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## Dear Friends,

The summer of 2007 will be remembered as one of the hottest ever. Enduring Florida's heat and humidity without a properly functioning air conditioning system is truly trying on a person's soul. I am so grateful for each of our customers for their patience, understanding, dedication and friendship through this recent long, hot, summer. I am proud of our BENSON'S team for working together so well to get us through some extremely busy times.

The main reason we publish and mail you this newsletter each quarter is to equip you with the information to make the best choices and help you reduce your energy costs. Our goal is to help you better understand your heating and air conditioning system, empower you to



make educated decisions and purchases, and show you how to save money.

In addition to our printed newsletter, Benson's also has an area on our website that lists resources you can use for free that will help you make the most informed decisions possible. I encourage you to

**"REMINDER: Daylight Savings Time is November 4, 2007."**



**Set Your Clocks Back**

take a few minutes and visit [www.bensonshvac.com](http://www.bensonshvac.com).

With the busiest season in the history of BENSON'S now behind us, we are able to look back and honestly say *It's Better at Benson's*. Because of the hard work and flexibility of our team, we were able to solve hundreds of air conditioning problems quickly and efficiently. With eighty employees and still growing, BENSON'S has a total of over 600 years of combined experience to take care of all your needs.

At BENSON'S it is our promise to make you a satisfied customer. It is this commitment to our customers that makes us the Number #1 Air Conditioning Company year after year.

Rather than dread a phone call from a dissatisfied

customer for lack of performance or a quality issue, at BENSON'S we embrace such calls because that is the only way to correct, learn and train. We strive every day to emphasize the character quality that makes us different – to treat each customer the way we

want to be treated. With our skills, experience and this servant heart attitude, we try to solve each heating and air conditioning challenge to the immediate satisfaction of our customers. To ensure we consistently do our best each and every day, I personally look at

every response card that is mailed to BENSON'S so we can continually tweak our operations to ensure we provide the best fit for our customers. This year 98% of all cards we received were from customers who were more than satisfied. Many of them explained in great detail specifically how a BENSON'S employee did a great job. As always, our goal is 100% satisfaction.

Thank you all for letting us serve you.

*Your friend,*

**Benson**

# What You Need to Know About Refrigerants

## R-22 – What is it?

Since the 1960's, the most commonly known refrigerant for most air-conditioning systems is called R-22 (*Freon*). Unfortunately, when it is manufactured, R-22 results in a by-product that contributes to global warming and when system leaks occur, R-22 escapes and contributes to ozone depletion. In the 1990's, the Environmental Protection Agency (*EPA*) put into place a phase-out schedule for the heating and air conditioning industry to gradually eliminate R-22. After January 1, 2010, products using R-22 will no longer be manufactured but R-22 will still be produced for servicing existing equipment.



## What Does this Mean for You?

R-22 will still be produced to service existing equipment for another two decades. But, you should know that as R-22 is gradually phased out, non-ozone-depleting alternative refrigerants are being introduced that do not contribute to depletion of the ozone layer. When purchasing a new system, you have the option to help our environment by choosing a system that uses ozone-friendly refrigerants. Another factor to consider when evaluating new equipment is energy efficiency. This is just as important as reliability and cost, in making your decision. Even if your air conditioner is only 10-years-old, you may save significantly on your cooling energy costs by replacing it with a newer, more efficient model.

Your 24 hr. Service Hotline:

# 562-3132

*Just call and we'll happily prove our value to you.*

– Benson T. Green



## 2007 Fall Promotions

*American Standard*  
NEW STANDARDS FOR LIVING™



## Same as Cash/Deferred Payment until JANUARY 2009!

*On Any Qualifying Equipment Purchase*



## Take \$200 Off an AccuClean Whole House Filtration System

*Regular price is \$950 With equipment purchase.*



# The Silent Killer: Carbon Monoxide Poisoning

You can't see or smell it, but at high levels carbon monoxide can kill a person in minutes. It is important to recognize that the symptoms of carbon monoxide poisoning are similar to those of the flu (*headaches, dizziness, mental confusion, nausea, weakness and fainting.*) Unlike the flu, the symptoms will disappear when you leave the source. If you suspect you have been affected by carbon monoxide, open doors, turn off appliances and leave the building to get fresh air. Head to the nearest hospital or clinic where a simple blood test can confirm carbon monoxide poisoning.



## Prevention is the key to avoiding carbon monoxide poisoning:

- Install a carbon monoxide detector in your home or business (*BENSON's has carbon monoxide detectors and can install one in your home or*

*business the next time we're there for a visit.*)

- Hire a trained professional to inspect all fuel-burning appliances, fireplaces and wood stoves annually.
- Choose appliances that vent their fumes outside.
- Read and follow all instructions that accompany any fuel-burning device.
- Never idle a car in the garage.
- Do not use a gas oven to heat your home, a charcoal grill indoors or sleep in any room with an unvented gas or kerosene space heater.
- Do not ignore symptoms.

