

Comfort Courier



Just Right.

DEITER BROS!



4 Seasons Security

A Division of Deiter Bros.



Authorized Dealer
Security Pro

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

Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 21st Year.

AUTUMN EDITION 2008

Personally Speaking

First Thanks First!

Election season is here and the politicians' verbal jousting has stolen the news spotlight from oil prices...at least for now. With all the media bulldung being flung around, it sometimes makes me wonder what or who to believe. That's why I wanted to start this letter with a truth I do believe in: You. And I want to thank you for being a loyal customer and friend of our family. These are tough times in the energy business, and we're doing our best to get customers like you through this rough patch with our capped-price BetterWay™ plan, energy saving technology and fuel-saving tips. But let's not kid ourselves...the sledding will be rough this winter for all of us. Come what may, I will make every effort to prove to you how grateful my family is for your business. And this proof starts with two of the most important words in the English language. THANK YOU!

Oil Price Relief In Sight?

I'm writing this with one eye on the notepad and the other on the computer screen displaying current fuel market prices. Happily, oil prices have dropped over \$1/barrel over the past 40 days. Will this trend continue? I sure as heck hope so and I know that you "second that emotion." Mother Nature seems to be working against us a bit with hurricane season this year and every geopolitical hiccup seems to send prices higher, but there are some good things happening that bode well for future price stability.

For one, both presidential candidates seem convinced that we should use more American sourced oil. We have enough of it in the ground to last us a long, long time, so this could be a win-win for oil prices, regardless of who will be sitting in the White House come January.

Another good sign is that the rest of the Washington gang is finally waking up to the fact that oil market speculators have been behind a lot of the price boosts. In previous rants, I mean letters, to you in this column I've explained how irresponsible energy market speculators (like the Enron money grabbers) can send prices skyrocketing...crippling consumers and the country. Now that Congress is back in session (gee...wish I had a month-long summer vacation, don't you?) they should be taking a long look at what oil market futures traders have been doing to us and our wallets. And it's about time!

A September 2 editorial in the Philadelphia Inquirer, appropriately titled "Shady Dealings" put it best, so I've posted it on our website at www.dbrothers.com for your reading. Here are some of the highlights:

The Commodities Futures Trading Commission found that financial firms engaging in oil speculation hold 81 percent of the oil contracts, a far larger share than what was previously suspected. The steep jump in oil

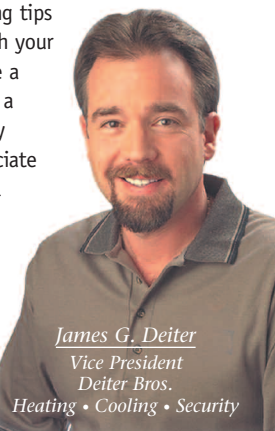
prices can't be explained by normal market forces of supply and demand.

Some analysts believe as much as 60% of the recent price increases are due to market speculation.

There are a number of reasons for oil price escalation, but one that our government can quickly fix is due to investors flocking to oil and creating ARTIFICIAL DEMAND for the commodity, which drives up the price.

Hey, instead of spending our tax dollars on a bureaucratic inquiry, the Feds should've called me and I could have told them the same thing...and I work for a lot less! But at least it looks like they may be waking up to the fact that America runs on oil...and it is one commodity that should be protected from irresponsible speculators. Let's see if our elected boys and girls can get this one right.

In the meantime, all of you who have taken advantage of our capped price BetterWay™ plan should be smiling. We are well below the capped price for now and here's hoping prices go even lower. I've devoted a large portion of this issue of Comfort Courier to fuel saving tips and technology that can stretch your energy dollar even further. Take a close look at them and give us a call or e-mail if you hear of any more...we listen to you, appreciate your feedback, and are grateful for your loyalty. Thanks again,



James G. Deiter
Vice President
Deiter Bros.
Heating • Cooling • Security

In This Issue

- Top 6 Savers
- Weather Forecasts
- We Get Letters
- Cheapskate Checklist
- Safety Tips
- Protect Your Family
- September 11 Miracle Rally
- Growing Our Own Oil
- "Customer Only" Discounts & More



2009 is Deiter Bros.' 80th year in business. And we'll be celebrating in 80 INCREDIBLE WAYS. Visit our website for facts. www.dbrothers.com

Win! FREE Heating Oil!

