

# 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](http://www.dbrothers.com)

Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 20th Year.

SUMMER EDITION 2007

## Personally Speaking

### Our New Website Is Well Worth a Visit

I've always been something of a technology freak. Remember that kid who you couldn't pry away from the Pong or Pacman video games with crowbar? Yours truly. So when I decided to revamp our website a few months back, the goal was simple: load it up with all the bells and whistles...and keep it an enjoyable way for our customers to do business while strengthening our working relationship with an efficient, effective communication tool.

Well, I drove the website design guys a bit bonkers in the process but I'm convinced we hit the bulls eye with all the new features and customer conveniences—from functional and informative, to just plain fun.

It seems like we all have less time these days. Our new website offers several features that will help you create a bit more time for yourself and your family. You can also save money with our "Customers

Only" specials on heating, cooling and security equipment. Plus, you can now make all fuel, service and budget plan payments via the site, which saves on checks and those ever-increasing postage costs. An overview on these and several other new conveniences are detailed in this issue.

Read more about them now. Better yet, pay us a visit at [www.dbrothers.com](http://www.dbrothers.com). I'm confident you'll like this latest upgrade in our customer service quality.

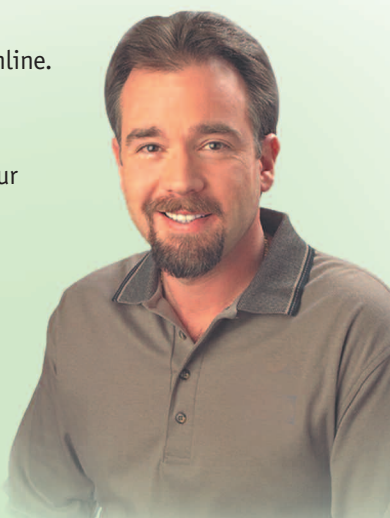
And if you have any suggestions on how we can make it even more customer-friendly, I'm always interested in what you think. Thanks!

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

### New Site for Super Service

Here's what you can now do at the newly launched [www.dbrothers.com](http://www.dbrothers.com).

- Pay your bills and/or monthly budget payments online. Save postage and check costs
- Check your account(s) status in real time
- Schedule cleanings, oil deliveries, tune-ups for your heating or cooling equipment
- Order heating oil & pay online with a discount
- Get energy-saving facts and advice
- Tune into the latest techno advances in indoor comfort and security
- Cash in on DISCOUNTED PRICES on heating, cooling and security deals for Deiter Bros. customers only



## In This Issue

- Weather Report
- Is Your Home Burglar Friendly?
- Building Green in Bethlehem
- New Deiter Bros. Website
- Pre-Season Specials

### Deiter Bros. Wins Excellence in Safety Award

Deiter Bros. was one of seven companies honored with the annual Excellence in Safety Award from the American Subcontractors Association of Central Pennsylvania (ASACP). The award was presented last Spring in Hershey to those companies who completed 2006 without a lost workday incident. Congratulations to all members of the Deiter Team for their commitment to the safety of our workforce and jobsites. For facts on the ASACP visit [www.asacentralpa.com](http://www.asacentralpa.com)



AMERICAN SUBCONTRACTORS ASSOCIATION  
OF CENTRAL PENNSYLVANIA

## Win! FREE Heating Oil!

There are 10 customer account numbers hidden throughout the articles in this issue of The Comfort Courier. If one of these numbers is yours, you're an INSTANT WINNER of 20 gallons of free heating oil.

We've printed your customer account number on the mailing label. Check it, then read these pages carefully. If you spot your number, give us a call and we'll immediately credit your account with 20 free gallons.

**GOOD LUCK!**

## ●●●Late Summer & Fall●●● WEATHER FORECASTS

Global warming aside, our prognosticating friends of the trusty Old Farmer's Almanac are predicting below average temperatures from now until the leaves start falling. Oh, and also a roof-rattling hurricane in late September. (They may not always be right, but at least they're never boring!)

### August

Temps dip 2 degrees below average with 1 inch above average rainfall (typically 2.5 inches). First week sees intermittent thunderstorms then perfectly sunny and cool until mid-month when 240317 things start broiling helped only by the occasional summer storm. Typical sunny, warm Lehigh Valley August from the 16th to 23rd. Roll the dice between hot and rainshowered cool extremes last week of the month.

### September

Super Labor Day weekend weather with sun and below-average temps holding until mid-month when rains play tag with sunny, cooler days. Rains start winning the game from the 20th to 26th and then hold onto your patio furniture (and everything else!) for 3 days of hurricane weather to blast out the month. Do you know a good roofer?

