

Rascher

PLUMBING ... HEATING

SINCE 1912



Local Company Celebrates Centennial

For 100 years, Rascher Plumbing and Heating has served residential and commercial customers throughout the East Metro area. Four generations of Raschers have understood that personalized service to their customers is the key to continued success.

"We've never strayed from the company vision of providing professional, quality workmanship and prompt courteous service," said Joe Rascher, company president. "We've been doing business with some of our customers for more than 50 years. We've chosen to stay small. It's an advantage for us – we can control the quality of our work. Our employees are like members of our family."

Four Generations of Personal Service



Carl



Wm. C.



Wm. J.



Joe

Humble Beginnings

Carl Rascher began the family business on St. Paul's West Side with a wheelbarrow full of tools, taking the streetcar to his appointments. By 1917, he was able to purchase a Model T truck. On the side panel he printed what became the company's early motto: "We Bring the Shop Along."

Today, you'll see a replica of that truck at neighborhood events.

William (later known as William C. or Bill, Sr.), joined his father Carl in the business. Together, they ran Rascher Plumbing and Heating out of their home, storing supplies in garages around town. Finally, in 1952, they purchased the building that has since housed the business, at 712 S. Smith Avenue. Their offices now occupy the back of the building. The front of the building is rental space.

William C.'s son, William J. (Bill, Jr.), received his Minnesota State Board of Health's Master Plumber License in 1963. His son, Joe, received his license in 1989.

Joe and his brother, Bill, took over the operation of the business in 1999, after their father's (William J.) unexpected death. Bill left the business in 2005, and now runs a successful mechanical contracting business.

Today, two of Joe's sons, Ben and Tim, work in the family business during their summer vacations. Joe's wife, Michelle, handles the daily office business.

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“We’ve always been family-oriented, and very involved in the local community,” explained Joe’s mother, Rita. “We’ve sponsored several sports teams throughout the years.”

In addition, Rita has been on the board of directors for the Smith-Dodd Business Association, chaired the area’s “Sale to the Bridge” event for two years and was very active at both St. Joseph’s Church and St. Joseph’s School.

Active In Professional Groups

For generations, the Raschers have held major roles in the state and national professional associations. In 1957, William C. was named Contractor of the Year by the National Plumbing, Heating, Cooling Contractors Association (NAPHCC), and was president of the St. Paul chapter in 1959. In 1968 he became president of the national organization, then president of

the Minnesota organization in 1971. In 1967, he received the Distinguished Service Award for “Outstanding Leadership to the Association and Industry” from the St. Paul chapter.

His son, William J., followed in his father’s leadership role. He served a term as president of the MNPHCC in 1987; and was Minnesota Contractor of the Year in 1994. He received the Distinguished Service Award in 1998 from the Minnesota Mechanical Contractors Association.

Joe, who now leads the company, was president of the Minnesota Association of PHCC in 2001, after several years on the board of directors. His sons Ben and Tim have received plumbing industry scholarships.

“Every generation has been very active in the local and national associations,” said Rita.

“By being active in industry associations, we get all the newest information right

away,” Joe noted. “Just because our company is 100 years old, it doesn’t mean we are an ‘old’ company. We’re up-to-date with all the trends and codes. Having Association



contacts who have become close family friends, has made it easier to network and learn over the years.”

Personal Service

“Our customers count on us to be around,” Joe pointed out. “In return, we feel obligated to live up to their expectations.

“When our customers call

us, they like having a Rascher employee come to their house,” he said. “We have customers who have trusted us with access to their homes, so we can take care of any

problems or installations whether or not they’re home. They know we’re trustworthy and clean up after ourselves.” All work is guaranteed, of course.

For as long as Joe can remember, Rascher Plumbing & Heating has been affiliated with unions.

“They have been an important part of our business,” he

stated. “We hire skilled union tradesmen who have gone through five-year apprenticeships to get their licenses. Having gone through the apprenticeship myself, I understand the value of sending a highly trained employee into the field with our family’s name on his shirt.”

