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## Dear Friends,

It is difficult to believe how fast this year is zooming by here at Benson's. Like most of you, we have been faced with both changes and new opportunities offered by our current world and economy. I sincerely hope that each of us in the Benson's friendship circle weathers the economic storms facing us with continued hope and optimism. We realize that now more than ever you want your heating and air system to operate as cost effectively as possible and it is for this reason that Benson's continues to share our knowledge and resources with you.

This is just one way we try to give back to you for remaining loyal to us.

One of the most significant movements ever in the heating and air conditioning industry today is the current push for us all to become more environmentally sensitive.

If you have seen or heard any of our radio or television commercials recently, you know I would like you to be Green too! (I'm not talking about adopting everyone, but planting a seed for you to become environmentally aware when it comes to your heating and air system.)

Like you, I can not go one day without reading about Green Practices, Going Green, Green Path, Carbon Footprint and other "saving the environment" terms and concerns. My definition of "Going Green" is saving and preserving our natural resources and producing less carbon



pollution to the best of our ability. I have always thought Benson Green, and Benson's were both good stewards of our planet, but the more I become educated about how much more I can do personally and as a heating and air conditioning company, I realize that my company and I have a long way to go.

Going Green is easy, as easy as recycling, carpooling, turning lights off and yes, servicing your air conditioning. All of which save money, too! This Going Green concept is nothing new to Benson's, but it is a project that we work on and enhance every working day.

Years ago, we did not set out to reduce everyone's carbon footprint. We just wanted to reduce utilities, improve your comfort level and enable you to breathe

cleaner air. That turned into a team effort of doing the right thing for our families and the planet. That's right; we have been going Green for years just by encouraging and performing planned service, tune-ups, and replacing energy guzzling equipment with new environmentally friendly equipment that is twice as efficient as the old system.

The next time you hear me or see me encourage you to be Green, you can accept the challenge we did to help save our planet and maybe some money, too! Remember everything we do adds up both good ☺ and bad ☹ and I know what the Benson's Family will choose ☺.

**GO GREEN!**

*Benson*



# What Package is Right for Your Home?

Since we rolled out our **CLEAN & GREEN** Program this past January, many of our customers have called me to ask, "What Package is Right for Me?" The answer can be found by an evaluation of two areas. First, you must determine your attic insulation value today and second, how clean your indoor air is.

The best way to answer these questions is to have one of our comfort consultants evaluate your heating and air conditioning system, attic insulation value, and air quality. Our consultants are trained professionals who can perform a thorough



**C. Daniel Boyette**  
Service Manager

evaluation of your system and insulation and temporarily install an air advice monitor in your home for 3 days after which time they will come back to show you the results of your air quality test. After we discuss the results from your air test and system evaluation, you will have the information you need that will make choosing the right package for your family an easy decision.

Give us a call today to schedule an appointment with one of our professional comfort consultants and we'll help you make an educated decision.

**BENSON'S** is proud to be part of the team of contractors renovating the City of Tallahassee's 30-year old Solid Waste Services Administration. Tallahassee is setting a standard for environmentally responsible design and building practices by making this its first eco-smart building. The renovated building is part of the City's overall "**Go Green Tallahassee**" initiative to promote and encourage environmental responsibility in our community.

