



PENINSULA HEATING & AIR

4471 George Wash. Memorial Hwy. Hayes, VA 23072 (5.8 miles north of the Coleman Bridge)

HOURS:

Monday-Friday 7:30 am-5:00 pm
Saturday 8:00 am-Noon

804-642-6163

757-877-4241

Fax 804-642-9062

pha4u.com



Issue 2

Spring 2010

A Note from the Owner...

MINDING OUR BUSINESS

Our nation has been hit hard in the last year and we are still in the wake of some tough economic times. We have witnessed the fall, and sometimes disgrace, of many corporate giants. With these events in the forefront, I doubt there is a business owner living that hasn't taken a hard look at their business to objectively determine its values. This includes me.

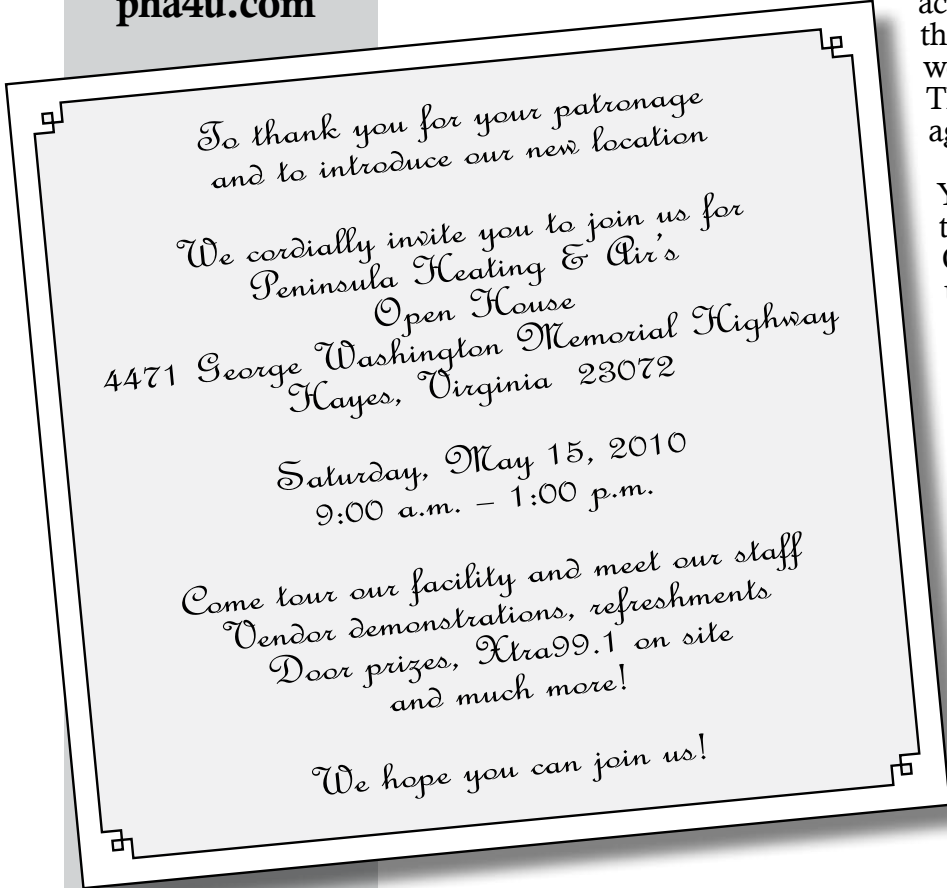
This professional review, so to speak, revealed what I believe is PHA's greatest strengths. That is, an uncompromising ethical infrastructure, trust in the products we sell and trust in the people we employ. Most importantly, we continue to be driven by our relationships with

our customers and our sense of fairness and accountability to them. We know, of course, there is always room for improvement and we are mindful not to be complacent. The bottom line is we strive to honor our agreements, everyday in everyday.

Your loyalty has sustained us during a tough time and we wish to thank you. Over many years you have welcomed us into your home and now it's time we invite you to ours. We wish to celebrate your patronage and ask that you join us on Saturday, May 15, 2010 for PHA's Open House. Come tour our new state-of-the-art facility, meet our vendors and our staff. We hope you will join us.

