



1918-2018

100

YEAR ANNIVERSARY

HAWKINS

Electric Service, Inc.

WIRED FOR SERVICE

MEDIA KIT

ABOUT HAWKINS ELECTRIC

Founding Father “Pop” Hawkins Had a Vision in 1918

Since 1918, successive generations of company leadership have reinforced the core values that founder Jay C. “Pop” Hawkins embraced when he began to install electricity as a new technology in the still-rural Maryland towns located just a few miles from the U.S. Capitol. The bedrock of the company’s success has been this solid business model:

- Commitment to always do the right thing
- Hire trustworthy and customer-oriented electricians and technicians
- Stay on the leading edge of technology
- Provide world-class customer service

Today’s Leadership Carries on the Hawkins Tradition

Brothers Eric Shatzer, President/CEO, and Todd Shatzer, Executive Vice President, are today’s leaders of this regional powerhouse of an electrical contracting firm. They succeed their father, Nevin Shatzer, in building on the foundation that Pop Hawkins crafted 100 years ago. Another enthusiastic generation of the family is being groomed and mentored to succeed Eric and Todd.

The “Secret Sauce” of the Hawkins Electric Success Story: Great Employees

The other piece of the company’s success is the Hawkins Electric family of employees. The administrative staff and technical team are friendly and customer-service driven. They are the “secret sauce” in the Hawkins Electric recipe for happy customers and loyal industry partners. Technicians undergo extensive professional training that includes technical aspects, safety, personal development and customer service. They are provided the latest productivity and scanning technology.

The company has built a system of complete customer satisfaction from beginning to end. All phone calls, regardless of time or day, are answered personally by an employee, and at the end of each job, the customer receives a phone call to confirm complete satisfaction with the project.

The Hawkins Electric philosophy of random acts of kindness is captured in the following statement: “Everyone should give someone a ‘WOW! That Was Great Customer Service!’ Moment several times each and every day.”

The Building Blocks of an Enduring Company: Relationships

Hawkins Electric partners with its customers for the long haul, building close relationships that span many projects and decades. These are the building blocks of a company that is moving into its second century in business. Electrical contracting customers, target markets and core services in the greater metropolitan DC-Baltimore-Northern Virginia region include:

- Developers and owners of commercial properties, especially Class A properties
- Commercial and residential multi-family builders, property managers and developers
- General contractors
- Residential customers
- Electrical infrastructure
- New commercial construction
- Renovation, retrofit and “copalum” services
- Commercial green energy
- Preventative maintenance

Headquarters Location

Hawkins Electric is strategically located minutes from the I-95 corridor that accesses the greater metropolitan DC-Baltimore-Northern Virginia region:

8667 Cherry Lane
Laurel, MD 20707

Industry Affiliations

Over the decades, Hawkins Electric has invested many thousands of dollars' worth of time, materials and money in the communities and industries we serve. At all levels in the company, owners and employees actively participate in construction, real estate and electrical contracting associations and industry committees and serve in leadership roles. Examples include:

- Independent Electrical Contractors (IEC) – Chesapeake Chapter
 - Eric Shatzer served as Chapter president in 1998 – 2000 and has been a Chapter board member for the past six years. He is the Chapter president again in 2018.
- Associated Builders and Contractors (ABC) – Metropolitan Washington Chapter
- National Association of Power Engineers (NAPE), Chapter 5
 - Todd Shatzer currently serves as Treasurer.
- Property Management Association (PMA)*
 - Chuck White, Director of Sales and Business Development, currently serves as Vice Chair of the Associate Membership Council.
- Maryland Multi-Housing Association (MMHA)*
- Institute of Real Estate Management (IREM) – West Central Maryland Chapter 92*
- Apartment and Office Building Association (AOBA)*

**Todd Shatzer and Hawkins Electric team members are active members of these multi-family real estate associations.*

Achievements in Industry

Active achievement and involvement in business and industry do not go unnoticed. Hawkins Electric has been honored locally, regionally and nationally by leading industry and professional organizations for leadership, high safety standards and project excellence. A partial list of recent industry and business honors bestowed on Hawkins Electric includes:

- 2017 Associated Builders and Contractors (ABC) National Safety Excellence Award
- 2016 Associated Builders and Contractors (ABC) National Safety Excellence Award
- 2016 Independent Electrical Contractors (IEC) National SPARK (Safety Program Awareness and Recognition Kit) Certificate for Outstanding Commitment and Dedication to Safety
- 2015 Property Management Association (PMA) Associate Member of the Year
- 2015 Institute of Real Estate Management (IREM) Industry Partner of the Year
- 2015 Independent Electrical Contractors (IEC) National Award of Excellence in Electrical Construction
- 2015 Independent Electrical Contractors (IEC) National Award of Excellence in Electrical Construction – Service Contractor
- 2014 Associated Builders and Contractors (ABC) Metro D.C. Subcontractor of the Year
- 2013 Associated Builders and Contractors (ABC) Metro D.C. Subcontractor of the Year
- 2009 Smart CEO “Five on Fire” Award

Serving the Community: The Hawkins Electric Way

Hawkins Electric has a mission not only to provide an impeccable level of technical expertise and service to its customers, but also to serve the community in ways that strengthen people and families. Many thousands of dollars in monetary, material and labor donations have been invested over the years that have made a true difference in many lives.

