

Energy Matters

from **TUDI**

PERSONALLY SPEAKING

doing things the right way is never wrong

Dear Friends,

Many things have changed in the energy world since I founded our company in 1987.

Yet we have never veered from our core philosophy of *doing things the right way*. While making our daily business decisions, we always ask ourselves, "Is this the right way to handle this situation? Are we looking out for the customer's interests? Will there be a positive effect for the community?"

Our customers appreciate our efforts. For example, we recently heard from **Pam K. of Oakmont**, who had high praise for our service technician, Dave Kirchner.

"Dave has been to our home twice. He is extremely thorough, knowledgeable, courteous and trustworthy. I've had a lot of service people in my home over the past 15 years and he is head-and-shoulders above the rest. I highly recommend Tudi to anyone who will listen."



Bob Tudi

Many of our customers come from referrals from people like Pam. We build relationships with our customers and are proud to grow our company through referrals from satisfied customers.

If you know someone who is looking for a reliable heating and cooling company, please tell them about us. If your

friend books a service appointment, we'll give you a \$25 check. And if someone you refer has us replace a heating or cooling system, we'll double your check to \$50.

Now that I've shared that news, please let us know how we can help you this season.

Sincerely,

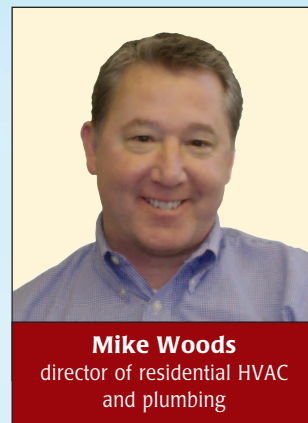
Bob Tudi

Congratulations to Mark B. of Bethel Park, who won the Kindle from our previous newsletter contest. Happy reading!

tech talk

Q: *How can I save money on cooling my home this summer?*

A: Start by scheduling a cooling system tune-up. This keeps your system running at peak efficiency, which means lower energy use and lower cooling bills. Regular tune-ups also increase the life of your system and can prevent costly repairs. During tune-ups our technicians routinely find small problems, which if not found, could result in big expensive repairs.



Mike Woods
director of residential HVAC and plumbing

Q: *My central air system is 20 years old. Should I replace it?*

A: I would recommend a replacement system. The cooling systems made today are two to three times more efficient than those manufactured in the 1990s. That's why you can actually cut your cooling costs in half by replacing old equipment.

WIN
A DIGITAL CAMERA
\$400 value!



Enter today to win this Canon PowerShot digital camera! It's as easy as snapping a photo. Just read this newsletter and answer the questions on the enclosed reply card. You can also enter by going to Tudi.com/contest. All entries received by 6/30/11 that have the correct answers will be entered in a drawing for the prize.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.



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- ★ enter to win a digital camera!*
- ★ summer savings tips

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

we know your time is valuable

Did you ever take a day off from work because you had scheduled service from someone, only to be “stood up”—and you never even got a courtesy call from the company to explain what happened?

Tudi customers will never be aggravated like this. We know how valuable your time is and we do everything we can to eliminate any inconvenience.

Some of the ways we make your life easier for you

- Thanks to GPS technology, we know where our technicians are at all times. We'll call if your technician is running behind schedule. We'll also let you know when he is en route to your home.
- We always try to assign technicians to a specific service area so their driving time is reduced and they can reach your home faster.
- To accommodate your schedule, we'll provide evening or weekend appointments if necessary.



save with a hybrid comfort system



We've helped many of our customers increase their savings and comfort by installing a hybrid heating/cooling system for them.

This system consists of a high-efficiency electric heat pump and a high-efficiency natural gas furnace. In the summer, the heat pump supplies your air conditioning. In the winter, it keeps you warm—until

Using a heat pump when temperatures are moderate can reduce heating costs by 25%.

temperatures fall to about 30°. Then your gas furnace kicks in with your heat supply.

Using a heat pump when temperatures are moderate can reduce heating costs 25% compared with relying exclusively on a gas furnace. This can add up to significant savings over the life of the system.

Call us or return the enclosed card if you would like to find out more.

COMMUNITY CORNER

More than 130 volunteers from Tudi Mechanical, Standard Air & Lite and company vendors, as well as family and friends, gathered together on Jan. 22 to participate in the 12th annual Heat for the Needy program.

During this “One Day Miracle” event, our team installed 10 free furnaces for families in the Pittsburgh area, including Lawrenceville, Hazelwood, Brentwood and Carrick.

Over the past 12 years, more than 100 heating systems have been donated and installed for eligible families.



(We ask members of the community to nominate people who need a new heating system but can't afford one. Then each year we select a group of recipients.) Please go to heatfortheneedy.com to find out more about this program.

We offer a heartfelt thank you to those who volunteered their time this year and to all our local vendors and sponsors who donated in-kind supplies and services.

“I can't thank Tudi enough for recommending me to be a recipient for the Heat for the Needy program. You will never know just how much this helps me.”

—Rich V., McKees Rocks