Many thanks for your business and the trust you have placed in us. We will do everything we can to keep it. Looking forward to seeing you on May 15!

**Stephen B. Smith, P.E.,
President**



*To thank you for your patronage
and to introduce our new location*

*We cordially invite you to join us for
Peninsula Heating & Air's
Open House*

*4471 George Washington Memorial Highway
Hayes, Virginia 23072*

*Saturday, May 15, 2010
9:00 a.m. - 1:00 p.m.*

*Come tour our facility and meet our staff
Vendor demonstrations, refreshments
Door prizes, Xtra99.1 on site
and much more!*

We hope you can join us!



Get Out!

Finally it's time to get outside and begin stirring from our long winter's naps. As signs of spring emerge, warm weather ushers in a return to alfresco living. A glorious time of year! But for many, spring ushers in the dreaded allergy season and the only relief that can be found is indoors. Until we figure out how to harness mother nature, here are some "healthful" indoor solutions that may provide year-round relief:

Routine Maintenance of the comfort system is fundamental to a cleaner, healthier home. Equipment life can be extended and energy savings realized while also significantly reducing indoor contaminants. *Cleaner air is healthier air!*

Change that Filter! Paper filters are designed to protect the comfort equipment, not your health or home. Standard one-inch filters capture large particles, such as pet hair. Left unchanged, air flow is restricted and the system can be put at risk for damage. Moreover, dirty filters become an ideal source for the growth of bacteria. *Cleaner air is healthier air!*

Electronic Air Cleaners work in conjunction with your home's comfort system. Amazingly, they can remove over 99% of airborne allergens, some smaller than smoke-size particles (.3 microns). *Cleaner air is healthier air!*

Duct Cleaning – The duct system functions as the "lungs" to the home. Overtime, contaminants such as pollen, animal dander, and mold build up in the duct's hidden passages. Each time the system comes on, these pollutants are circulated throughout the home. Hepa-Aire duct cleaning is recognized by our industry, and most hospitals, as the most effective means of removing these unhealthy contaminants. *Cleaner air is healthier air!*

Ultraviolet (UV) Germicidal Lamps – The air conditioning coil and drain pan are dank environments. If overlooked, they can become Petri dishes for the growth of harmful bacteria. Keeping the coil sanitary through routine cleaning can reduce the growth of microorganisms, but installing a UV germicidal lamp near the coil kills the growth at the source. In fact, the U.S. Government requires UV lamps above cooling coils in many government buildings. UV lights are another layer of protection toward improving the health of the home. *Cleaner air is healthier air!*

Crawlspace Sealing – A ventilated crawlspace is another ideal breeding ground for a particular growth of mold (not your usual bread-mold type). Found in the vast majority of homes in our area, a ventilated crawlspace does the opposite to which it was designed. Instead, solid scientific research has found that "sealing the crawlspace" provides long term abatement of the problems and health risks associated with this high humidity environment. *Cleaner air is healthier air!*

Questions? Please call us! Now, get outdoors and enjoy spring!



Pedal Pushers

Giving away **FREE** packages of flower and vegetable seeds has become an annual rite of passage at PHA! We invite you to stop in our beautiful, spacious showroom and help yourself to some spring!

"Unique" Services We Render:

- Tankless and Conventional Water Heaters • Generators (Sales, Installation, Service and Maintenance)
- Geothermal Heating/Cooling • Solar Heating/Cooling • Wireless Zoning • Wireless Thermostats
- Internet Based and/or Telephone Based Home Comfort Monitoring Systems • Swimming Pool Heaters
- Mini-Split or Thru-the-Wall Systems • Wine Cellar Cooling Systems
- ...and most importantly, exceptional customer service!

Good Will, Good Company Operation Comfort & Joy



The premise behind the contest is simple. We only ask one thing, tell us your story. And, wow, did we receive some poignant narratives!

