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Dear Friends,

*H*ow is your attitude in 2009? I've seen a great contrast in how my friends, business partners and customers are handling these challenging times. Some appear to work diligently to adapt to the current conditions while others seem to want to curl up in a ball and "wait it out." There is no question that all our lives are affected – positively or negatively – by socio-economic conditions. And at times, we may feel so overwhelmed by external factors that we forget to address the one key element that we are always in control of, and the one factor that can make or break us . . . ATTITUDE. At BENSON'S our focus is growing positive attitudes in 2009. From the ground up, we are working on improving our structure, evaluating our performance and planning for new systems that best meet the needs of our customers. We believe in the products and services that we provide and we know that a positive attitude will help us continue to grow as a company this year. We also know that a good attitude is infectious and we hope others will catch on and strive to grow a positive attitude too!

We have several new programs that we are debuting with this newsletter. I encourage you to visit our website www.bensonshvac.com to keep up on all of our programs and products. As part of our commitment to being an environmentally responsible company, we are making a significant effort to gather as many customer email addresses as

possible. Emailing this newsletter rather than printing on paper and then mailing it, will allow us to cut down on the amount of paper we use. Having customer email addresses will also provide us with an easy way to send important service reminders (such as when to change your filters), discount coupons, and



information about new products and services. *To show you how much we appreciate you taking the time to send us your email address, we will send you a \$10 discount coupon good for any BENSON'S service and we will enter your name in a contest to win an additional \$250 off any service.* Ten customers will win the "\$250 off any service" coupons in a drawing that will be held in May.

I am pleased to announce BENSON'S newest product appropriately named the *Liberty System*. This specially priced unit is exactly what so many of our customers need in these tough times. We are proud to be able to offer a system that "liberates" our customers from the high cost of

system replacement. Additionally, with every purchase of a Liberty System, BENSON'S will donate \$30 to the United Service Organization (USO) for the benefit of our troops, who continue to sacrifice so much for us here at home. You can add any option available that fits your needs and you will feel comfortable knowing it was installed by the best.

Last but not least, we are now proud members of the Comfort Institute. By our association and practices, we are now the *best of the best* in diagnosing all of your energy, comfort, and indoor air quality problems. This unbelievable test, performed on your home, is so complete and detailed; you will be amazed what you will learn about your home. We are offering a special price on this diagnostic test for the next 60 days.

Whew! We have so much news this spring. Please read more details inside and check out our website.

And we really do want to give you \$10 off any BENSON'S service – just send us that email address today!

Remember –
It's Better at
BENSON'S.

Benson



New Price Match Guarantee:

Another Reason Why It Is Better at BENSON'S

BENSON'S has served our community for the last three decades and built a reputation for exceptional customer service, superior technical skills and competitive products. We believe that we offer the best prices for the products and services we sell. We know that during the challenging economic times facing all of us, it is important that we don't just tell you our pricing is competitive – we need to show you. BENSON'S now offers a *Price Match Guarantee*. If you have an estimate written by a licensed contractor that is less than BENSON'S for identical products and services, show us the estimate and we'll match that price, providing equivalent products and services. This is just one more way that our trained comfort consultants offer you peace of mind, ensuring your equipment operates safely and that you are getting



C. Daniel Boyette
Service Manager

the best value for your money.

Our new designation as a Comfort Institute member is another way we maintain an edge over our competition. Our comfort consultants have undergone special training by the Institute and can now perform a "Healthy Home Check-Up" on your home. The check-up includes a visit to your home so we can perform advanced diagnostic tests and inspections. We will then present you with a personalized plan to solve any indoor air problems and explain how we can make your indoor living environment cleaner and more comfortable while reducing your utility bills. For a limited time we are offering a special \$100 discount off all of our new Healthy Home Check-Ups. Just give us a call so we can schedule an appointment for one of our skilled comfort consultants to meet with you.



2009 Spring Promotions

Our Systems Will Meet Requirements of ALL City of Tallahassee Rebate Programs.



