



Lehigh Valley's #1 Ranked Heating & Cooling Service for the 27th Year

Authorized Dealer: **GENERAC**

FALL/WINTER EDITION 2014

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

Personally Speaking

Top Weather Experts Agree: Lehigh Valley's In for Wild & Wintry Weather

It's unusual to have five consecutive months of below-average temperatures. It's even more rare to have two top weather prognosticators in agreement. But both situations are reality as we look ahead to the Lehigh Valley's winter predictions for 2014-15.

Those younger upstarts at the *Farmer's Almanac* (founded 1818) are predicting "more shivery and shovelry" weather dominating our region with red-flag periods during 10 day spans of both January, February and March. These warnings include "active wintry weather featuring bouts of heavy precipitation and strong winds."

The more conservative *Old Farmer's Almanac* (founded 1792) is one of the sources we use for our planning here at Deiter Bros. These experts predict a winter "colder and slightly wetter than normal with above average snowfall."

Whichever "Farmer" you choose to follow, it looks like our Lehigh Valley is in for sustained cold with a lot of the white stuff. See for yourself in our month-by-month outlook on Page 2 of this *Comfort Courier*.

As the old expression goes: "everybody talks about the weather but nobody does anything about it." I strongly disagree.

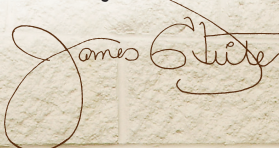
You can prepare for this winter now by getting your heating system ready with our 3-point safety check, cleaning and tune-up. If your heater is more than 15 years old, or you have experienced no-heat issues, you may wish to consider upgrading to one of the new energy-efficient models. You'll sleep better during the upcoming cold nights and can cut your energy costs by 30% or more in the bargain. Facts and pre-winter deals on new equipment are also inside this issue.

Considering our Valley's history with chronic electric power outages during heavy winter weather, it may also be time to invest in a whole-house back-up power generator...especially if you have young children, seniors or a home-based business which cannot afford to lose power or connectivity for days on end. Deiter Bros. is the Lehigh Valley's Factory Authorized Dealer for Generac systems and I can personally attest that this is the #1 brand for many good reasons...they are very well engineered, proven under 44248 even the toughest conditions and made in America. Our team has installed hundreds of these Generac workhorses and they perform flawlessly, whatever the weather.

So much for my commercial messages. Read on and you'll find that this issue chock-full of energy news and great ways to prepare for the cold weather predicted for Winter 2014-15. Looks like we're all in for a wild and wintry ride! Through it all, remember that you have all of us here in the Deiter Family—your "Foul Weather Friend"—watching out for your family. And as you know, we take that responsibility very, very seriously.

Thanks for the privilege of caring for your **Comfort, Health and Safety.**

Sincerely,



James G. Deiter
Vice President
Deiter Bros.



In This Issue

- Cold Weather Forecast
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- Energy Outlook: Heating Oil Prices Down. Natural Gas & Electricity Up
- Don't Lose Power This Winter
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- Deiter Bros. Energy Rewards
- Barktoberfest: Free Pooch Portrait

Got a Pooch?
Enter Your Dog in
 DEITER BROS' LEHIGH VALLEY
**CANINE CALENDAR
 CONTEST**
 Details Inside!



In this issue:

10 **Winners of**
PERFECT FREE Heating
Oil or Propane

This could be your lucky issue of the *Comfort Courier*. There are 10 customer account numbers hidden throughout this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of EnviraFuel[®] heating oil or propane.

We have printed your customer account number on the mailing label of this issue. Check it, then read the *Comfort Courier* carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel[®] heating oil or propane.

GOOD LUCK!

**Check
INSIDE
NOW!**

Fall & Winter WEATHER FORECAST: Bundle Up, Lehigh Valley! Winter 2014-15 Is Heading Our Way with a Vengeance.