This could be your lucky issue of the Comfort Courier! There are 10 customer account numbers hidden throughout the articles in this issue. If one of these is your customer account number, you are an INSTANT WINNER of 20 gallons of free heating oil.

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 20 free gallons.

GOOD LUCK!

Here Are Our Top 6 SAVERS

Cut Home Heating Costs This Winter

Extraordinary challenges demand extraordinary measures. And with energy costs up, it's vital that you take advantage of every opportunity to drive down the amount of energy you use for heating this winter.

There are tons of logical ways to cut heating costs. Beef up your insulation, put weatherstripping around doors, install insulated windows, etc...but everybody tells you that all the time. And some of those energy savers are darn expensive.

So, being energy experts specializing in heating systems, a bunch of us Deiter guys sat down and asked ourselves: what are the top changes WE have made in our own homes to save on energy costs. Some of the answers are simple, some are more technologically based, but ALL of our 6 SAVERS work real well...and you won't have 233437 to take out a home equity loan to have them work for you this winter. Here they are:

1 LOWER THE THERMOSTAT... LAYER ON THE CLOTHES.

Okay, your kids like your home at a balmy 72 to 74 degrees. This year try setting the thermostat a few degrees lower and layering on a sweater, fleece, or sweatshirt. A \$25 piece of clothing (even less if you're a cheapskate like me...I still have the old Kelly green Eagles sweatshirts!) can save you hundreds of bucks in energy costs this winter...and trust us, you'll be in style with "everyone

wearing" the latest in layered fashions indoors this winter. Last heating season, several of our customers lowered their thermostats to the mid 60 degree range, layered on some extra duds, and we tracked their fuel usage. Guess what? These frugal folks cut their fuel usage on average over 10 to 15%! This winter, set the House Rules and save with LOWER DOWN! LAYER ON!

DO THE MONEY SAVING MATH: According to the Alliance to Save Energy (www.ase.org) for every degree you lower your home's thermostat during the heating season, you can cut your bill by up to 5%. You'll be a little coola...but save a ton of moola!



Cost to Return Value



Drag those old sweaters out of the mothballs. They could be your biggest cost-cutters this winter. Lower down (your thermostat). Layer on (extra clothing).

Farmer's Almanac Predicts BIG CHILL For This Winter



The weather forecasters at the Farmer's Almanac have chalked up a pretty good batting average

Hmmm...I checked my map and our Lehigh Valley is right smack in the pathway of this snowy steamroller that they are predicting. 124610 And they are calling for this Big Chill of lower temps and higher snowfalls to be pretty consistent from November through March.

Here's what Farmer's Almanac is calling for in our Lehigh Valley on a month-by-month basis:

November Starts off mercifully mild with higher than usual temps until around Thanksgiving when things start to cool down with heavy rains and snow flurries.

December Temperatures will be a whopping 5 degrees below average for this holiday month with our first real snowfalls whitening the Valley between the 4th and 10th...and continuing off and on with a tease of sunny but very cold days and nights. If you're dreaming of a white Christmas, this is the winter to bet on it happening.

January New Year's Day will be a good day to nurse your hangover and watch football as rains turn the Lehigh Valley into a giant slushball. Around the 4th the snow machine turns on again and temperatures drop into the deep freeze with some relief coming mid-month with milder temps and rain with another snowfall happening between the 25th and 28th.

since they began publishing in 1792, stating in their 2009 issue that the previous year's predictions proved "90 percent accurate in predicting whether there would be more or less precipitation than in the previous winter. On average, our forecast winter temperatures were within one degree of actual temperatures." (Gee...now if only they could predict energy prices.)