In addition to its service work, Rascher Plumbing and Heating works as a subcontractor for several general contractors.

Four generations of expertise in the plumbing and heating industry – moving into its fifth generation – has made Rascher Plumbing and Heating well-qualified to handle any residential or commercial job.

The company will hold a public celebration of its centennial in August in Cherokee Park. While plans haven’t been finalized, Joe said it will be family-oriented, with food, games and rides in the company’s Model T.

10 Reasons To Call Rascher Plumbing & Heating

1. 100 Years Of Personal Service. You can expect the service team to be professional, courteous and reliable. They'll answer all your questions in a timely manner, and will do the highest-quality work you'll find. The prices are fair and reasonable. They'll leave your workspace cleaner than they found it!

2. Expertise. They are specialists in the service and installation of plumbing and hydronic heating systems for both old and new properties, residential and commercial. They'll give you sound advice on whether you should repair or replace your system.

3. Guarantees. All work is guaranteed by a one-year warranty. They stand behind their work. If you're not satisfied

with the workmanship or materials, contact them and

they'll correct it (no charge).

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Rascher employees from left to right: Chris LaBarre, Dennis Watters, Tony Czerminger, Tim Rascher, Ben Rascher, and Joe Rascher.

For 100 Years, The Rascher Family Has Provided Professional Service

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Rascher Celebrates Centennial 100 YEARS

1912:

Carl W. Rascher starts the family business from his home at King and Ottawa, on St. Paul's West side, with a wheelbarrow full of tools, using streetcars for transportation.

1917:

Rascher Plumbing and Heating adds a rebuilt Model T for transportation, with the motto "We Bring the Shop Along" written on the side. A replica of the truck is still part of the company and is used in area events.

1938:

William C. receives the Minnesota State Board of Health Master Plumber license



1952:

William C. (also called Bill, Sr.), purchases a building at 712 S. Smith Ave. The business remains based at that location - 60 years later and within a six-block area for all 100 years of operation!

1957:

William C. is named Contractor of the Year by the National Plumbing Heating Cooling Contractors (NAPHCC).

1959/60:

William C. named president of the St. Paul Association of Plumbing, Heating and Mechanical Contractors.

1963:

William C.'s son, William J. (Bill, Jr.) receives the Minnesota State Board of Health Master Plumber license.

1968:

William C. named president of the NAPHCC. Also that year, he receives the Accomplishment Award from the St. Paul Association of Plumbing Heating Cooling Contractors and Mechanical Contractors, for planning and accomplishing programs for the betterment of the industry on the local, state and national level.

1971:

William C. named president of the Minnesota Association of Plumbing, Heating and Cooling Contractors.

1972:

William C. receives the Col. George D. Scott Service Award from the NAPHCC for "his many years of service and unselfish devotion to his industry, whose individual efforts have wrought benefits for many of his fellow men."



1979-1984

The business opens a retail store, called "The Plumbery," which includes a bath boutique run by William J.'s wife, Rita.

1983

William J. named president of the Smith Dodd Association.

1986

William J.'s son, Joe, named Delta National Outstanding Apprentice.

1987

William J. named president of the Minnesota Association of Plumbing, Heating and Cooling Contractors.

1989

Joe receives the Minnesota State Board of Health Master Plumber license.

1993

William J. receives "recognition of meritorious service" for his years of work on the Board of Directors of the Minnesota Association of Plumbing, Heating and Cooling Contractors.

1994

William J. named "Contractor of the Year" by the Minnesota Association of Plumbing, Heating and Cooling Contractors.

1998

William J. receives the Distinguished Service Award "in recognition of outstanding leadership and service to the association and the industry" from the Minnesota Mechanical Contractors Association.

1999

Joe is named to the St. Paul Plumbing License Examination Board.

2001

Joe named president of the Minnesota Association of Plumbing, Heating and Cooling Contractors.

2002

Joe receives "recognition of meritorious service" for his years of work on the Board of Directors of the

Minnesota Association of Plumbing, Heating and Cooling Contractors.

