

## INSIDE

Employee  
Spotlight . . . . . **2**

Energy  
Savings  
Agreements . . . . . **3**

Benson's is a  
Great Place  
to Work . . . . . **4**

Going  
Green . . . . . **5**

Creative  
Cooking . . . . . **6**

## *Hello Friends,*

I love spring! This time of year is the most beautiful season of all with new growth, awesome colors, and warmer temperatures. We are fortunate to live in north Florida because we get to experience all four seasons. After a chilly winter, many of us eagerly anticipate spring, and thoroughly enjoy it while it is here.

Although we can always count on seasons to change, life brings about unexpected changes daily. To cope, we must adapt and be flexible. How do you cope with unexpected changes, good and bad? At **BENSON'S** we are constantly changing to ensure we continually serve our customers with better products, materials, and services. Every day, new information and technology is available. Our industry is ever-evolving. At **BENSON'S** we embrace innovation and adjust the way we do business to ensure that we continue to deliver the very best to our customers.

One of the ways we deliver our best is by retaining and hiring highly-trained employees with years of professional industry experience. Our intentional cross-training program matches seasoned professionals, with those who are new to the industry, to accelerate staff performance. At our recent company meeting, I shared with our employees how many documented years of heating and air conditioning work experience we had with each

employee. The **BENSON'S** team has an astounding 690 years of professional experience. I was both surprised and extremely proud of the large number of collective work experience we all share. Our employees help to ensure **BENSON'S** is the best heating and air conditioning company in the north Florida area.

**BENSON'S** will begin its 35th year in operation this upcoming June. I consider this a major milestone for any business. It's difficult to believe I was a young 23-year-old when I started this company.

One way **BENSON'S** was able to thrive during these past three decades and become the "Best in Tallahassee" is with employees who have 690 years of collective experience, and our common goal of exceeding our customers' expectations in every way.

With our continued dedication to you, a servant-heart attitude to our community, **BENSON'S** is right on track for another 35 years serving, helping, and giving back to benefit all.

Please take a moment to read through this newsletter to learn about our new products, programs, and team. I am grateful for your friendship, business, and willingness to share your candid feedback as we continue to evolve in this changing world.

Enjoy the spring,

*Benson*



# Simplify by Signing up for Monthly Billing

**O**ut of sight usually means out of mind. This is one reason why heating and air conditioning equipment is sometimes neglected. These systems are almost always installed in places where they are not seen, such as closets, garages, or rooftops. Their location makes them easy to forget about and inadvertently ignore. Unfortunately, ignoring a heating, ventilating, and air conditioning (HVAC) system can be detrimental as it generally gets noticed when a problem occurs, causing expensive repair bills, personal discomfort, productivity loss, and higher utility bills.



**C. Daniel Boyette**  
Director of Retail  
Operations

Since your heating and air conditioning unit is the biggest use of energy in your home, it makes sense that you pay attention to it to avoid neglect. The best way for you to ensure your system is regularly noticed, inspected, and evaluated, is by using monthly billing to maintain your Energy Savings Agreement (ESA). Monthly billing for ESAs is a great way to reduce the hassle in your life. ESA monthly billing includes no expiration notices, no interruption of services, and low cost with upfront benefits. Please take a look at our revised ESA plans and decide which one is right for you. Proper maintenance gives you peace of mind and saves you money by reducing energy costs and the likelihood of future repairs.

*- Daniel*

## From “Temp” to Training Program Manager: Benson’s Offers Employees Excellent Opportunities for Career Advancement

**H**ired as a temporary front desk employee as a new high school graduate, Jessie Exline was promoted to the dispatch department after only three months. Impressed with Jessie’s dedication to her administrative job and her strong desire to take on new challenges, Benson Green decided to begin a maintenance technician training program so that employees like Jessie, who did not have the technical background, but were loyal and hard-working, could have the opportunity to grow into positions that interested them. Jessie was the first participant in **BENSON’S** brand new maintenance technician training program and quickly



**Jessie Exline**

became **BENSON’S** first female technician. Jessie continued to grow professionally and develop new skills, hoping for an opportunity to one day become a **BENSON’S** service technician. Jessie attended a refrigeration training program in Arkansas where she passed all certification tests and returned to **BENSON’S** with a passion to exceed expectations. Recently, Benson promoted Jessie to manager of the training department. She now trains entry level technicians in maintenance performance as well as customer service. Jessie is grateful to work for a company that cares deeply about their employees and respects them like family. She recommends anyone who works in the heating and air conditioning industry to consider joining the **BENSON’S** team.

