

Cool Times . . . Hot News

Fall / Winter 2014

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Hello Friends,

Welcome to the autumn season in Tallahassee. This time of year is always a welcome change that brings cooler temperatures, making outdoor activities so much more enjoyable. Speaking of change, please look through our newsletter to learn about some significant changes regarding Benson's services and equipment along with the latest heating and air conditioning news.

Benson's is now 6 months into our 34th year of serving the Greater Tallahassee area. Without our willingness to change and adapt to ensure we constantly exceed expectations, we would not be in business today. With each day, each year, and each customer, our success hinges on our integrity and exceptional service. Many of our customers have been with us since our first year. Rest assured that as we continue to grow, we will not compromise the service, values and work ethic that have distinguished us as the best heating and air conditioning company in town.

We maintain an unwavering commitment to enriching the lives of those who live and work in the communities we serve by giving back.

We volunteer hundreds of hours and make thousands of dollars in corporate donations. The wonderful non-profit organizations in our community make our area the best place to live and raise a family.

It is with that same dedication that we take care of your home and business ensuring you have the cleanest, carefree, and comfortable air environment at an affordable price.

Many of our systems and services quickly pay for themselves.

It has been a tremendous blessing for me to have been born and raised here in Tallahassee. As I near age 57, I often reflect back to early summer of 1981, when I started Benson's. Many of you knew my family back then and played a significant role in the growth and success of Benson's. I am grateful to each and every one of you for the opportunity to serve Tallahassee all these years and for your continuing kind words and referrals that enable us to keep growing and sharing.

Thank you,

Benson



Please Vote
for Us!



**Best Heating / Air
Conditioning Company**

Why the Benson's Plan May be Right for You

Lately, I've been getting many questions about one Energy Savings Agreement (ESA) in particular – The Benson's Plan. The Benson's level ESA is a great fit for customers with an extended manufacturer's warranty that includes parts and labor. With the Benson's Level ESA, all repairs are included within the year of contracted service. This all-inclusive maintenance plan is a great value for \$285. Since all new Benson's equipment comes with an extended warranty, new Benson's units are automatically enrolled in the Benson's Plan. We do this to ensure warranty claims are properly documented to reduce any potential hassles with future warranty repairs. Since manufacturers require heating and air conditioning systems to be maintained, they request official maintenance records and the return of defective parts before they will fulfill their extended warranty



C. Daniel Boyette
Director of Retail
Operations

obligations. The Benson's Plan gives you peace of mind, reduces hassle, and increases efficiency when a repair or replacement is needed. Please contact us to see if you qualify to be upgraded to the Benson's Plan ESA.



The Benson's Plan includes all these great benefits:

- Same day service
- Two tune-ups per year
- Never a diagnostic charge
- Free-filter program
- Complete system coverage
- \$285 off a new complete system

— Daniel



Employee Spotlight

Welcome Craig Johnson!

Our new chief financial officer Craig Johnson is a Tallahassee native and alumnus of Leon High School. He is a graduate of Flagler College with a double major in Accounting and Business Administration. Craig worked in public accounting for three years before recently joining the Benson's team. When Craig is not working, he loves to golf and fish with friends or hunt with his faithful dog Winston.



Craig Johnson
Chief Financial Officer

BENSON's Current Commercial Projects:

Bloxham Building Council Contracting
City of Tallahassee Bass Construction
CVS Pinnacle Construction
Florida Department of
Environmental Protection. Childers Construction
Florida A & M University -
Lucy Moten Building Albritton Williams
Fedex Ground Childers Construction
Firehouse - Crawfordville. Godfrey Builders
Florida State University -
Duxbury Hall. Cook Brothers
Havana Elementary School. Cook Brothers

Huntley Park DOR Build Out. . . Ram Const. & Development
Jefferson County School Board CSI Contracting
Kirkman Building. Childers Construction Co.
Kirkman Elevator Renovation Schindler Elevator Corp
Lake Lafayette Nutrient Reduction Council Contracting
Landrum River House. Bruce Johnson
St. Paul's United Methodist Church St. Paul's UMC
Tallahassee Memorial Hospital
Patient Entry Upgrade Mad Dog Design & Const.
Vazquez Residence CSI Contracting
Walgreens Store Catamount Constructors

Looking for Exceptional Teammates

New construction, a recovering economy, energy efficiency, cost saving, and increasing concern regarding indoor air quality are keeping us very busy here at **Benson's**. As we continue to grow and expand, we would appreciate your referrals of extraordinary professionals who may be interested in joining our tight-knit team of heating and air solution solvers. Given the nature of our work environment, in addition to having experience in the industry, potential applicants would need to be willing to work odd hours, prepared for a flexible work schedule, and have strong interpersonal skills with a professional demeanor. While sometimes the physical demands of repairing or installing a



Athey Crawford
Service Manager

heating and air conditioning system may be difficult given the extreme temperatures in our area, at the end of the day, solving indoor air comfort and quality problems is highly satisfying and the reason why many of us have worked in this industry for our entire careers.

