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Message from the CEO: How a CO Detector Saved a Life

This December, Elsie Jackson received the best gift of all...her life. Upon the advice of Rich, a Rubino Service Company technician, Elsie purchased a carbon monoxide detector. Once she purchased it and plugged it in, it immediately went off. This signaled that she had unsafe levels of carbon monoxide, the silent killer, in her home. Her heater was turned off and Elsie left her home. Rubino Service Company came out the same day with a proposal for a replacement heater and replaced her heater the next workday. Elsie is now safe in her home with her new heater and keeps her carbon monoxide detector plugged in.



Carbon monoxide is deemed the silent killer because it is an odorless, colorless, and deadly gas that is produced by a burning fuel given off by gas appliances that are not working properly. Carbon monoxide deprives the body's cells from oxygen causing mild flu like symptoms. As per the Center for Disease Control and Prevention, each year, carbon monoxide claims 480 lives and another 15,000 people are treated from carbon monoxide. In order to prevent this from happening to you, make sure your home has a carbon monoxide detector located in or near your sleeping area. Carbon monoxide detectors have a limited life of five years or less. So if you have an older CO detector, it may be time to replace them. Do not let false security endanger your family. Also, make sure that you have Rubino Service Company clean and check the operation of your heater yearly to ensure the safety of your family.

If you have any questions about the carbon monoxide related to your heater, contact Rubino Service Company.

Thank you, Have a Great New Year!

Sincerely,

Angela G. Hines



Look What's Inside:

- Energy Policy Act 2005
- Customer Loyalty Program
- Generation Jones
- HVAC Terminology
- Indoor Air Quality

SPECIAL...Carbon Monoxide Detector

Now through March 1st, have Rubino Service Company come to your home install a new Aprilaire Carbon Monoxide Detector for this **ONE TIME SPECIAL PRICE OF \$110** for the first one and each additional one \$90 or come by our office and pick one up for \$65.

This Aprilaire Carbon Monoxide Detector actually informs you when it's working, when it needs a new battery and most importantly when it needs to be replaced. It also comes with the most advanced electrochemical sensor on the market. Have Rubino Service Company install one in your home for this **ONE TIME SPECIAL PRICE OF \$110.**



HVAC Terms You Should Know

Rubino Service Company likes to educate our consumers. Below are some common terms used by HVAC contractors.

- **Heat Exchanger** - Burners heat up the heat exchanger in a forced air furnace. Air from the home is blown over it and heated. The heat exchanger is sealed so no by-products of combustion can enter the air that will be circulated into the house.
- **AFUE** - This stands for Annual Fuel Utilization Efficiency and has to do with your heater. It measures the amount of heat actually delivered to your house compared to the amount of fuel that must be supplied to the furnace. An AFUE of 80% means 80% of fuel provides heat to the home while the other 20% escapes the home.
- **Electronic Air Cleaner** - Also known as an EAC. This is a filter that uses electricity to create a slight magnetic charge to help collect smaller particles. The EAC then draws tiny particles that are magnetized such as viruses and bacteria to a collector plate to remove them from your home.
- **Damper** - These are controllable flaps inside the ductwork that can be adjusted to balance the amount of air that goes into each room.
- **Pilot Light** - This is a small gas flame which is kept lit to provide an ignition source. There is usually a safety switch so if a pilot light goes out the gas supply is cut off. New heaters do not have pilot lights but an **ignition**. Ignition systems do not have to be lit like the older pilot lights and only spark when heat is required.



Energy Policy Act of 2005

The Energy Policy Act of 2005 was passed in August in order to establish a comprehensive, long-range energy policy. It provides incentives for traditional energy production as well as newer, more efficient energy technologies and conservation. So what does this mean for you? You will be eligible for a tax credit up to \$500 for any improvements or equipment placed in 2006-2007. Qualified Energy Property that is included under this act includes high efficiency central air conditioning, heat pumps and furnaces. Other improvements that are eligible under the Energy Policy Act of 2005 include any insulation material or system specifically designed to reduce heat loss or gain, exterior windows and exterior doors.

If you are looking to replace your central air conditioning and/or heating equipment, this is the year to do it to take advantage of the tax credits before they are gone. Call Rubino Service Company today to get more information to help you start saving money not only on your taxes but also on our energy bill! Newer models of heaters and air conditioners can save you money each month on your energy bills. New heater models are up to 96% efficient compared to older furnaces which may be as low as 70% efficient. Newer air conditioners are now a minimum of 13 SEER with a maximum of 21 SEER compared to old air conditioners which may be 8 to 10 SEER. Having the air conditioner and heater installed at the same time can save you money by combining both installations in one trip as well.

