contractors Association members. For 2 1/2 days Phil met with non-competing contractors from other geographical locations who evaluated Roman operations, provided feedback and offered ideas on business improvement.



**ROMAN
ELECTRIC
CO.**

Since 1929

Roman Electric

640 South 70th Street
Milwaukee, WI 53214-0396
(414) 771-5400

Racine/Kenosha Office

2900 Wisconsin Street
Sturtevant, WI 53177-2449
(262) 886-3742

Visit Our Websites at:

www.romanelectric.com
www.romantechnet.com

CURRENT
events

Published by Wisconsin's Recommended Electrical Contractor

(414) 771-5400

Roman Electric Co.

640 South 70th Street
Milwaukee, WI 53214-0396

PRSR-STD
U.S. Postage
PAID
Milwaukee, WI
Permit No. 5942

ADDRESS SERVICE REQUESTED