## Welcome, Billy!



BENSON's is pleased that Billy Kelly, Jr. has joined our team. Billy is a tremendous asset to our operation and he will take BENSON's to a higher level of mechanical contracting which will enable us to serve our contractors and customers on any high performance mechanical job they have. Billy is a native Tallahasseean and graduate of Lincoln High School. He and his fourteen-year-old son enjoy boating, football and stock car racing. With over 27 years of experience in mechanical contracting Billy brings invaluable knowledge and experience. After spending 22 years with his prior company, Billy is looking forward to many years of success at BENSON's.

## Commercial Projects

Florida State Hospital	State of Florida
Florida State University Human Performance Lab	Childer's Construction
Florida State University College of Medicine	Childer's Construction
Florida State University Marine Science	LLT Building Corp.
Florida Bar	Childer's Construction
GBGH	Nick Chason Construction
Gem Collection	Riley Palmer Construction
Kentucky Fried Chicken	Richardson Turner Construction
Legacy Toyota	Riley Palmer Construction
Lively Technical College – Cullinary Arts Facility	LLT Building Corp.
Laundry Mat	Nick Chason Construction
Scottsdale Academy	Advanced Builders
Summer Camp	Childer's Construction
Tallahassee Community College, SMA 2nd Floor	Childer's Construction
Woman's World	Keith McNeill Plumbing

# Energy Efficiency and Controlling Your Winter Heating Costs

**D**id you know that about half of your household energy use is from heating and cooling?

With the change of seasons and cooler weather on the way, keep in mind that there are ways to stay comfortable and reduce your energy bills at the same time. Here are a few simple steps you can take to enhance your system performance while reducing your energy costs.

- 1. Change your Air Filters** – Dirt and dust build up in your air filters restricts airflow, which reduces efficiency and increases your heating costs. Make it a point to change your air filters monthly.
- 2. Maintaining Equipment** – Pre-season check-ups completed by a professional are one of the most important measures you can take to prevent problems.
- 3. Check Your Thermostat Settings** – The optimal setting during the fall and winter months is 68 degrees. Setting it a few degrees cooler at night will help you reduce expenses even more.
- 4. Ceiling Insulation** – Make sure your ceiling insulation is adequate to help keep your home warm. Visit [www.energystar.gov](http://www.energystar.gov) and click on “Home Sealing” to view recommended levels of insulation for the various rooms in your home.
- 5. Seal air leaks around home including ducts** – This will reduce drafts and help you get full performance out of your heating and air equipment and insulation.

BENSON'S offers several options for preventative maintenance (*see page 5.*) During a routine fall tune-up, your BENSON'S comfort consultant will check thermostat settings, tighten all electrical connections and measure voltage and current on all motors, lubricate all moving parts, check and inspect the condensate drain in your furnace and heat pump, check all system controls, and inspect, clean or replace your air filters. We also offer duct cleaning and duct sealing services.

## When is it time for a change?

While your equipment may be functioning properly today, it is still important that you stay informed about new choices. The heating and air conditioning industry continues to offer new and improved energy efficient systems that are better for our environment and result in cost savings. Even if your system is only 10-years-old, you may save significant costs by replacing it with a newer, more efficient model. Products with the EPA's Energy Star label can save homeowners as much as 10 – 40% on their heating and cooling bills every year. All of BENSON'S comfort consultants are fully trained in the many systems available to our customers and we will work with you to choose the best option for you.





# Customer Service Counts

Brandi Costa oversees BENSON's customer service team and has worked at Benson's for six years.

As director of customer relations, my personal motto is "you talk and I listen." I understand that it is your continued support that allows BENSON's to continue to grow. It is only through constructive feedback from you that my staff and I can learn how to serve you better.

During the past few months, with the local heat index at record numbers, the BENSON's team really pulled together to make it through some of the busiest days we've ever had. Our staff worked many extra shifts during the long hot summer to make sure we exceeded our customers' expectations. On most weekends, we "staffed up" our offices so that our administrative team answered the phone lines and



**Brandi Costa**  
Director of Customer Service

coordinated schedules while several comfort consultants worked tirelessly handling service calls. During one summer weekend, we served over fifty brand-new customers. The coordination and teamwork of everyone involved helped us get through the hottest month on record while we worked

toward one goal; to keep you as loyal and satisfied customers.

When you are happy with our service, please tell a friend and let us know by completing the "Your Opinion Matters" card that your comfort consultant gives you at the end of each service call. If you for any reason are not 100% satisfied, please fill out the card or call me direct, 800-201-4317.