### October

If there are any leaves left after our hurricane, they'll be changing earlier with temps 2.5 degrees below average for October. Warmth and light showers open the month with Indian Summer sunny weather until the 18th when cold hits 18714 with remote chance of first snow. Sunny but cold weather with the occasional driving rain sets the stage for upcoming winter.

## Summer/Fall Burglary PREVENTION TIPS

Burglaries heat up during the warmer months here in our Lehigh Valley. Our experts here at Deiter Bros.' Four Seasons Security Division have these tips to make this no time for crime against your home and loved ones:

### 1. Make Yourself Look At Home (Even If You're Not!)

Thieves are discouraged by homes that look occupied. If you're going away, use timers on lights, radios and TVs. Leave drapes and shades open. Ask neighbors to put trash out on trash day. Leave a car in your driveway (even if it's a neighbor's car.) Stop newspaper delivery and arrange to have your lawn mowed...a shaggy lawn means the grass is greener for burglars.

### 2. Deny Easy Access

**Fact:** Burglars spend less than 60 seconds breaking into a home. They may change their minds if you increase this time! Obviously, lock all doors, windows and garage doors. Install deadbolts if you don't have them...**a third of all burglars enter through the front door in daytime!** Trim your trees and hedges to take away hiding places. Replace burned out yard lights and consider built-in motion detectors.



### 3. Get Others Informed, Involved, Interested

Take time to enlist neighbors, friends and local police in keeping an eye on your property. Return the favor when it's your turn. Tell all how long you'll be gone and fill them in on anyone who MAY need access. Leave a house key and number where you can be reached. For extended vacations, consider a house sitter.

### 4. Get a Good Security System AND USE IT for all it's worth!

Homes without security systems are 2.2 to 3.1 times more likely to be broken into, depending on the value of the property, according to the National Burglar & Fire Alarm Association (NBFAA). Cut down these odds and your chances of a 222852 burglary with a great deal on a system with 24/7 monitoring from 4 Seasons Security...ask about your DEITER BROS. CUSTOMER DISCOUNT.

Call us now at **1-800-334-8371**  
...chances are we can get your system installed and protecting your home before you leave on vacation!

## Remembering Mike Grinchuk

It's always tough to lose one of your own. But after many years of caring for Deiter Bros. customers, we bid a sad and final farewell to Mike Grinchuk who passed away last April at 43 years of age. Mike served faithfully as one of our Master Technician. Closer to the heart, he was a family member and dear friend. We shall always remember him.



## A proven veteran of the Lehigh Valley HVAC profession has joined the Deiter Bros. Team as Service Business Manager.

Richard "Rich" Daniel, Sr., brings four decades of solid experience to his new position and will be responsible for overseeing heating and cooling service/installation and related office operations. A resident of Upper Macungie Township and lifelong local native, Rich has served in top positions with three leading regional HVAC/fuel companies and is familiar with all the neighborhoods and communities throughout our growing Lehigh Valley.

Besides his vast experience, what impressed us about Rich is the fact that he's a real stickler for quality and customer service. His standards and values are consistent with our own and we're looking forward to continuing the Deiter Bros. legacy of "Customer First" service quality with him in a key position. Welcome aboard, Rich!



*Rich Daniel,  
Deiter Bros. Service  
Team Manager*



# New Deiter Bros. Website: Exciting...Empowering...Fun to Use!

Here are just a few of the ways you can enjoy the convenience, information and time-savings you'll find on Deiter Bros. newly designed website. But for the complete experience, log on and visit [www.dbrothers.com](http://www.dbrothers.com) soon!

## SEE ALL OUR FUEL PAYMENT PLANS & PRICES

Choose the one best for you and your budget. You can even sign up online.

## MAKE A PAYMENT

Whether its for fuel, budget plan, service, equipment installation, monthly security monitoring, ANY Deiter or 4 Seasons Security payment can now be made online to save you time, 81513 stamps and hassles.

## MY ACCOUNT

This high-security portal allows you (and only you!) to access current status of your Deiter account(s) any time. Check your balance, credits, cleared checks and much more.

## VIEW MAINTENANCE AGREEMENTS

for heating and air conditioning systems in your home or business. Sign up online to protect your equipment and comfort with this low-cost, high-value protection.

## CREDIT APPLICATIONS

Apply online for a business or residential credit account. 27624 Quick approvals for creditworthy customers along with discounts for prompt payment.

## NEW EQUIPMENT FINANCING & LEASING CALCULATOR

Check out your best payment choices on new heating and air conditioning installations.

## APPLY FOR LOW-INTEREST ENERGY LOAN

This is a government-subsidized program to help consumers purchase new energy-saving heating & cooling equipment...and you can apply and receive approval online.