If you're one of those lucky "Snowbirds" who can afford to fly off to warmer spots, this is the winter to do it. Because the rest of us working stiffs will be freezing stiff with below-average temperatures for 5 straight months from November through March. 101882 Last year's predictions from the climate kings of the *Old Farmer's Almanac* were uncannily accurate. Our advice here at Deiter Bros. on how to handle what promises to be one of the coldest winters in Lehigh Valley history?: Hope for the best but plan for the worst.

So, for better for worse, here are the month-by-month weather predictions for the Lehigh Valley.

OCTOBER

A wee bit warmer and dryer than average to extend Ma Nature's glorious Fall foliage until mid-month when rain showers dampen the show until the 24th. Remainder of the bewitching month offers sunny days, cold nights. Drivers and parents: be extra watchful for our community's little trick-or-treaters. Wet leaves and slick streets call for extra caution around Halloween.

NOVEMBER

A rare 5-month string of colder temps starts here with November's mercury 3 degrees below average. It's a moist start with rains alternating with seasonal sunny, crisp days until mid-month when things get cooler...then wetter...then downright c-c-c-cold for the 4-day Thanksgiving break. 41319 Our region's first snow flurries finish the month.

DECEMBER

Colder and more precipitation than average as heavy rains soak the Valley until the unlucky 13th (hey, at least it's a Thursday, not a Friday!) drops our first significant snowfall. Keep the shovels handy because stormy skies around the 18th deliver more snow. Odds for a white Christmas are standing even at 50/50 but bet on the 5-day stretch to New Year's Eve as a stone-cold lock for even more snowfall.

JANUARY

It's a deep-freeze debut for 2015 with average temps a bone-chilling 4 degrees below average...that's some serious cold, folks! And just when we dance off the one-two jabs of colder temps and snow flurries, Old Man Winter tags us hard with a low blow of near-record cold in Week 3, followed by a one-two combo of rain and sleet to end this month's mercury out cold and down for the count. Ouch!

FEBRUARY

No love lost for February with below-average temps again and—surprise—more snow. A serious snowstorm with traffic-stopping accumulation socks our Valley in the first week, 31279 followed by a cold-hearted bouquet of freezing rain for Valentine's Day. Thank heaven for short months as Febrrrrrruary rocks out with intermittent snow showers, cold days and colder nights.

MARCH

Just when we could really use some luck, March keeps the cold streak rolling with temperatures 3 degrees below average. Higher precipitation than normal delivers plenty of wintry mix in the first half and a rainy, cold St. Patrick's day on the 17th that will wet more than your whistle. Don't count on a lamb-like exit for March either...thunderstorms cap off the month and one of the wilder winters in Lehigh Valley weather history. Whew!

It's Time to Book Your Annual

HEATING SYSTEM CLEANING & TUNE-UP

Make sure your heating system is ready to perform all winter long by scheduling your Annual Tune-Up & Cleaning. It's the smart (and affordable!) way to keep your system operating reliably, safely and at peak efficiency.

It's a key benefit of our **Planned Maintenance Agreement** for Oil Heat Systems. Here's what this "peace-of-mind" coverage package includes:

- Annual Tune-Up & Cleaning
- 24-Hour Service at Regular Rates
- A 15% Discount Applies on Repairs
- Computerized Efficiency Testing
- Never an Overtime Charge
- Priority Dispatch for Any Repair Call
- The TankSure® Program
(You may "opt out" of this program)



Propane Customers: Fill NOW. Save LATER.

One *New York Times* headline from last February 7 spoke volumes:

"Too Much Winter and Not Nearly Enough Propane"

The article reported on the short-term inventory shortage of propane that caused a price spike during a cold stretch last winter. That experience taught us yet another lesson about the unpredictable nature of all energy prices.

Here's another lesson that I strongly encourage you to heed right now:

Fill Up NOW to Avoid Price Increases LATER!

