

Cool Times . . . Hot News

Fall / Winter 2011

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Hello Friends,

Welcome to another beautiful Tallahassee autumn. Most of us welcome the change of seasons as it brings relief from our hot, humid Florida summers. Just as nature brings constant changes to our external environment, turbulent winds of change are constant in our own lives, whether we like it or not. When things change, they change, sometimes for the better, sometimes not. Even when change is for the good, it can still cause a difficult adjustment. This has been a year filled with change and adjustment for **BENSON'S**. The challenging economy has touched all of us. From family, friends, coworkers, and customers, we try to accommodate each need and perform affordable services completed to the satisfaction of each and every customer.



One significant change is that **BENSON'S** has joined with **Locke's Heating and Air Conditioning Company** to better serve our community. Locke's was started, owned, and operated by *Louise and Charles Locke*. After forty-four years in the business, the Locke's were ready to retire from the

industry. We acquired the Locke's customer historical information and have pledged that we will take care of their loyal customers the same way we have taken care of our own for the past thirty years. We welcome all of our new friends from Locke's to the **BENSON'S** family. We look forward to providing the same "**Best of Tallahassee**" award-winning service to all customers as we embark on our thirty-first year in the Tallahassee area.

Other important changes involve our service agreement plans and the systems we offer. Based on customer feedback, we have updated our Energy Savings Agreements (*E.S.A.*) to offer even more value at a better price.

Additionally, at this time we have decided to reintroduce the **BENSON'S** System. Affordably priced, the **BENSON'S** System is packed with more value than ever. We can design and match a system for any specific needs

and budget. Learn more inside about *E.S.A.'s* and **BENSON'S** Systems.

Thank you all for your business and continued support of **BENSON'S**. We appreciate and respect your comments and suggestions. You make **BENSON'S** better, and I want to personally thank you for each opportunity we have to serve you.

Sincerely,

Benson



Scan This Code on Your Smart Phone!

You will need to download a QR Code Reader from your Smart Phone's AppStore or Market Place



New BENSON's System: Excellent System, Great Value

At BENSON's we strive every day to bring you the best products and services in our area. We recently teamed up with Amana to bring you the new BENSON's SYSTEM, which is one of the best values available and it meets the requirements for all current local and national rebates.



C. Daniel Boyette
Director of Retail
Operations

The BENSON's SYSTEM is economically priced. The two speed model is twenty to twenty-five percent less expensive than other name brands. Most exciting of all is that the BENSON's SYSTEM includes *Limited Lifetime Unit Replacement, Ten-Year Parts, and Two-Year Labor* warranties.

Additionally, a *Ten-Year Parts and Labor* warranty is available with a high efficiency whole house filter for only \$499.

Tax credits are expiring at the end of the year. If you are in the market to purchase a new system it's a good idea to do it now so you can take full advantage of these credits. Just give us a call and we will provide a free estimate for you.

We are so pleased to welcome the Locke's customers to the BENSON's family. We look forward to carrying on the Locke's business legacy of exceptional customer service, competitive pricing, and wide variety of products and services.

- Daniel



Amana®

LENNOX

BENSON'S

HEATING & AIR CONDITIONING INC.
FL: CHC056269 GA: CHC09902 *Better Because It's Benson's*

SPECIAL REBATE PROGRAM

Rebates Range from
\$400 - \$1,200

Per System for a Limited Time Only.

Rebates Expire December 16, 2011.



PriceMatch GUARANTEE

If you have an estimate written by a licensed contractor that is less than BENSON's for identical products and services, show us the estimate and we'll match that price, providing equivalent products and services.

New Technology Can Help Save You Money By Reducing Wasted Energy

We have some exciting news to share. BENSON'S is now offering Acculink™ a Remote Thermostat and the Schlage LiNK™ System. This is the most innovative technology available and allows a homeowner the ability to adjust home temperatures remotely via their smart phone or computer. Through this technology your lights, appliances, or other electronics can be turned off remotely as well. Text alerts and emails are automatically sent when it's time to change a filter or schedule regular maintenance. If a pre-set temperature is not maintained, Acculink will send a



Athey Crawford
Service Manager

notification message. We have added this system to our Platinum level Energy Savings Agreement because we want to enhance your comfort and give you even more peace of mind. Actually we have updated all of our Energy Savings Agreements and we encourage you to consider signing up for one. Regular tune-ups help prevent breakdowns, prolong the life of your equipment, and will provide the assurance that your equipment is kept at peak operating condition. We have a variety of different affordable plans to meet your needs. The features and benefits of each level is listed below. If you have any questions about our E.S.A.'s or Acculink, please call me at (850)562-3132.

