







Family-Owned since 1929 Serving Lehigh Valley, PA and Northwestern NJ

GENERAC



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

Personally Speaking

3 Pandemic Perspectives: Preparation. Anticipation. Appreciation.

The Great Depression. World War II. The Cold War. The 1960s. Watergate. The first Oil Crisis (1972). The second Oil Crisis (1979). September 11, 2001. The Great Recession. And now, the COVID-19 pandemic of 2020.

Through 91 years, Deiter Bros. has seen just about everything that fate and history can throw at a family business. And like you, we're all still slugging our way through this latest crisis. So I won't waste any words or your time restating the obvious. That's what daily newsfeeds are for. And while we aren't out of the woods yet, here are a few of my personal perspectives at this point in the journey.

PREPARATION: We mobilized back in mid-March, deploying CDC-recommended safety protocols and procedures at all levels of our operations. It hasn't been easy, and it hasn't been perfect, but I check out our team's performance reports every day and, I can tell you, it's working. Propane, oil and diesel deliveries are all on time. Emergency AC service calls are getting done on time. New HVAC equipment installations are scheduling a bit further out than normal, but we're whittling that wait time down, too.

ANTICIPATION: This won't be the last of **the tough times.** History is a succession of upheavals. (Just look at the list at the beginning of this article.) Whatever the nature of the problem — political events, natural disasters, economic turbulence, health challenges—they are going to happen. We have to learn from our experiences, prepare as best we can, and not let fear of what's next paralyze our daily lives. Despite our differences, the vast majority of Americans are a caring and resourceful and courageous people who

have fought through some of the darkest times that history could dish out. I truly believe that we can get through anything by sticking together.

APPRECIATION: Times like these bring out the best in customers like ours.

I've seen this in many ways. Mostly in the increased flow of calls, emails, letters of gratitude and daily comments I receive. A consistent message is how respectful Deiter Bros. service people have been during our service visits. I'm getting more customer appreciation feedback 801782 than I ever have in my 40+ years here. Dad agrees...and he's been here since Lincoln was president. (Okay, maybe Eisenhower.) And each of these kind thoughts mean the world to us. Truly.

A Special Salute to Our Employees:

To every member of our Deiter Bros. team, my heartfelt thanks. You are essential to the health of our community. Together, with the healthcare workers, first responders, truckers, food suppliers and all the other Essentials of our community. your dedication and skills are making all the difference...and getting us closer to the end of this challenging chapter in our Lehigh Valley history. Thank you.

And to Our Customers:

Caring for your health and comfort through all times, good and bad, is not just a business with our family...it's an ethical responsibility that we take very seriously. As our customer, we will always be here for

you. Thank you for your loyalty to Deiter Bros.

Most Sincerely,

James G. Deiter Vice President, Deiter Bros.



FALL/WINTER 2020

IN THIS ISSUE

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Don't miss this opportunity: Home Smart Home See Page 6





Are YOU a Winner?

In this Comfort Courier there are 10 customer account numbers hidden throughout the articles. If one of these is yours, 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!



Ultraviolet (UV) light has long been recognized as an effective way to kill viruses and bacteria. In the current COVID-19 pandemic, UV technologies are among the tactical tools now enabling major airlines, corporate workplaces and other close-quarter venues to provide healthier environments.

To help protect our own customer families and businesses, Deiter Bros. provides an advanced air purification system called the **ActivePure Air Scrubber** which uses a combination of UV and filtration technology proven to cut down viruses, bacteria and other contaminants in indoor breathing air. It also installs very 768792 cleanly into the air ductwork system of just about any home or business.

"It's pretty amazing technology. No surprise that in the current environment it's getting a lot of attention," says Jim Deiter, "During times like these there are a lot of new products claiming to kill viruses. Some are ineffective and some are legitimate. We always do our homework on any product before we'll provide it to our customers. From the performance statistics we have seen, and how the ActivePure Air Scrubbers that we've installed are working, this is the real deal."