## BENSON’S Current Commercial Projects

City of Tallahassee Water Well #13 . . . . . Bass Construction  
Edgeconnex Data Center . . . . . BCEI Bur Comp. Envir  
Family Dollar, Madison . . . . . Rockby Construction  
FedEx Ground . . . . . Childers Construction  
Florida State University, Biology . . . Florida State University  
FSU Commonwealth Lab . . . . . Rippee Construction  
FSU Duxberry Hall . . . . . Cook Brothers  
FSU Generator Building . . . . . Childers Construction  
FSU Mag Lab . . . . . Albriton Williams  
FSU OSB Rodgers . . . . . Florida State University  
Havanna Middle School . . . . . Gadsden County Schools

ISF Information Systems of Florida . . . . Palmer Construction  
Lake Laffayette Nutrient Reduction . . . Council Contracting  
Premier Health and Fitness . . . . . Palmer Construction  
Secret Service . . . . . TLG Management  
Smashburger . . . . . Sperry & Associates  
TMH Patient Entry . . . . . Mad Dog Design & Construction  
University Square Apartments . . . . . Southland Contractors  
Vans . . . . . Horizon Retail Construction  
Vazquez Residence . . . . . CSI Contracting  
YouFit Health Club . . . . . West Central Design

# Energy Savings Agreement Plans



## Monthly Payment Gives You these Benefits

1. Schedule your appointments on-line
2. Inflation Protection (*Monthly Payment stay the same*)
3. Uninterrupted Services
4. Energy Savings newsletter
5. Filter Reminders
6. On-line account management



### Silver Level

- Service within 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups per Year
- Diagnostic Charge is \$34<sup>95</sup>
- \$185<sup>00</sup> Off New Complete System

**\$15<sup>42</sup>/monthly**  
Second unit \$7<sup>92</sup>/mo



### 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)
- \$285<sup>00</sup> Off New Complete System

**\$23<sup>75</sup>/monthly**  
Second unit \$7<sup>92</sup>/mo



### 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
- \$485<sup>00</sup> Off New Complete System
- *Pay and Schedule Securely Online*

**\$40<sup>42</sup>/monthly**  
Second unit \$14<sup>58</sup>/mo



### 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
- \$285<sup>00</sup> Off New Complete System

ONLY AVAILABLE ON BENSON SYSTEMS INSTALLED AFTER 01/01/2003  
SYSTEM MUST HAVE A 10 YEAR PARTS AND LABOR MANUFACTURERS EXTENDED WARRANTY \*WEATHER RELATED FAILURES AND DAMAGE NOT COVERED

**\$23<sup>75</sup>/monthly**  
Second unit \$7<sup>92</sup>/mo

### 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**

## \$350 Instant Rebate on Benson's System

March 15- June 30 2015



**American Standard**  
HEATING & AIR CONDITIONING

**\$1,100 Instant Rebate or 0% APR** for 36 months on qualifying American Standard Units



All qualifying Daikan systems up to **\$1,200\* INSTANT Rebate**

Daikin 20 Seer Inverter \$1,200\*

Daikin 18 Seer Inverter \$900\* / Daikin 16 Seer \$700\*



\*Purchases made between April 1- June 30, 2015



# BENSON'S Professionals Have Nearly 700 Years of Combined Years of Experience

## *Another Reason why Benson's is Better*

Employees are the heart and soul of any organization. We recognize this and take care of our employees. From the competitive pay and excellent benefits we offer to company-sponsored social



gatherings, our caring work environment makes coming to work enjoyable and fulfilling. With plenty of opportunities available for continuing education, BENSON'S is a great place to advance professionally and build your career. In fact, many of our employees have been with us for decades! We recently took a poll and realized that when we add up the work experience of all of us, we have nearly 700 years of combined work experience.

BENSON'S Training Manager, Jessie Exline, has an extraordinary in-house

training program to allow seasoned employees to reveal their invaluable knowledge to those who are new to the industry. Providing actual training on service calls in the field with an assigned mentor, our technicians are able to grow professionally in a nurturing environment. In addition to technical training, our unique program ensures that all employees are trained in how to educate and care for our customers properly. BENSON'S holds the highest standards when it comes to customer service and each employee must prove they retain exceptional character and customer service skills to be a part of our team.



**BENSON'S is Hiring** – Referrals are the best way to find great people! We are looking for quality, heating and air conditioning professionals who want to advance their careers and work for the Best Heating and Air Conditioning company in Northwest Florida. Visit [www.BensonsHVAC.com](http://www.BensonsHVAC.com) for a listing of positions and to apply online. Starting pay is \$9-\$10 per hour. After three years of service, average pay is \$18 per hour.



*“Robbie Robbins is a real star! He is extremely knowledgeable, courteous, efficient, and conscientious – he really goes the extra mile to make sure that everything is running properly.”*

## 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:

**John Rawling**

*Gold Level Maintenance since March of 2012*

# GOING GREEN: *Solar Power and BENSON's Corporate Sustainability Initiative*

**R**enewables and energy efficiency are important to BENSON's. We are constantly looking for ways to reduce our carbon footprint all the while doing our best to be good stewards of our environment. That's why in September 2014 we installed roof-top mounted solar panels that convert sunlight into direct current electricity. This new 72kW solar array has neutralized our electricity costs and even generates enough electricity to cover our monthly water bill in months that have better than average sunny days. A local company, Independent Green Technologies, did a fantastic job installing 292 solar panels each producing a maximum of 250 watts each and are guaranteed to produce clean energy for 25 years.