- Athey

Commercial Projects

Call Collins HouseAllstate Construction
Capital Cascade TrailPinnacle Construction
Carlton BuildingAjax Building Corporation
City Of Tallahassee BP-14Concrete Services
Fairfield Inns & SuitesHollis & Spann, Inc.
FAMU Plant Opps Bld #081Oliver Renovation
FAMU Switchgear VaultPellicano Construction
FAMU Teaching PoolConcrete Services
Florida LotteryArcmaster Builders

FSU Book StoreGranger Contracting
Gator Processing & Distribution ..Bass Construction Company
ICEHernandez Construction
YannisKeith McNeill Plumbing
Parking and TransportationFSU
Pinckney Hills Plantation ...Childers Construction Company
SupervaluSupervalu Distribution
Walker Ford Community CenterCouncil Contracting
WT MooreLLT Building Corporation

Energy Savings Agreement Plans



Mission Statement

To Be The *Best Heating, Ventilation, Air Conditioning Company* Who Creates Lifelong Relationships with Our Customers and Employees, by Exhibiting Excellent Character with 100% Customer Satisfaction.

Silver Level

- Service with-in 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Diagnostic Charge is \$34⁹⁵
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$15⁴²/monthly • \$185⁰⁰/year
Second unit \$7²⁵/mo or \$95⁰⁰/year

Gold Level

- Service within 24 hours
- 20% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Never a Diagnostic Charge
- Free Filter Program (1 filter per unit)
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7²⁵/mo or \$95⁰⁰/year

Diamond Level

- Same Day Service
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Lifetime Surge Protector or CO: Detector
- Never a Diagnostic Charge
- Free Filter Program
- Lifetime T-Stat Warranty
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$32⁰⁸/monthly • \$385⁰⁰/year
Second unit \$14⁴²/mo or \$175⁰⁰/year

Platinum Level

- Same Day Service
- AccuLink kit
- High Efficiency Filter
- Never a Diagnostic Charge
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Surge Protector or CO: Detector
- \$250 Off of a Complete System
- **\$100 Off Healthy Home Check Up** (Originally \$350)

\$65⁴²/monthly • \$785⁰⁰/year
Second unit \$25⁰⁰/mo or \$300⁰⁰/year

Platinum Level Maintenance

- Same Day Service
- Lifetime AccuLink Warranty
- Free Filter Program
- Never a Diagnostic Charge
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Lifetime Surge Protector or CO: Detector
- \$250 Off of a Complete System
- AccuLink fee paid

\$40⁴²/monthly • \$485⁰⁰/year
Second unit \$22⁰⁰/mo or \$275⁰⁰/year

The Changing Energy Mix

Base Load and Peaking Plants

Most electricity is generated by base load plants. In the past, base load power plants were largely coal fired, hydroelectric, or nuclear. Utilities rely on them because the electricity produced by base load plants is cheap. The trade-off is base load plants ramp up their output slowly and/or in steps. It's impossible to simply flip a switch and get more power from a base load plant. As demand ebbs and flows, a variable type of generation is needed to balance supply against demand. These are peaking plants.

Peaking plants supplement base load power plants. Typically peak load plants are oil or natural gas turbines. The turbines can be brought online quickly and also, throttled back quickly, giving utility engineers the ability to respond to surges in demand.

To reduce particulate and greenhouse gas emissions, regulators are trying to reduce our use of fossil fuel power generation. In particular, regulators have targeted coal. This is somewhat problematic for utilities because coal is abundant and inexpensive.

The challenge is finding a replacement for coal plants. Hydroelectricity is a clean,

reliable, renewable energy source, but environmentalists are resisting the construction of additional dams due to their impact of fish and other wildlife habitats. Nuclear energy is also a source of clean energy, but nuclear plant construction is unlikely in the wake of the Fukushima nuclear power plant accident in Japan.

There is growth in gas, which is the cleanest fossil fuel.

Due to new extraction technology, North American natural gas supplies are surprisingly abundant. Yet, gas is still more expensive than coal and unlikely to bridge the gap of diminished coal capacity.

Environmentalists and many in the government hope to replace fossil fuel generation with renewables, particularly wind and solar. Large scale projects are in place and underway

for both technologies, though environmental concerns are impeding both technologies. In scale, both carry large physical footprints, require new transmission lines, and in the case of wind, threaten endangered birds. Nevertheless, the use of wind and solar is increasing and changing our energy mix.



“Very pleased with our technician and very pleased with Benson’s. We will recommend Benson’s to others.”

— Shirley and Carl Mahler

Win a Free Dinner for Two from BENSON’S

When you return your BENSON’S customer response card, you not only help keep us informed about the quality of our service and how we can improve – you can also win a free dinner.

We believe so strongly in the importance of customer feedback, that every card we receive is entered into a drawing to win a dinner for two valued at \$100. The cards provide us with invaluable information on how we can tweak our customer service to ensure that every need is being met.