Held during the Christmas season, this was our second year sponsoring Operation Comfort & Joy. After meeting the qualification criteria, a random drawing was held "live" on WXGM's airwaves. The winners, Mr. and Mrs. Hurly Montague of Gloucester, are now enjoying the comfort and energy efficiency of a new, **FREE** York comfort system. This prize value, over \$7500, with all labor, equipment and materials donated by PHA and Virginia Air.

Nominated by a local minister, Mr. and Mrs. Montague are an aging, loving couple and patriarchs to a large family. Once thriving, community-minded business owners, health concerns changed the course of their lives. Mr. Montague became blind and many hardships followed including going without one of life's basic necessities, a reliable home comfort system. All of us at PHA have become endeared to this special couple and understand why so many feel they are deserving of this wonderful prize. Perhaps fate, not luck, reigned sovereign in this regard.

Your patronage of PHA has made this all possible. We extend our heartfelt thanks and are pleased to announce we will sponsor Operation Comfort & Joy – 2010! Perhaps your nominee's name will be announced on the airwaves this Christmas season! For more information, please call us or look for the Operation Comfort & Joy icon on our website: www.pha4u.com.



Department of Humor...

Forest Gump passed away. At the gates of heaven he was told he would have to pass an entrance exam to get in. Forest agreed and St. Peter said his exam consisted of only two questions: "How many seconds are there in a year?" And, "What is God's name?"

Forest left to give deep thought to his answers. When he returned, St. Peter asked for his answer to the first question. Forest responded, "There are 12 seconds in a year." St. Peter was puzzled and asked how on earth he derived at only 12! Forest responded, "Mr. Peter, sir, there's the second of January, second of February, etc., or 12 seconds in a year." St. Peter sighed and decided he couldn't count that answer wrong and asked for his answer to the next question, what is God's name?

"Mr. Peter, sir, God's name is Andy. I found the answer in an old hymn, Andy walks with me, Andy talks with me!" St. Peter smiled and welcomed Forest to heaven!

Submitted by Rev. Harmon Smith
Uncle of PHA owner, Steve Smith

Rare Phenomenon Occurring... Getting More for Less

Ever seen an upside down rainbow or double-yoked egg? Both are just two of life's rare occurrences. PHA is pleased to tell you about some other remarkable phenomenon, that is the convergence of some exceptional incentives for the purchase of home comfort equipment! The "green" brochure included in this newsletter highlights many of these offers. But just as we were ready to "go to press", these amazing opportunities were announced:

- The State of Virginia is preparing to kick off its "Cash for Appliances Rebate Program." This rebate opportunity puts cash in the consumer's pocket when investing in qualifying energy efficient appliances, such as heating and cooling equipment.

Don't miss the bus! Call us for more information!

\$\$\$ When applicable, all offers can be combined to maximize savings

Want to go paperless?



Contact Faye
faye@pha4u.com
with your email address
to receive our newsletter
electronically.

PENINSULA HEATING & AIR

4471 George Wash. Memorial Hwy.
Hayes, VA 23072

Presort
Standard
U.S. Postage
PAID
Hayes, VA
Permit No. 23



Words of Comfort from Peninsula Heating & Air

There's no better reward than a satisfied customer... but it's nice to be recognized!

"We were very impressed with the two gentlemen who did our furnace replacement. They were very polite, hard workers and did a great job..." Wayne and Jane, Yorktown

"I wish to commend Kevin and TJ on the excellent job they did in replacing my heat pump. Their approach to the job and the way they efficiently completed the installation was an excellent reflection on your organization..." Chuck, Gloucester

"It was a pleasure working with David in setting up our project. His professional understanding of what equipment we should install and the extent of duct replacement needed resulted in a very complete, functional system..." Stuart, Cobbs Creek

WOW!

UP TO \$4849 IN TOTAL SAVINGS!

**Federal Tax Credits +
VA Natural Gas Rebate +
Factory Instant Rebate!**

Free 10-Year York Labor Warranty
Free 2-Year Maintenance Agreement
Financing-12-months interest free



757-877-4241

www.pha4u.com

804-642-6163