*We'll Beat or Match ANY Price**

*Must provide written estimate from licensed contractor for equivalent product or service.

FREE Accuclean with Purchase of Any 2-Speed Complete System*!



12 Months Same as Cash/ Deferred Payment

***FEBRUARY 15 – JUNE 15 2009 (\$850 Value)!**



On Any Qualifying Equipment Purchase

Your 24 Hour Service Hotline:

562-3132

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

– Benson T. Green



Introducing



Healthy Home Check-Up



Here's How a Healthy Home Check-Up Works:

A specially-trained Benson's Comfort and Indoor Air Quality Consultant will visit your home. Using advanced diagnostic instruments and testing procedures, the Comfort Consultant will identify problems that affect your indoor living environment. Your consultant will then provide you with a personalized plan to permanently solve these problems.

Your Healthy Home Check-up, Shows You How to . . .

- Achieve an even temperature eliminating "hot" or "cold" spots
- Maintain comfortable humidity levels
- Relieve allergy and asthma symptoms by reducing up to 80% of dust in your home
- Eliminate under house odor seepage
- Renovate, seal and fully insulate your attic to prevent attic air from infiltrating your home
- Save money by reducing your heating and cooling costs by 10 - 50%

Certified by the



Your 24 Hr. Service Hotline:

562-3132



Visit www.BensonsHVAC.com

Commercial Projects

Bond Community Health CenterBass Construction
Capital City Bank Trust OfficeCook Brothers
FAMU Banneker Building.Construction Support Southeast Inc
Flightline Service HangerAlbritton Williams
Florida State HospitalState of Florida
FSU - Credit UnionCulpepper Construction
FSU - Nuclear ResearchChilders Construction
FSU - Ruby Diamond AuditoriumLLT Building Corp.
FSU - Soccer/Softball Team Building.Baycrest Corporation
FSU Student Success Center - Phase IICulpepper Construction
FSU Westcott BuildingFlorida State University
Four Oaks Community ChurchPeter Brown Construction
Leon County Schools Tech CenterCouncil Contracting
Lincoln High SchoolBaycrest Corporation
North Florida Animal HospitalOwner
TMH Sleep Disorder LabChilders Construction
Turlington BuildingAllstate Construction
United States Post OfficeTip Top Construction
Westminster OaksAllstate Construction
Westminster Oaks-Maquire CenterAllstate Construction

Living Green

Small Change, Big Impact

BENSON'S is leading the way in our community by providing technologically advanced and environmentally friendly heating and air conditioning systems to our customers. We believe our environment is precious and



needs to be protected. At

BENSON'S we are committed to our customers and remain dedicated to appreciating and protecting our environment as well.

“Living green”

can seem like an

overwhelming lifestyle commitment but even small changes can have a big impact. Increase your awareness and try just a few. If everyone made just the slightest change, together we would make an enormous difference. Please get involved and help educate others. Bring awareness to those with whom you live and work. Encourage others to start making small changes so that together we can make a BIG difference. Here are just 10 simple steps we can take to do our part:*

1. Shop Locally

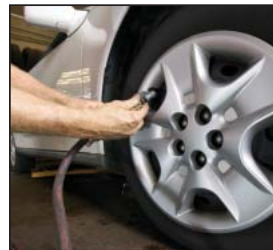
Of the total energy used in the United States per year, 4 percent is used to produce food, and between 10 and 13 percent is used to transport it. Buying local food can reduce the amount of petroleum consumed to transport your dinner by as much as 95 percent.



2. Check Your Tires

Keeping your tires fully inflated could improve your gas mileage by around 3

percent. (It also makes your tires last longer.) The average American, who drives 12,000 miles per year, could save about 16 gallons of gasoline annually just by maintaining their tires at the proper pressure.



3. Buy Energy Star Appliances and Electronics

Households that use Energy Star products automatically become more energy efficient and can save \$600 or more in energy costs. Energy-star labeled air conditioners will use 20 - 40 percent less energy than standard systems. If all new homes were equipped with Energy Star air conditioners, it could save about \$100 million.

