

JOHN CIPOLLONE INC.

HEATING • COOLING • FUEL OIL

Maximum Comfort News

www.johncipollone.com



A MESSAGE FROM JOHN & MIKE

Greetings to all our friends and customers



Spring has sprung and the cold, snowy winter of 2010-11 is now in the rear view mirror. Looking ahead, now is a very good time to order your air conditioning spring tune-up, or to invest in a new energy- and money-saving home comfort system.

Right now there are **CARRIER FACTORY REBATES, PECO REBATES** as well as **FEDERAL TAX CREDITS** for energy-efficient home improvements. Our customers report energy savings of between 25-40% or more on their new heating and air conditioning systems, making these upgrades a great investment.

Thank you for choosing John Cipollone, Inc. for your heating and air conditioning needs. We look forward to continuing our relationship by serving your needs. We are proud to run a family business based on hard work, excellent customer service and well-trained experts dedicated to providing top-quality work.

Have a lovely day!

Sincerely,

John Cipollone

Mike Cipollone



Robert Clark Hangs up His Shears



Longtime technician and sheet metal virtuoso Robert Clark has retired from the Cipollone organization after twenty-five years in the field. While Rob maintained a laid-back approach, he could design and fabricate intricate, streamlined sheet metal ductwork in a very expeditious manner. No computer aided design for Rob; he could be seen in your basement mapping it out on a large piece of cardboard and returning several hours later to install the finished product.

We wish Robert, Brenda and family lots of luck up north in Massachusetts.

We Are a Carrier President's Award Winner

We are very pleased to announce that **we have earned the 2011 President's Award** from Carrier Corporation. This is the highest honor for Carrier dealers who have excelled in customer relations. Less than 1% of all Carrier dealers in the country meet the standards required to earn this award. **We want to thank the entire Cipollone team and our loyal customers** for their contributions in helping us earn this distinction.



IN MEMORIAM: JOHN HENTKOWSKI 1942 – 2010



The members of the ServAssure Dealer Alliance regret to announce the passing of their President and longtime colleague, John W. Hentkowski, on December 21, 2010.

A leader in both the business and volunteer community, John was the founder and president of Hentkowski, Inc., a widely respected HVAC contracting firm in Wilmington, DE. He was well known and admired throughout his career for his work ethic and commitment to customer service excellence.

John was the recipient of numerous industry and business honors, including the 2008 Carrier President's Award and the Better Business Bureau of Delaware's Edward Rush Award for outstanding family-owned small business. In addition to serving as ServAssure's president, his professional affiliations included president of the Independent Heating and Cooling Council and a board member of the Better Business Bureau.

As a 33-year member and past president of the Rotary Club of Newark, DE, he worked tirelessly for many years with Rotary's Polio Plus initiative in its efforts to eradicate the disease around the world. He also worked extensively with Easter Seals, serving as a member of the Board of Directors. John loved animals and, with his wife, showed Arabian horses. Other interests included the Wilmington & Western Railroad, where he served as treasurer.

He is survived by his beloved wife, sister, brother, daughter, two sons, and six grandchildren.

What's Your Comfort IQ?

How much do you know about how your heating and cooling systems work? Test your knowledge of the terms below.



AFUE: Annual Fuel Utilization Efficiency is the ratio of heat output of the furnace or boiler compared to the total energy consumed by a furnace or boiler. An AFUE of 90% means that 90% of the energy in the fuel becomes heat for the home and the other 10% escapes up the chimney and elsewhere. An older furnace or boiler could have an AFUE as low as 60%.

Boiler: A boiler uses hot water or steam to distribute heat. If your home uses radiators or non-electric baseboard units, your heating system is a boiler.

Furnace: A furnace uses heated air to deliver heat throughout a building. The heart of the furnace is the heat exchanger, where air is circulated around the powerful burner flame to absorb its heat. If you get your heat from warmed air flowing through registers, you have a furnace or a heat pump.

Heat Pump: Heat pumps use electricity to move heat from a cool space into a warm one, making the cool space cooler and the warm space warmer. During the heating season, heat pumps move heat from the cool outdoors into your warm house; during the cooling season, heat pumps move heat from your cool house into the warm outdoors.

SEER: Seasonal Energy Efficiency Ratio is a rating that denotes the efficiency of air conditioning equipment. It is the ratio of cooling delivered by a system, measured in BTUs, to the dollar cost of the electricity to run the system, as measured in watt-hours. The higher the SEER, the more efficient the unit.

Federal Tax

Credits Extended



Did you take advantage of last year's federal tax credit for energy-efficient home improvements? If you did, great! If not – or if you're still on your quest to save energy in your home – **you've got another chance!**

The new federal tax package includes a provision that extends the tax credit for consumers who purchase **qualified energy saving products**. The bill **extends the credit to the end of 2011, with credits of 10%, up to \$500.**

Call us today for details on qualifying Carrier equipment and on how to take advantage of these great tax credits, and other available rebates.