If you know of any qualified professionals who may be interested in making a career change, please ask them to visit our website: www.BensonsHVAC.com and click on the 'Careers' tab for specifics on current openings and company benefits.

- Athey



Energy Savings Agreement Plans



Mission Statement

To be *the best heating, ventilation, air conditioning company* who creates life-long relationships with our customers and employees, by exhibiting excellent character with 100% customer satisfaction.



Silver Level

- Service within 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Diagnostic Charge is \$34⁹⁵
- \$185⁰⁰ Off New Complete System
- *Pay and Schedule Securely Online*

\$15⁴²/monthly • \$185⁰⁰/year
Second unit \$7⁹²/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
- Media Filter Program (1 filter per unit)
- \$285⁰⁰ Off New Complete System
- *Pay and Schedule Securely Online*

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7⁹²/mo or \$95⁰⁰/year



Diamond Level

- Same Day Service
- 30% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Never a Diagnostic Charge
- PureAir or AccuClean
- Lifetime Thermostat Warranty
- \$485⁰⁰ Off New Complete System
- *Pay and Schedule Securely Online*

\$40⁴²/monthly • \$485⁰⁰/year
Second unit \$14⁵⁸/mo or \$175⁰⁰/year



The Benson's Plan

- Same Day Service
- Two Tune-Ups a Year
- Never a Diagnostic Charge
- Life-Time Thermostat
- Free-Filter Program
- Complete System Coverage
- Never a Repair Bill
- \$285⁰⁰ Off New Complete System
- *Pay and Schedule Securely Online*

ONLY AVAILABLE ON BENSON SYSTEMS INSTALLED AFTER 01/01/2003. SYSTEM MUST HAVE A 10 YEAR PARTS AND LABOR MANUFACTURER'S EXTENDED WARRANTY. **Weather related Failures and Damage not covered**

\$23⁷⁵/monthly • \$285⁰⁰/year
Second unit \$7⁹²/mo or \$95⁰⁰/year

Vision Statement

Support our community, build strong relationships, be the leader in the *heating, ventilation, air conditioning industry*, performing the highest standards to secure a profitable, active and respected company.

850-562-3132
BENSONSHVAC.COM

Energy Saving Tips for Fall and Winter

The U.S. Department of Energy estimates that heating and cooling your home uses more energy and costs more money than any other system in your home – typically making up about 48% of your utility bill. No matter what kind of heating and cooling system you have in your house, you can save money and increase your comfort by properly maintaining and upgrading your equipment. By combining



proper equipment maintenance and upgrades with recommended insulation, air sealing, and thermostat settings, you can save about 30% on your

energy bill while reducing environmental emissions.

Below are some simple and inexpensive actions that can help you save energy and money during the cool fall and winter months.



Cover Drafty Windows – Install tight-fitting, insulating drapes or shades on windows that cause a draft.

Adjust the Temperature – When you are home and awake, set your thermostat as low as is comfortable. Before going to sleep, turn your thermostat down at least 8 degrees. This can save you up to ten percent on your annual heating costs.



Find and Seal Leaks – Seal the air leaks around utility cut-throughs for pipes, gaps around chimneys, recessed lights in insulated ceilings, and unfinished spaces behind cupboards and closets. Add caulk or weather-stripping to seal air leaks around leaky doors and windows.



Maintain Your Heating Systems – Make sure you schedule a routine check-up with Benson's to ensure your heating system is operating efficiently.

Reduce Heat Loss from the Fireplaces – Keep your fireplace damper closed unless a fire is burning. Having the damper open is like leaving a window wide open during the winter; it allows warm air to go up the chimney



Lower Your Water Heating Costs – Water heating can account for 14% to 25% of the energy consumed in your home. Turn down the temperature of your water heater to the warm setting (120°F).



Lower Your Holiday Lighting Costs – Use light-emitting diode – or "LED" – holiday light strings to reduce the cost of decorating your home for the winter holidays.



"... I simply cannot express in words the relief and gratitude we felt after our unit was serviced this past weekend by BENSON'S service consultant Jessica. She is incredibly knowledgeable in her area of expertise, and I commend you for hiring service technicians of her caliber ... While our current unit is fully functioning and working at maximum capacity, I am aware that a new unit may be necessary within the next year or two. When the time comes, you can rest assured we WILL be calling BENSON'S for your services again!"

Win a Free Dinner for Two from BENSON'S

Return your customer response card, or visit our website and enter comments about your experience doing business with us and you might win a free dinner.

We believe strongly in seeking out customer feedback. Every response card we receive, and comments posted on our website are automatically entered into a drawing for a \$100 gift card.

Thank you for taking the time to let us know what you think of us!

Congratulations to Our Most Recent Winner:

Maurice Helms

Gold Level Maintenance since March of 2012

Website Changes Coming Soon

You asked, and we listened! We know your life is busy and we want to make it even easier for you to contact us. We are in the process of updating our website so that you can schedule appointments, make payments, and communicate with us all online. Of

course, if you prefer to talk by phone, we are in the office seven days a week, 7 am - 6 pm and Saturday and Sunday 8 am - 4 pm. Email or give us a call any time to schedule a visit, discuss your account, or make a payment.

