

# Black Hawk Electric 70th Anniversary

## Film Transcript

I grew up around the sound of work tools on benches, plans on tables, trucks pulling out before sunrise. In 1956, my grandfather, John Berg, Jr. Started Black Hawk with a simple promise, do the job right every time. He wired hotels up and down California, and with my grandmother by his side, built a reputation one connection at a time.

By the late sixties, he moved the company to San Diego, carrying those same standards through good times and also through hard times. My dad, John Berg II, stepped in next, keeping our word at the center of everything we did and teaching that excellence isn't a moment, it's a habit.

Today we carry that promise forward. You can feel the years in the room when a steady hand sets a line and a younger one matches it. When a story about how we do things here becomes second nature to someone newly wearing our name, that's multi-generational, not as a slogan, but as a responsibility. We pass down more than tools. We pass down knowledge, pride, and workmanship, and a way of showing up for each other and for our clients.

For a company to span four generations is rare, and we treat that endurance like a trust to be earned every day. What sets Black Hawk apart isn't only how long we've been here, it's our depth of experience, of talent, of trust. Some of our people have poured decades into this company. Some are just beginning. When we work side by side, you see what matters most. Knowledge moving forward, person to person, job to job. So the standard never fades. This isn't just my family's story, it's families throughout our company. Brothers and cousins, uncles and friends who became partners. That's our community. It took decades to build and it keeps growing because we invest in people.

We make room to learn, and we celebrate the kind of craft you can only earn over time. People ask what I'm most proud of? Awards are nice. Growth matters, but pride for me is watching a new generation take hold with both hands. Taking what was handed down and making it better. That's legacy. Not looking back at what we did, but looking forward at who we're becoming to our partners. Thank you for your trust. To our people, thank you for the care no one else sees. And to the next apprentice on day one, you're part of something bigger than a single job site. Black Hawk Electric is multi-generational at the core, deep in capability, rooted in community, and committed to a legacy that outlasts any single project. We've come a long way from a truck and a promise. The promise is still the same.

Every detail, every project, every time.