## WEATHER REPORTS

Links to local weather sources for latest Lehigh Valley forecasts 24/7.

## LIVE WEBCAM

from atop Deiter Bros. headquarters with 238792 views of Stefko Blvd. (Okay, it's not Times Square but we thought it was cool.)



Visit [www.dbrothers.com](http://www.dbrothers.com) and see the real deal!

## A Glimpse of Lehigh Valley History:

STEFKO BOULEVARD IN BETHLEHEM was just a rough, gravelly road with streetcar tracks, but Deiter Bros. had already been on the scene for decades serving homes and businesses throughout our Lehigh Valley.

Judging from the trucks and the now-vintage sedan in this photo, we figure this is from the late 1940s or early 50s. And while the coal and 239328 ice deliveries are now history, Deiter Bros. continues to provide timeless service you can always count on. For a look at how Stefko Boulevard looks today, visit our live webcam at [www.dbrothers.com](http://www.dbrothers.com).



## Apprenticeships: Young People Looking for a REWARDING CAREER?

People are always going to need heating and air conditioning...and good jobs. That's why Deiter Bros. is always interested in motivated individuals looking to establish a career in our HVAC profession.

If you know of a family member or friend, whether a recent high school graduate or someone looking for a career change, who is interested in a secure, rewarding career as a heating/cooling technician, please have him/her give us a call at **610-868-8566** and refer to this article in Comfort Courier. We offer top-notch training, ongoing education, attractive salary, 163923 benefits, vacation and the opportunity to work with the best team in the heating/cooling/security business.

# Seasonal HOME SAFETY TIPS

Sure, you have enough summer projects already in the works, but here are a few more that can achieve the most important goal of all—ensuring the safety of your family:

- **Review your family's fire drill plans.** Make sure every member knows at least TWO ways to get out of each bedroom and each area of the house. Know where all should meet outside.
- **If you have a security system,** make sure it is working the way it was designed to.
- **Check your fire extinguishers** to be sure they are fully charged and ready for service.
- **Test your carbon monoxide detector** according to 237314 manufacturer's instructions.

**ENJOY A SAFE SUMMER & EARLY AUTUMN!**



## Stylish New State of the Art In Air Conditioning:

### LG Art Cool Air Conditioning System—Delivering big comfort while disguised as artwork!

We've seen a lot of cool products throughout the years but this one is the coolest of all—in more ways than one.

The innovative designers at LG Electronics have come up with a fully customizable air conditioning system that passes as a work of art! Instead of the standard finned wall outlet vents of traditional central air systems, the LG Art Cool outlet vents are behind flush-mounted panels which can be adorned with your choice of numerous artworks, such as Van Gogh's "Starry Night" shown in the accompanying photo. Before the system starts emitting cool air, the artwork panel pivots ever-so-slightly forward, allowing free air flow into the living spaces. Because of LG's high efficiency and quiet operation, you get incredible comfort...and with a stylish design flair that leaves other wall units cold.

As an added bonus, the new LG Art Cool System does not require elaborate ductwork, which makes it an even more attractive option when considering a new central air system. We're also sold on the quality and cost-efficiency of the LG products.

Deiter Bros. is an authorized dealer of this new LG Art Cool system and we've installed several around the Lehigh Valley...and the critics are raving! For more facts and a price on this artful new way to bring style and comfort into your home or business, give us a call at **610-868-8566**, or visit us online at **www.dbrothers.com**.



## Act Now to Schedule Your HEATING SYSTEM TUNE-UP

Sure, it's warm out now but we know that those leaves will be dropping before long...along with the mercury in the thermometer. And the best way to be sure that you are getting maximum heat per fuel dollar when the weather turns cold is to make sure that your heating system is tuned-up and ready to run smoothly all winter long.

To schedule a time for our Service Team to clean and tune-up your furnace or boiler, give us a call at **610-868-8566** or visit **www.dbrothers.com**.

With a thorough cleaning and check-up, efficiency test, and replacement of key parts where necessary, your heating system will run leaner and cleaner this winter...and for many winters to come.

## Publicize Your Non-Profit Community Event for FREE! (Compliments of Deiter Bros.)

### Comfort Courier

This newsletter reaches several thousand Deiter Bros. customers throughout the Lehigh Valley. As a community service, our next issue (due out in late October) will feature a new column called **COMMUNITY BULLETIN BOARD**.

It will provide an opportunity for non-profit community groups and organizations to publicize fund-raisers and other activities... for FREE.

For more facts on this latest community service from Deiter Bros., visit **www.dbrothers.com**.