When you receive your card, please send it in, and you will be automatically entered. Thanks again, and good luck!

Congratulations to Our Most Recent Winner:

Shirley and Carl Mahler

Living Green

Making a Serious Commitment to Green Living Helps the Environment and Your Wallet

You may not be able to reduce global warming, end pollution and save endangered species single-handed, but by choosing to live an earth-friendly lifestyle you can make a difference every day and to help achieve those goals. Here are some simple steps to take to help you stay warm, reduce energy costs, and minimize your carbon footprint during cooler weather.

- Insulate your house to recommended levels or more and seal air leaks.
- Unplug any appliances, computer equipment or device chargers that are easy to access.
- Use your ceiling fan to circulate warm air to the floor.
- Check to make sure your fireplace damper is closed. (8% of your home's heat can escape through your chimney when you leave the damper open.)
- Install an Energy Star Thermostat.
- Change air filters regularly.
- Schedule regular system tune-ups.



Benson's Welcomes **Locke's** Customers

Two Great Companies Have Come Together to Serve You Even Better!*

Locke's Heating and Air Conditioning (Locke's) recently made the decision to entrust their loyal customers to **BENSON'S** for service. After four decades in business, owners *Charles and Louise Locke* were ready to retire and after extensive conversations with **BENSON'S**, they were satisfied that **BENSON'S** has the experience, strength, and resources to continue to serve Locke's customers with quality products and exceptional customer service.

Former Locke's customers will find that **BENSON'S** has several service plans to fit any budget as well as several quick, easy, and flexible financing options to assist in replacing current comfort systems. All of **BENSON'S** products and services meet the highest performance standards, and customer satisfaction is always our highest priority with a 100% money back guarantee.

Responsiveness is a key element of **BENSON'S** commitment to quality customer service. Call anytime for sales or to schedule service at (850)562-3132. For emergency services, **BENSON'S** experienced technicians are on the road 24 hours a day, 7 days a week, 365 days a year.

BENSON'S looks forward to serving their new customers and promises to deliver the same high level of service they were accustomed to prior to the Locke's retirement.

While **BENSON'S has assumed full responsibility for the continued care of all home heating, cooling, and indoor air quality needs that Locke's customers have, **BENSON'S** is not responsible for any potential credit, debit balances, or deposits for work yet to be performed.*



Two Great Tallahassee Heating and Air Conditioning Companies are Joining Together to Better Serve the YOU!

Thank You for 30 Great Years. We're Looking Forward to 30 More!
— Benson Green

Now Better Than Ever!

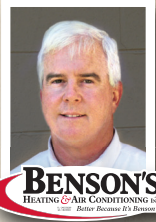
BENSON'S
HEATING & AIR CONDITIONING
— Better Because It's Benson's

Financing Available • Credit Cards Welcome

24 Hr. Emergency Service Hotline: **850-562-3132**

Extended Office Hours: Mon-Fri 8am-8pm and Sat 8am-4pm

www.BensonsHVAC.com





5402 Tower Road
Tallahassee, Florida 32303



Phone: (850)562-3132

Toll Free: (800)201-4317

Fax: (850)562-6546

*Send us your email address if you
would like to receive our
special offers throughout the year:*
bensons@bensonshvac.com



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CREATIVE COOKING

Tired of Your Traditional Turkey Recipe? Try Something New This Year

With football games, cooler weather, and outdoor fall festivals upon us, Thanksgiving and Christmas are just around the corner. There are many ways to prepare a turkey, and while many choose to roast their turkey in the oven, it can be fun to try out a new method to give your traditional turkey a different flavor.

SMOKING: One way to change the flavor of turkey by its cooking method is to smoke it. When you smoke a turkey it will be juicier and tenderer with more distinct flavors than baking it in the oven. To smoke your turkey you will need a nice bird, a quality thermometer, a smoker, and a lot of time. A small turkey can take around 8 hours for the smoking process but the succulent taste makes it well worth the time it takes.



GRILLING: Turkey grilling requires a bit of skill, but if you pay attention to the directions, you will have a tasty turkey. The bird should be broken into breast halves, leg quarters and wings, since each of these parts cooks for a

different length of time. Cook on a gas or charcoal grill. The turkey needs to be grilled indirectly and temperatures should be between 300-350 degrees. It will only take a few hours to grill the bird.



DEEP FRYING: For those who prefer their turkey extra-juicy on the inside and crispy on the outside, deep frying is the way to go. It only takes about 45 minutes to deep-fry a 12-pound turkey. So, in the time it takes to roast or smoke a single bird, you can deep-fry a few turkeys for Thanksgiving dinner. Frying can even be enhanced by injections and rubs.



Your cooking preparation method is a matter of personal taste and will depend on the palate of the majority of your guests. However, it seems that just about any technique you choose will have delicious results.