Here are some examples:

- Special Olympics
Started supporting this organization financially 25 years ago in honor of an employee's family member with special needs.
- Stand Up for Kids
Financial support for 15 years for this organization that helps homeless and at-risk children.
- Muscular Dystrophy Association
Began volunteer work for this group three years ago in honor of Eric's friend who suffers from the disease.
- Fishing for Muscular Dystrophy
On an offshore fishing team for three years that raises funds in alliance with the Muscular Dystrophy Association.
- Casey Cares Foundation
Began financial support in 2017 for this organization that offers programs to support families with critically ill children.
- CALMRA, Inc.
Provides financial support as well as installation of generators in homes for adults with cognitive disabilities in Prince George's and Montgomery Counties in Maryland. Eight years of support.
- Andy's Run
Financial support for annual fundraiser in support of various charities in Louisville, KY that support children. Became involved when the charity was organized in memory of a friend's son who was killed by a drunk driver.
- Ronald McDonald House
Began supporting the local house in 2017 through donated labor and materials.
- Ongoing support for local first responders
For more than 25 years, have donated to local fire stations, local and state police.
- Michael's House
Organizes annual golf tournament that has raised more than \$150,000 in donations to this international organization that cares for destitute elderly people without families or services to care for them.

Into the Next 100 Years

Built on the ingenuity of Pop Hawkins during the dawn of residential and commercial electricity usage, the Hawkins Electric story is a classic example of how family values, great people with a passion for excellence, and the obsession for creating happy customers and partners can create a solid family-owned business foundation for generations to come.

During the past century, Hawkins Electric has performed tens of thousands of projects, from residential service calls to large-scale renovations, and from multi-family projects and service to LEED-certified commercial projects. Building trusting relationships with industry partners is as important to Hawkins Electric as performing world-class work. Repeat contracts and partnerships demonstrate that commitment as the company looks to solidify its regional presence, and expand geographically, in the years ahead.

Contact Information

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LEADERSHIP PROFILES



Eric N. Shatzer
President and Chief Executive Officer
Master Electrician

Eric's responsibilities focus on the oversight of the construction aspects of the business, advance planning, financial oversight, estimating, technology strategies, business development and helping the third generation of Shatzer sons prepare for the future leadership of the company.

Eric's summary of the Hawkins Electric business culture:

"Hawkins Electric has been a respected business for 100 years. My father Nevin Shatzer started working at the company when he was 14, and he loved the company so much it was the only place he ever worked. He eventually bought the business and carried on the company's business model of doing the right thing. My father instilled those values in my brother Todd and me when we were teenagers working at Hawkins. Three decades later, I am passing that legacy on to my own two sons, who are starting their careers here.

Doing the right thing encompasses a broad range of practices. Besides being respectful, honest and fair to our customers, we have a strong commitment to our community and industry. We have an extensive program of serving families and people that has provided many thousands of dollars in monetary, material and labor donations over the years. Todd and I are active in leadership roles in industry associations and encourage our employees to do the same.

Doing the right thing means different things to different organizations. To us it means providing world-class customer service, surrounding ourselves with great employees who share our passion for electrical contracting and giving back our many blessings to our industry and communities through service."



Todd C. Shatzer
Executive Vice President
University of Maryland,
Bachelor of Arts

Todd oversees the service side of the business, business development, sales and day-to-day operations.

Todd's summary of the value of technology in electrical contracting:

“One of the advantages of working with Hawkins Electric is the fact that our business model includes a strong commitment to investment in technology to support the needs of our customer base. Back in the late 80s and early 90s, we were at the forefront of lighting retrofitting, and we continue to be a preferred provider and consultant in that arena today. We've moved into electric car charging stations and are also working on high-end commercial solar projects. For new construction projects, we provide 3D modeling and GPR robotics. We have invested in equipment that enables us to help our customers with troubleshooting of underground wiring faults and we have thermal cameras to identify heat signatures in hidden areas. For older multi-family commercial properties, we help owners and property managers ensure the safety of residents by using our technology to identify the presence of dangerous aluminum electrical wiring and using the “copalum” method to repair it.

At Hawkins Electric, we also use technology as an efficiency tool. Our tech-savvy field staff uses iPads for project management and to expedite billing, and our service vehicles are effectively dispatched using GPS.

We've made the financial commitment to stay at forefront of the technology that serves our customers, and that is a significant differentiator that makes us the go-to electrical contractor in the region.”