Energy Conservation by the Numbers

You might remember this handy-dandy chart from the fall issue of *Maximum Comfort News*. We're presenting an updated version of it with NEW STATISTICS to show that spring is a great time to make *your whole house* – your heating and cooling systems, and the entire building envelope (windows, exterior doors, insulation) – more energy-efficient.

If you do this ... You can save up to this much ...

Place A/C condensing unit in shady spot	1-2%
Change A/C filters monthly during the summer	7%
Annual A/C maintenance	5-10%
Automatic setback thermostat	10%
New burner control	10%
Heating system tune-up	10%
Caulk, seal and weather strip your home	10%
Use ceiling fans	10%
Install a flame retention burner	17%
Insulate the attic	20%
Recharge A/C refrigerant	20%
Choose ENERGY STAR® qualified heating equipment	30%
Heating system upgrade	30%
Upgrade from 10 SEER* to 13 SEER** A/C	30%

*Old minimum standard; **New minimum standard

Sources: Energy Star, Brookhaven National Lab, Oilheat America, familyhandyman.com

120%
130%
0/0

Save up to \$2,350* on high-efficiency home comfort.

Take advantage of limited time rebates and tax credits to give your family more comfort for less. If you've been thinking about upgrading your heating and cooling system for more efficiency and lower utility bills, now is the time!

Ask about
Utility Company
Rebates!

Cool Choices Rebate - up to \$1,250

ServAssure Rebate - up to \$ 600

Energy Tax Credit - up to \$ 500

up to \$2,350*



turn to the experts

* Cool Choices Rebate / Merchandise offer valid 3/01/11 through 6/30/11. ServAssure rebates subject to change without notice. System must be installed by 7/15/11. Rebate / merchandise amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Up to \$500 federal tax credit on qualifying energy saving home improvements 1/01/11 - 12/31/11. Call for complete details.

Want more information?

Simply complete the form below and send it back to us.

Name (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail Address

Please enter me in the "Win a \$500 iPad" Contest

Please see entry rules.

I'd like more information on:

(check all applicable)

- Tax Credits, Offers and Rebates on High-Efficiency Comfort Systems
- Central Air Conditioning Upgrades
- Heating System Upgrades
- ENERGY STAR® Products
- Carrier Heating and Cooling Equipment
- Other: _____

Did You Feel the Pain?

OUCH! Do you remember the summer of 2010?



Last summer the majority of the American East Coast, from the Carolinas to Maine, was gripped in a severe heat wave. In fact, Philadelphia experienced a record-breaking 54 days over 90° in 2010.

How Hot Was It? It was so hot that in our area, **Philadelphia, Baltimore** and **Washington** eclipsed 100°. Many records were broken, some of which dated back to the 1800s, including the temperature in **Wilmington, DE** of 103° on Wednesday, July 7, which broke the record of 97° from 1897. **Philadelphia** eclipsed 100° for the first time since 2001. **Fredrick, MD, Selinsgrove, PA** and **Newark, NJ**, among others, topped the 100° mark for four days in a row. **Baltimore, Trenton** and **Reading** had three days in a row of 100° heat, and **Allentown** had 15 days of 90° or above in July.

Source: AccuWeather.com

Don't Feel the Pain Again This Summer ... Upgrade Your A/C!



Replacing a 10-year-old A/C unit with an ENERGY STAR® model can cut your cooling costs up to 30-50%, and save you enough over the new unit's lifetime to offset its purchase price.

What A/C unit should I buy?

Central A/C units are rated for efficiency according to their Seasonal Energy-Efficiency Ratio (SEER). **The higher the SEER, the more efficient the unit.**

To find the rating on an older unit, check the data label or plug the model number into the online CEE-ARI database at energystar.gov on the Central Air Conditioners page. **New units are required by law to have a SEER of at least 13.** Central AC units manufactured from 1992 through 2005 have a SEER of about 10, and older models are at 6 or 7.

To help you choose a unit with an efficiency rating and output that matches your needs, **we will be glad to perform a thorough cooling analysis on your home.**

Today's air conditioners aren't just efficient, they're green. As of 2010, all air conditioners are required to have eco-

friendly R410A ("Puron") coolant, and all R22 ("Freon") coolant has been phased out of production. Recharging an old Freon unit will be very expensive as well as environmentally harmful, therefore, we strongly encourage you to look into a new unit as soon as possible.

Air conditioners aren't what they used to be. A really "cool" option (pun intended) for homes without ducts, for retrofits and additions, or for installation in tight, compact spaces, is a **mini-split ductless system.** This super-efficient air conditioner allows you to **cool your home without ductwork!**

We're proud to sell Carrier air conditioners. Many Carrier air conditioners qualify for the extended federal tax credit (see page 2), as well as local, state and manufacturers' rebates. Call us for details!

A New Way to Serve You **We Now Conduct Home Energy Audits**

How would you like to save up to 30% off your energy bills, reduce your carbon footprint and ensure a safer, healthier home? It's easy ... when you call Cipollone to schedule your home energy audit.