Visit us online: www.BensonsHVAC.com

We Love to Support Our Community

At Benson's, giving back and helping others in the communities that have supported our business for over three decades, has always been one of our highest priorities. We believe firmly that we have a responsibility to connect

our success with local charitable organizations that offer help and support to our friends and neighbors. Here is a list of organizations we have had the privilege of helping in the last year.

2013-14 Charitable Contributions

211 Big Bend
Allegro Heritage Oaks Celebrate Seniors
Alzheimer's Foundation
American Cancer Society
Big Bend Cares
Big Bend Community Orchestra
Big Bend Hospice
Big Brothers and Big Sisters of the Big Bend
Boys Town
Brehon Family Services
Buck Lake Elementary School PTA Bash & Dash
Capital Area Healthy Start
Capital City Youth Services
Cards for A Cure - TMH Foundation Cancer Center
Chaires Elementary School PTO
Child Advocates
Children's Home Society
Chiles High School Project Graduation
Cornerstone Learning Community
Curtains for A Cause - Dystonia Research
Cystic Fibrosis Foundation - Aim for A Cure
Dyslexia Research Institute
Elder Care Services
Fellowship of Christian Athletes
Florida Sheriffs Youth Ranch
FSU Celebrity Golf Classic - Athletic Scholarship Fund
Godby High School Baseball Boosters
Goodwill Industries of the Big Bend

Killearn Kiwanis Club - Children's Fund
Killearn Lakes Kids Fishing Contest
Leadership Tallahassee
Leon Advocacy & Resource Center
Leon County Humane Society
Leon High School Marching Redcoats
Lincoln High School Band Boosters
Montford Middle School PTO
Muscular Dystrophy Association
National Day of Prayer
North Florida Christian School Football Boosters
Northwoods Baptist Church – Celebrate America
PACE Secondary School
Parkinson Foundation
Pyramid School of Fine Arts
Refuge House
Rock the Pink – TMH Breast Cancer Event
Second Harvest of the Big Bend
Stop Polio Now
Tall Timbers Research & Land Conservancy
Tallahassee Ballet Company
Tallahassee Memorial Healthcare Foundation
Tallahassee Symphony Orchestra
Tree House Fast Cars & Mason Jars Event
United Way of the Big Bend
Wakulla County Seniors
Wesley Foundation
Young Actors Guild





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

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Tallahassee, FL
Permit No. 801



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Conditioning Company



Visit us online:

www.BensonsHVAC.com



facebook

[Facebook.com/BensonsisBetter](https://www.facebook.com/BensonsisBetter)

Creative Cooking

In this issue, CFO Craig Johnson shares a delicious family recipe that all are sure to love. Enjoy, and let us know how it turns out.

Johnson Family Shrimp & Grits

Ingredients:

- | | |
|--|---------------------------------------|
| 1 Cup coarsely ground grits
(Bradley's stone ground are the best) | • 5 slices bacon |
| • 3 Cups Water | • 1 green pepper, chopped |
| • 2 teaspoons salt | • 1 red pepper, chopped |
| • 2 Cups half & half | • 1 yellow pepper, chopped |
| • 2 pounds uncooked shrimp, peeled and deveined | • 1 cup chopped onion |
| • 1 pinch cayenne pepper | • 1 teaspoon minced garlic |
| • 1 lemon, juiced | • ¼ cup butter |
| • 1 pound Andouille sausage
(cut into ¼" slices) | • ¼ cup all-purpose flour |
| | • 1 tablespoon Worcestershire sauce |
| | • 1 cup shredded sharp cheddar cheese |

Directions

Bring water, grits, and salt to a boil in a heavy saucepan with a lid. Stir in half and half. Simmer until grits are thickened and tender. Sprinkle shrimp with salt and cayenne pepper, drizzle with lemon juice, and set aside in a bowl. Place Andouille sausage slices in a large skillet over medium heat.

Fry sausage until brown and remove from heat. Cook bacon in a large skillet over medium high heat, turning occasionally until evenly



brown. Retain the drippings in skillet. Transfer bacon slices to paper towel, let cool, and crumble. Add fresh cut green, red, and yellow bell peppers, onion, and minced garlic to the bacon drippings and sauté until the onions are soft and translucent. Stir shrimp and cooked vegetables into the Andouille sausage and mix to combine. Melt butter in a sauce pan over medium heat, stir in flour to make a consistent paste. Turn heat to low and cook, stirring constantly, until the mixture is medium brown in color. Pour the butter-flour mixture into the skillet with Andouille sausage, shrimp and vegetables. Place the skillet over medium heat and pour in chicken broth, bacon and Worcestershire Sauce, cooking and stirring until the sauce thickens and the shrimp become opaque and bright pink. Just before serving, mix sharp cheddar cheese into grits until melted and grits are creamy and light yellow. Serve shrimp mixture over the cheese grits. Serves 6-8.