If these weather wizards are correct in their forecasts, we're in for an unusually cold and snowy winter. They base their predictions on a bunch of factors but the overriding one seems to be solar activity cycles. According to their studies, we are at the beginning of a period of significant change that belies the popular theory of global warming.

Their researchers note: "Over the coming years, a gradual cooling of the atmosphere will occur. Most of the nation will have below-normal winter temperatures, on average. The area of heavy snowfall will extend from the Ozarks northeastward into southern New England."

February

Below average temps throughout the month with snow kicking off the Love Month and revisiting us again and again and again from the 8th until the 24th. (Maybe a good time to get your sweetie a snowblower instead of those roses!) Around the 25th we get a break as temps turn milder and the flakes turn to raindrops.

ARE YOU READY FOR WHAT IS PREDICTED TO BE A WILD WINTER?

A good place to start is right in your hands now. This issue of Comfort Courier is packed with energy-saving tips on how to keep a lid on home energy usage and still keep a cozy home. Naturally, everyone here at Deiter Bros. is here to help you in any way we can. Just give us a call or check out our website for the latest ways to heat better, smarter and for less bucks. Bundle up, gang, we may be in for a nippy ride!

2 UPGRADE TO A PROGRAMMABLE SETBACK THERMOSTAT

Sure, life is complicated enough without another electronic gadget.

But the fact is, programmable setback

thermostats are relatively inexpensive add-ons that can help you drop the thermostat during times when you least need to generate heat...and the bucks it takes to do so. (See cost-cutting way #1 about lowering your thermostat. And when you're done re-reading it, read it again.)

Say your family is generally sleeping from 10 p.m. to 6 a.m. You program these devices to drop your thermostat by 3-5 degrees or so from 11 p.m. to 5 a.m. Your heating system is operating far less for 6 full hours while your blankets are doing the job they were made for! 243890 And when your family members wake up, the house is warming up again. Do the same thing while everybody is at work or school and you WILL see a big difference in your fuel usage.

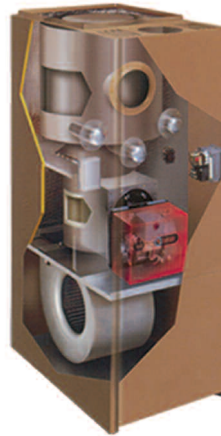
WHERE DO YOU GET THESE PROGRAMMABLE THERMOSTATS? We have a great line of these thermostats—from basic models to some with more bells and whistles for true techies—and we'd be happy to get you an estimate. Plus, our highly trained technicians will teach you how to use your thermostat for maximum savings. If you're interested, give us a call.



level achievable with her unit, according to manufacturer specifications.

When we asked her how it got so bad, she sweetly told us that "she just never got around to scheduling to have it done." This homeowner is now saving money AND has the peace of mind in knowing that her system is operating safely, another MAJOR benefit of this important service.

BOTTOM LINE: If you have not had your heating system tuned up in more than a few years, do it. It WILL cut your heating bill significantly (many experts say up to 10% or more), save on repair costs and extend the life of the unit. Plus, you'll be helping the environment. A heating system kept tuned-up saves about 1,250 pounds of carbon dioxide from being released into our atmosphere.



Cost to Return Value



The longer it's been since your last tune-up, the more you'll save with higher operating efficiency this winter. So...how long HAS it been?

Cost to Return Value



Why pay for extra heat when you're asleep (that's your blanket's job!) or when your family is out of the house? Automatically turn down the thermostat and turn on the fuel savings.

3 TUNING-UP YOUR SYSTEM: A TRUE TALE

We were on a service call recently to a nice lady in Allentown who recently switched to Deiter Bros. from another heating company. We inspected her furnace and found that it was in pretty bad shape. You see, she hadn't had the system "tuned-up" in the 5 years that she owned her home. Upshot: her furnace was operating below 65% efficiency. (Which means, basically, that for every dollar she was spending on oil she was getting back 65 cents worth of heat. Bad trade.) Well, we gave it a thorough cleaning and a tune-up and her efficiency level flew back up to 85%, which is the highest