ActivePure, the manufacturer of Air Scrubber, notes that research is not yet in on its performance against the COVID-19 strain. But research at leading US universities have validated its effectiveness against the following viruses, bacteria and microbial contaminants:

	Reduction Rate
MRSA Superbug	99.8%
Avian Flu	99.0%
Staphylococcus (Staph)	98.5%
Streptococcus (Strep)	98.5%
Black Mold	91.9%
E. Coli	98.1%

ActivePure Air Scrubber further cleans indoor breathing air by removing pollutants which can trigger allergies, asthma and other respiratory issues.

Additional contaminants removed include:
Pet dander • VOCs • Odors • Dust • Surfactant Contaminants.

INTERESTED?

Watch the Air Scrubber video at www.dbrothers.com/ indoor air quality.cfm



Did You Know...

Ernest Hemingway once lived in the Lehigh Valley?

It's a fact. During World War I, the U.S. War Dept. formed the U.S. Army Ambulance Service (USAAS) in 1917 and converted the Allentown Fairgrounds into its training facility, named Camp Crane. Originally intended for 2,500 it rapidly grew to 7,500 recruits. Among the documented recruits who lived at the Allentown facility were Ernest Hemingway and Ray Kroc, the founder of McDonald's.

Recruits were billeted in any available fairgrounds buildings, including horse barns and pig pens. The

fairgrounds infield track and what is now the parking area became a sprawling tent city for recruits to live in. A large mess hall was 24711 established under the Fairgrounds Grandstand.

For recreation, the young men established football, track and tennis teams. The nearby Oakmont Tennis Club at 21st and Allen Streets was built by USAAS recruits with materials they "requisitioned" from the



government. Hemingway, an avid tennis player and always game for a youthful caper, likely participated in the construction of this Allentown sporting treasure which, to this day, boasts some of the best traditional red clay courts in America.

The state of the s



Allentown Fairgrounds Racetrack, 1908

Tired of Politics?

Many of us are getting weary of the day-after-day media drumbeat leading up to the national election. It's even tougher with all the COVID-19 implications this year. But every vote can make a difference in the future of our nation. It's 1444 important for ALL Americans to be heard from...especially YOU. So please...



Tuesday, November 3

It's Your Right and Responsibility as an American Citizen!

Fall/Winter Weather Forecast:

Don't sell that snow blower yet, but it looks like a warmer winter ahead... depending on which "Fightin' Farmer" you listen to!

This year has been enough to make anyone crabby, but those two "fighting farmers" are more disagreeable than ever! The weather forecasters at the Farmer's Almanac (founded 1818) are predicting a "cold, wet and white winter" with a blizzard blanketing our region 1 to 2 feet deep in mid-February. Meanwhile, the more seasoned prognosticators at the Old Farmer's Almanac (founded 1792) are calling for "winter temperatures above normal" 762194 with "belownormal snowfalls."

As always, Deiter Bros. sides with the Old Farmer's because we ain't exactly spring chickens ourselves (our family company turns 92 in 2021, dagnabbit!) And they have been uncannily accurate through the years.

But it will be verrrry interesting to see what kind of weather we get around Valentine's Day this year. If we get socked with a major snowfall, score a major win for the younger guys. Either way, you can count on Deiter Bros. to keep your family comfortable whatever the weather may be!

OCTOBER

Don't turn off that air conditioner yet! October will feel like a "Second Summer" with temps 6-degrees F. above average, extending a sleepy September warmth well into Autumn. Intermittent rains rattle the leaves a bit midmonth but then we enter an incredible two-week stretch of bewitchingly warm weather that runs right up to Saturday, the 31st without a ghost of a chance for rain to dampen any Halloween spirits. Weird weather but consider the kind of year 2020 has been.

