

## In the Kitchen . . . 6



# Energy Rebate Programs:

## *Get Paid When Purchasing New Appliances*

The city of Tallahassee is currently offering rebates to residents who purchase energy efficient air conditioners, furnaces and heat pumps. Right now, by having energy efficient heating and cooling appliances installed in your home, you can receive between \$100 and \$700, depending on the appliance, from the city.

Your **BENSON'S** comfort consultant can recommend the right appliances and he will even complete the paperwork for you. After your new appliances are installed, all you will need to do is sign your form, send it to the city of Tallahassee utilities department and then wait for your check to come in the mail. To top it off, Benson's is



**C. Daniel Boyette**  
*Service Manager*

currently offering a \$250 purchase rebate on any new Benson's installation. After your installation is complete, we'll send you a check for \$250.

Since the majority of energy used in your home goes to heating and cooling it, selecting higher efficiency equipment makes sense. Not only will you save money each month on your utility bill, you will help protect our environment; and right now, with these fantastic rebate programs, your initial investment costs you less! Give us a call for more information about the city of Tallahassee rebate program or Benson's \$250 purchase rebate special.

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**BENSON'S** is proud to be part of the team of contractors renovating Florida State University's Center for Human Performance Lab. The Center, located on FSU's campus at Mike Long Track, contains state-of-the-art technology used to capture and measure human performance, and performance improvement during learning, in real-world and simulated contexts. Upon completion of the renovation project which follows environmentally responsible design and building practices, the newly renovated "eco-smart" building will reduce the amount of energy and resource usage, save money on energy bills while improving its surrounding environment long into the future.

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## Commercial Projects

Bond Community Center	.Bass Construction
Capital City Bank Trust Office	.Cook Brothers
Florida State Hospital – Chattahoochee	.State of Florida
Flightline Service Hanger	.Albritton Williams
Florida State University – University Center Club	.Rippee Construction
Florida State University – Ruby Diamond Auditorium	.LLT Building Corp.
Gem Collection	.Riley Palmer Construction
Greenberg Traurig Building	.LLT Building Corp.
Goodwood Plantation Carriage House	.LLT Building Corp.
Gold's Gym – Pensacola and Ocala	.Artistic Perfection Drywall
Harstfield Elementary School	.LLT Building Corp.
Legacy Toyota Collision Center	.Riley Palmer Construction
Leon County Schools Tech Center	.Council Contracting
New Leaf Market	.Mad Dog Design and Construction
North Florida Community College – Buildings 5 & 6	.Peter Brown Construction
The Printing House	.Owner
School of Arts and Sciences	.Rippee Construction
Springwood Elementary	.Rippee Construction
Springhill Suites by Marriot	.Kellog & Kimsey, Inc.
Westminster Oaks	.Allstate Construction
Wade Wehunt Pool Renovation	.Concrete Services
Wakulla Bank's Woodville Branch	.Council Contracting



## **BENSON'S is Not Only GOING GREEN, We've Been GREEN for Decades!**

For the past 27 years, we've recycled materials and products to help protect the environment. As an environmentally responsible company we follow the smart business practices listed below to respect and protect our world.

- Use a GPS dispatch system for our vehicles to reduce fuel usage.
- Provide laptops for all service technicians so they can provide electronic invoices.
- Archive invoices and reports electronically to eliminate unnecessary paper.
- Pay vendors electronically to reduce paper used to write checks.
- Deposit customer checks electronically to reduce trips to the bank.
- Offer online services so our customers can pay their bills electronically.
- Collect and recycle scrap metals.
- Shred and recycle all paper, cardboard and wood materials.
- Utilize climate neutral R-410A refrigerant because it has no negative impact on our environment.
- Perform indoor air quality testing to measure chemical pollutant levels and poor air quality.
- Promote high efficiency systems to reduce natural gas and electricity consumption.



### **BENSON'S Greenhouse Gas Offset Program**

For every residential system replaced with a new R410a system,

**BENSON'S Will Plant *Two Long Leaf Pine Trees* in Your Name!**

Tree plantings are part of Tall Timbers Research Station longleaf pine reforestation effort and will reestablish vegetation for natural regeneration.

