

The



Herald

Spring 2002

Credit Cards To Replace Halco Credit April 1

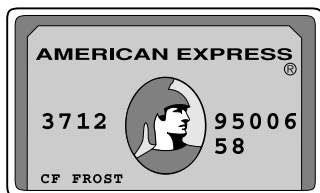
The ubiquitous credit cards pictured below grace nearly every wallet these days. As a result, there's economy of scale. That's a fancy term to say that the credit card companies can take over our credit processing and billing, and do it for a lot less than we're paying to administer our own credit system. That's a saving that will allow us to hold the line on pricing. It will also allow the people who have been administering our credit program to be reassigned to jobs in which they

more directly serve your plumbing and HVAC needs.

We also believe that most of our customers prefer credit cards, since they only have to write one check for all of their purchase, rather than individual checks to each company that provides a service. This is true for commercial as well as residential customers; we have found that some businesses have a check writing "floor." This means that the company puts charges below that floor level on a company credit card.

Consequently, we've decided to give all customers – commercial and residential – the choice of paying by check, cash or credit card at the time service is rendered.

This will become effective April 1 ...no joke. And, as a result, we believe we can continue to provide the excellent service you've come to expect from Halco, and continue to provide that service at a price you can afford.



Halco Recognized By Carrier

At the recent meeting of Carrier dealers in Syracuse, Halco management was pleased to have been awarded two plaques. One recognized us for our five years as a Carrier "5 Star" dealer, the other for

the number of Carrier furnaces and air conditioners we install in customer homes every year.

These plaques hang proudly in our training center because they were

won by the whole Halco team, and every person on the team spends time in the training center during the year. It is our ongoing training that enables us to meet the difficult criteria that led to these honors.

Serving the Finger Lakes & Central New York Since 1984

What Customers Say About Halco

Margaret Breckenridge



Margaret Breckenridge enjoys the warmth of her new boiler.

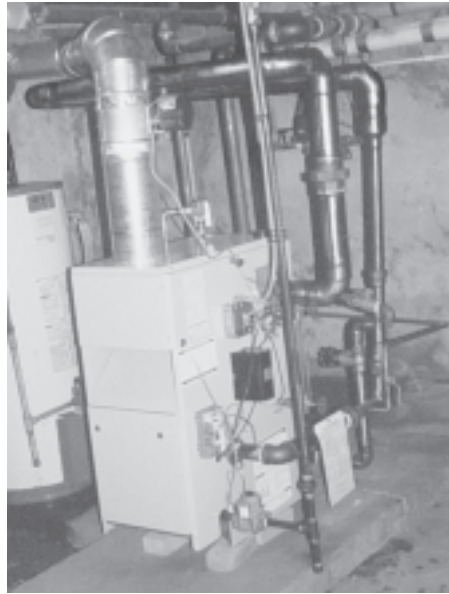
Margaret Breckenridge describes the day her 11 year old steam boiler called it quits as “the coldest day of the winter.” The failure wasn’t totally unexpected, however. Margaret had been advised that it was living on borrowed time. But, it was the Christmas season and she was trying to get a few more weeks out of it.

This is one of two homes Margaret owns in Penn Yan. She inherited this one from her mother, and some of her family members live there. It is the house she grew up in, and she plans to retire there one day.

When that fateful day finally arrived for the boiler breathed its last, Margaret called Halco, and Paul Smith responded. He was familiar with the equipment, since he had been called in previously to assess its life expectancy.

Margaret’s first clue that she had made a very wise choice in calling Halco was when Paul promised portable heaters to keep the home warm so the family wouldn’t have to seek shelter elsewhere. Soon, Paul’s dad pulled up with the heaters in his truck.

When the crew arrived with the new boiler, Margaret was surprised that the crew worked until after 9:00 p.m. to get it installed. Toward the end of the day, a second Halco team arrived to give the first crew a hand installing the



This is the new Carrier steam boiler in Margaret Breckenridge’s basement. By the time you read this, the water tank behind it will also have been replaced.

labyrinth of copper piping and tubing that a boiler needs.

With the home’s pipes again filled with nice, hot steam, Margaret’s attention then turned to reimbursement from her insurance company. Once again, Halco came to the rescue, meeting with the adjuster to show him exactly where the old boiler had failed, and helping her to fill out the paperwork to minimize the red tape.

Today, Margaret Breckenridge sings the praises of Halco from one end of Penn Yan to the other. She directs everyone who relates a plumbing or heating misadventure to Halco.

Margaret put her money where her mouth is, too. The day we took these photos and interviewed her for this story, her water heater had sprung a leak and, without a moment’s hesitation, she called Paul at Halco.

That lack of hesitation is quite literal, too. Margaret’s son offered to install the new water heater in for her, but she thanked him profusely and called Halco anyway.

The service Margaret Breckenridge enjoyed is the rule rather than the exception at Halco, and one of the benefits of working with a team with the people, talent, equipment and concern for your comfort.

Somerset Builders

We are especially pleased with this letter we received recently from Dennis M. Trzeinski, Somerset Builders’ construction manager on a 97 bed student residence at Tompkins Cortland Community College:

“Now that the dust has settled, we reflect back on what was actually achieved between June 26, 2001 and November 30, 2001 on the above referenced project. One would be remiss if we did not take a few minutes to give our sincerest thanks to those firms and individuals whose performance proved paramount in meeting the daunting challenge this project provided. Your firm is one of those who stepped up to the plate in meeting the challenge, for which we are most grateful. We would further like to take this opportunity to personally thank your superintendent, Terry Dishaw, for his dedication, cooperation and unwavering efforts throughout the project. His contributions are considered a true windfall for this project.