NOVEMBER

At 3-degrees above average for the month, it could be the political hot air from the national election but don't let that and predicted rainfalls on Tuesday, November keep you from voting! Week 2 brings on sweater-worthy days and woolly blanket nights. Very soggy up to the early days of Thanksgiving week but sunny and mild for Thursday's family gatherings on the 26th and the weekend. A super soaker shower moves in at month's end.

DECEMBER

Weatherwise, December will be as forgettable as we wish the pandemic and other events of 2020 could be. Absolutely average precipitation and temps pervade with only light rains and mild days until mid-month and then our first few inches of snow near the first official day of winter on the 21st. Of course, nothing can dampen Santa's spirit on Christmas, but Yule see it will be a soggy, cold slide right through to New Year's Eve. Goodbye 2020...see you in the history books!

JANUARY

Cold start but here's hoping 2021 is a year with a warmer heart. 3-degrees F. colder and wetter than average with our first real "shovel" snow in Week 1. As we get near the 15th temps step down, down, down to bone-chilling cold and hang there for a few sub-zero days and nights...our coldest stretch of the winter. (Hope your heating system is up for some heavy overtime work!) Dreary days and a snow squall are on the menu for Week 4 with hearty helpings of sleet and freezing rain. Yum.

FEBRUARY

This will be our warmest February in a long while with temps an amazing 8-degrees F. above average! Sunny and mild weather tempts us to shed our winter wariness right up to Valentine's Day on Sunday the 14th with a few lovey-dovey days of warmth thereafter and then—wham!—a sucker punch of deep-freeze in Week 3. (Could it be the Big Snow predicted by the "other" Farmer's Almanac?) That's okay, the rest of February provides a sneak peak at the sunny, warm Spring to come.

MARCH

No big changes from historic averages (45-degrees F. and just a shade over 3-inches of precipitation) this month can March into our lives with few surprises, except for the last of this winter's skimpy snow squalls dusting the Valley during the first two weeks. Bringing on the green after that will be a sunny and mild St. Patrick's Day on Wednesday, the 17th, followed by two final weeks of warming weather that will definitely put a Spring in your step!

Cold Weather IS Coming! Heating System Tune-Up Time Is NOW!

You always get MORE comfort for LESS cost when your heating system is professionally cleaned and tuned-up in time for the cold weather coming our way. So why wait?

Contact DEITER BROS. and schedule your annual cleaning and tune-up TODAY!

CALL:
610-868-8566

EMAIL:
service@dbrothers.com

SCHEDULE ONLINE:
www.dbrothers.com

Predicting HVAC Problems Before They Happen...(And THAT Saves Money!) DEITER BROS. SENSIT POWERED BY, SENSI PREDICT

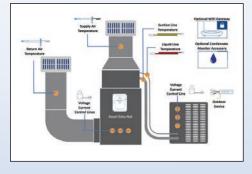
The Future of HVAC is Now at Deiter Bros!

"This is the future of home comfort technology and we see it advancing HVAC maintenance from a reactive to a proactive discipline. It will also provide our customers with major savings in repairs, downtime discomfort and worry," reports Jim Deiter, adding that at this time, Deiter Bros. is the only heating/cooling company in the Lehigh Valley offering the sensIT system.

"We are now installing our sensIT predictive maintenance systems on all new heating and cooling installations," he says. "It is also available for upgrading existing systems."

Deiter Bros. SensIT Facts & Features

- Custom Sensor Technology: 10 sensors and the sensIT transponder unit are professionally installed by Deiter Bros. Tech Team.
- Proactive HVAC Analysis:
 Sensors analyze system performance, providing regular performance results to you and Deiter Bros.





- Real Time Alerts: Actionable Alerts tell you when a problem is detected. Deiter Bros. will immediately send you an email with a straightforward explanation and recommended action.
- Homeowner Portal: 24/7 monitoring is summarized in a personalized homeowner portal. Monthly performance reports include:
 - Advanced Alerts
 - Loss of Performance
 - Runtime
 - Estimated Cost
 - Filter Status



Learn More!

For more facts about Deiter Bros. **sensIT** Predictive Performance Solution, contact us 764293 today with any questions. We will respond promptly.