SAVE \$100

We will help you save even more money

Present this ad & get

\$100 OFF

any system installed

Rubino Service Company Holiday Party

Rubino Service Company held its 1st Annual Holiday Party at Cafe' Aldo Lambert's to say thank you to all employees and their excellent work through out the year. Pictured below are some of the employees at the party.

From Left to Right:
 Tammy & James (Comfort Consultant) Dutch, Angela (CEO) & Bill Hines, John (Service Manager) & Lorri McCormick, Rich (Service Technician) & Darla Gilliam, Kim & Joe (Service Technician) Patrick





New!!! Customer Loyalty Program



Rubino Service Company has created a customer loyalty program to say thank you to all our loyal customers. Customers will be awarded points for each service or maintenance agreement renewal. Each maintenance agreement renewal is 1 point and each service agreement renewal is 3 points with 1 point equaling \$10. Agreement renewals cannot lapse for points to be counted and we will award points for the last 5 years. The program applies to any new installation starting in January 2006.

Rubino Service Company thanks you for your dedication through out the years.

Who is Generation Jones?

Generation Jonesers account for...

- 26% of the U.S. population
 - 39% of white collar workers
 - 42% of attorneys, judges or law clerks
 - 37% who plan to pay \$35K plus for a vehicle in the next 12 months
 - 45% who installed a pool or spa last year
 - 41% of adults who spent \$200 or more on groceries in the past week
 - 42.3% of adults who flew more than 10 times in the past year
 - 40% who stayed in an upscale hotel/motel for business last year
-

Are you too young to be a Boomer and too old to an Xer? 26% of adults in the United States were born between 1954 and 1965 and are members of a large, newly-coined generation - Generation Jones.

Why "Jones"? According to a popular culture expert from Los Angeles, the name embodies the idea of a large, unknown, invisible generation. This group has a "Jones", or longing, for its own identity and for the world it was promised as children but never received.

Baby Boomers traditionally include everyone born in the 19 years from 1946 to 1964 but the Baby Boom generation has been too big to offer an identity to its younger members - the new Generation Jones.

Jones didn't grow up watching *Leave it to Beaver* but rather *The Brady Bunch*. Nixon and Watergate, not JFK and Camelot, shaped the attitudes of Jones. They have stronger memories about the gasoline crisis more so now than the classic Ford Mustang. So you really can't call 35 to 45 year olds baby boomers.

Basically, Jones grew up along with America. They were children in the idealistic 60's, lost their innocence as they searched for identity in the 70's and in early adulthood scrambled for the cash with everyone else in the 80's.

Jones inherited a good economy but as they grew, that economy soured. What followed were gas lines, a recession, and the prevalence of divorce and nontraditional families (think *The Brady Bunch* and *The Partridge Family*).

Balance, especially between idealism and cynicism, is a strong trait of Generation Jones. Their start was an idealistic one, but cynicism set in as Jones watched their elders sell out and toss aside commitments to marriage and social change.

When speaking of demographics, we generally think that generations span a 10 year period. People at the tail end are different than those in the beginning.

A generation shouldn't be so big that some members are too young to contribute to that generation. So, if you were born between 1954 and 1965, do you consider yourself a young Baby Boomer or are you ready to help Generation Jones solidify their identity?

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Indoor Air Quality

Is your home safe from the Irritants Found in the Air We Breathe?

In the winter months, we find ourselves indoors more than the summer months and therefore we notice the indoor air quality of our homes more. Indoor air quality deals with the health and comfort of the air inside our home. Indoor air quality may be compromised by mold, bacteria, chemicals and allergens. Poor indoor air quality causes asthma, allergies and illness such as colds. To improve your indoor environment, the below products can be of assistance.

Electronic air cleaners trap and filter up to 98% of pollutants from the air passing through your heating and cooling system. Electronic air cleaners capture more than the standard furnace filters. Electronic air cleaners capture microscopic impurities like dust, smoke, smog, mold and animal dander.

You can also install a **humidifier** to add humidity into your home. During winter months, many homes are dry and a humidifier will add the moisture back into your home. Dry air causes itchy, dry skin, dry nasal passages, shocks from static electricity and cracked woodwork. A humidifier will add humidity into your home and eliminate these conditions.



An **Ultra Germicidal Lamp** (UV Light) cleans coils for improved air quality. UV Lights work to clean the coil and prevent growth of fungus on and around the coil by destroying the DNA of the fungus to kill or deactivate it. Many hospitals use similar systems to purify their air.



SAVE
\$40

We will help you
improve your
indoor air quality

Present this ad
& get
\$40 OFF
any indoor air
quality product