Propane prices have been stable but with cold weather approaching they are now starting to go up. Low temperatures generally drive higher energy prices but with weather experts forecasting one of the coldest, snowiest winters just weeks away...**WHY WAIT?**

Place your order online now or call us today at:

(PA) **610-868-8566** or
(NJ) **1-888-LPG-4LESS**



Customers: Our HVAC service is available only in select areas of our GreenWorks fuel delivery region at this time. We are expanding our HVAC service coverage and will be coming your way soon. Check www.dbrothers.com to see if we currently offer HVAC service in your area.

Got a
Pin-Up Pooch?

Enter Your Dog in

DEITER BROS' LEHIGH VALLEY CANINE CALENDARSM CONTEST

We're pet lovers here at Deiter Bros. Maybe you are, too. If you have a family dog that you're crazy about, 20371 here's a fun way to show it...and help a lot of less fortunate pets at the same time.

From now until October 12, 2014, Deiter Bros. is conducting the Lehigh Valley **CANINE CALENDARSM CONTEST**. It's a chance to enter a photo of your dog to be one of **12 WINNERS** selected to be featured as a monthly "Pin-Up Pooch" featured on the 2015 Lehigh Valley Canine Calendar, to be released in November.

1,500 copies of this high-quality, full-size wall calendar will be donated to non-profit, no-kill Animals In Distress shelter to help with their holiday fund-raising efforts. 10 additional copies will be distributed to each Canine Calendar Contest winner and one copy each to Deiter Bros. customers on request.

JUST IMAGINE...your own four-legged friend captured forever as the monthly Poster Pooch on a beautiful, full-color calendar!

It's Free and Easy to Enter, Too!

Simply e-mail a favorite high-resolution photo of your dog to us at canine@dbrothers.com.

Please see article at right for **PHOTO ENTRY REQUIREMENTS & RECOMMENDATIONS**.

PLEASE ENTER SOON. The deadline for entries is midnight on Sunday, October 12, 2014. An independent panel of judges will select the 12 winners and results will be announced on Thursday, October 16.

Check www.dbrothers.com for more facts and the TOP 12 DOG Canine Calendar Contest Winners.



DEITER BROS. Invites You to Join Us at the 2nd Annual

Barktoberfest

FREE FUN for Every Family Member (Especially Four-Legged Ones!)

- Pet Parade & Dog Costume Contest
- K-9 Police Dog Demonstrations
- Cartoon Star "Scooby Doo"
- Kiddy Korner Children's Activities
- "Treat Street" with Doggie Delites
- Live Radio Broadcasts & MORE

Plus!

Live Performance by World Famous TV Performers: **The CANINE STARS**
Seen on Animal Planet, Travel Channel, NBC, ESPN and More...Direct from Colorado, These Incredible Dogs will Amaze You with Extreme 111120 Feats of Athletic Doggy Daring. **Free Show Starts at 2 P.M. Sharp!**

OWNERS NOTE: All dogs attending must be kept on a leash and under control by owner at all times.

FOR FACTS, Visit: www.uppermac.org/barktoberfest

Saturday
October 11th

11 a.m. to 3 p.m.

Rain Date
Sunday
Oct. 12th



Location:

Upper Macungie Park

1625 North Route 100, Fogelsville, PA
(From I-78, Rt. 100 North Exit, continue past Weis Market, Park is on right.)

**"A Howling Good Time
Is Guaranteed for All!"**



DEITER BROS!

HEATING • COOLING • ENERGY

Proud to Serve as **PLATINUM SPONSOR** of
Barktoberfest 2014

Lehigh Valley CANINE CALENDAR CONTEST Entry Requirements & Recommendations

Enter Photo of Dogs Only

Yes, we like all dogs...and their human family members, too. But for judging purposes, we are requesting photos of dogs only—no “people” shots please.

Photo Quality Counts

For best results, send **HIGH RESOLUTION** photo in **jpeg** format (.jpg). Winning photos will be enlarged and printed 12-inches wide by 9 inches high. The higher the photo resolution, the better the printed image of the 12 winners selected to represent each month on the 2015 Lehigh Valley Canine Calendar.