**Your 24 Hour Service Hotline:**

# **562-3132**

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

**– Benson T. Green**



## **2008 Fall Promotions**

**Take \$250 Off** any Existing Change-Out Proposal or any New Proposal Completed in September, October or November. \*Valid from September 1 – November 30, 2008.



**12 Months Same as Cash/Deferred Payment until MARCH 2009!**

*On Any Qualifying Equipment Purchase*



# Living Green

## How To Offset Your Carbon Footprint

### Carbon Footprints ... Everyone's talking about them, but what are they?

Every person leaves a carbon footprint on our environment. This measures how much carbon dioxide we produce just by going about our daily lives. In other words, a carbon footprint is a measure of your impact on the planet.

Driving a car or simply flipping on a light switch both rely on the combustion of fossil fuels like oil, coal and gas. When these fuels burn, carbon combines with oxygen and is released into the atmosphere as carbon dioxide. Carbon dioxide molecules stay in our atmosphere for a century or more and soak up heat. As a result, carbon dioxide is considered a "greenhouse" gas and many scientists believe it is contributing to a climate change.

### Cutting Your Home's Carbon Footprint

When you upgrade the efficiency of your home's air conditioning system, you can reduce your costs and carbon footprint at the same time. According to the Federal Energy Administration, over half (53%) of your home's energy is used for heating and cooling. Water heating accounts for another 17% and lighting, refrigeration and other appliances use the rest. The best way to cut your home's carbon footprint is to increase the efficiency of your heating, air conditioning, and water heating appliances.



### Carbon Calculators, Carbon Credit Offsets and Carbon Neutrality

In addition to taking personal actions such as driving less, upgrading your heating and air conditioning system, or turning lights off when you are not using them, there are other ways to "offset" the carbons released into the atmosphere.

Calculating your own carbon footprint will help to set a benchmark. There are many web sites that have carbon calculators that convert easy-to-supply information such as monthly power usage and annual mileage into a measurable tonnage of carbon. (The United States Environmental Protection Agency (EPA) offers a free personal emissions calculator on their website [www.epa.gov/climatechange/wycd/calculator/](http://www.epa.gov/climatechange/wycd/calculator/)) Gaining a better understanding of our own personal carbon footprints helps us to be more aware of our own energy consumption.

Some individuals aim for carbon neutral lifestyle as they attempt to mitigate their own greenhouse gas emissions. In addition to conserving the energy they use, they may also purchase carbon offset units. Carbon offsets are an easy and inexpensive way to balance one's environmental impact by funding programs and technologies that prevent or sequester the emission of greenhouse gases. Buying an offset could also be viewed as financially investing in projects that reduce emissions. Some examples are reforestation projects, updating



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*"Outstanding service from the phone call to your office to Mark's installation and repair. He was polite, personable, and he took the time to explain the repair and the installation of my new thermostat. Top Notch! I will refer my colleagues."*

*– Brenda Jarmon*

### 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.

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:

*Brenda Jarmon*

# How To Offset Your Carbon Footprint *(continued)*

power plants and factories or increasing the energy efficiency of buildings and transportation.

## Benson's Greenhouse Gas Offset Program

Benson's is fully committed to "going green" and conducting business responsibly. We continuously look for ways to improve our corporate environmental impact and are pleased to support environmental projects that reduce greenhouse gas emissions or improve energy efficiency to contribute to a cleaner environment. To make a measurable difference, Benson's has partnered with a local environmental organization, Tall Timbers Research station, as a way to offset the impact of each new heating and air conditioning system we install. For each new system



installed, Benson's will underwrite the purchase of two longleaf pine tree

seedlings that Tall Timbers will plant as part of their longleaf pine restoration project at Tall Timbers.

Accounting for and reducing carbon emissions is an increasingly important part of life. Benson's encourages you to start counting your carbon emissions so you can make a measurable difference to our planet. There are many worthy environmental organizations that would appreciate your involvement. For more information about Tall Timbers Research Station dial 850.893.4153.



