



**Commercial and Residential Contractor Since 1936**

**April 2018 • 510.444.2723**

Hello, {FIRST\_NAME|Valued Customer}:

## **A W.A. Rose Reunion**

**Because 82 years is something to celebrate!**

We invited old friends and new, including our subcontractors. Those who were part of our past success as well as our present.



### **The highlight? Mrs. Rose!**

Mrs. Rose was excited about this event and prayed all morning for the rain to stop; by noon the sun broke through.



Everyone was happy to see familiar faces and meet our new W.A. Rose team.



It was a wonderful afternoon of good food and community. A time to recognize our past, as we renew our commitment to excellence, a tradition that Mr. Rose and Mrs. Rose established more than 80 years ago. More about our reunion, including additional images on the [W.A. Rose website](#).

Our Best,

Jocelyn Newell, General Manager

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## What We're Working

### On: Walnut Creek's Lesher Center



We're building a portal from the parking garage to the theater. This upgrade means that patrons walking from the garage to the theater will be shielded from the elements. We're excited to be teaming with architect Steve Thorne, Diablo Regional Arts Association and the City of Walnut Creek. Look for pictures and a description of this project in a future newsletter.

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## Leading the Pack

### Temescal's new pet-grooming studio

When Leading the Pack owner Caitlyn Schleifer decided it was time to start her own pet-grooming business, she found a welcoming, open space in Oakland's bustling Temescal neighborhood.



**Leading the Pack was an open space--no walls, plumbing or electrical**

**Our unique challenge: Waterproofing!**

Anyone who's ever bathed a dog knows it's a messy affair, so the space needed to tolerate a constant assault of water. We installed tile on the floor and eight feet up the walls.



**An extensive use of tile helped make the space durable**

We also tiled the grooming area up to the bottom of the windows. Final steps included the installation of appliances, wash tubs and custom shelving for a few specialized retail products. Leading the Pack opened in early 2018. [Read more about Leading the Pack](#)

“ I was looking for a partner. I had some unique requirements — surfaces needed to be waterproofed and durable. I was impressed with the W.A. Rose team and their open and collaborative approach.

— Caitlyn S., Owner, Leading the Pack

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**Meet the W.A. Rose Team**

# Blake Gilmore

Blake Gilmore joined the W.A. Rose in January as our Senior Estimator. A longtime Oakland resident, he has completed hundreds of residential projects throughout the Bay Area.



## 30 years of comprehensive construction experience

Blake's comprehensive construction and design-build experience extends to preconstruction planning and estimating, kitchen and bath remodels, seismic upgrades, waterproofing and defect mitigation and green-building technology. He is also recognized for his skill working on historic restoration and renovation projects.

## Why clients love working with Blake

Commitment to quality. Expertise with environmental sensitivities. A high level of professionalism and knowledge.

## Some things you may not know about Blake

- Inquisitive and curious
- World traveler
- Still married to his high-school sweetheart--44 years!
- Occasional columnist for **The Montclarion**: Look for *The Built Environment*. [Read more about Blake](#)

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## Why Work with W.A. Rose?

### **Reliable Service. On Time, On Budget**

A high level of professionalism, ability to maintain schedules and manage costs. Worksites are organized, clean and skillfully run.

## Skilled Craftsmanship. Pride in Quality Work

Experienced, trained craftsmen are recognized for skill and attention to detail.

## Responsive Customer Service

Ability to adapt our services and schedules to meet client needs.

## SLBE Oakland Certification

A Small Local Business Enterprise (SLBE) with the City of Oakland, County of Alameda and Port of Oakland, we're committed to reinvesting in our local economy.



**Now is a good time to get your  
summer project in the works!**

Call today for a consultation: **510.444.2723**



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