

TOTAL COMFORT

news

FALL/WINTER EDITION 2011

Greetings from Jim

Whew...Is it over?

I don't know about you, but I certainly am looking forward to winter! It has been a rollercoaster of a summer with record rainfall and temperatures we haven't seen in over 10 years. Hopefully you and your family have survived the heat and were able to take advantage of it by visiting our neighborhood pools and lakes.

Now it is time to shift gears, kids are heading back to school, the leaves on the trees will be turning soon and before we know it, all the holiday sales will start. It seems the older I get the faster time flies by me.

You may have noticed that we haven't had a newsletter for a couple of years. We're bringing it back to our customers electronically! You will always be able to visit the website at www.proheating.com to view the newsletter. Consider signing up to have the newsletter emailed to you directly and receive additional offers throughout the year.

We introduced a new line of equipment last year. Armstrong Air has been able to offer the latest technology with their heating and air conditioning lines and we are excited to be able to offer our customers cutting edge technology. You can read more about this in our newsletter.

Have a safe and happy winter !

— Jim

Armstrong Air Is In The House

In 1928 Armstrong Furnace Company was created in Columbus, Ohio. For almost a century, Armstrong has been a leader in the HVAC industry offering cutting

edge technology on their heating and cooling products.

Armstrong is proud to have all of its products manufactured in the United States. With its

state-of-the art facilities and computer controlled equipment, Armstrong ensures that every unit is 100% run tested before it ever leaves the factory. Armstrong's latest line is

In this issue...

- **Greetings from Jim** P1
- **Armstrong Is In The House** P1
- **Buyer Beware** P2
- **The Home Page** P3
- **A Message From Brian** P4
- **Holiday Hours** P4
- **Tax Credits** P4
- **Pre-Season Checklist** P5
- **Carbon Monoxide** P5
- **Are Your Ducts Dirty** P6

Armstrong Is In The House Continued....

a FULLY modulating furnace. This furnace has twelve stages of heating. What this means is that the furnace “learns” your home and records how long it took to heat your home to the desired temperature previously and it will adjust the rate of the burner operation accordingly for optimal efficiency.

Armstrong stands above its competition by providing stainless steel primary and secondary heat exchangers. Another feature of this modulating furnace is that it does not need a special thermostat. Many

other brands on the market require a special control provided by the manufacturer. If you do not use that specific thermostat or control, you lose the modulating capability of the furnace. With Armstrong, you can use any two-stage thermostat and still achieve full modulation.

Its Whisper Quiet operation will leave you wondering if your furnace is actually running. I have heard many customers comment that they are not able to tell that the unit is running unless they touch the furnace and “feel” it run.

Armstrong’s commitment to quality and craftsmanship is one of the reasons we have dedicated ourselves to their products. Armstrong is unique in the fact that they offer the latest technology while maintaining the high level of craftsmanship of their product. Call Professional Heating and Air Conditioning for more details on the entire Armstrong line and let us show you how you can save on your utility bills while taking advantage of the tax credit and rebates.

“AND IN THE END, IT IS NOT THE YEARS IN YOUR LIFE THAT COUNT. IT’S THE LIFE IN YOUR YEARS.”

Buyer Beware

A code of ethics in the service industry—particularly furnace and air conditioning maintenance and repair service isn’t what it used to be. In these hard economic times consumers are looking to save a buck, and in turn businesses are looking to make a buck. Unfortunately, you as the consumer are the one to lose out when dealing with one of those who are less than professional.

Several years ago the NBC news program Dateline conducted a hidden camera investigation in Houston, Texas. Houston has the highest use of air conditioning in the country. Eight out of ten companies incorrectly evaluated the homeowner’s air con-

ditioning unit, provided unnecessary service and overcharged.

Use common sense. If a deal sounds too good to be true, it probably is. When you think about all that goes into a service call such as vehicle cost, wages and equipment usage, do you really think that a company will truly be able to do a quality system check for \$39.99 and make any money? More often than not this is just a ploy to get the technician to your house. He is paid strictly on commission. His sole intent is to sell you something and if he doesn’t succeed he most likely will not get paid. If you have any doubts about a company call Consumer Protection. They

will tell you if there have been any complaints about the company.

