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Dear Friends,

Greetings! Welcome to springtime in Tallahassee. Do you realize how fortunate we are to live in such a beautiful place? During this time of year, the mild climate, beautiful flowers, and nearby beaches make this area aesthetically pleasing. But, for me, it's the gracious people in Tallahassee who make this area such a great place to live and work. You have all been so good to me, both personally and professionally over the years. It is a joy to share this beautiful area with those of you who also call the Tallahassee area home.

As I think back over the many



spring seasons that have come and gone, I am amazed that at Benson's we will celebrate our 25th year in business this June. The time has gone by so quickly. When I started this business back in 1981, it was me, my truck and an

business with Benson's since 1981, I would like to give you a silver anniversary present. To show you my appreciation, Benson's will give you \$25 off a service call, tune-up, or an Energy Savings Agreement (E.S.A). If you were thinking of

FL: CMC056269 GA: CN208982

office in my parent's house. Slowly, the business grew and now the Benson's family consists of over sixty-five employees, the vendors who partner with us to provide you with the highest quality products available, and most importantly our customers who are the reason we have been here serving Tallahassee for the past 25 years.

purchasing some new equipment, such as a condenser or air handler, or a whole new system, I would like to give you \$250 off that purchase price.

Now that I'm approaching 50-years-old, I have become much more nostalgic. Please contact me and let's share our past together. Your reflections just might appear in one of our future newsletters so others can reminisce about the last 25 years too! I can't wait to hear from you. Please call me at 562-3132 or send an email to btgreen@bensonsnhvac.com. Enjoy your spring!

Many of you have been our loyal customers since those early days when I was just starting out. In honor of our 25th anniversary, I would like to give you something back to express my gratitude for your dedication to Benson's. If you have been doing

Benson

New Year & Better Programs!



C. Daniel Boyette
Service Manager

You asked and we listened! We are excited to announce that we have modified our Energy Savings Agreement (E.S.A.)

program to better meet your needs. Our new E.S.A. program is more comprehensive and has been tailored to meet all your maintenance requirements. Whether you sign up for an E.S.A. for your primary residence, rental property, or vacation home, we now have a plan that is perfect for you!

Our quality trained technicians will precisely tune up your equipment on a regular basis which we believe will give you greater peace of mind by assuring you that your heating and air conditioning system is working efficiently. Beginning April 15, 2006,

Benson's Diamond, Medallion, and Platinum level Energy Savings Agreements come with our

home deviate from your comfort range, the monitoring system will automatically alert the command center at Benson's. We will then immediately contact you to inform you that you have a heating or cooling problem. This diagnostic charge is FREE with our Diamond, Medallion, and Platinum level Energy Savings Agreements (that's a \$95 savings value.)

If you are having indoor air issues, please consider the platinum level. This total indoor air solution will clean your air and keep it clean with a new high efficiency filter and new Ultraviolet light every

year. Please call me with any questions or for help in determining which E.S.A will best fit your needs.

C. Daniel Boyette

Energy Savings Agreement Plans		
<p>Bronze Level</p> <ul style="list-style-type: none"> Service with-in 48 hours 10% discount on Repairs One Tune-up visit Diagnostic Charge \$90.00 per visit <p>\$100.00/ year</p>	<p>Silver Level</p> <ul style="list-style-type: none"> Service with-in 24 hours 15% discount on Repairs Never an Overtime Charge Two Tune-ups a Year One Free Diagnostic Charge Diagnostic Charge \$75.00 Per visit <p>\$150.00/ year Second unit \$85.00/year</p>	<p>Gold Level</p> <ul style="list-style-type: none"> 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 Points* <p>\$250.00/ year Second unit \$85.00/year</p>
<p>Diamond Level</p> <ul style="list-style-type: none"> 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 Continuous 24hr. System Monitoring Never a Diagnostic Charge Free Filter Program Two Free S.E.E.R. Upgrade Points* <p>\$450.00/ year Second unit \$85.00/year If you would like 2nd unit monitor purchase for only \$175.00</p>	<p>Platinum Level</p> <ul style="list-style-type: none"> Duct Cleaning U.V. Light installed High Efficiency Filter Micron-Application-Treatment Duct sealing w/ Mastic Same Day service Never an Overtime Charge 30% discount on Repairs One Super Tune-up Check Heating/and Air Conditioning Same Visit Continuous 24hr. System Monitoring Never a Diagnostic Charge Two Free S.E.E.R. Upgrade Points* <p>\$1150.00/ first year Second unit \$575.00/year</p>	<p>Platinum Level Maintenance</p> <ul style="list-style-type: none"> 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 Continuous 24hr. System Monitoring Never a Diagnostic Charge Free Filter Program Two Free S.E.E.R. Upgrade Points* <p>\$450.00/ year Second unit \$250.00/year</p>

exclusive 24-hour monitoring system. This system monitors the temperature and humidity in your home. If the levels in your



2006 Summer Promotions

American Standard
NEW STANDARDS FOR LIVING™

Upgrade a Benson's Unit* from a 13 S.E.E.R. to a 14 S.E.E.R. for only \$150



Offer Good Thru June 30, 2006

*Benson's Elite or Benson Tech excluded from this offer

No Payments Same as Cash for 12 MONTHS!

