

The



Herald

Summer 2002

Air Conditioning's More Than A Luxury It's part of a Healthy Home Comfort System

Many of our customers moved to the country for the fresh air, so they have been reluctant to install air conditioning. Also, when many people moved out here, air conditioning was considered a luxury in our climate. All that has changed, however, with the newest advances in clean air technology.

Today, we know that air conditioning improves our comfort level, allowing us to maintain a constant temperature in our homes the year round. This can improve our health, since temperature fluctuations are not good for us.

Air conditioning is an integral part of our Halco Healthy Home Comfort System. Another integral compo-



This cabinet is an important part of our our Healthy Home Comfort System. Our technicians fabricate them in our own shop. Inside, behind our Teddy Bear decal, we install a highly-efficient, pleated media filter. There is also room in the cabinet for an optional carbon filter to remove even more containants and for a UV light to further purify the air. The furnace is installed on top of the lower section of the cabinet for better airflow through the bottom of the furnace. A red emergency switch with a ground fault protected plug for technicians' use is also mounted on the cabinet. The whole unit is installed on a special pad to reduce the noise level when the air conditioner or furnace is running.

nent is the filtration system. The cabinet for that system is pictured at the left.

That cabinet can house all the filtration equipment needed to remove the majority of contaminants from your interior environment.

If you thought you could not have air conditioning because you heat with a boiler, new technology has come to your rescue. We have ductless systems and systems that use an air handler in the upper crawl space to distribute air through flexible piping above the ceiling.

So you see, there's no good reason for not improving your health and comfort with the installation of air conditioning in your home.

Serving the Finger Lakes & Central New York Since 1984

What Customers Say About Halco



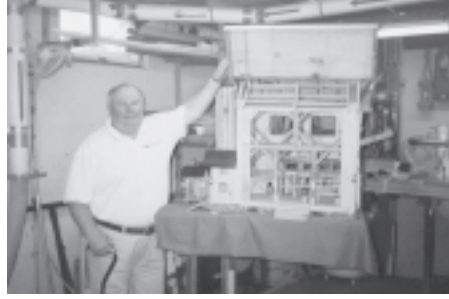
William Gifford in his well equipped wood shop.

Recently, William Gifford of Canandaigua wrote this letter to Hal Smith:

“It is not very often that someone has a chance to show his or her appreciation for a project well done. This is a little history on Halco Heating and Cooling.

“I first met Hal Smith about 14 years ago. In 1999 I had to have a complete boiler system installed in the middle of winter. A young man named Todd (Martin) headed up the crew. They worked to install the system in record time. (Even when I was there asking many questions) They worked as a team and were very proficient and professional. They did not leave a mess and took away all of the old system and material. My wife and I were very pleased on how the Halco personnel completed the project.

“Just recently, I had to use their services again to resolve a plumbing problem. Your service man Tom Dygert was really great. He took the time to explain the best way to resolve the problem. He had to dig a trench in my front lawn to install the drainpipes. He backfilled the trench and then shoveled and raked the area. Usually this is not done by the contractor, but by the homeowner. He did a little extra to make it presentable. Needless to say, I was once again impressed with the Halco employees and the professional manner they set forth. Their work ethic is outstanding.



Bill Gifford shows off an example of the fruit of his labor.

“I would not hesitate for a moment to recommend Halco Heating and Cooling to other people for their plumbing, heating or cooling needs.

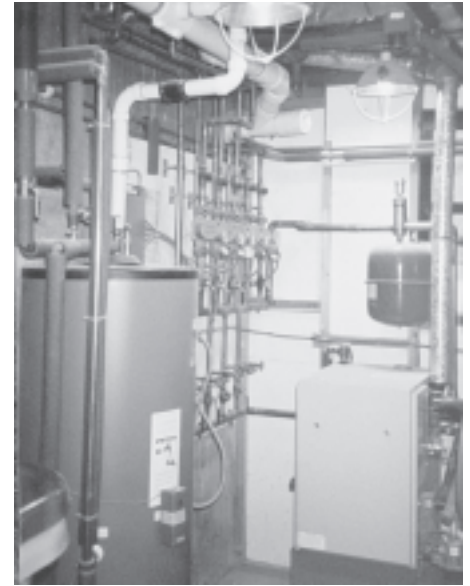
“I have been a customer for over 12 years and we are completely satisfied. Their reputation for honest, and integrity is the highest in the industry.

“Once again Hal, Thank you for your support in resolving the many problems that homeowners face from year to year. It has been a great experience.”

Bill Gifford, who is retired, volunteers at Sonnenberg Gardens and the National Warplane Museum in the summer. In the winter he uses the many tools in his basement workshop to craft miniature replicas of classic Finger Lakes barns. He gives the barns to worthy causes to help them raise funds.

As a craftsman, himself, Bill can look with a critical eye to the work of trades people who come to his house. That's why he was so pleased with the work Tom did on his drainage problem.

Tom used the See Snake™ that we featured in a previous issue. This allowed him to see what was in the pipe using a miniature television camera. The obstruction was a root from a birch tree. The signal emitted from the See Snake allowed Tom to pinpoint exactly where the root entered the pipe.



This the Gifford's five-zone heating system.

When he dug, using our small backhoe (see next page), Tom found that the pipe, which carried water from a gutter downspout, just dead-ended four feet from the house. He was able to cut the root and save the tree. He then used the backhoe to trench out to a swale that would carry the water away.

