



"Doc" DANCER INC.

HEATING & AIR CONDITIONING

Homeowner News

Spring/Summer 2012

Our Mission

Since 1946 our commitment at "Doc" Dancer has been to provide responsive and trusted heating and air conditioning services. Our experienced technicians are dedicated to ensuring your peace of mind.

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HAPPENINGS AT "DOC'S" COMFORT CLINIC

We first want to thank all of our loyal customers for allowing us to serve you and help you stay comfortable in your home or business. We know you have many choices when it comes to an HVAC contractor and we are grateful that you've chosen "Doc" Dancer for your heating and air conditioning needs. Some of the recent highlights in our business are as follows:

- **New Comfort Specialist** – George Wiegand joined us in January, 2012 and brings with him over 26 years of HVAC and geothermal knowledge to "Doc" Dancer. George is responsible for visiting with existing and prospective customers to arrive at comfort solutions for their home/business. (See *Employee Spotlight* article on page 2 of newsletter)



- **Fort Wayne Home & Garden Show** – For the second year in a row, we participated in this great show. We handed out packets of Zinnia seeds with a \$20.00 coupon on the back. They were VERY popular and went like hotcakes! We not only got to interact with many of our regular customers, but we also met many new people. We had



2012 Home & Garden Show Booth

over 400 people enter our contest for a \$100 Cork-n-Cleaver gift certificate! **Congratulations to Bruce & Karla Bunting of Fort Wayne for winning.** We also awarded a new Kindle Fire to one lucky homeowner who scheduled an in-home estimate. **The winner of that was Tony Zickgraf of Columbia City.** Thanks again to those of you who visited us in our booth!

- **MIX Group Meeting** – Our latest MIX Group (a group of 8-10 HVAC contractors from around the country) meeting was held in Kansas City, MO where we reviewed business operations of Top Notch Heating & Air. **While the purpose is to help the host business identify areas for improvement, we always take away many ideas for improving our own business to serve you better.**

THE "DOC'S" REPORT

Mild Winter + Hot Spring = Word of Caution

The winter of 2011/2012 was recorded as one of the mildest winters ever, and now we hear that March 2012 was the warmest since records were kept! With temperatures in the 80's for an extended period of time we found ourselves hustling to keep up with the air conditioning calls. If this is any indication of what's to come, we may be in for a hot summer. **Many weather forecasters are calling for temperatures to be well above average for the next three months.**

And with that, a word of caution: **The EPA (Environmental Protection Agency) has decided to accelerate the phase out of the old Freon known as R22.** This was a sudden shift from what was expected so the cost of Freon has skyrocketed. In one week the wholesale price of Freon increased by 400%! The refrigerant replacing R22 is 410A.

What does this mean for you? If you have an older cooling system and it needs Freon, you will see much higher repair costs. Additionally, availability will become a real concern later in the year and in the future. Repairing your old cooling system may not be cost effective. **If you have any questions about your particular situation or would like a FREE estimate to bring your cooling system up to date, please give us a call.** We would be happy to assist you.

We'd like to thank you for your business and we look forward to serving you in the future.

Caring about your comfort,
Bill & Nancy Berning



WHAT'S COOKIN'?

MEGAN'S BREAKFAST SANDWICH

Tired of the same ole breakfast? This one has LOTS of flavor and it's good for you too!

- Prep/Total Time: 10 min.

INGREDIENTS

- 1 or 2 eggs (or egg whites only)
- Bruschetta topping (Sam's Club has a great ready-made version!)
- Feta cheese (optional)
- Sliced avocado
- Fresh spinach leaves
- High fiber English muffin or whole grain bread
- Pepper to taste

DIRECTIONS

While muffin or bread is toasting, fry eggs in a non-stick skillet sprayed with cooking spray. When eggs are almost done cooking top with bruschetta topping, avocado, fresh spinach (or any other thinly sliced vegetables you like) and feta. Pepper to taste. Cook a minute or so longer. Remove egg mixture from skillet and place on toasted muffin or bread. Enjoy!