4 COOLER TECHNOLOGY: THE OUTDOOR RESET

With oil prices so high, a lot of techno tricks are being used to have heating systems work only as hard as they have to. One of these is called an "outdoor reset" and while we heating guys know about these proven fuel savers, most consumers do not...yet. Remember: on warmer days, your boiler doesn't have to run as much. But your boiler doesn't know what the outside temperature is, so it fires up oftentimes more than it has to. Without getting too technical, an outdoor reset is basically

(A.) a thermostatic sensor mounted outside your house which is connected to (B.) a small microprocessor which interprets the outdoor temperature changes and (C.) signals the boiler to fire only as needed to keep the water flowing through your heating system at a comfortable level. An outdoor reset will also minimize boiler short







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And Here Are More Ways to Save: Deiter Bros.!



CHEAPSKATE CHECKLIST


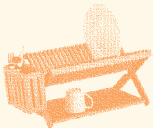



During times like this, being a cheapskate can be a very good thing. So along with our 6 Savers list rankings, we offer the following Cheapskate Checklist. All of these are legitimate energy savers. And most are pretty easy to achieve. How many items on our list have you done...or will do before winter hits?

- Caulk and weatherstrip around windows and doors to stop air leaks 
- Seal gaps in the floor and walls around pipes and electrical wiring
- Change air filters monthly
- Replace incandescent bulbs with compact fluorescents—they use 75 % less energy and last 10 times longer 
- Install aerating, low-flow faucets and showerheads
- Fix any leaky faucets- one drop per second can add up to 165 gallons a month
- Tune-up your heating and cooling system annually to keep it running as efficiently as possible 
- Have your ductwork inspected and repair any leaks
- Add insulation to your attic, crawl space and any accessible exterior walls
- Wrap your water heater with insulation or install an insulating blanket
- Look for the ENERGY STAR label when replacing large or small appliances 
- Use power strips for home electronics and turn off power strips when equipment is not in use
- Replace worn-out seals on your refrigerator and freezer
- Reduce hot water use by taking shorter showers and using cold water for the rinse cycle in your washer
- Turn off lights, televisions and other appliances when not in use 

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CHEAPSKATE CHECKLIST

(continued)

- Clean refrigerator coils regularly to keep compressor running efficiently 
- Set the refrigerator temperature at 36° to 39° F and Freezer at 0° to 5° F
- Use the microwave when possible – it cooks faster and doesn't create as much heat as a stove burner
- Air-dry dishes instead of using the dishwasher's heat drying option 
- Run your dishwasher and clothes washer only when full
- Match the size of your pot or pan to the size of the burner
- Make sure your dryer's outside vent is clear and clean the lint filter after every load 
- Keep all windows and doors located near your thermostat closed tightly
- Keep heat sources such as lamps and appliances away from your thermostat
- Consider replacing your older model refrigerator, especially if older than 10 years, with an ENERGY STAR refrigerator
- Install foam gaskets behind electric-outlet and switch-plate covers 
- Dry one load of clothes immediately after another to minimize heat loss
- Defrost frozen food in the refrigerator before cooking 78940
- Use the oven light to check on progress when cooking or baking.
- Keep your outside air conditioning unit clean and clear of debris or weeds
- Use low-watt bulbs where lighting is not critical
- Place floor lamps and hanging lamps in corners. The reflection off the walls will give you more light
- Turn off outdoor lighting during the day. Try timer switches or photoelectric controls if the finger method is a bother 

(Top 6 Savers-continued)

cycling (when it fires up and then shuts down within a few seconds) which is a 76051 real efficiency killer.

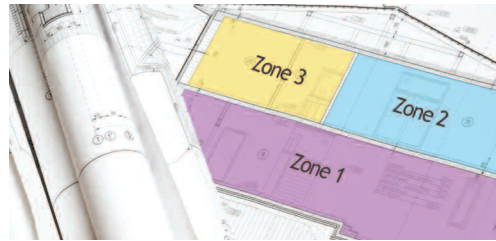
Downside on outdoor resets: they only work on boilers (hydronic) systems...those which heat the home with hot water circulating through pipes to radiators or baseboards. If you have a furnace or warm air system, this technology isn't your thing. Upside on outdoor resets: If you have a boiler that heats your home with hot water, one of these gizmos can save you a boatload of dough over the course of the year...much more over several heating seasons. To get a closer look at the outdoor reset option, take a look at www.dbrother.com/reset.