## Commercial Projects

Apalachee Center	Owner
Capital City Bank, Chipley Office	Cook Brothers
Capital City Bank Trust Office	Cook Brothers
Flightline	Albriton Williams
Florida State Hospital, Chatahoochee	State of Florida
Florida State University Performance Lab and Track	Childers Construction
Florida State University Marine Science Institute	LLT Building Corp.
Chili's	Childers Construction
Forever 21	Warwick Construction
Florida Legal Services	TLR Enterprises
Franklin County Courthouse	Peter Brown Construction
Gem Collection	Riley Palmer Construction Inc.
Greenberg, Traurig Law Firm	LLT Building Corp.
Goodwood Plantation Carriage House	LLT Building Corp.
Kentucky Fried Chicken	Richardson Turner Construction
Legacy Toyota	Riley Palmer Construction Inc.
Lawrence Gregory Recreation Center	Concrete Services Inc.
New Leaf Market	Mad Dog Construction
Neff Rental	Pro Steel Builders
North Florida Community College	Peter Brown Construction
Quincy Airport	Concrete Services Inc.
Remote Systems Center	Council Contracting
Springhill Suites	Kellogg & Kimsey, Inc.
The Printing House	Owner
Temple Israel	Riley Palmer Construction Inc.
Tri-State Utility	Tip Top Construction
Wade Wehunt Pool Renovation	Concrete Services Inc.

*Our Premier Installation includes the following at no additional charge:*

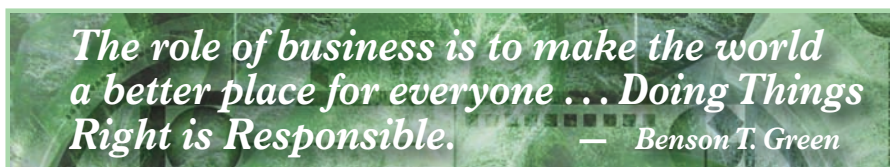
- Free Tune-up within the First year of Operation
- 1-Year 100% Satisfaction Guarantee
- 2-Year 24-hour Up and Running Guarantee
- 10 Year Parts and Labor Warranty
- Enviro-Friendly Refrigerant 410-A
- Anti-microbial Filter (one years supply)
- Drain Safety Switches
- Programmable Thermostat



*Premier Installation plus Your Choice ENERGY or HEALTHY HOME Package \$1900<sup>00</sup> upgrade:*

- Duct Cleaning NADCA certified
- Upgraded Touch screen Programmable Thermostat
- Upgrade to Medallion Level for 1st year
- Duct Sealing with Mastic
- Choose one Package:
  - ☐ Energy Home Package:
    - ✓ Blown-in R-19 Insulation in YOUR attic
  - ☐ Healthy Home Package:
    - ✓ AccuClean Whole house Filtration

*Can't decide? Have both Energy & Healthy Home PACKAGES for only \$500<sup>00</sup> extra!*



## The Benson's Clean & Green Home Energy Package

Your 24 Hour Service Hotline:

**562-3132**

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

**– Benson T. Green**



## 2008 Spring Promotions

**Take \$250 Off** any Existing Change-out Proposal  
or for any New Proposal Done in March or April



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

*On Any Qualifying Equipment Purchase*



# How You Can Help Save the Planet, Without Breaking a Sweat

**G**lobal warming is a major concern today. But what can you do? Buying some compact fluorescent light bulbs doesn't seem like much and purchasing a new hybrid car is expensive. There are things you can do that are affordable, save money, and reduce your impact on the environment. Environmental responsibility does not always mean sacrifice. In fact, sometimes, it just means making smart decisions.

## Your Carbon Footprint

Your carbon footprint is a measure of the carbon dioxide emissions from your activities. It's a measure of your impact on the planet.

When you upgrade the efficiency of your home's air conditioning system, you can reduce your cooling costs and carbon footprint at the same time. Burning fossil fuels at power plants generates most electricity. When you reduce your electricity usage, you reduce

power plant emissions, cutting your carbon footprint and simultaneously cutting your out of pocket utility costs.

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%. 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.

## Heating and Air Conditioning Efficiency

Air conditioning efficiency has improved dramatically in recent years. The base efficiency of a residential air conditioning system is 30% higher today than just a couple of years ago.

Air conditioning efficiency is expressed is SEER (Seasonal Energy Efficiency Ratio.)



*continued on page 5*



*"Beginning with my call this morning and ending with the installation of a new motor this afternoon, the service I received from Benson's was outstanding! My technician was polite, skilled and professional."*

– John Kraft

## Win a Free Dinner for Two from Benson's

**W**hen 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:

*John Kraft*

# Save the Planet *(continued)*

It might help if you think of SEER like miles per gallon for your car. The higher the SEER, the less you spend to cool your home.