Call: 610-868-8566

Deiter Data:

Just How Much IS One Trillion Dollars?

We're hearing a lot these days about multi-TRILLION dollar spending by our US government. But few of us realize the true magnitude of that figure with the twelve—count 'em: 12—zeroes. So here's some cool Deiter Data to consider about

\$1,000,000,000,000 (A Trillion Bucks).

If a bank teller counted \$1 bills, it would take that person approximately 31,709 years to get to 1 trillion, assuming they used every second of every day.

That's about 383 lifetimes.

Deiter Bros.

8,00

Planned Maintenance Agreements: Peace-of-Mind for Pennies a Day

Our Planned Maintenance Agreements (PMA) protect your HVAC equipment for just pennies a day and are available on ALL heating and cooling systems, including heat pumps 266729 and natural gas.

Each Planned Maintenance Agreement includes:

- Annual System Tune-Up & Cleaning with Computerized Efficiency Testing
- 24-Hour Service at Regular Rates (No Emergency Upcharges. No Overtime Charges.)
- 20% Discount on All Repairs
- Priority Dispatch for ANY Repair Call
- Deiter Bros. Rewards Points



And the cost for all this peace-of-mind? Less than 7-cents per day!

So why worry about a heating system breakdown during the upcoming winter nights...or losing your cool during next summer's searing heat? We're taking new PMA sign-ups now, so why wait?

- SIGN UP ONLINE right away
- CALL US at 610-868-8566
- GET MORE FACTS at www.dbrothers.com

NOTE: The Total Comfort Plan option of our Planned Maintenance Agreements is no longer open to new enrollment. The last renewal period for current Total Comfort Plan customers is in December 2020. After 2021, the Total Comfort Plan option will be discontinued.

Don't Be That Guy:

Remember That Guy Who Gave Up? Neither Does Anyone Else.

Energy Outlook

The first forecast for 2021 from the US Energy Information Administration (EIA) is optimistic. It states: "The United States will remain a net exporter of total crude oil and petroleum products." The report, published in Daily Energy Insider, cites US Secretary of Energy, Dan Brouilette, who stated: "While our energy production and exports continue to soar, we are simultaneously leading the



U.S. Energy Information Administration

world in reducing energy-related carbon emissions."

According to forecasts from the EIA issued on August 11, 2020, prices projected for heating oil, natural gas and electricity will remain relatively stable for 2021, as shown here:

	Year:	2020	2021 (Pro	jected)
HEATING OIL		\$2.46	\$2.57	
NATURAL GA		\$10.44	\$10.71	
(Per 1000 Cu. Fi	t.)	\$13.04	\$13.39	
(Per Kilowatt Hr	:)	\$13.04	\$15.59	

PROPANE prices are also expected to follow the price stability trends 766392 for the near term. According to a recent report in Butane-Propane News: "The decline in oil prices will help the propane industry be more competitive in the traditional residential and commercial consumer propane markets. North American propane production is expected to increase rapidly over the next few years."



Propane: Fast-Growing Choice for Transport Fleets

Like Deiter Bros., more companies with fleet vehicles are switching over to propane as their engine fuel of choice. According to industry authority Mike Sloan, principal for global energy consultants ICE International of Fairfax, Va.: "Propane will still remain very economical in many fleet markets, and I still expect to see rapid growth in the propane engine fuel market."

According to the **US Department of Energy**, the main reasons more fleet operators are 801239 switching from diesel and gasoline to propane are:

• Power, Performance & Distance Range

A propane vehicle's power, acceleration and cruising speed are similar to those of conventionally fueled vehicles. The driving range is also comparable.

Lower Maintenance Costs

Propane's popularity for use in light- and medium-duty vehicles, such as trucks, heavy-duty vehicles and school buses, is linked to its potential for lower maintenance costs. Propane's low carbon and low oil contamination characteristics may result in longer engine life.