Cost to Return Value



If you heat with a hot water system, this little-known tech tool is a terrific investment in fuel savings.

5 GET IN THE ZONE... THE SAVINGS ZONE!



My daughter refers to the "olden days" as about 15 years ago. My own definition goes back to the Pittsburgh Steelers "Steel Curtain" era of the 1970s. My Dad's idea of the olden days were somewhere around the Eisenhower administration. Because this newsletter is all about saving you fuel dollars, let's just consider the olden days as the time before heating fuel prices got scary. Fair enough?

Back in those days of yore, heating systems HAD to be big enough to heat the whole house at one time. Remember: families were bigger and fuel was cheaper, most systems only had one zone "thermostat". Nowadays, most newly built houses are divided into several ZONES. Heat can be sent to each zone separately, i.e. if someone is in the guest room for the weekend, you can turn on that zone, if it's empty, turn it down...why pay for heat no one is using?

If you have an older home, you may have only one zone, so you are heating your whole house all the time. But we can fix that for you by dividing your home into zones, each served by controls on your heating system that can be turned on or off at the thermostat.

Zoning is a great fuel saving strategy, particularly for older, larger homes. Zoning will work on both warm air and hydronic systems. The cost is a bit pricier than our other 6 Savers because there are some controls and labor involved to install a zoned system (it's definitely not a job for do-it-yourselfers) and that's why we rate it at two dollar signs in our Cost To Return Ratio. But, as any heating pro knows, getting in the zone will definitely save you money over the long haul.

Cost to Return Value



Costs a bit to have a zoned system installed properly but the investment will definitely come back to you in fuel savings, season after season.

6 HEAT COSTS HIGH? HUMIDIFY!

Okay, repeat after me: humid air feels warmer than dry air...humid air feels warmer than dry air. Now repeat that in your head about 50 times and the wisdom of a home humidifier as a major heating cost-cutter will start to sink in.

Winter air is dry. You can feel it in your skin...you can hear it in the creaking of wooden furniture or hardwood floors...and you will see it in higher fuel bills UNLESS you decide to combat dry air with a home humidification system. Fact is, with properly humidified air, you can turn your thermostat down by anywhere from 4 to 7 degrees and not sacrifice a bit of comfort! Your woodwork and furniture will thank you because

there will be less creaking and cracking joints. Your family will thank you because there will be less dry skin and fewer dry throats, which make us more susceptible to colds. Our team can install an in-line, automatic feed whole home humidifier that does the job without any hassles. Give us a call and one of our comfort consultants will provide you with more details so that you will feel the difference this winter in your home and your wallet.

Honeywell



Cost to Return Value



Properly humidified air feels warmer so you can lower your thermostat by several degrees and still be cozy. Plus, it makes for a healthier indoor environment for family, pets and wooden furnishings.

Personal Safety Tips:

Keep Your Car Keys by Your Bed at Night

Tell your spouse, kids, parents, friends...everyone in your life that you care about...to keep your car keys beside your bed at night. Why? Because if you hear a noise outside your home, or someone trying to break into your house, you can just press the panic button (usually the red button) on the electronic fob keyholder. The alarm will be set off and the horn will continue to sound until either you turn it off or the battery dies.



The panic button on your electronic keyfob is one home security system that you already own!

Yes, 4 Seasons Security is in the business of selling security systems, but we feel it's important to let you know that you ALREADY have one security alarm system in your life that requires no installation or additional cost. Test your automotive keyfob alarm system for yourself from your bedside or almost anywhere in your house. 143082 If a burglar or rapist is trying to enter your home and suddenly hears the commotion of your car horn honking repeatedly, chances are he won't stick around for long. Also, after a few seconds, lots of neighbors will be looking out their windows to see what's going on.