Protect yourself by asking the heating contractor you plan on hiring to see his license for both the state of Wisconsin and the city of Green Bay.

We at Professional Heating & Air Conditioning deliver what we promise. We stand behind what we sell, whether it is new equipment or a service call. If a problem should occur we work our hardest to resolve it to your satisfaction in a timely manner. I am confident you will not be disappointed with us.

the Home Page

I don't know about you but with fall comes the craving for hot soups and warm bread. The Stuffed Green Pepper

Soup is easy to make and on those cold fall days just seems to hit the spot. Your family will think that you have slaved over a hot stove all day when in reality you can prepare this dish from start of finish on about one hour. If you or your family like a sweeter soup then I would recommend adding the brown sugar.

The Beer Bread is a very tasty treat that goes with any meal. I wouldn't recommend using flavored beers because of the differences in the types of yeast in the beer, but stick to just plain beer for the bread.

I hope you enjoy making these recipes as well as eating them.

BEER BREAD

3 1/2 CUPS ALL PURPOSE FLOUR
 3 TBLS SUGAR
 1 TBLS BAKING POWDER
 1 1/2 TSP SALT
 12 OUNCES BEER
 1 BEATEN EGG

ADJUST OVEN RACK TO LOWER MIDDLE POSITION AND HEAT OVEN TO 375°. MIX FLOUR, SUGAR, BAKING POWDER, AND SALT IN A LARGE BOWL. ADD BEER AND STIR WITH A FORK UNTIL JUST COMBINED. TURN DOUGH ONTO A FLOURED SURFACE; KNEAD QUICKLY TO FORM A BALL. PLACE BREAD ON A BAKING SHEET AND CONFIDENTLY SLIT AND "X" ON TOP WITH A SERRATED OR VERY SHARP KNIFE. BRUSH LOAF WITH BEATEN EGG. BAKE UNTIL GOLDEN BROWN, ABOUT 45 MINUTES. TRANSFER TO WIRE RACK TO COOL. SERVE. YIELD: 12 SERVINGS.

STUFFED GREEN PEPPER SOUP

2 LBS GROUND BEEF
 1 CAN TOMATO SAUCE (28 OZ)
 1 CAN DICED TOMATOES (28 OZ) - UNDRAINED
 2 CUPS GREEN PEPPER, CUT UP, INTO 1" SQUARES
 1 CUP CHOPPED ONION
 2 TSP BEEF FLAVORED BASE OR 2 BEEF BOUILLION CUBES
 1/4 CUP PACKED BROWN SUGAR (OPTIONAL)
 2 TSP SALT
 1 TSP BLACK PEPPER
 2 CUPS COOKED WHITE RICE

BROWN GROUND BEEF AND DRAIN. ADD REMAINING INGREDIENTS, EXCEPT RICE. BRING TO BOIL, REDUCE HEAT AND SIMMER 30 TO 40 MINUTES, OR UNTIL PEPPERS AND ONIONS ARE TENDER. ADD RICE. HEAT THOROUGHLY AND SERVE.

~Michelle



Holiday Hours

Our office will be closed for the celebration of the following holidays:

LABOR DAY

Monday, Sept. 5

THANKSGIVING

Thursday, Nov. 24

Friday, Nov. 25

CHRISTMAS

Friday, Dec. 23

Monday, Dec. 26

NEW YEARS

Friday, Dec. 30

Monday, Jan. 2

24-hour emergency service is always available by calling our office during non-business hours.

**"DREAM AS IF
YOU'LL LIVE
FOREVER. LIVE
AS IF YOU'LL DIE
TODAY"**

-JAMES DEAN

A Message From Brian



I'M BACK! Well, not really. I know many of you have been under the impression that I was no longer with Professional Heating and Air Conditioning but that is not the case. I have been out of the field for a small period of time concentrating on higher education so that I can better serve you and at the same time learning the latest technology. With needing a second hand in the field it has been many years since I have seen some of you. I must say that I am having a blast reuniting with everyone. I hope to see you this fall on your next maintenance check.

Speaking of preventative maintenance, I encourage each and every one of you to sign up for our Service Agreement Program. I have been asked many times my opinion of having routine maintenances done on newly installed equipment. With the advances in technology and complexity of the new systems, maintenances are now more important than ever. Imagine buying a new car for \$30,000 and not having the oil changed in it regularly. The life expectancy of that "new car" would be greatly diminished. The purchase of a new heating and air conditioning system is a major investment in your home and best to be taken care of routinely to avoid that unexpected service call in the middle of the night (or during the Superbowl).

With the change of seasons comes the change of filters and batteries. See you soon!!

Brian

Tax Credits Ending Soon

Many of you may have already taken advantage of the federal tax credits that are available for energy efficient improvements to your home. If you haven't now is the time to jump on the bandwagon.

Receive up to \$500 in federal tax credits when you install a

high efficiency furnace and air conditioner for your

home. Keep in mind these are tax credits *not* tax deductions. Hurry, federal tax credits are set to expire **December 31, 2011!!**



\$15 OFF

The purchase of a Bi-Annual Service Agreement !



Offer good through Sept. 1, - Dec. 31, 2011

\$20 OFF

Your next emergency service call !!



Offer good through Dec. 1, - Mar. 31, 2012

Your Pre-Season Checklist

Remember to always check the following items before the cold weather hits...

- √ Turn your thermostat to the heat position.
- √ Change your batteries in your thermostat and smoke detectors.
- √ Look at your furnace filter and change if necessary.

Rule of thumb...You must be able to see through it.

- √ Turn your humidifier on and open the damper.
- √ Make sure your venting is clear and free from obstruction.
- √ Call Professional Heating and Air Conditioning to schedule your preventative

maintenance.

Important Tip: If your equipment fails *do not* reset power at the furnace, thermostat or circuit breaker. With the newer technology valuable information is stored within the circuitry and it may be lost when the unit is turned off.

"DID YOU KNOW PROFESSIONAL HEATING AND AIR CONDITIONING IS ON ITS 27TH YEAR IN BUSINESS?"

Carbon Monoxide Warning

We preach about the dangers of Carbon Monoxide year after year and yet every year lives are lost to this odorless, colorless gas.

The worst experience in the world is to have a problem with your furnace and when the technician comes out to your home he is forced to disable the furnace due to carbon monoxide.

It isn't that the technician is

heartless or The Grinch but when lives are at stake there are no second chances.

I hear year after year, "Won't I get used to it?", "My carbon monoxide alarm went off but it can wait until tomorrow." or "Can't you keep the furnace running, we'll open the windows." I can't stress enough how important it is to take carbon monoxide seriously, not only in your home but your cot-

tages, ice shanty, garage, etc. Carbon monoxide is unforgiving and rarely gives second chances. Make sure that your carbon monoxide alarms have fresh batteries, most have sensors that need to be replaced every 5-7 years and if you experience an alarm, Call Professional Heating Immediately.



Professional Heating and Air Conditioning

2944 Holmgren Way
 Green Bay, WI 54304
 (920) 336-0110 — Green Bay
 (715) 726-5350 — Shawano

Email us at info@proheating.com

WE'RE ON THE WEB!
WWW.PROHEATING.COM

When it comes to heating and air conditioning, a fair weather friend won't do. Come to the company you can rely on...a company founded on a dream, expert knowledge and hard work. Come to Professional Heating and Air Conditioning. We work every day to give you the very best!

**You Can Always Depend
 Upon A Qualified
 Professional!**

Are your ducts dirty?

Air duct cleaning is a home maintenance that many people overlook. Air duct cleaning is not a required annual maintenance for most homes. Generally this service should be performed on an average every five years.



Before duct cleaning



After duct cleaning

Duct cleaning can preserve the life of your heating and cooling systems and at the same time make those systems more efficient. Increased efficiency and longer lasting equipment means decreased heating and cooling costs for you, the homeowner.

Dirt, pollen, smoke, pet hair, dust mites and even dead skin accumulate in the ducts and adhere to the duct surfaces and to the furnace and air conditioning components. This accumulation creates the perfect breeding

ground for bacteria, mold and other fungi. Every time you turn on either your heating or cooling systems, these contaminants get blown into the air you and your family breathe.

It is estimated that poor air quality directly results in one billion dollars of medical costs annually.

Call Professional Heating and Air Conditioning and schedule an appointment to have your ducts cleaned.