

## Why do we come to work at MurCal each day?

Why do we unlock the doors, turn on the lights, make the coffee, shout out a hearty “good morning!”, and settle into our workstations? Why do we listen to our customers and find out what ails ‘em? Why do we partner with certain companies and not others? Why do certain customers seek us out and why do we seek out certain customers? Why? So that MurCal grows and contributes to improving the quality of life of its stakeholders.

MurCal was founded in 1958 by a loving couple looking to build a future for their family. Art and Essie Murphy packed up and moved from Oklahoma to Southern California after Art made a deal with his brother to distribute “Murphy Safety Switches” in the Western United States. The company was called Murphy Safety Switch of California. Essie was the business manager while Art was the sales and engineering backbone of the company. Their youngest son John excelled at Municipal control panel design and ran the company in the 1980’s and ’90s. His sister Peggy married a bright engineer and programmer named Bill who designed the first microprocessor-based engine controller in 1979. John’s sons are now running the company. Bob is the President and Dan heads up R&D.

MurCal’s company core is made up of its core values of ***Cure What Ails ‘em, Be Lean, and Be Reliable***. This keeps us focused on our core customers that make a livelihood using powered equipment. We do this in order to ***take the load off*** of them. Back in 1958, Art and Essie knew that success in a new geographic market meant that reliably solving problems and being there for support was the only way to be successful. Having lived through the Great Depression, they also learned the lesson of being lean. This core value has always been top of mind in how we run the business and how we design economical solutions for our customers.

If we asked Art and Essie why they started the company, I think they’d say they did it for their family. Over 60 years have passed and MurCal has grown so that it can be the spring that feeds and nourishes more families. I wake up each morning thinking about providing for my family, the MurCal family, the families of our customers, and the families of our partners. I care deeply about families and believe that strong families are the backbone of our society, and this belief in the family is at the core of the existence of MurCal.

What we do has changed a great deal over the years. We started out as a company solely focused on selling “Murphy” products. We have expanded our products and designs while continuing to grow our network of partners so that we can build solutions that take the load off. We do the things that aren’t what our customers do but what they need to get done, so they are free to do what they do best.

We partner with companies that have our values, value what we do, and why we do it. Our partners value our products, service, heritage, and relationships. Our partners fit the mold of the original “MURPHY SWITCH” - Rugged and Reliable.

We come to MurCal each day because we believe we make a positive impact on those whose paths we cross. We do it because we have a responsibility to our employees, our customers, our partners, and their families. In short, we do what we do so that MurCal can grow and contribute to improving the quality of life of our stakeholders. Bottom line - we do this for the thousands of families we impact each and every day.

The next 60 years will see us creating products and integrating solutions for our customers that we can’t foresee. However, MurCal will keep growing and providing for the extended MurCal family. Why MurCal? We take the load off.

*-Bob*