## Thank You Tallahassee

With your dedication and votes for us, BENSON's has once again been named "Best of Tallahassee." Thank you for your guidance over the last 27 years, making us *Better at BENSON's*. We are proud that our volume of philanthropic efforts continues to increase as you reward us with your loyalty and referrals. Here is a list of some of the charities we have had an opportunity to donate to in the past twelve months.



American Cancer Society  
American Heart Association  
American Lung Association  
American Stroke Association  
BB&T Charity Function  
Bethal Missionary Baptist Church  
Big Bend Community Orchestra  
Big Bend Homeless Coalition  
Big Bend Hospice  
Big Brothers and Big Sisters  
Boys and Girls Club of the Big Bend  
Boys Town  
Buck Lake Elementary PTA  
Canopy Oaks Pop Warner Football  
Capital Area Healthy Start  
Child Advocates II  
Childcare Network  
Childrens Home Society  
Chiles High School Baseball Boosters  
Chiles High School Football Boosters  
Chiles High School Teacher Appreciation  
Chrome Divas of Tallahassee-Cancer Poker Run  
Cystic Fibrosis Foundation  
Del Archibald Memorial Golf Tournament  
Delta Kappa Omega H&S Foundation  
Dyslexia Research Institute

Elder Care Services  
Fellowship of Christian Athletes  
Florida Disabled Outdoorsman Association  
Florida Division 2007 Annual Cancer Fund  
Florida High Baseball Boosters  
Florida High Football Boosters  
Florida Sheriff's Youth Ranch  
Fort Braden 10u All-Stars Boosters  
Friends of Maclay School  
Goodwood Museum & Gardens  
Holy Comforter Episcopal School  
Jefferson County Humane Society  
Jim Moran Institute  
Lake Jackson Volunteer Fire Dept.  
Lamoyne Art Foundation  
Leadership Tallahassee  
Leon County Humane Society  
Leon High Baseball Boosters  
Leon High Volleyball Boosters  
Lincoln High School Band Boosters  
LivetheLife.org  
Maranatha Christian School  
March of Dimes  
Maclay School Football Boosters  
Maclay School Genesis Dance Team  
Miccosukee Youth Education Foundation

Mothers Against Drunk Drivers  
National Day of Prayer  
North Florida Christian School Baseball Boosters  
North Florida Christian School Quarterback Club  
Northwoods Baptist Church-Celebrate America  
Open Door Women's Clinic  
Police Unity Tour of Florida  
Pyramid School of Fine Arts  
Refuge House  
Relay for Life  
Second Harvest of the Big Bend  
Springtime Tallahassee  
Tallahassee Ballet Company  
Tallahassee Marine Institute  
Tallahassee Memorial Healthcare Foundation  
Tallahassee Music Guild  
Tallahassee Senior Foundation  
Tall Timbers Research Station  
Tracy Biletnikoff Foundation  
United Way of the Big Bend  
Wakulla Annual Childrens' Fishing Tournament  
Wesley Foundation  
Young Life of Tallahassee  
Youth Leadership Tallahassee





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# In the Kitchen: *Easy Pound Cake*

Brandi Costa, Benson's customer service director shares her delicious and very easy to make pound cake recipe.

## INGREDIENTS

- 1 Vanilla Cake Mix
- 1 box of Vanilla Instant Pudding Mix
- 4 eggs
- 1 cup water
- ¼ cup oil
- ¼ cup confectioner's sugar
- ¼ tsp vanilla
- ½ cup of milk
- fresh fruit (optional)

## CAKE DIRECTIONS

Preheat oven to 350°. Mix cake mix, pudding mix, eggs, water and oil until well blended. Pour into greased tube pan.

Bake in preheated oven for 45 – 60 minutes or until top of cake is golden brown and toothpick comes out clean.

Let cake completely cool.

## FROSTING DIRECTIONS

Mix ¼ cup confectioner's sugar and ¼ tsp of vanilla. Slowly stir in milk until icing reaches preferred consistency. Drizzle over cake. Top slices of cake with fresh fruit if desired. Enjoy with a cold glass of milk!