This 4 Seasons Safety Tip could save a life, robbery or a sexual abuse crime. Use it for all it is worth. And if ever we can help you with any of your home or business property security needs, just give us a call or e-mail. Thanks!

Jim Ed Jen Bobbie Jim

Your 4 Seasons/GE Security Pros



4 Seasons Security

A Division of Deiter Bros.



P.S. Always remember to carry your keys while walking to your car in a parking lot or parking deck, too. Their alarm capability is also useful for any emergency, such as a heart attack, when you can't reach a phone. Have a safe and secure Autumn!

Saved by the Cell

Here's a cool tech tip a customer shared with us recently. Program your cell phone with ".ICE" so that In Case of Emergency, those around you know who to call. Many folks know about "ICE", but the dot isn't as well known. Adding the dot makes it come up to the top of your phone list. Those who have Blackberry, Palm, Treo, etc. may also want to add information under their own name. 65682 I put medications and other medical information that might be needed in an emergency. That way, there's also a list at hand when I go to the doctor.



Customer Satisfaction Report Card

In our ongoing quest for 100% Customer Satisfaction, we have an independent research firm track our service performance through customer surveys and tally the results. Like a bunch of kids who did well on a recent report card, we are proud to share our most recent grades with you!

Was everyone at Deiter Bros. helpful and courteous?	97.06%	YES
Respond to needs in a timely manner?	94.12%	YES
Salesperson understand and meet customer needs?	97.06%	YES
Warranty discussed, maintenance agreement explained?	94.12%	YES
Work performed to customer satisfaction?	97.06%	YES
Work area left neat and clean?	97.06%	YES
Use Deiter Bros. again, recommend to others?	97.06%	YES
OVERALL CUSTOMER SATISFACTION RATING	96.22%*	

*Okay, it's not 100% yet...but we're working on it!

We Get Letters



Many thanks to those customers who feel compelled to write us letters about our service.

It may be turning into an e-mail world but there's still nothing sweeter than sharing a traditional "Thank You" note with the team here at Deiter Bros. for jobs well done. Here are highlights from a few received in the past few weeks.



"...professionalism and expertise were so impressive..."

"I wanted to send a note to say how impressed we were with your technician, Manny. He cleaned his shoes before coming into our house, politely introduced himself and answered all our questions in a way that was easily understood. He didn't act like any question my Mom asked was annoying (I have seen that more than once with other repair people!). His professionalism and expertise were so impressive, I wanted to compliment Deiter Bros. on a fine employee... feel free to send him again any time we need service."

— J.M.D.
Kintnersville

"...pat on the back for a job well done."

"Today's furnace maintenance was done by your tech, Michael. He was polite, very clean and informative on what my system needed. It would be nice to give him a pat on the back for a job well done. I've been a Deiter customer since 1969."

— J.H.R.
Bethlehem

"...appreciate your thoughtfulness."

"The gentlemen who installed our new burner were tremendous. And, Dave, thanks for being a "grand guy". We liked your friendliness and congeniality. Again, thank you.

We appreciate your thoughtfulness."

— P. W. and D. W.
Easton

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Letters Continued:



4 Seasons Security

A Division of Deiter Bros.

"...committed to our safety."

"Dealing with your service personnel has been a pleasure! As a 4 Seasons customer, I always feel safe and 'taken care of', but recent events at our other property in Allentown made me realize just how committed your whole company is to our safety. Thank you!"

— N. D. S.
Bethlehem

"...excellent job...especially for us Seniors."

"Jim did an excellent job instructing us how the new security system works. That's important, especially for us Seniors. We feel very secure when at home and more so when we are away, knowing our home is safe. When my husband was hospitalized recently, I felt very secure at home alone."

— E.V.
Allentown

"...would recommend 4 Seasons..."

"Jim and Ed were very professional and friendly. I would certainly recommend 4 Seasons Security to all my friends and family. Thank you."