The plumbing problem is what prompted Bill's letter. But, he also notes that, in 1998, the Halco crew replaced his worn out boiler with a new unit that uses a common boiler to heat both the domestic hot water and the water used the heat the home. The hot water is distributed through a manifold to five individually controlled comfort zones. This keeps each area of the home at the desired comfort level.

Bill was also impressed that the Halco crew was able to install the new system while keeping the old system operating to warm the house.

Bill summed up his impression of Halco employees with, “very unique personnel, especially when I ask a lot of questions.”

Some of our customers, like Bill Gifford, are very unique people too.

Just Another Way We Serve You Better



This is the mini-backhoe that we refer to in the story on the previous page. It may just look like a large John Deere riding lawnmower. But, we can assure you that it is much more.

This is a small construction tractor. We purposely specified the small size so it can fit into backyards of residential properties, which is where much of our work is done.

The tractor has flotation-type tires all around. This means that the tractor can go into muddy yards with minimum disruption to lawns.

It also has a narrower than usual backhoe shovel on the back. This, too, is a customer benefit. Digging trenches for pipes is the most common use, so we don't want to dig trenches any wider than absolutely necessary.

When this piece of equipment is used in conjunction with our high tech tools like the See Snake, we don't need to dig very wide or long trenches. The See Snake accurately pinpoints where we need to dig in order to be right at the clog in the pipe.

Whether it's sophisticated diagnostic instruments or the basic tools needed to correct the problem, we always consider the impact on your property before deciding to make an investment. It appears that this tractor was one of those wise investments.

Halco Joins ACCA

Recently, Halco joined the Air Conditioning Contractors of America and its Upstate New York chapter.

This is a national trade association that accepts membership from only the leading heating, ventilating, air conditioning and refrigeration contractors.

You will soon begin seeing benefits from this membership. One of those

benefits is a certification program for technicians called NATE. Recently, four of our technicians took the challenging test, and are awaiting the results.

The NATE test consists of a morning-long test of "core" competencies – knowledge and skills that are common to all HVACR disciplines. To become certified, however, candidates also have to take one of the specialist tests – heating, air conditioning, refrigeration or heat pumps. This is conducted the same afternoon. They can then go back at a later date and take other specialist tests.

Our ACCA membership also supports lobbying efforts on our behalf in Albany and Washington. There are many onerous government regulations that are raising our costs, and yours, unnecessarily. ACCA is also addressing insurance issues that also affect the rates that we have to charge in order to stay in business.

Once again, we are making an investment in customer service.

New Engineer Joins Halco



Rick Wagner

Rick Wagner has joined Halco as a design engineer in our mechanical department. Rick brings to our customers more than 20 years of heating and air conditioning design experience.

For the past 17 years, Rick has been a designer with Sear Brown, a large engineering firm in Rochester. We are pleased that Rick has decided to continue his career close to home with us.

Rick, who holds a BA degree in environmental design from Rochester Institute of Technology, lives in Lyons with his wife Debbie and two step sons.

Where We Are

Call any of our local phone numbers listed below and a service or installation team will be dispatched from right nearby to take care of your problems quickly.

<u>Community</u>	<u>Number</u>
Phelps	315.946.6200 800.533.3367
Fax	315.946.6676
Newark	315.331.3912
Geneva	315.789.0556
Canandaigua	716.396.2668
Penn Yan	315.536.0633
Auburn	315.253.7939
Rochester	716.271.4330
Ithaca	607.277.3154
Elmira	607.733.0420

How Much Peace of Mind Would You Like?

It's hard to place a price on peace of mind. But, we have to categorize the different levels of our maintenance agreement. So, we have assigned the names of precious metals to the various levels, since peace of mind is so precious.

We visit our silver level customers once a year to clean and tune their heating system. If there are any problems or concerns, we alert the customer and make recommendations.

Gold level customers have their heating and air conditioning systems cleaned and tuned annually. But, they also received priority service in case of an emergency, and our trip charge is reduced while parts and labor are discounted.

Plantinum level customers never receive a repair bill. It's as simple as that. Everything, including priority emergency repair, is covered.

A Great New Payment Plan For Your Maintenance Agreement

In the last issue, we explained how we have streamlined and modernized our accounting by accepting credit cards and checks for our products and service. In this issue, we are introducing you to a new, easy-pay plan for your maintenance agreement.

Although maintenance agreements can be paid for annually, most of our customers prefer to spread payment out over the course of the year. To help them do that more easily, we have developed a pre-authorized payment plan.

Under our pre-authorized payment plan, your bank automatically makes the payment you have authorized to our bank, HSBC. Pre-authorized payments can be set up in conjunction with your checking account, savings account or credit card.

If you use your checking account for this plan, you have a choice of making payment on the first or fifteenth of the month.

There's an added incentive for choosing

this payment option. We will discount your service agreement \$1 per month. That's because completely electronic processing saves us money, and we pass that savings on to you.

It's a win-win situation. You have the peace of mind of our maintenance agreement for 50¢ a day or less, and save money at the same time. Best of all, you don't have to worry about renewals. Your agreement continues to renew itself until you tell us otherwise.

To get all the details about our pre-authorized payment plan, contact your Halco representative, or call our office. We look forward to making comfort and peace of mind easier for you.

**Visit Us On
the Web at
www.halcoheating.com**



865 County Road #6
Phelps, NY 14532

Return Service Requested