To Send Your Photo Entry:

E-mail your photo to canine@dbrothers.com. Limit 2 entries per family, please. No purchase necessary.

Digital photos only. If you have a favorite printed photo, please send a digitally scanned copy. Printed copies can neither be processed nor returned.

Entry Deadline Is Sunday, October 12

All entries must be received prior to midnight, October 12, 2014. A panel of independent judges will select 12 winners and owners will be notified on Thursday, October 16, 2014. All decision are final.

No purchase necessary. Entry open to all Lehigh Valley region residents. No cash prize or monetary value assigned to winning entries. Calendars may only be resold by non-profit animal shelter organization assigned to do so by Deiter Bros. For more facts, contact us at 610-868-8566. Lehigh Valley Canine Calendar is a registered Service Mark of Lehigh Valley corporation dba Deiter Bros. Heating Cooling Energy.

For DEITER BROS. Customers:



FREE Pooch Portrait

Plus!

Instant Entry in the Lehigh Valley CANINE CALENDAR Contest

Our professional photographer will take an on-site digital portrait of your dog and automatically enter it in the Lehigh Valley Canine Calendar Contest.

Cut out this coupon and bring it with you to Barktoberfest for this and more Deiter Bros. CUSTOMER EXCLUSIVES.

Our Customers Have Cashed In More Than \$20,000 in Rewards!

Are YOU One of Them?

(If Not, Here's How You CAN Be!)

Since we began Deiter Bros. Rewards program a few years back, registered customers have redeemed over \$20,000 worth of loyalty points, using them to reduce future purchases of fuel and energy-saving services.

We want even MORE folks to take advantage of this great Deiter Bros. customer benefit! BUT YOU MUST REGISTER FOR THEM. It's easy to register online for both of our rewards programs. Here are the facts you need to know to START REWARDING YOURSELF for both of our rewards programs:

With our traditional **REWARDS** program, every time you purchase any of Deiter Bros. quality heating oil or propane, energy-saving heating or cooling equipment OR services, you earn valuable rewards points redeemable for future fuel or services from Deiter Bros. You can even earn up to 1,000 REWARDS points by bringing a new customer to Deiter Bros.



With our **ENERGY REWARDS** program, every time you shop at participating stores and online merchants, you earn cash credits which are automatically converted to direct reductions on your Deiter Bros. energy bill.

Thousands of top retail and online stores are participating in this program.

Every time you shop at any of them, credits will be added to your **Deiter Bros. ENERGY REWARDS** account within 2 to 30 days, But you **MUST** register!

It pays to learn more about these two money-savers so call us at **610-868-8566** or, better yet, visit our website now for all the facts and to register for 150798 both programs.

START REWARDING YOURSELF NOW!

Visit www.dbrothers.com/deiter_bros_rewards.cfm



Remembering Gerry Koehler

A beloved member of the Deiter Bros. family passed away at 81 this summer. Gerry Koehler was our main “go to” technician for Preventive Maintenance and training all of our new techs how to preform service and maintenance the “Deiter Way.” Gerry retired a decade ago, but we will always remember him for his 16 years of dedication to the highest ideals of customer service. Our thoughts go out to his beloved wife of 60 years, Elizabeth, and his beautiful family. Warm memories of Gerry will always be alive in our hearts.



U.S. Energy Information Administration Report for 2015: Heating Oil Prices Down. Natural Gas & Electricity Prices Up

U.S. Oil Imports Hit Lowest Level in 44 Years




The U.S. Energy Information Administration (EIA) energy outlook released in August, 2014 projects a decrease in heating oil prices and increases in the prices of both natural gas and electricity.

The projected decline in heating oil prices is attributed to a historically significant increase in U.S. domestic production. This has also resulted 134213 in far less need to import oil from the Middle East and other areas prone to geopolitical turmoil. In 2015, U.S. oil import levels are projected to decline to just 22%—the lowest level of imported oil in 44 years.