— C.V.D.
Nazareth

This Winter Your Home Will Have One Clean, Green Comfort Machine

Yes, your furnace or boiler will be running cleaner and greener than the neighbors this winter, thanks to Deiter Bros.' special blend of heating oil and biodiesel fuel derived from soybean oil and other renewable, American-grown products.

Long before it was so fashionable to be "green", we formulated this cleaner burning heating oil and registered its trademarked name: EnviraFuel™. 150110 EnviraFuel™ is formulated with an American-grown, renewable resource, it helps to reduce America's dependence on foreign oil. And we're all for that.

Plus, EnviraFuel™ is formulated to work with all heating systems and burns just as reliably and efficiently as conventional heating oil. So when you are feeling nice and cozy on the cold winter nights that are just around the corner, you can feel a bit warmer inside knowing that you are helping make our Lehigh Valley environment a bit healthier...and Mother Earth a bit happier.

envirafuel™

Exclusively From:



DEITER BROS!
HEATING • COOLING • SECURITY

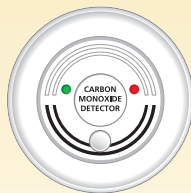
Renewable Fuels



Stronger America

PROTECT YOUR FAMILY From The Silent Killer

CARBON MONOXIDE (CO) GAS KILLS...and it usually strikes in the colder months when homes are closed 138984 tighter and heating appliances are used more frequently.



CO is a colorless, odorless, toxic gas. (That's why it has earned the menacing nickname: The Silent Killer.) It occurs when fossil fuels like natural gas, propane, kerosene or fuel oil are not burned completely. Causes of CO-related incidents can include inadequately maintained appliances; chimneys blocked by animal nests, fallen liner bricks or other debris; blocked furnace or boiler vents; portable heaters vented improperly or many other scenarios involving fossil fuel-powered heating or cooking systems.

KNOW THE SILENT KILLER'S WARNING SIGNS:

- Stuffy, stale air
- Condensation on windows
- Back drafts from a fireplace, furnace or water-heating chimney
- Yellow burner flames (except from natural gas fireplaces or logs)
- Burner flames or pilot lights that flutter or keep going out
- Soot or lingering, pungent odors around appliances

IF YOU NOTICE ANY OF THESE SIGNS, turn off the appliance immediately and introduce fresh air into the building. Call a qualified, licensed heating contractor like Deiter Bros. to inspect the equipment as soon as possible.

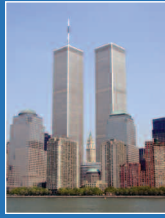
PHYSICAL SYMPTOMS OF CO POISONING CAN INCLUDE:

- Dizziness
- Fatigue
- Blurred vision
- Stinging eyes
- Fainting

IF YOU EXPERIENCE THESE SYMPTOMS and suspect CO, seek fresh air by leaving the building immediately and call 911 on a cell phone or neighbor's house.



September 11 “Miracle Rally” at Deiter Bros. Raises Record Funds for Wounded Soldiers



It started out as a way to remember the victims of September 11 and raise funds to help a great cause. It ended as an emotion-charged last-minute miracle rally that set a new Lehigh

Valley fund-raising record for an organization that helps American soldiers seriously injured in the line of duty.

On Thursday, September 11, 2008, Deiter Bros. volunteered to be the site for a live radio remote broadcast fundraiser hosted by WAEB-AM radio personality Bobby Gunther Walsh. The money would go to the Wounded Warrior Project, a nonprofit organization dedicated to helping soldiers seriously wounded in Iraq and Afghanistan. All week long, Gunther had been airing his popular morning talk show from leading businesses throughout the Lehigh Valley. All of the events were highly successful, raising an average of approximately \$1,000 per hour during the 5-hour show.

But for some reason, donations at the Deiter event were only trickling in. Going into the final hour, the donation box held about \$1,100. And then it happened.