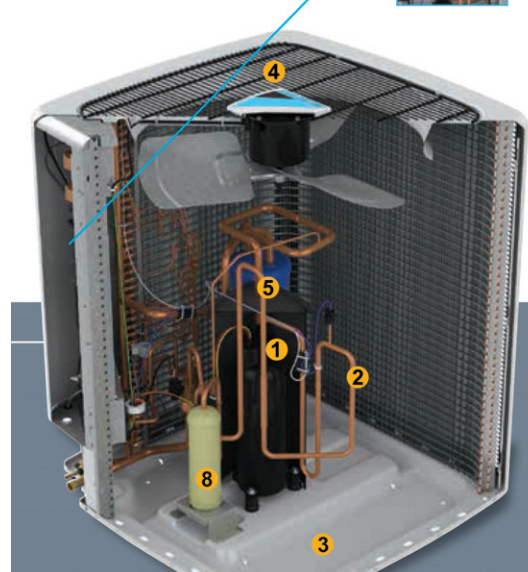
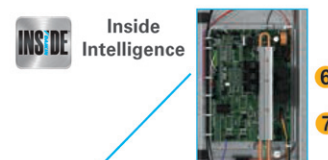
The panels harness the powerful, completely free, Florida sunshine and convert it into the electricity we use throughout the day. Our utility meter measures energy use and actually turns backward putting power back into the grid when our solar-powered system generates more power than is needed. This excess solar energy then offsets energy needed at night or on rainy days. A monitoring system continuously tracks energy production and allows us to view data that shows how much we are saving in energy costs. With very little maintenance needed, other than annual

cleaning, a solar power system was a great corporate investment to make BENSON's a "clean" energy company. The reduction in our utilities expense also helps ensure we continue to offer the best prices to our customers.



## BENSON's is Pleased to Now Offer Daikin's New Inverter System

**T**his new indoor unit design, along with the extended capacity range, offers a cost-effective alternative to traditional heating and air conditioning systems. Energy efficient and dependable, the Daikin brand offers worry-free comfort at more affordable operating costs than traditional heat pump systems. **Purchase a new Daikin system now to take advantage of substantial rebates offered through June 30, 2015.**







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



Best Heating and Air  
Conditioning Company



Visit us online:

[www.BensonsHVAC.com](http://www.BensonsHVAC.com)



facebook

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

## Creative Cooking

*This month Wesley Merritt, Vice President, shares a family favorite. A delicious, rich chocolate cake often served by his mother. Wesley claims it's the very best cake he has ever tasted!*

### Death by Chocolate Cake

#### Ingredients:

½ C butter*	1 tsp salt
1 C brown sugar	2 large eggs
1-14 oz can sweetened condensed milk	1 C sour cream
1 C chopped pecans (divided)	½ C canola oil
2 C all purpose flour	1 tsp vanilla extract
¾ C unsweetened cocoa	1 tsp white vinegar
2 C granulated sugar	½ C fudge topping
1 ½ tsp baking powder	½ C chocolate chips, melted
1 ½ tsp baking soda	Chocolate icing

(\*Margarine works as well as butter)

#### Directions

Preheat oven to 350 degrees. Butter the bottom of two 9-inch round cake pans and fit a circle of parchment paper large enough to cover one inch up the side of each cake pan. Heat the butter, brown sugar, and sweetened condensed milk in a 2- quart saucepan over medium heat

until the butter melts and the sugar is dissolved. Do not boil. Divide the sugar mixture between the prepared pans. Sprinkle ¾ cup pecans over sugar mixture and set aside to cool.

Combine the flour, cocoa, granulated

sugar, baking powder, baking soda, and salt together in a large bowl. Add the eggs, sour cream, oil, vanilla, and vinegar, and 1 cup hot water and mix with a wooden spoon until the batter is smooth. Pour the batter into the cake pans --- over sugar mixture --- and bake until a wooden skewer inserted into the cake center comes out clean, roughly 35 to 40 minutes. Run a knife around the edge of the pans and turn cakes out onto a cooling rack. Remove the paper and cool completely.

Spread the fudge topping over the sugar mixture side of one cake layer. Place the second layer over the first and drizzle with the melted chocolate chips and the remaining ¼ C pecans. Frost the cake sides with your favorite chocolate icing. This cake makes about 16 servings.

Slice, serve with a scoop of vanilla ice cream, and enjoy!



PRSRT. STD  
US POSTAGE  
PAID  
Tallahassee, FL  
Permit No. 801