Better in Cold Weather

Propane also performs well in cold weather. Gases ignite better than most liquids at low temperatures. Propane fuel avoids many cold-start issues—including downtime and increased engine/battery wear—associated with liquid fuels.

Jim Deiter of Deiter Bros. Heating-Cooling-Energy of Bethlehem, Pa., began the systematic conversion of his company's fuel delivery and service fleet in 2015 with more vehicles powered by propane every year. "We've seen a reduction in maintenance costs without any drop in performance," he said. "Environmentally, it's a cleaner transport fuel and we are experiencing less downtime during the sub-zero

Bethlehem Mounted Police Stirrup Civic Pride, Welcome Mane Recruit

Deiter Bros. was proud to co-sponsor the 4th Annual Bridles & Badges event for the Bethlehem Mounted Police, held on Sept. 12 at the Quadrant Private Wealth Stables, 615 E. Langhorne Ave., Bethlehem. Plus, a warm Lehigh Valley welcome to Casper (shown left), the newest members of the squad! For more facts, visit www.bethlehemmountedpolice.org

Finally Something GOOD About 2020! ______

Home Smart Home Sale!

We're all spending more time indoors now. So here's a way to enjoy the upcoming season in the comfort of your home.

Utica's MAC Wall-Mounted Boiler

Uses AI (Artificial Intelligence) Technology to

Deliver Amazing 95% EFFICIENCY!

- Natural Gas or Propane Powered
- Home Heat PLUS Hot Water for Showers, Etc.



Clean Wall-Mount Design Saves Space

\$200 SPACESAVER BONUS**

on Your Bulky Old Boiler or Hot Water Heater! Offer Expires 11/27/2020

Utica Boilers — All-American Quality! Oil or Propane/Gas Powered Comfort High-efficiency at a Price You Will LOVE! Produces RIVERS of Hot

Water for Showers, Etc.

\$500 OFF To First 5 Callers!**





Offer Expires

11/27/2020

Propane Hot Water System Less Energy Cost

2. More Hot Water

3. \$90 Deiter Bros. Credit off our Best Deal!

Unlimited Hot Water...Limited Time Offer!

CALL NOW for more info on the COMFORT & ECONOMY of Propane-Powered Hot Water Heating







Subject to cancellation based on volume. Cannot be combined with any other offer. Offers expire 12/31/2020 unless otherwise noted. Check with Deiter Bros. for complete details.

*Financing provided by Service Finance Company or Synchrony Financial. **On qualifying equipment only. Call for facts.

Call: 610-868-8566 | Email: comfort@dbrothers.com



Let's make THIS Christmas even merrier!

Drop off a new toy* at locations below and we'll get it to Toys For Tots in time for Christmas. For pick-up at your home or business, email: T4T@dbrothers.com.

Mary Forts? Call 610, 868, 8566, Ox vicity all ontowns no toysforts to are.

More facts? Call 610-868-8566. Or visit: allentown-pa.toysfortots.org

Deiter Bros. BETHLEHEM – 1226 Stefko Blvd. | Deiter Bros. EASTON – 1000 Bushkill Dr.

*Toys, games, arts, electronics or sporting goods appropriate for boys and/or girls up to age 12. NO NEED FOR HOLIDAY WRAPPING. Keep all toys in original packaging. No food items or toys resembling weapons, please.

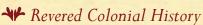
OS NAZARETH, PENNSYLVANIA

Lehigh Valley's Crown Jewel of Neighborliness, History, American Culture

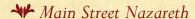
or more than nine decades, Deiter Bros. has been caring for the indoor comfort and energy needs of families and businesses in Nazareth, Pennsylvania. And it's always been one of our favorite communities here in the Lehigh Valley for lots of reasons.