"They tirelessly worked to make sure my wife and I had a back-up air conditioning unit to keep us cool while our unit was fixed. He even worked around my unusual work schedule to get the job done. We were very impressed!"

— The Godsey's

## 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 \$75. The cards provide us with invaluable information on how we can tweak our customer service to ensure that every need is being met.

So when you get your card in the mail, please send it in, and you will be automatically entered. Thanks again, and good luck!

## Congratulations to Our Most Recent Winner:

The Godsey's

## Energy Savings Agreement Plans



### Bronze Level

- Service with-in 48 hours
- 10% discount on Repairs
- One Tune-up visit
- Diagnostic Charge \$90 per visit

**\$100/year**

Second unit \$85/year

### Silver Level

- Service with-in 24 hours
- 15% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups a Year
- One Free Diagnostic Charge
- Diagnostic Charge \$75 Per visit

**\$150/year**

Second unit \$85/year

### Gold Level

- Same Day Service
- Duct sealing w/ Mastic
- 20% discount on Repairs
- Never an Overtime Charge
- Two Tune-ups a Year
- Never a Diagnostic Charge
- Free Filter Program
- One Free S.E.E.R. Upgrade Point\*

\* Does not include 2 speed equipment

**\$250/year**

Second unit \$85/year

### Diamond Level

- Same Day Service
- Duct sealing w/ Mastic
- 30% discount on Repairs
- Never an Overtime Charge
- One Super Tune-up Check Heating/and Air Conditioning Same Visit
- Surge Protector or CO<sup>2</sup> Detector
- Never a Diagnostic Charge
- Free Filter Program
- Two Free S.E.E.R. Upgrade Points\*

\* Does not include 2 speed equipment

**\$450/year**

Second unit \$85/year

If you would like 2nd unit monitor purchase for only \$175

### Platinum Level

- Duct Cleaning
- U.V. Light installed
- High Efficiency Filter
- Micron- Application-Treatment
- Duct sealing w/ Mastic
- Same Day service
- 30% discount on Repairs
- Never an Overtime Charge
- One Super Tune-up Check Heating/and Air Conditioning Same Visit
- Surge Protector or CO<sup>2</sup> Detector
- Never a Diagnostic Charge
- Two Free S.E.E.R. Upgrade Points\*

\* Does not include 2 speed equipment

**\$1150/first year**

Second unit \$575/year

### Platinum Level Maintenance

- Micron- Application-Treatment
- U.V. Replacement Lamp
- Duct sealing w/ Mastic
- Same Day service
- 30% discount on Repairs
- Never an Overtime Charge
- One Super Tune-up Check Heating/and Air Conditioning Same Visit
- Surge Protector or CO<sup>2</sup> Detector
- Never a Diagnostic Charge
- Free Filter Program
- Two Free S.E.E.R. Upgrade Points\*

\* Does not include 2 speed equipment

**\$450/year**

Second unit \$250/year



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



Visit us online:

**www.BensonshVAC.com**

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## In the Kitchen: Boogeyman Cake

While growing up, a favorite cake that my mother would bake was a devil's food cake, which we called a "Boogeyman Cake". Mama would always make this cake on my birthday (*even after I was grown*) and on other special occasions. This was very good while still warm but even better after it had sat in the refrigerator a day or two and was enjoyed with a cold glass of fresh milk from our cow "Lady".

— Paul Smith,  
Benson's Chief Financial Officer  
and employee for four years.

### INGREDIENTS

- ½ Cup of butter
- 1 Cup cane syrup (*or substitute 2/3 cup dark corn syrup and 1/3 cup dark molasses*)
- 2 eggs
- 1 Cup sugar

- 3 Cups plain flour
- ½ Cup buttermilk
- ½ Cup strong boiling coffee
- 1 Tablespoon baking soda
- 4 Tablespoons cocoa
- 1 Teaspoon vanilla extract

### FILLING INGREDIENTS

- 2 Cups Sugar
- 1 Cup Butter
- 1 Cup Sweet Milk (*whole milk*)
- 1 Teaspoon Vanilla

### DIRECTIONS

Cream butter and sugar, add eggs and beat well. Add syrup. Sift flour, baking soda and cocoa together and add to mixture alternately with milk and coffee then add vanilla. Pour into four 9-inch lined cake pans. Bake 25 minutes at 300 degrees.



Heat sweet milk and sugar until soft ball stage, add vanilla and butter. Cool until the mixture reaches spreading consistency.

After cake is cooled, pour filling on each layer of cake as you stack and pour the remaining mixture over the top layer and allow to run down the side of the cake.