“Once again, kudos to the entire HALCO team for a job well done. We are looking forward to future endeavors together.”

We are pleased to receive letters like this because they are rare. That’s not because we don’t do a good job; we do. It’s because commercial construction managers are so busy with tight deadlines and difficult schedules, they seldom take the time to sit down and write a letter of thanks. So, to Dennis, we at Halco say, “Thank you for the opportunity to work with you and your people.

The Halco Difference is Worth the Cost

We thought about titling this article "Size Does Matter", but everyone else uses that phrase, so it has become a cliché. Instead, we'll just tell you how the many Halco people serve you better, and why the little extra cost adds up to big extra value.

We answer the phone live in-house 24/7. Someone is always at our office ready to serve you. They have computerized record of your comfort systems' service history right in front of them. You'll never talk to an answering machine or impersonal answering service. We feel this cost is worthwhile because we provide **emergency** service. We would not want our customers with an emergency to have to leave a message and then sit and wonder when we will call them back. With today's technology, we scan all service records into our computer either the same day, or the next day for the previous night service. Your records are always at our fingertips.

We have regular service department hours seven days a week 8:00 a.m. - 9:00 p.m.

You won't have to change your schedule to accommodate our hours. We will schedule a service call to fit your schedule. With many companies, you would need to take time off from your work to have work performed at your home.

We guarantee our plumbing and/or

New Carrier A/C Environment-Friendly

If you've been considering adding air conditioning or upgrading your present system, this would be a very good year to make that decision. All new Carrier models use environmentally-friendly Puron® refrigerant. By 2010, the old Freon® 22 will be banned completely.

New Carrier air conditioners with Puron refrigerant are gaining an excellent national reputation for their dependable operation.

heating maintenance agreement customers emergency after-hour and priority service.

We also offer service agreement customers a substantially discounted trip charge and repair rate. We will be there when you need us. Don't chance your work to a low cost "catch me if you can" type of service company. We encourage all of our customers to become maintenance agreement customers. It is very inexpensive peace of mind.

We are fully insured.

That means we have a \$3 million liability insurance along with full workers' compensation insurance. Most smaller companies will tell you they are fully insured. The law does not require them to carry workers' compensation. If someone from one of these smaller companies without workers' compensation were to get hurt in your home, you could be held liable for the health and welfare of that worker and his family for the rest of their lives. Is saving a few bucks worth the risk? We don't think so. The cost of liability insurance is 75 percent less than the cost of workers' compensation insurance. So, when they say they are fully insured, they really mean they have liability insurance only.

We offer our employees full health insurance and 401(k) retirement plan.

Health insurance continues to rise in cost each year, but as a responsible

During this transition time, the cost to service Freon 22 air conditioners is expected to rise considerably due to the cost of disposing of the old refrigerator.

Air conditioners that use Puron are not new. Carrier has offered them since 1996, so you can be sure that these units have been thoroughly field tested. This summer is expected to be hot, so call now for a new, environmentally-friendly Carrier A/C.

employer who is making a long term commitment to our customers, we feel it is important to provide our employees with these benefits. We hope you can understand why many of the smaller, less expensive companies are here today, gone tomorrow.

We will send a well groomed, uniformed, fully trained, drug-free service technician.

We spend thousands and thousands of dollars each year on training, and it shows. Many smaller, less expensive companies will send someone who does service work one day and installation work the next. They may do plumbing one day and heating the next. We specialize in our fields and feel the little bit of extra cost is worth it.

Money Back Guarantee

You get what you pay for! We don't offer a "handyman", we offer a well trained, well equipped professional, and a company that stands behind its work for years to come. That's called value. Plus, if we don't meet our promises and you are not satisfied, we will return 100 percent of your money.

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

Education Never Stops At Halco

Monroe Community College in Rochester has an excellent Heating, Ventilating and Air Conditioning (HVAC) program in its Applied Technology Center.

Besides training full time students, MCC offers continuing education for HVAC practitioners already working in the field.

A number of Halco people are cur-

rently taking, or recently completed, courses in a wide range of subjects.

- Hal Smith, Charles McManus, Daniel McConnon, Blake Park and Shad Cook are taking *Computer Applications for HVAC*.
- Robert Tweedie, Daniel McConnon, Blake Park, Eric Jorgensen, Christopher Payne and Trever DeGelleke are taking *Air Conditioning Theory*.

- John Tweedie, Daniel McConnon, Adam Parker, James Wallis and Kevin Williams are taking a *Heating Systems* course.
- Daniel McConnon, Ed Thrash and Howard Cain are taking a course in *Commercial Air & Heat Pumps*.
- Kevin Williams is taking an *Electrical Controls* Course.

Although the company is paying the tuition for these professional development experiences, each person is taking the courses voluntarily in order to increase his technical knowledge and to be able to serve you better.

We appreciate the dedication that our staff places on knowledgeable customer service, and will continue to support their professional development and continuing education.

Spreading Our Eggs Around

Ever since our founding in 1984, we have been, nearly exclusively, a Carrier dealer. This has led some customers to question us when we also talk about the Amana equipment that we sell. There are several good reasons why we offer both brands of equipment.

The first, and most important, is that we feel both are of comparable quality. A second is that it is not good to put all your eggs in one basket. It is good to have a back up brand in case a particular piece of equipment is not available from our primary source when we need it.

Another reason that we diversified our equipment offering is that the Amana and Carrier lines complement each other. One brand may have features we want and need for a certain application and the other may fit better into a different application.

We are in business to serve you. This means installing the highest quality equipment to do the necessary job. The manufacturer whose name is on the equipment is secondary. Most equipment is available on the open market through distributors. It's the installer's service that makes the real difference.

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



865 County Road #6
Phelps, NY 14532

Address Correction Requested