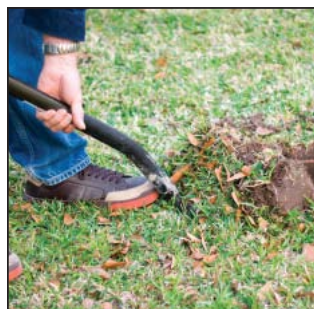
4. Programmable Thermostats

A programmable thermostat can save you about \$100 every year in energy costs.



5. Plant Trees

You could save over 20 percent on your air-conditioning bill per year by planting two 25 foot shade trees on the west and east side of your home. If shade trees were planted around just 25 percent of dwellings with air conditioning, the energy savings would be enough to shut down three coal-fired power plants.



“Your technicians, and the staff who answer your phones are always quick and courteous. Thanks for your superb customer service!”

– Jamie Ito

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:

Jamie Ito

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Living Green (continued)

6. Take Shorter Showers

Every two minutes you save on your shower can conserve more than ten gallons of water. If everyone in the country saved just one gallon from their daily shower, over the course of a year it would equal twice the amount of freshwater withdrawn from the Great Lakes every day. The Great Lakes are the world's largest source of freshwater.

7. Recycle

If everyone in America simply separated the paper, plastic, glass and aluminum products from the trash and tossed them into a recycling bin, we could decrease the amount of waste sent to landfills by 75 percent. Currently, it takes an area the size of Pennsylvania to dump all our waste each year.



SOURCE: *The Green Book: The Everyday Guide to Saving the Planet One Simple Step at a Time*. Elizabeth Rogers and Thomas Kostigen. Random House, 2007.

8. Shades

Close them when you leave the house. Depending on the season, keeping your curtains closed will insulate heat or keep your home cool and could help you reduce your energy needs by up to 25 percent.



9. Outdoor Lighting



Turn off your outside lights when they're not needed. If possible use timers or motion sensors. The average household spends about \$13 per year per 100-watt bulb on electricity.

10. Phone Books

Recycle them or call to stop phone book delivery and use an online telephone directory instead. Telephone books make up almost 10 percent of waste at dump sites.



Get \$10 Off Your Next Service Visit

Just for Giving us your Email Address

Send us your email address so we can connect with you electronically and be good stewards of our environment by cutting down on paper waste. We'll also be able to keep you better informed about our new products and services.

To show you how much we appreciate you taking time to do this, **BENSON'S** will email a **\$10 Discount Offer** to each valid email address we receive to be used toward any **BENSON'S** service. Additionally, a total of 10 individuals will win **\$250** off any service visit from **BENSON'S**. Winners will be chosen at random and announced in June 2009.

Enter by emailing bensons@bensonshvac.com your name and current email address. Or, if it's more convenient, call 562-3132 and our customer service representatives will take your information by phone.



Enter Contest to Win a \$250 BENSON'S Gift Certificate



5402 Tower Road
Tallahassee, Florida 32303

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

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

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Visit us online:
www.Bensonshvac.com

In the Kitchen: *Napoleon Pastries*

One of BENSON'S customer service team members shares her favorite pastry recipe introduced to her by her mother. As a child Amy requested these napoleon pastries on her birthdays instead of traditional birthday cakes because she liked these so much. This easy-to-make special treat is one of Amy's favorite comfort foods.

INGREDIENTS:

- 1 package of puffed pastries
- 1 cup unsalted butter
- 1 can sweetened condensed milk
- 1-teaspoon vanilla

DIRECTIONS

Cut puffed pastries into shapes such as squares, rectangles, or hearts. Bake puffed pastries according to package directions – they should be puffy and golden brown. Let them cool.

Combine butter, sweetened condensed milk, and vanilla in a bowl. Beat together until fluffy. Refrigerate for 30 minutes.

After the baked puffed pastry shapes have cooled, carefully slice each shape in half horizontally. Next, frost the inside and outside of each shape with the frosting. Stack on top of each other to form 2 or 3 layers. Crumble up extra baked pastry dough and sprinkle on top. Serve and enjoy.