HISTORY TIMELINE



- 1918** Jay C. "Pop" Hawkins starts business doing residential electrical repair in rural Riverdale, Maryland.
- 1942** The Hawkins family opened an appliance store in Hyattsville, Maryland, selling Lionel model train sets as a side business.
- Late 1950s** Teenager Nevin Shatzer, an avid model train collector, begins working in the Hawkins Electric appliance store as a stock boy in exchange for model train cars and supplies. Soon promoted to apprentice electrician because of his industrious nature and excellent work ethic, he never works anywhere else.
- 1972** Nevin Shatzer and two partners purchase Hawkins Electric, and continue the name, core values and commitment to putting the customer first.
- Early 1980s** Nevin Shatzer purchases his partners' ownership shares and becomes the sole owner of Hawkins Electric, which serves both residential and commercial customers in the region.
- 1990s** Hawkins Electric is at the forefront of the first wave of commercial and multi-family electric lighting retrofitting, and the introduction of cell phone rooftop and tower technology.
- 1995** Nevin Shatzer passes away unexpectedly. Son Eric Shatzer assumes leadership of Hawkins Electric. Hawkins Electric enters the mega-data server room market, designing, installing and servicing complex electrical systems to fuel these giants.
- 1996** Hawkins lands a 5-year contract with the Federal Aviation Administration and National Weather Service to upgrade power supply systems for aircraft control towers and weather radar equipment across the nation.
- Early 2000s** In the vanguard of electric car technology development, Hawkins Electric has installed charging stations at numerous multi-family developments throughout the region. Hawkins Electric becomes a player in the commercial solar market while also performing work on high-security data center and power grid projects for confidential clients. The company moves to a new 24,000 SF corporate headquarters in Laurel, Md., tripling the size of its office, warehousing and fabrication space.
- 2013 - 2017** Hawkins Electric develops a reputation among regional developers and property managers as the go-to expert for electrical design, installation and maintenance for new and existing commercial and multi-family projects. Numerous industry associations honor Hawkins Electric with awards for high safety standards, project excellence and outstanding service.
- 2018** Hawkins Electric celebrates its 100th anniversary. During the past decade, the company has doubled its revenue and expanded from 30 - 35 employees to around 100 full-time staff.

WHAT THEY'RE SAYING ABOUT HAWKINS

"Thank you! I love working with you folks! You make my life a lot easier."

(Commercial Customer)

"They were a good team, professional, conscientious, competent and tidy."

(Residential Customer)

"Tech from Hawkins came out to fix a cord (on a Thermalizer) and did a wonderful job with the equipment repair."

(Commercial Customer)

"All of my expectations were met—and I am a tough customer!"

(Residential Customer)

"You are the best. This was more than I expected. I look forward to working with your team on future projects."

(Residential Customer)

"Technician was very polite and able to take care of our problem (outlet that controls food cooler and control)."

(Commercial Customer)

"The technician did an outstanding job. He was very thorough, he explained everything and he has a terrific sense of humor."

(Residential Customer)

"Whole process was good with Hawkins—they reached out quickly to set up the first meeting (rather than me having to track the contractor down!), they were frank about the project and clear with the estimate, and then they came back to do the work promptly. There was LOTS of plaster dust and crud involved in switching out the 16 can lights in the ceilings; they were very good at minimizing impact and cleaning up behind themselves. And we're very happy with both the electrical fixes and the new lights."

(Commercial Customer)

"Hawkins was excellent! The gentleman was very professional and advised me on the least expensive way to achieve the desired result. Thanks for your help!"

(Residential Customer)

RESOURCES

Leadership Contact

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Hawkins Electric Resources

What's New at Hawkins Electric

<https://hawkinselectric.com/blog/>

Commercial Electrical Services

<https://hawkinselectric.com/commercial/>

Dangers of Aluminum Wiring in Commercial and Residential Properties

<https://hawkinselectric.com/residential/aluminum-wiring-copalum-repair/>

Commercial Properties Preventative Maintenance

<https://hawkinselectric.com/commercial/preventive-maintenance/>

Case Study on Challenges of a Large-Scale Commercial Project

<http://www.ieci.org/newsroom-and-insights/hawkins-electric-service-pike-3400>

Electrical Contracting Resources

Independent Electrical Contractors (IEC)

<http://www.ieci.org/>

Construction Economic Update

<https://www.abc.org/en-us/newsmedia/constructioneconomics/constructioneconomicupdate.aspx>

New 2018 Legislation in Maryland on Smoke Alarm Requirements

<https://www.iecchesapeake.com/from-our-associate-partners-at-phoenix-sales-are-you-compliant?journal=305>

LOGOS / PHOTOS



Image Description:

Hawkins Electric 100th anniversary logo

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Image Description:

1. 1929 Hawkins Electric service truck with holiday parade regalia

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Image Description:

2. Eric N. Shatzer, Hawkins Electric President and Chief Executive Officer

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Image Description:

3. Todd C. Shatzer, Hawkins Electric Executive Vice President

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Image Description:

4. Eric N. Shatzer, Hawkins Electric President and Chief Executive Officer and Todd C. Shatzer, Hawkins Electric Executive Vice President

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Image Description:

5. Hawkins Electric provided commercial electrical wiring installation at the multi-family Residences at Government Center in Fairfax, Virginia.

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Image Description:

6. Hawkins Electric provides preventative maintenance programs for outdoor security lighting on commercial properties.

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Image Description:

7. Hawkins Electric provides large-scale commercial back-up generator electrical services.

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