Here are just a few of them:





One of the oldest communities in our history-rich Lehigh Valley, Nazareth was founded in 1740 by Moravian settlers. Their heritage of hard work, innovation and respect for all is still alive in landmark structures and the spirit of neighborliness that is a hallmark of life in the Borough of Nazareth. (Left: Nazareth Moravian Church)



Walking along Main Street is a delight for anyone who appreciates the visual value and vibe of a traditional treasure: Hometown America. The variety 800065 of building facades are an architectural delight. The merchant shops are quaint and welcoming.

The feeling of cohesive civic pride is alive and thriving. In today's world of ever-expanding strip malls, Main Street Nazareth is a tribute to classic structural design and timeless taste.



The Andrettis

Nazareth is home to generations of America's first family of auto racing: the Andrettis. The patriarch—Mario Andretti—is the only person ever named Driver of the Year across three decades—1967, 1978, 1984. He is also one of only two drivers to have ever won championship races in Formula One, Indy Car, World Sportscar Championship and NASCAR. Not bad for a kid whose family emigrated from Italy with \$125 to their name. Mario's winning values of hard work are apparent in the track records of all subsequent generations of the Andretti racing clan. In our opinion, this Nazareth family is the greatest American success story on wheels. Salut! (Left: Andretti at 1978 Dutch Grand Prix)



* C.F. Martin & Co.

Founded in 1833, C.F. Martin is America's largest and oldest maker of fine acoustic guitars, and they've been crafted in Nazareth since Andrew Jackson was president. If you have ever heard the music of Johnny Cash, Bob Dylan, Eric Clapton, Garth Brooks, Bonnie Raitt, Emmylou Harris, Kris Kristofferson or any other leading performer of popular music for the past century or so, you've heard the distinctively rich notes that are the aural signature of Martin guitars.

If you are a music lover, make the pilgrimage to the museum at the C.F. Martin factory in Nazareth. It's music for the eyes.





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Pandemic Effect:

Wave of Newcomers Diving Into Scuba at Region's Top Dive Center

Scuba diving has been growing steadily through the years but the pandemic now has more newcomers than ever diving into the sport. Bethlehem-based **Atlantis Aquatics Sports Scuba** is seeing record numbers of new enrollees in its introductory programs.

"There has been a huge increase in the number of people signing up for our first-stage curriculum, the PADI Open Water Diver certification program," says Jim Folk, owner and a member of the dive instructor team. "I've heard that other outdoor sports are seeing increased demand with consumers flocking to healthful activities after feeling cooped up by COVID-19 restrictions for so long. Scuba diving is about as outdoors as you can get and it's an exciting sport for all ages."



Opened in 2012, Atlantis
Aquatics is a 5-star member
of the worldwide PADI
(Professional Association
of Dive Instructors)
network, the largest global
organization dedicated to
standardized education
programs at multiple levels—
from beginners to highly
specialized skill levels in

wreck diving, underwater rescue and professional dive master status.

According to Folk, Atlantis Aquatics boasts one of the most experienced teams of instructors and dive masters on the East Coast. "Diving is the ultimate 'safety-first' sport," he says. "As such, our educational regimen is very thorough and disciplined. When divers learn here, they learn right." Having earned PADI certification, graduates of the Bethlehem center are credentialed to dive at any of 6,600 PADI dive centers and resorts globally. There are 27 million PADI-certified divers worldwide.

The Open Water Diver program coursework includes classroom, pool and open water diving instruction sessions at nearby Dutch Springs, a former quarry designed by divers into a unique underwater destination. With depths down to 100 feet, divers can explore a variety of sunken objects, ranging from a fire truck and a trolley, to a Sikorsky H37 helicopter. Says Folk: "On any given day, hundreds of divers from all over Pennsylvania, New York, New Jersey, Delaware, Maryland and beyond can be found at Dutch Springs. Many divers must drive several hours to get here. We're fortunate that our 'home court' is mere minutes away."

ATLANTIS AQUATICS SPORTS SCUBA is located in the Bethlehem Village Shoppes, 3650 Nazareth Pike, Bethlehem. For more facts, contact them at 610-419-1722 or visit www.atlantisaquaticsinc.com.