Spread the word on your non-profit event with a free notice in this newsletter. Visit **www.dbrothers.com** for facts!



## Deiter Bros. Commercial HVAC Team Wins National Recognition for Work

Nationwide recognition for excellence in HVAC commercial work focused on Deiter Bros. recently when the Air Conditioning Contractors of America (ACCA) named us a winner of its annual Excellence in Commercial Contracting Award. The award winners were announced at the ACCA's national conference in Tampa. Other award winners were from Phoenix and St. Louis.

Winners were selected for leadership in a variety of criteria: commercial customer satisfaction, scope of projects, community project involvement, client recommendations and quality distinctions in installation procedures.

One of the Deiter Commercial HVAC projects which helped win this significant award was the beautiful new Harleysville National Bank Building (pictured below), already a gleaming landmark on Hamilton Blvd. in Allentown just across from Dorney Park. Many thanks to the owners and all 122333 of our commercial customers who helped Deiter Bros. become the first HVAC company to bring this award home to the Lehigh Valley!



## Giving Credit Where Credit is Due!

Congratulations are due to a close friend of the Deiter family and of every Lehigh Valley family that values the financial services of community credit unions.

Dale Pickering of Allentown was recently awarded the Pennsylvania Credit Union Association's top award for volunteers, the Joseph A. Moore Award for the Outstanding Volunteer of the Year Award, in a very impressive ceremony at the Association's 73rd Annual Convention & Exposition in Hershey.



*Dale Pickering accepting the Joseph A. Moore Award for the Outstanding Volunteer of the Year Award*

For more than 40 years, Dale has been active in the credit union movement and has served as the treasurer of People First Federal Credit Union since 1994. A devoted volunteer since 1977, Dale actively educates community members on responsible financial management and works with legislators who support the credit union philosophy and issues. Congratulations on a dedicated job well done, Dale! Peoples First has been providing outstanding service to the Employees of Deiter Bros. for many years!

## Customer Comments

When our customers were asked if they had any comments, they responded as follows:

"Your oil truck delivery driver is neat and courteous. His manners helped me make up my mind about which fuel company I want for the future."

**-W. A., Easton, PA**

"We have enjoyed prompt service from Deiter's for over 50 years."

**-B. K., Bethlehem, PA**

"Excellent installer! Neat, clean and informed on product."

**-B. F., Bethlehem, PA**

"Jim & Ed were fantastic. Very helpful. Thank you!"

**-K. S., Bethlehem, PA**

"If I have a problem and call - Deiter Bros. always comes quickly."

**-J. U., Bethlehem, PA**

"Dealing with your service personnel has been a pleasure! I always felt safe and 'taken care of'. Recent events at our other house here in Allentown made me realize just how committed your whole company is to our safety - Thank you!"

**-N. S., Allentown, PA**



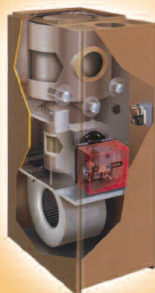


# DEITER BROS! PRE-SEASON SPECIALS



High Efficiency

## HEATING SYSTEM



- Cut heating bills up to 35%
- This is our top of the line available with the industry's LONGEST WARRANTY

CALL NOW for Quote and

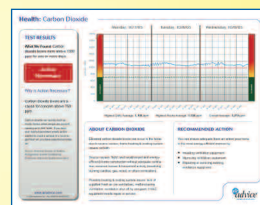
**SAVE \$250**

plus 100 free gallons of oil  
as Your Customer  
Loyalty Reward



## air advice® INDOOR AIR QUALITY TESTING

- Pinpoints air quality problems in your home that can affect you or your family's health, as well as their comfort and safety.
- Uses the data to generate personalized reports about your home's indoor air quality.
- The report also suggests ways to solve your air quality problems.



**SAVE \$70**

Call us now  
for more facts  
610-868-8566

## Buderus HYDRONIC SYSTEMS

### Get More HOT WATER for Less Money



- Constantly available hot water
- Ultra-efficient design cuts hot water heating costs SIGNIFICANTLY!

CALL NOW for Quote and

**SAVE \$300**

off the Logomatic Control  
plus 100 free gallons of oil  
as Your Customer Loyalty Reward



## Home or Business SECURITY SYSTEM

### Includes All This:

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery
- Phone Jack Interface

**\$199**

GET THIS  
Electronic Control  
Key Fob  
(\$100 value)  
**FREE!**  
Call now for details.



Professionally Installed by Deiter Bros.  
4 Seasons Security Experts. 36-month Monitoring  
Agreement required at \$24 per month.

All offers are for Deiter Bros. customers only. Not valid with any other discounts. Offers expire 9/31/07.

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