2008

Joe is named to the St. Paul Joint Apprenticeship Committee (currently committee chair).

Company Works With Clients Who Want To 'Age In Place'

Rascher Plumbing and Heating is more than a company that solves plumbing and heating problems for its customers. It has also become a resource for them.

"We talk to children who are concerned about their elderly parents," said Joe Rascher. "They ask us to help ensure their parents' safety by installing such items as comfort height toilets and grab bars in their homes. We can install main-floor laundries, adjust sink heights, install hand-held shower faucets and zero-threshold shower bases or easy access bathtubs – anything that we can do to help their parents stay in their homes."

He noted that several generations of Raschers have done business with several

Joe and his wife, Michelle, have five children. Sons Ben and Tim have worked in the family business during the summer. Their other children are Katie, Daniel and Emily.



generations of families, so the relationships have deepened.

"'Aging in place' is an increasingly common phrase referring to programs and

services that enable older adults to live at home and remain independent as long as possible," said Rascher.

"We've been helping customers do that for many years," Rascher pointed out. "We're experts at this."

The company has become involved with the Minneapolis/St. Paul chapter of the National Aging in Place Council. The national organization encourages local businesses to become "senior support networks" of trustworthy service providers who are qualified to help the aging population.

The local chapter started about nine months ago, said Rascher, and is still in its early stages. Members range from those that offer in-home care to ramp installers.

"Of course, these home mobility and safety issues aren't just for senior citizens. People who have such medical limitations as knee or hip replacements may need these resources, too."

Rascher said he is excited about the opportunities this organization will open up, and foresees this part of the business growing, as the population ages.

10 Reasons To Call Rascher Plumbing & Heating

4. Home Mobility Specialists. They can “improve your home for tomorrow.” You or your parents can plan ahead for your future aging needs. They can help you add a main-floor laundry, or remodel your existing kitchen and bathroom.

5. Remodeling And New Construction Experts. Whether you need a comprehensive plan for new construction, or just want to update your kitchen or bathroom, they can do the work. They’re experts on the latest methods and trends, and work with some of the best

remodeling and construction companies in the area.

6. Fixtures. They work with several local showrooms so you can see a variety of fixtures firsthand. The showrooms will send you a list of your selections. Rascher typically sells at or below home center pricing. They’ll deliver the fixtures to coordinate with your project, and warranty them at no cost.

7. Repiping. Some types of piping can cause ongoing maintenance issues and can actually lower the value of your home. Repiping may be the best answer. They are experts at whole-house repiping, and can do it with as little disturbance to the house as possible.

8. Boiler and Heating System Installation. A boiler replacement could reduce your energy costs by as much as 40%. They install 84%

efficient non-condensing boilers and 93+ % efficient condensing boilers. You can choose full or partial heating system replacement. Rascher specializes in retrofitting older buildings with new heating systems.

They also install in-floor radiant heating systems, snow melting systems, wall panel radiators, and towel warmers.

9. Water Savings. Old, inefficient fixtures can be replaced with water conservation models. They can come to your home or business to evaluate and locate the source of your high water bill.

10. Water Heaters, Water Heaters, Water Heaters. From large commercial water heaters to small point of use water heaters to every size and style in between. Let Rascher Plumbing & Heating provide, install, service and guarantee your next water heater.

Thank you for a very professional, fast and efficient project. It is a pleasure doing business with you.
— Anne & Rand P.

1912

Celebrating 100 Years

2012

Rascher PLUMBING & HEATING

Four Generations of Personal Service



Your “Home Mobility Specialists”

Are you considering any of these improvements
for safely and comfortably staying in your home into the future?

Mark your
calendars for our
100th Year Celebration
Event at Cherokee Park
on Friday, August 3!

*A Special Thank You to Teresa Fudenberg
for her help with the 100 Year Celebration*

Adding A Main Floor Laundry
Comfort Height Toilets
Grab Bars
Lever-Handle Faucets
Sink Height Adjustments
Hand Held Shower Faucets
Zero Clearance Shower Bases
Easy Access Bathtubs

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