Moved by the presence of a young local man who had lost a leg to a roadside explosive device while serving with the U.S. Marine Corps in Afghanistan, Jim Deiter Sr. and Jim Deiter

Jr. (both former Marines... although they would argue that “once a Marine, always a Marine”) pledged to match any Wounded Warrior donations that came in the final hour of the broadcast, up to \$5,000. DJ Gunther made the case on the air, imploring his listeners to open their hearts and wallets for the soldiers and their families who have given so much. It was almost miraculous how the phone lines immediately lit up and people showed up at the door with contributions in hand...and some with tears in their eyes.

When the dust finally settled at 10 a.m., the donation box bulged with \$12,856. This remarkable outpouring of community generosity set a new Lehigh Valley one-day fundraising record for the Wounded Warrior Project. And I know that at the core of this rally were many Deiter Bros. customers. I have always believed that our customers are some of the best folks on God’s green earth. And this experience confirmed that belief.

Thanks for helping to make this “Miracle Rally” happen for those brave soldiers who have given so much for the cause of American freedom. Semper Fi.

For more facts on the Wounded Warrior Project, please visit www.woundedwarriorproject.org.



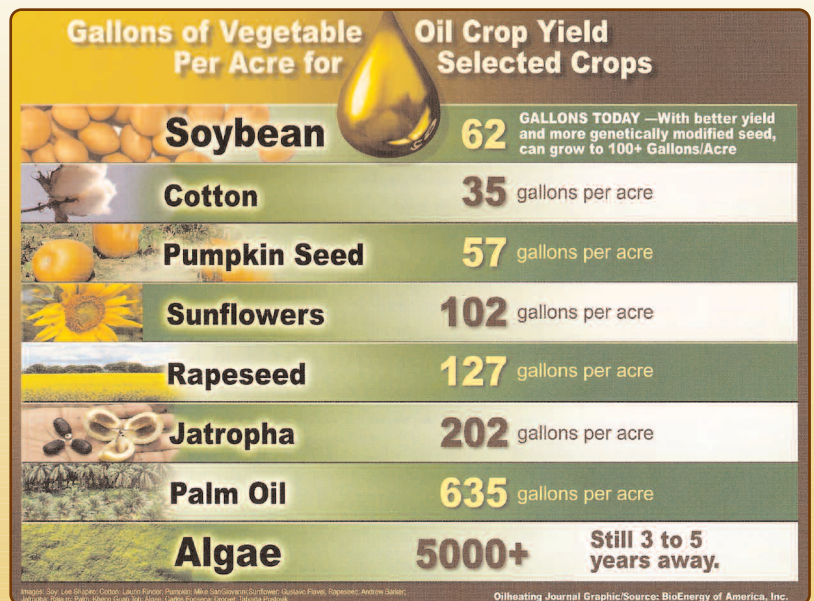
LIVE FROM DEITER BROTHERS, WAEB morning radio personality Bobby Gunther Walsh broadcasts from our Stefko Blvd. showroom in a September 11 fundraiser to benefit the Wounded Warrior Project, dedicated to helping soldiers seriously wounded in the line of duty.

Growing Our Own Oil: The Future Is Here

It’s a geological fact that there is enough oil and natural gas within our own nation’s borders to last us for several decades or more. And there is now hard evidence that the earth is continuing to make new oil all the time. Yes, the natural process that transforms organic matter into petroleum and natural gas (hence the term “fossil fuels”) is not static...it’s a dynamic, ongoing phenomenon happening constantly deep in the bowels of our amazing planet, just as it has been for millennia. 13045 And the result is that the earth is actually making new crude oil and natural gas every day!

But that doesn’t mean that we shouldn’t expand our energy options with other fuel sources...preferably renewable ones. Here at Deiter Bros., our heating oil—Envirafuel—is a proprietary blend of conventional fuel oil and biodiesel, which is made with soybean oil. As technology advances, more of America’s energy needs will be met by combustible oils derived from plants. Here are some amazing facts on just how much oil we can actually get from plants.

And for anyone who has ever owned a fish pond, the last fact is the most amazing of all. I’ve been fighting fast-growing algae in my own backyard pond for years...and now I learn that in a few years it could be a valuable source of energy?! It’s a fascinating world, isn’t it?



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