"Doc's" REFERRAL PROGRAM

You are our best advertising and we appreciate your referrals. To show our appreciation, **we'll pay you \$100.00** if your referral buys an air conditioner, furnace, or generator from the "Doc".

It's EASY MONEY!

BEING A GOOD NEIGHBOR

THE BACKYARD MISSIONARY (TBM)

VOLUNTEER WITH PURPOSE

By Randy Renken of TBM

About Us

The Fort Wayne community is being transformed through **connection, collaboration, and capacity building**. The Backyard Missionary **connects** local non-profit organizations (Agencies) with culturally trained volunteers and other necessary resources. As a result of Agency and volunteer **collaboration**, TBM is **building the capacities** of both groups.

Focus

TBM focuses on two main objectives:

- One, we connect potential volunteers to organizations who need their specific talents.
- Two, we offer FREE training so each and every volunteer who participates can choose to maximize their potential, avoid common pitfalls, and come with a shared skill set in intercultural communication and Christian mission.

In short, we help clear the roads so people can find each other. We get the word out. Are you interested in volunteering? Or would you like to nominate an organization for promotion at TBM?



Who is served?

Refugees, the Poor, Disadvantaged Youth, Churches, Victims of Crime, Veterans, Children, the Elderly, etc.

You don't have to travel far to make a Christ-like difference.

If you want to learn more about getting involved with this organization or to provide support, please contact:

Randy Renken at 260.416.9114 or Randy@TheBackyardMissionary.com.



EMPLOYEE SPOTLIGHT – Eight questions with George Wiegand!

- 1. If you won \$20 million in the lottery, what would you do with the money?**
Invest and live off interest, my wife wouldn't have to work, go on the honeymoon we never went on, and support mission work
- 2. What's the best thing about working at Doc Dancer?**
I'm where God wants me to be and I love the team I work with. Everyone pulls together to help the customer. I'm doing what I'm passionate about!
- 3. Does your family have pets?**
Two dogs named Halli (a VERY gentle Rottweiler) & Annabelle (a VERY playful Yorkie) and a cat named Spaz.
- 4. What's the best thing since sliced bread?**
The body pillow
- 5. Favorite phone app?**
"Around me" for productivity and "Talking Harry" for fun
- 6. Favorite leisure time activity?**
Kayaking and cycling

7. Favorite food?

Hibachi sushi rolls with ginger and LOTS of wasabi.

8. Words to live by?

If you know me and forget me you've lost nothing. If you meet Jesus and forget Him, you've lost everything.

George is married to an amazing, loving and "Georgeous" (as per George) woman named Julie. They have 2 beautiful daughters Kristen and Allyson, ages 20 and 23.

Bill & Nancy appreciate the energy, humor, enthusiasm and hard work George brings to the "Doc" Dancer team. Thanks George!



Fujitsu Mini-Splits

Comfort Solution for those Bonus Rooms, Computer Rooms, or Rooms above the Garage

Our main goal as a business is to make sure our customers are comfortable with their home's or businesses' indoor air temperature and quality. We often get calls from people, "We've been in our house for years, and the upstairs bedroom is always too hot" or "We've got a room above our garage and it always is unbearably warm up there. What sort of solutions do you have "Doc"? (okay maybe you don't say it exactly that way)

Well, the "Doc" has a solution for you! It's the Fujitsu Mini-Split. Unlike a traditional HVAC system the mini-split locates the noisy compressor and condenser outside the house. It eliminates the need for an evaporator coil in the attic or basement, as well as bulky ductwork. It also works in reverse in winter! These



units are ideal for these types of rooms:

- Bonus rooms above the garage
- Lake property or vacation home bedrooms
- Upstairs master bedrooms
- Computer rooms in a business
- Or any room that is always difficult to cool to your satisfaction

Here are some advantages to a Mini-Split System:

- **Quiet Operation** – These units allow a peaceful inside environment because the louder components like compressors and motors are outdoors.
- **Easy Installation** – Copper tubing runs through a small 3-4 inch opening in the wall or ceiling to easily connect the indoor and outdoor units.
- **Energy Efficient** – Because there are no ducts, these systems lose less than 5% cooling vs. up to 40% for traditional forced air systems.
- **Individual Zoning** – Why pay to heat or cool areas that no one is occupying? Individual zoning allows you to heat or cool the areas you want.
- **Environmentally Friendly** – Fujitsu systems use the newer 410A refrigerant designed to prevent the depletion of the earth's ozone layer.
- **Safe and Secure** – Using window a/c units makes it very easy for intruders to enter your home. Fujitsu units mount high on a wall, away from the window, providing you with improved security and a pleasant view too! Fujitsu also makes ceiling-mounted models.



Call the "Doc" today at 744-3251 for a free estimate. (See coupon on back of newsletter!)

IAQ (Indoor Air Quality) CORNER...

WHAT (or who) is MERV?

Answers to your most commonly asked HVAC questions

HVAC-speak: "Mr. & Mrs. Jones, your condenser coil is plugged, you've got a leak in your evaporator coil, and the SEER on your current system is very low by today's standards.... We not only can help you with that, but we can improve your home's IAQ with a higher MERV filter."

into a conversation. Please use the list below to learn some HVAC terminology basics. Don't worry, there won't be a quiz!

MERV: Minimum Efficiency Reporting Value is the standard comparison of air filter efficiency. It measures a filter's ability to remove particles from 3 to 10 microns in size. As the number increases so does the efficiency. Some examples are:

- 1-inch disposable filter: MERV 1
- 1 or 2-inch pleated filter: MERV 5 or 6
- Aprilaire Space-Gard filter: available up to MERV 13

SEER: Seasonal Energy Efficiency Rating measures cooling efficiency. As the number increases so does the efficiency. Think of it like your car's MPG (you know, miles per gallon).

IAQ: Indoor Air Quality

Condenser Coil: Part of the outdoor portion of a heating or cooling system that releases or collects heat from the outside air.

Evaporator Coil: Part of the cooling system located indoors. It cools and dehumidifies by converting liquid refrigerant (like Freon or R22 or 410A) into gas.

Variable Speed Blower Motor: An economical, quieter motor that ramps up and down slowly, matching the heating and air conditioning demands of a home. Similar to a car's cruise control, it also helps reduce wear and tear on your equipment.



Huh? If you're like most homeowners you'd say "What?" While it's always our intention at "Doc" Dancer, Inc. to make things easy for you to understand, an occasional HVAC acronym or term may sneak its way



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2309 South Anthony • Fort Wayne, Indiana 46803

744-3251 • www.docdancer.com

"Trusted Comfort Solutions Since 1946"

- We service all brands
- Prompt, Dependable, Experienced
- FREE Estimates on Installations
- Low Cost Maintenance Plans Available



<p>\$10⁰⁰ OFF</p> <p>A/C Precision Tune-up or Save MORE with the "Doc's" Peak Performance Service Agreement</p> <p><small>"Doc" Dancer, Inc. Expires 7/31/12 Cannot be combined with any other offer or discount. Prior purchases excluded.</small></p>	<p>\$20⁰⁰ OFF</p> <p>New Customer Referral Reward</p> <p>Receive \$20 off your next service when you refer a new customer PLUS your referral gets \$20 off, too!</p> <p><small>"Doc" Dancer, Inc. Expires 7/31/12 Cannot be combined with any other offer or discount. Prior purchases excluded.</small></p>	<p>\$200⁰⁰ OFF</p> <p>a Fujitsu Mini-Split system</p> <p>A perfect solution for those rooms that are always too hot!</p> <p><small>"Doc" Dancer, Inc. Expires 7/31/12 Cannot be combined with any other offer or discount. Prior purchases excluded.</small></p>	<p>Get A New Air Conditioner for as low as</p> <p>\$79⁰⁰ MO.</p> <p><i>(qualified buyers).</i> Don't sweat it this summer!</p> <p><small>"Doc" Dancer, Inc. Expires 7/31/12 Cannot be combined with any other offer or discount. Prior purchases excluded.</small></p>
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News – Specials – More



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