

Business Recognition Program: University Electric Co.
September 13, 2005
7 p.m. City Council Meeting

Tonight we have the pleasure of recognizing an outstanding Santa Clara business, University Electric Co., founded by Jacob (“Jack”) Heintz in 1919, and also recognizing the Heintz family, who continue to run the company today. Jack and son Walter “Bud” Heinz who took over running the company after his father’s death, were both graduates in electrical engineering from Santa Clara College, now called Santa Clara University. Today the company is run under the leadership of president Mike Heintz, who is with us this evening.

While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council in late 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. We have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to University Electric Co., which was a founding business member of the Chamber.

The formalized business recognition program recognizes the valuable contributions that all businesses make to the City of Santa Clara.



University Electric has very deep roots in Santa Clara, and is one of the oldest, active businesses in our community. When Jacob Heintz established the business 86 years ago, he started out wiring local homes for electricity, and supplied homeowners with lighting fixtures and electrical appliances.

Today University Electric Co. continues to serve Santa Clara, the greater Bay Area and the Western United States as one of the most complete distributors of kitchen and laundry appliances.



Old newspaper accounts report that Jack started the business with a few of his college classmates, but the store would eventually be his alone. During the mid-to late 1920s, the store began moving from home wiring into retail, selling radios and washing machines, but still dealing largely with electrical contracting. Under Bud's leadership, the company branched out from selling small one-piece items to dealing in bulk retail. And in the mid 1970s, when remodeling had grown more popular in this region, the company shifted the business emphasis to contractor sales.



1391 FRANKLIN STREET, SANTA CLARA

University Electric Co. has served generations of Santa Clarans and other regional, national and repeat customers with integrity and professionalism, first at their 942 Main Street store, then 1176 and 1391 Franklin Street, and now at 1500 Martin Avenue.

University Electric employs Heintz family members, including children and grandchildren of the founder, as well as members of the community and local students.



1500 Martin Avenue, Santa Clara



The company is well-respected for their professionalism, customer service ethic, and also for their civic mindedness, which includes support



of Santa Clara University, their support of other private and public schools, for their involvement with community groups and little league programs, and for their participation and support of affordable housing programs such as Habitat for Humanity and Christmas in April.

Congratulations to University Electric Co. on 86 years of outstanding service to the Santa Clara community!

Thank you. I would now like to introduce Steve Van Dorn, President & General Manager of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau.