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## Greetings from Jim

Another strange winter on the books. It was another cold winter, but to me it seemed like the cold was in the wrong months! There were no big snow storms to talk about, the trails didn't even open in Brown County. With the winter months gone, we can now all look forward to summer. Time to tune up the lawn mowers and start the yard work.

I look back and can't believe how technology has changed. Everything is evolving so fast it is hard to keep up. If you would have asked me 10 years ago if I would ever get a smart phone I would have responded, "What? All I need is a phone that I can dial!" Now I have a smart phone and did you know there is an app for EVERYTHING?

In fact, we are very excited to launch our new Professional Heating App. Customers will have instant access to their equipment, warranties, service history and much more! We anticipate the app will be launched by June 1, 2015 so check it out!

I hope that you find your family healthy and happy this summer. As always, we appreciate your continued business. Have a safe and enjoyable summer.

— *Jim*

## Keep the Engine Running

The compressor in your air conditioner is often compared to the engine in your car. In order to keep your car running properly, the engine must be checked and

maintained regularly, similar to your heating and air conditioning equipment.

The job of the air conditioner is to move heat from inside your home

to the outside, thus cooling your home. The system is filled with a special liquid called refrigerant. The refrigerant is pumped through the system by the compressor.

## Keep the Engine Running (cont)...

The compressor also changes the pressure of the refrigerant so that it evaporates or condenses in the appropriate coils. The compressor in your air conditioner is dependent on many other components such as ductwork, refrigerant piping, motors, metering devices, filters and the refrigerant itself. During a routine maintenance all of these things are normally checked and can alert our technicians to potential issues.

Abnormal pressure or temperature readings alert technicians to the presence of a problem that

can lead to future compressor failure. For example, a low superheat reading would indicate that liquid refrigerant could be slugging back to the compressor. A compressor is not designed to slug liquid, rather it is designed to compress gas. This can cause the internal compressor components to break or the compressor to overheat, all of which leads to compressor failure.

Compressors are expensive to replace, so it is important to spot the red flags before the failure occurs. Without the

benefit of routine maintenance, none of the early warning signs can be detected. Repairs uncovered during routine preventative maintenance checks are generally less expensive and a much better solution than the “wait and see” approach.

Keep your system running efficiently and prevent a nuisance breakdown. Call Professional Heating and Air Conditioning today to schedule the maintenance check on your air conditioner.

**IF YOU THINK  
YOU'LL LOSE,  
YOU'VE LOST,  
FOR OUT OF THE  
WORLD WE FIND,  
SUCCESS BEGINS  
WITH A PERSON'S  
WILL...IT'S ALL  
IN THE STATE OF  
MIND.**

## Focus On Energy

The Focus On Energy program had its most successful year in the program's history in 2014. As a Trade Ally partnering with Focus On Energy, Professional Heating and Air Conditioning is credited with saving 292,330 kWh and 38,663 therms in Lifecycle savings. In addition, we were able to get our customers savings of over \$5,450.00 in Focus On Energy rebates.

Focus On Energy has changed the program this year. There are different rebates for qualifying furnaces depending upon

the efficiency of the furnace and the type of fuel it uses. In addition, Focus On Energy is offering additional savings if consumers replace both their furnace and air conditioner at the same time.

Focus On Energy is also offering enhanced rewards for consumers who qualify. These rebates combined with Armstrong's rebates, one can't loose!

We have changed our financing program too. We now have more options to offer our cus-

tomers. You will now have the flexibility to choose different plans and you can now finance over a longer period of time.

If you are considering purchasing a new furnace or air conditioner or just want to plan ahead, call Professional Heating and Air Conditioning. Our office staff will guide you through equipment options, rebates and financing options so that you can make a decision that is right for your family.

## the Home Page

With the start of summer comes the start of grilling season. It seems that every meal my husband is grilling up something. I have a recipe from my aunt who lives in Boise, Idaho for grilled salmon. It is one of her favorites and has become a favorite of ours too!

My kids love to have campfires during the summer and make s'mores. It is not uncommon for the entire neighborhood to gather around a fire and make s'mores! We have learned to always have the ingredients on hand. I have found a new recipe with a different swing on s'mores. Campfire S'mores in a Cone puts a different look to a childhood favorite! It is less messy too. Hope you enjoy the recipes. Have a safe and happy summer.

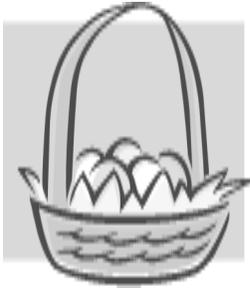
~Michelle

### SALMON ON THE GRILL

- 1 FILLET OF SALMON
- SPREAD MAYONNAISE OR SALAD DRESSING ALL OVER IT.
- PLACE THIN SLICES OF ONION ON TOP.
- SPRINKLE WITH LEMON PEPPER SEASONING.
- WRAP THE SALMON IN HEAVY TINFOIL.
- GRILL (INDIRECT HEAT FOR CHARCOAL GRILL) ABOUT 20 MINUTES OR UNTIL THE JUICES RUN CLEAN.

### CAMPFIRE S'MORES IN A CONE

- 1/2 CUP MILK CHOCOLATE CHIPS, MORE TO TASTE
- 12 ICE CREAM CONES
- 1/2 CUP MINIATURE MARSHMALLOWS, OR MORE TO TASTE
- 12 12x12-INCH SQUARES OF HEAVY-DUTY ALUMINUM FOIL
- PLACE ABOUT 1 TEASPOON CHOCOLATE CHIPS INTO AN ICE CREAM CONE, FOLLOWED BY A LAYER OF MINI MARSHMALLOWS. CONTINUE LAYERING CHIPS AND MARSHMALLOWS INTO THE CONE UNTIL FULL. REPEAT WITH REMAINING CHIPS, MARSHMALLOWS, AND CONES.
- WRAP EACH CONE TIGHTLY IN ALUMINUM FOIL.
- HEAT THE FOIL-WRAPPED CONES IN A CAMPFIRE UNTIL CHOCOLATE AND MARSHMALLOWS ARE MELTED, 3-5 MINUTES.



## Holiday Hours

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

### MEMORIAL DAY

Monday, May 25

### FOURTH OF JULY

Friday, July 3

### LABOR DAY

Monday, Sept. 7

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

**NOW THAT THE KIDS ARE OUT OF SCHOOL, DON'T FORGET TO INVOLVE THEM IN HEALTHY ACTIVITIES.**

## A Message From Brian



With the availability of new items, such as the Wi-Fi thermostats in big retail outlets or online, more and more homeowners are choosing to buy and install products themselves rather than go through a licensed contractor.

While it may seem like an easy thing to do, more and more consumers who make their own do-it-yourself (DIY) attempt are actually creating additional problems. The most common problems we see are shorted transformers or blown fuses. While saving a few bucks is the driving force behind many DIY projects, homeowners react adversely when the price of the subsequent service call to fix an issue created by a DIY project trumps the initial cost of the device.

Even if the project goes well, there are other issues to consider. If a homeowner installs his/her own thermostat and there is a problem with that thermostat, the homeowner will have to return it and get a different one, creating more downtime of the system and more time wasted. Generally, warranty from retail outlets is one year while professionally installed equipment is five years.

Another point to keep in mind is that most contractors will not install something that they have not purchased themselves. Without the comfort of knowing where the product came from and how that product is going to be backed up, most professionals will shy away from homeowner purchased products. There is a lot to be said about not having to worry and letting the Professionals take care of it!

*Brian*

## Honeywell Generators

With summer quickly approaching so does storm season.

Some areas of Wisconsin have already experienced bad storms, downed power lines and property damage. When power is out for days, life is unbearable. No heating, no air conditioning, no refrigeration, no internet and

for some no running water.

Why not protect what matters to you most during a power outage. Your home, your family and your assets. A Honeywell Generator will backup your home in seconds ensuring that your necessities are always available during an outage.

**\$100 OFF**

**The installation of a new Armstrong Air Conditioner !**



Offer good through May 1, - Aug. 31, 2015

**FREE**

**Wi-Fi Thermostat with the installation of a furnace AND air conditioning unit !**



Offer good through May 1, - Aug. 31, 2015

## Remembering To Change Your Filter

It can be easy to forget to change your filter, so here are some suggestions on remembering:

- √ **Check** your filter when you receive your electric bill.
- √ **Write** the date on the filter with permanent marker (That way you can always see how long it has been in the furnace).
- √ **Add** a reminder on your phone or calendar.
- √ **Always** keep extra filters on hand so you are prepared to replace them if necessary without having to make a special trip to the store.
- √ **Install** a Wi-Fi thermostat and have a filter reminder programmed into the thermostat or sent to your smartphone.
- √ **Get** in the habit of replacing your furnace filter on the first of every month.
- √ **Good** filter habits will keep your furnace working the way it should while protecting the health of your family.

**REMEMBER—  
"ALWAYS FIND  
AT LEAST ONE  
THING TO  
LAUGH ABOUT  
EACH DAY"**

## Repair or Replace ?

The question whether to repair or replace has hounded our industry for years and the questions still lacks a definitive answer.

When deciding on whether to repair your equipment or replace, consider all of your options and what decision best fits you and your family.

First consider the life expectancy of the equipment. The life expectancy of equipment de-

pends upon climate, usage, maintenance and much more. Ask yourself how long you plan on spending in the home and if you plan on routinely maintaining your new equipment.

Homeowners must also consider the repair cost. If a major component fails without the benefit of additional warranty, the consumer may be faced with another failure soon. A good rule of thumb is to take

the repair cost and multiply that by the age of the equipment. If the cost is more than \$3000, you should consider replacement.

Finally consider the energy savings. Often times replacing with newer equipment will generate an energy savings greater than the cost of repairs. Don't just settle for the cheapest option.



# Professional Heating and Air Conditioning

2944 Holmgren Way  
 Green Bay, WI 54304  
 (920) 336-0110 — Green Bay  
 (715) 526-5350 — Shawano

Email us at [info@proheating.com](mailto:info@proheating.com)

**WE'RE ON THE WEB!**  
[WWW.PROHEATING.COM](http://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!**

## Professional Heating Launches its App !!

We are proud to announce the new Professional Heating and Air Conditioning app!

Now you can clean out some space in your junk drawers, because by downloading the app, you will have access to all of **YOUR records from Professional Heating and Air Conditioning: equipment guides, warranty info, invoices, service history, and much more!**

Download the app on any apple or android device by searching for **Pro Htg & AC**. Click on the "my portal" function on the

face of the app. Then create a user profile inside that portal, and within 72 hours our office staff will have your information uploaded to your portal. Anything you need to know about your heating and air conditioning equipment will be right there at your fingertips!

You'll be able to call us with a click when you need us, and always have the most recent and up-to-date info on everything you might need to know from Professional Heating and A/C. If your device has a QR scan-

ner, scan one of these to begin using the Professional Heating and A/C app today !