The base efficiency today is 13 SEER. Depending on the age and condition of your air conditioner, your system might be operating at 6 SEER or less. Upgrading to a 13 SEER system could cut your cooling costs in half. While 13 SEER is the base efficiency. Higher efficiency models are available.

## Should you upgrade now or wait?

Sooner or later you will need to replace your air conditioner. You may want to wait if your

system is less than 10 years old, in good condition, and you have



it regularly tuned up each year.

If your system is older than ten years, breaks down

frequently, hasn't been maintained, your summer cooling

bills are high, or if you experience comfort problems (for example; some rooms are too hot or cold while others are comfortable), you should consider upgrading to a more comfortable, more efficient, and less expensive system with a smaller carbon footprint.

## Benson's has the right system for you

Just give us a call and we'll help you look at the best options for your

situation to upgrade your air conditioning system and improve the air quality in your home.

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## Simple Tips for Green Living

Your **carbon footprint** is a measure of the impact you make on the planet, based on the amount of greenhouse gases that are generated by your activities. Here are a few ways you can decrease your carbon footprint:

- 1 Use rechargeable batteries to reduce waste and keep the hazardous materials found in some batteries out of our landfills.
- 2 Offset your thermostat two degrees to reduce the number of hours your comfort system operates. Call **BENSON'S** for a fully automatic setback thermostat to effortlessly save energy while you're away from home.



- 3 When your incandescent light bulbs fail, replace them with compact fluorescent light bulbs.
- 4 Call **BENSON'S** to schedule your spring air conditioning system tune-up to maximize efficiency and extend the life of your equipment.



5402 Tower Road  
Tallahassee, Florida 32303

Phone: **850-562-3132**  
Toll Free: **800-201-4317**  
Fax: **850-562-6546**

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[bensons@bensonshvac.com](mailto:bensons@bensonshvac.com)



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## In the Kitchen: *Hummingbird Cake*

We hope you enjoy this Hummingbird Cake recipe shared by Wesley Merritt's mother. Wesley is our corporate vice president, and runs all of Benson's commercial and industrial work. He is celebrating his 18th year with Benson's. Enjoy!

### INGREDIENTS

- 3 cups all-purpose flour
- 2 cups granulated sugar
- 1/2 teaspoon salt
- 2 teaspoons baking soda
- 1 teaspoon ground cinnamon
- 3 eggs, beaten
- 1 1/4 cups vegetable oil
- 1 1/2 teaspoons vanilla extract
- 1 8 oz. can of crushed pineapple, well drained
- 1 cup chopped pecans
- 2 cups chopped firm ripe banana

### FROSTING INGREDIENTS

- 16 ounces cream cheese, softened
- 1 cup butter, room temperature
- 2 pounds confectioners' sugar
- 2 teaspoons vanilla extract
- 1/2 to 1 cup chopped pecans



### DIRECTIONS

Preheat oven to 350°. Sift flour, sugar, salt, baking soda and cinnamon together into mixing bowl several times. Add eggs and

oil to the dry ingredients. Stir with a wooden spoon until ingredients are moistened.

Stir in vanilla, pineapple and one cup pecans. Stir in the bananas. Spoon the batter into 3 well-greased and floured 9-inch round cake pans. Bake for 25 to 30 minutes, or until a wooden pick or cake tester inserted in center comes out clean. Cool in pan for 10 minutes, then turn onto cooling rack. Cool completely before frosting.

### FROSTING DIRECTIONS

Combine cream cheese and butter; cream until smooth. Add powdered sugar, beating with an electric mixer until light and fluffy. Stir in vanilla.

Frost the tops of all 3 layers, stack and then frost sides. Sprinkle top evenly with the 1/2 to 1 cup chopped pecans.