Each day, more of your hard-earned money slips through the cracks in your walls, windows and doors; exits your attic; and goes up the chimney in the form of heated or cooled air. However, **with an energy audit, we can discover ways to lower your energy bills by up to 30% and improve your comfort for years to come.**



For a nominal fee, **one of our BPI (Building Performance Institute) certified technicians will assess your home from top to bottom in a process that takes two to three hours.** Using advanced techniques like blower door testing and thermal imaging, we will look at your heating and cooling equipment, insulation levels, air sealing, windows and doors, and appliances and lighting. **We will then provide you with valuable information – our “report card” – regarding the existing condition of your home, and identify areas where energy efficiency, comfort, health and safety improvements can be made.**

Best of all, after conducting your home energy audit, **Cipollone can make many of these energy-efficient home improvements – which may also qualify for significant tax credits and rebates.**

Lower your energy bills and your environmental impact ... while increasing your comfort and your property value! To request a certified home energy audit, please call us at (610) 446-7877 today.

DON'T FORGET YOUR TAX CREDIT

If you had a new high-efficiency heating or cooling system installed in 2009 or 2010, you may be eligible for a generous federal tax credit when you file your 2010 income tax return. If a system qualifies for the home energy efficiency tax credit, you can claim a tax credit of 30% of the purchase and installation cost, up to \$1,500.

If you qualify, be sure to file an IRS Form 5695 to claim the credit. Save your receipts and the Manufacturer's Certification Statement for your records. If you have any questions, please give us a call today. We'll be happy to advise you and furnish any paperwork relating to a system installation that we've performed for you.



Read about the NEW federal tax credit on page 2.

Recipe from John's Kitchen

VENISON STEW

Soak 1 ½ to 2 lbs. of cubed venison in water, with 4 tablespoons of vinegar, for 15 minutes, drain and pat dry with paper towel.

Place ½ cup of flour in a zip-lock bag with ½ teaspoon of salt and ½ teaspoon of pepper. Shake until well mixed. Add meat and shake until meat is well coated.

Heat a large pan with enough oil to cover the bottom (vegetable or olive oil). Add meat to pan and brown on all sides.

Add 1 large chopped onion and 1 clove of garlic (or garlic powder). Stir for about 2-3 minutes.

Add ½ cup red wine, 1 tablespoon of chopped parsley and ¼ teaspoon of dried basil. Stir well, using a wooden spoon.

Add 4 cups of beef broth and 4 tablespoons of ketchup. Stir and bring to a low boil. Turn heat down and simmer 1 to 1 ½ hours, stirring occasionally.

Add carrots, potatoes (cubed, 2 or 3 medium size), celery or other vegetables and simmer for at least ½ hour. Add salt and pepper to taste.

Buon Appetito!



A Little Information for Us Could Mean a Lot of Energy Savings for You!

Keeping track of small changes in your life – and keeping us informed of them – could make a big difference in your energy use. Things you may not have considered – if you've made any major renovations or additions to your home ... if someone has moved in or moved out ... if there's a new baby or an elderly relative requiring you to adjust the thermostat – could change your heating needs.

Please call us and let us know what's been happening at your home – a few important facts could mean a few hundred dollars in energy savings!



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NEW CONTEST!

Win a \$500 Apple iPad



Enter our new spring contest and you could win a new Apple iPad worth \$500! Whether you use it to page through websites like johncipollone.com, write an email, flick through photos or watch a movie, **you can do it all on the iPad's big, beautiful Multi-Touch screen.**

What's more, in our continuing effort to go green, **you may now enter the contest online!** Just go to www.servassure.com and complete the easy entry form. **You may also mail in the entry form on page 3.** No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (May 31, 2011) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

\$500 Holiday Shopping Spree Winner

The winner of the \$500 Shopping Spree contest featured in the Fall 2010 issue is Mr. Charles Moore of Langhorne, PA. Congratulations! See above for our latest contest.

I just wanted to take the opportunity to offer my sincere appreciation for the excellent work of the sales, office and installation team; Larry, Mathias and Taurino.

We recently had a new Buderus gas hot water heating system and Mega-Stor water heater system installed in my home. The team was very professional, very courteous and extremely clean. My wife and I take a lot of pride in our home and how it presents. The team really understood this and treated our property with the same respect and care. In addition, the team was able to solve some complex installation issues to make the whole job a tremendous success.

Also, Mike and the office team were very helpful in setting up the work schedule and getting all the paperwork together. Mike made it a point to stop by during the installation to make sure we were satisfied with everything.

Thanks again for a great job. Please pass on our appreciation to the team.

Mike and Sue Gallagher
Havertown, PA
Customer Since 2004

MAILBAG



I want to compliment you on your staff. Two of your men, Bob and Mike, were here to fix a furnace problem for me on 12/30. They were here promptly, were very pleasant and efficient, fixed the problem, and did maintenance on the furnace while they were here. My compliments to you for good service. Thanks to them and to you.

So often businesses only hear negative feedback; I think it is important to pass on positive comments as well.

Judy Spahr
Ardmore, PA
Customer Since 1999