

MARCH 2016

HELLO WORLD



One of the fun parts of my job is seeing the pictures that members send me. Over the years, I've enjoyed pictures of members' travels, boats, tractors, wine presses, incredible mountain climbs, hobbies and underwater adventures. Some of my favorites are pictures of their homes. In the Bay Area of Northern California, there are lots of groovy houses!

A major influential builder of modern homes in California was Joseph Eichler. His mid-century, California modern homes are often called Eichlers. Referred to as a social visionary who developed communities for middle-class home owners, Eichler built over 11,000 homes during his career from 1946 to 1974.

Common features of the mid-century style are a clean geometric design, floor-to-ceiling windows and an open interior atrium. The original Eichler houses had radiant heat in the floor and an open-concept living area – items now considered a "new" feature in contemporary homes. My relative updated his Eichler by adding solar panels, creating a sleek open kitchen, installing built-in Wi-Fi and Bluetooth® capabilities and updating the electric system to support an impressive and loud entertainment system.

Speaking of loud music, when I was in college, I roomed in an Eichler. One of my roommates was an electrician who often would play very loud disco music into the night. As the electrical panel was hidden in the far back corner of my closet, sometimes I would trip the switch and then flip it back on after he fell asleep. He never did find the electrical panel and spent many hours trying to explain why the power was so bad in Eichler houses.

The modern style has become very popular, and new homes are now being built with updated smart-home technology throughout. The new techno-groovy imitation Eichlers are sometimes called Lichlers. Steve Jobs told his biographer that the California modern house he grew up in was an inspiration for developing a simple, modernist design sense. Eichlers are so groovy that the movie *The Social Network* used Eichler houses as sets, and Pixar adapted the designs for *The Incredibles*.

Ready to buy, build, refresh or renew your home? From first mortgages to home equity lines of credit, SRI Federal Credit Union can help! Call Paco or Chris at 650.859.5477 and tell them that you want to get groovy. Or, connect via email at CONNECT@srifcu.org or go to our website at www.SRIFCU.org.

If you have a picture or story of your groovy house (or travels), please send it to me at steve@srifcu.org. I look forward to hearing from you!

Steve Bowles
CEO/CFO

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2016 ANNUAL MEETING

Wednesday, March 16,
at 12 Noon

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