According to the EIA report:

- U.S. total crude oil production averaged an estimated 8.5 million barrels per day—the highest monthly level of production since April 1987.
- The forecast for 2015 represents the highest annual average level of domestic oil production since 1972.
- EIA expects the net import share of oil to decline to 22% in 2015, which would be the lowest level since 1970.

EIA PRICE SUMMARY

	2014	2015	Price Trend
Heating Oil Dollars per gallon	3.83	3.74	 -2%
Natural Gas Dollars per 1,000 cubic ft.	11.06	11.35	 +3%
Electricity Cents per kilowatt hr.	12.46	12.69	 +2%

Don't Lose Power This Winter

Call Us Now About A **GENERAC**[®] Whole House Generator

According to the weather forecasts, we're in for one of the coldest, snowiest winters in recent memory. And we know all too well what happens here in the Lehigh Valley when trees and power lines snap under the weight of ice and snow.

If we have another multi-day power outage like we have in years past, losing the food in your refrigerator may be the least of the problems. Frozen pipes, or a loss of power for key communication or health support systems, can be devastating for any family or business.

The answer is a GENERAC whole-house generator system from Deiter Bros. Powered by its own independent fuel supply, a GENERAC system switches on automatically during any power outage...providing the electricity you need for safety, comfort and connectivity.

Others may claim to handle these top-brand workhorses, but Deiter Bros. is one of very few GENERAC Authorized Dealers 72067 here in the Lehigh Valley. Our technicians were trained at the GENERAC Service Facility.

We are also authorized to offer special financing for customers who install a new GENERAC. But demand is high, time is limited and winter is coming. If interested, please call us SOON at **610-868-8566** or visit www.dbrothers.com for more facts.

It's Easy to Refer A Friend ONLINE

Earn \$50 Credit and 1,000 Rewards Points

Since 1929, Deiter Bros. customers have always been our best advertising. If you have a friend who would appreciate Deiter Bros. brand of family-style service and value, simply go to our website at www.dbrothers.com and in the Search box, type: **Refer A Friend**.

Just fill in a few info boxes (it's fast and easy) and we'll take care of the rest. 75631 No worries about anyone "selling" your friend either. We'll just share friendly facts on how Deiter Bros. delivers more savings, value and peace-of-mind for ALL of our customers.

For every referral who becomes a Deiter Bros. automatic delivery customer, we'll credit your account \$50 and 1,000 Rewards Points. It's our way of saying: **"Thank you for being a friend."**





Deiter Bros.' Pennsylvania Home Improvement Contractor Registration Number: PA000736
 Text HEAT to 24587 to receive Deiter Bros. Promotions on your mobile phone

FALL SAVINGS!

SAVE ENERGY and
 BIG BUCKS ON BILLS
 with a New Heating
 System from

LENNOX

Save Up To
\$2,100*

when you purchase a qualifying
 LENNOX home comfort system.

Savings include up to **\$400 Deiter Discount**
 off any qualified LENNOX comfort system installed
 between NOW and November 28, 2014!

Delivers Amazing 91.5% Efficiency

HOT ENERGY SAVINGS with FIREBIRD Oil-Fired Boiler

We have now installed several FIREBIRD
 Oil Condensing Boilers and are very
 pleased to report that they are
 delivering on their promise of **91.5%**
AFUE—the highest efficiency we've
 ever seen! The difference is FIREBIRD's
 revolutionary patented down flue
 design. If interested in learning more
 about the **FIREBIRD**, call us or visit
www.qhtinc.com/firebird-products.



ORDER YOUR FIREBIRD NOW

FIREBIRD

And Get Up To
\$400 Trade-In
 On Your Old Heating System.

CALL: **610-868-8566**
 E-MAIL: 4comfort@dbrothers.com
 VISIT: www.dbrothers.com

*Offers subject to product availability and November 28, 2014 deadline. Cannot be combined with any other offer. Check with Deiter Bros. for complete details. LENNOX Industries, Inc. reserves the right to cancel or change this promotion at any time.