We Can Design a System Perfect for Your New Home

As the Tallahassee area has experienced tremendous growth in new residential construction,



Kenny Glover
Residential
Construction
Manager

Benson's residential department has expanded. We feel that our designs bring more comfort, health and energy savings than any other component in your new home. Like all

of our products, a properly designed, installed and working system is guaranteed by us to perform the way we promise. We can work within any budget – our current residential projects range in cost from \$3,000 to \$80,000.

Kenny Glover recently joined our team and oversees all new residential



construction installations. Kenny was born and raised in Crawfordville where he has lived for 39 years. He lives with

his wife of 18 years, Amy and their two sons, Brock and Landon. Kenny has over seventeen years in the Heating and Air Conditioning field where he previously worked in sales, installation and service. Kenny is very active in the Wakulla youth sports programs and has coached several different teams.

We are proud to have Kenny as part of the Benson's family. He is a man of great character, skill and professionalism. If you are building a new home, Kenny would love to work with you from the planning and permitting stage to installation.

He will be with you every step of the way to ensure that the quality of the finished job meets your expectations.

We're Looking For Good People!

Benson's is an equal opportunity employer. Advanced training & educational opportunities available.

Commercial and Residential Projects

Encore Senior Living	Sperry & Associates
FSU – Biology Department	Childers Construction
FSU / FAMU Engineering	Construction Support SE
FSU – Nuclear Research	Cook Brothers
FSU – Visitor's Center	Peter Brown Construction
Governor's Club	Childers Construction
Hancock Bank	Albritton Williams
Johnson & Johnson Convenience Store	James Register Construction
Kate Sullivan School	Childers Construction
Mag Lab	Owner
R.A. Gray Building	Allstate Construction
Residence Inn	Herman / Stewart Construction
Syn-Tech Systems	Allstate Construction
Tallahassee Airport	Council Contracting
Tallahassee MRI	Riley Palmer Construction
Temple Baptist Church	Allstate Construction
TMH 5th Floor	Childers Construction
United States Secret Service	Commercial Interiors
Walgreen's (Two Locations)	Young Construction
Wakulla Garden's Residential Homes	Southern Homes
Various New Homes	Riley Palmer Construction
Various New Homes	Dodson Construction
Mossy Creek Custom Homes	Veith Construction

Redesigned Website is Easier to Use

Benson's website has been recently redesigned for greater clarity and ease of navigation. These changes resonate throughout our new website. We've included details about our referral program, how we give back to our community and information about our residential and commercial products and services. You can even request a service call from our website or read about careers with Benson's if you are interested in joining our team. Next time you're online, please visit us at BensonsHVAC.com.



Season After Season... Benson's is Better!

www.BensonsHVAC.com



Thank You Tallahassee!

Benson's Heating & Air Conditioning, Inc. would like to thank our customers for their business and most importantly, their trust over the past 25 years. By allowing Benson's to care for all of your home comfort needs, you've enabled us to donate to many worthy charities and area non-

profit organizations. Benson's would not be the company it is today without the support of the Tallahassee community. To all of our customers, thank you for making it possible for us to help these organizations that help our community.

- American All Stars
- American Cancer Society
- American Red Cross
- America's Second Harvest Food Bank
- Big Bend Hospice
- Big Bend Big Brothers Big Sisters
- Capital Area Healthy Start Coalition
- Child Advocates II, Inc.
- Chiles Football Boosters
- Chiles Baseball Boosters
- Coalition for Environmental Oversight
- Department of Family & Child Services
- Elder Care Services, Inc.
- Florida Sheriff's Association
- Florida High Baseball Boosters
- Fresh Fire Worship Center
- Godby Baseball Boosters
- Goodwood Foundation
- Goodwood Museum and Gardens

- Goose Creek Wildlife Sanctuary
- Holy Comforter Episcopal School
- Jessica Slater- Mission Trip
- John Paul II Catholic Kiwanis Club Benefit
- Lake Jackson Fire & Rescue
- Lemoyne Art Foundation
- Leon Baseball Boosters
- Leon Volleyball Boosters
- Lincoln High School Cheerleaders
- Lincoln High School Band Boosters
- Maclay Dance Team
- Maranatha Christian School
- March of Dimes
- Mary Brogan Museum of Arts & Sciences
- Muscular Dystrophy Association
- Mothers Against Drunk Driving
- North Florida Christian Baseball Boosters
- North Florida Christian Quarterback Club
- Northwest Little League Girls Softball

- Open Door Women's Clinic
- Post Polio Health Organization
- Senior Center Foundation
- Sharon Ewing Walker Memorial
- Sunrise Rotary Benefit
- Suwannee River Area Council Boy Scouts
- Tallahassee's 9-Year-Old All-Stars
- Tallahassee Big Dog Rescue
- Tallahassee Community Chorus
- Tallahassee Lions Club
- Tallahassee Longhorns Baseball
- Tallahassee-Leon Babe Ruth Team
- The Children's Home Society
- The Wesley Foundation
- Tallahassee Memorial Hospital Foundation
- Tracey Biletnikoff Foundation
- United Way of The Big Bend

I would also personally like to commend Benson's employees for over \$4,000 in contributions that they've made to the United Way of the Big Bend in 2005. You've given back to your community in ways that will make so many lives better. Thank you!

Benson

Customer Service Counts

Brandi Costa is director of Benson's customer service team and has worked at Benson's for five years.

At one time or another, we've all experienced poor customer service. If you think back to the last time you had a negative experience with a product or service that you purchased, the problem was probably only compounded if you did not receive adequate care when you tried to remedy the situation. At Benson's, it's my job to make sure our customers are content with the level of service that our employees provide. We are constantly seeking out new ways to improve our products and services. Our employees undergo training several times each year to help them improve their service skills and remind them why we exist – to serve our customers by solving their heating and air conditioning problems.



Brandi Costa
Director of Customer Service

Each time one of our comfort consultants makes a service call, they leave behind a response card. We take the information written on these cards very seriously and appreciate any feedback you can give us. Please give us your honest opinion so we can make improvements and reward our employees who do a good job.

A servant's attitude is the foundation of any great business. We make it a

point to hire employees who share our vision for superior service. Please call or email me any time you have any questions or concerns so that I can show you how much we care about keeping our promises. You can reach me by phone 205-7264 or email bcosta@bensons HVAC.com.



"Many thanks, to Robert for advising that a Carbon Monoxide alarm be installed near our bedroom since we do use oil heat. Excellent advice which is appreciated.

– Robert Cahn

Win a Free Dinner for Two from Benson's

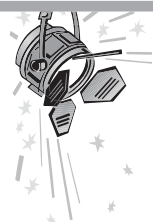
When you return your Benson's customer response card, you not only help keep us informed about the quality of our service and how we can improve – you can also win a free dinner.

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:

Robert Cahn



Employee Spotlight

Bo Mason is Residential Replacement Supervisor and has worked at Benson's for three years.

Loren (Bo) Mason has exemplified outstanding professional character. Bo has worked at Benson's for over three years. He has demonstrated outstanding customer service as a technician and was recently promoted to residential replacement supervisor. Bo is responsible for quality control and customer service and has done an excellent job in his new position. Bo has improved these two very important



Bo Mason
Residential Replacement Supervisor

areas more than we anticipated and his integrity and character have inspired others. Since Bo has been in his new position, his efforts have reduced our warranty problems giving our customers valuable time and energy savings. Please help me give Bo a pat on the back for his "Benson's is better" attitude. We are so glad to have Bo as part of our team and we are proud of his accomplishments.



5402 Tower Road
Tallahassee, Florida 32303

Phone: 850-562-3132
Fax: 850-562-6546

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

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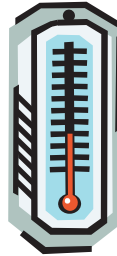
Best Heating and Air
Conditioning Company

Visit us online:

www.Bensonshvac.com



4 Tips for Cooling Your Home Efficiently



Warm weather is upon us and the hot, humid summer days are fast approaching. To help you stay comfortable and avoid costly utility bills, follow these four energy saving tips:

- 1. Use a programmable thermostat to control the temperature in your home.** Most experts recommend setting your air conditioning thermostat at 78 degrees or higher. While you are away, set the thermostat a few degrees higher to reduce your operating costs.
- 2. Conduct a home energy audit.** An important step in improving the energy efficiency of your home is to find out which parts of your home use the most energy. A home energy audit will show you where these are and suggest the most effective measures for reducing your energy costs. The City of Tallahassee Energy Services Department will conduct a free home energy audit. You can arrange this by calling 891-4968.
- 3. Install energy efficient lighting.** You should consider installing energy-saving compact fluorescent bulbs and other energy-efficient lighting fixtures and controls.
- 4. Hire a professional to help you insulate and repair your leaking ducts.** Unfortunately, many duct systems are poorly insulated or not insulated properly. Ducts that leak can add hundreds of dollars a year to your heating and cooling bills.

For more ideas on how to cut energy costs, visit the "Energy Efficiency" area of the U.S. Department of Energy's website, www.eere.energy.gov.

In the Kitchen

The late Ray Green, my dad, loved to make desserts. Here is one of his favorite recipes, from my mother's memory.

Lemon Ice Box Pie

- 1 container of Cool Whip
- 1 can of sweetened condensed milk



- 1 small can frozen lemon-ade concentrate (undiluted)

- 1 baked graham cracker crust

Mix first three ingredients, pour into piecrust and freeze.

When serving, place a twist of lemon and a small dollop of whipped cream on each slice of pie. Serve and enjoy!

