

VINCENT'S NEWS

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64 Years of Excellence!



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THROUGH MY EYES

I started working for my father, Ray Squires, when he purchased Vincent's Heating & Plumbing in 1971. I was still in school then, but it was great to have an afternoon and Saturday morning job. Some days I would sweep floors and do other cleaning jobs. Other times I would put away unused parts and material that came back from jobs. This was a good experience and taught me how to organize 'stuff' and how to be efficient.

My real 'ground floor' opportunity came in the summer when Dad offered to pay me \$20 a week to be a helper. I call it a 'ground floor' opportunity because I spent a lot of time at the end of a shovel digging 4-foot-deep trenches by hand to repair and install water lines. From this, I learned how to work hard – which I didn't mind because I was a big, strong kid. I told my dad that I didn't

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"Wherever you see a 'Vincent's Van Go' you know the job will be a work of art."



In April, Vincent's Heating & Plumbing was honored by our industry peers at an awards banquet. The photo on the bottom left shows brothers Daniel & David Squires holding the glass trophy.

How to Reduce the Amount of Electric Power Your HVAC System Uses - Part 2

Two of the most important factors to reduce the amount of electric power your air conditioning system uses has to do with making certain you have good air flow and good heat exchange. **It starts with making sure your AC system is clean.**

This includes the condenser – the component outside your house, the evaporator – the component above (or sometimes below) your furnace, and your furnace filter. Keeping the condenser coil and the evaporator

coil clean is critical for good heat exchange to take place, while a clean furnace filter is important to having good air flow.

Here's why these are critical:

Your air conditioner doesn't make cold air. Instead, it cools your house by transferring heat from inside your house where you don't want it, to outside your house where you don't care about it. As the furnace blows air across the evaporator coil it pulls heat from the air. This heat energy is

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VHP owners Daniel and David Squires with the 2022 Industry Trailblazer award.

How to Reduce...Pt. 2 (Continued from Pg.1)

then transferred to the condenser outside, where it is 'unloaded' as air is pulled across the condenser coil. The trick to saving electricity is to make this heat exchange as efficient (short) as possible.

The big electric 'users' in an air conditioning system are the fan motor in the furnace blower and the compressor in the condenser. The less time your compressor and blower run, the less power you'll use and the more money you'll save.

If the evaporator coil is plugged with dirt and debris, its ability to absorb heat is diminished. If the condenser coil is plugged with dirt and debris (like cotton wood) its ability to give up heat is also diminished. Both situations will reduce cooling capacity, which means the blower motor and the compressor will run longer to satisfy your thermostat and thereby use more electricity.

And to compound the bad effects of a dirty system, not only does the system need to run longer to satisfy your thermostat, but the blower motor and the compressor both will work harder. And when these components work harder, they

draw more amps. Not only does this translate into more electricity being used, but it can also shorten the life of these components. This is why system airflow is such an important part of the above process. And this is why keeping the above components and your filter clean is so critical.

The less time your compressor and blower run, the less power you'll use and the more money you'll save.

Filter choice is also important. The most important role of a filter is to protect your equipment. Purifying your air is only a secondary consideration. A good rule of thumb is that the higher the MERV rating of a filter, the more it restricts air flow.

It's important to understand this, because you may unknowingly sabotage good air flow by purchasing a filter that promises healthier air with a high MERV rating. So, while

you might get better filtration, it may be at the price of higher energy costs and shortened equipment life.

Keeping your system clean is not the only thing that affects airflow, and thereby how much electricity your air conditioner uses. But it is the only thing that is easy to control. The other – and possibly greater factors that affect airflow have to do with poor ductwork design and installation. Addressing these issues are more difficult because they require structural changes – but they can be done and make your system perform better to provide more energy efficiency and more comfort.

I'll explore these concerns in a future issue, but for now, **when you have us clean and maintain your system, we will also include a 'static pressure' test of your HVAC system.** This is the HVAC equivalent of having your blood pressure checked by a health professional, and it will reveal if your filter is too restrictive or if there are other airflow problems that need to be addressed. Call for more info.

- Daniel Squires

What Our Clients Are Saying...

"I've been a customer for many years. I would trust no one else for my heating or cooling maintenance or operational needs."

- Rebecca Suchin, Jeddo

Through My Eyes (Continued from Pg. 1)

mind the work, but that we would have to renegotiate. I showed him my calculations that I had made an average of 57¢ an hour when I divided the total of what he'd paid me by the number of hours I'd worked!

I continued this through high school and two years of St Clair County Community College, and my responsibilities and skills were increasing as I got more out in the field. After I gained my associate in business degree, I graduated to a service truck where I would do minor plumbing and heating jobs as a plumbing apprentice under Dad's close supervision. I did this for the next three years and I quickly gained skill and confidence. I still hadn't committed myself to a career in HVAC and plumbing, but it was steady work.

During this period I was more interested in the other things a young man thinks of and along the way I took out a cute girl named Karen. On our first date, I judged that she would be the last girl that I would ever marry. And while my first impression quickly changed, I was right, because now after 43 years of marriage, I know that she is the last girl that I would ever marry.

In early 1980 I wrote for my plumbing Journeyman license from the state of Michigan which I received. But in those years, the uncertain work cycle made it a tough career choice. Work would dry up right after the new year holiday, and I would be laid off, picking up a job here and there to supplement unemployment and stacking up credit card debt to survive. Work would pick up about June and by Christmas I would have my credit card paid off, only to have the cycle start all again. And so, newly married, I determined to go back to college and get my bachelor's degree in accounting – which I

earned in 1984 - all the while continuing to work full-time as a service technician.

Regarding my plumbing & heating career, I vowed that if I ever were given the opportunity to do something about it, I would do whatever I could to make work more stable. It was unfair to expect people to live in the up and down cycle that I had experienced. And when I graduated from Walsh College I got that opportunity, because Dad invited me along with my brother David to join the business – David having also just graduated from Ferris State University with a degree in HVACR and business administration.

And so, David and I started to build the business – David building the field side of the business while I worked building systems and putting the infrastructure in place to support the business. And I got the opportunity to fulfill my dream of making a more stable work environment. Part of the solution was creating our maintenance agreement program which helps level out the business cycle to provide steady year-round employment for all of us, while serving our customers better by protecting their HVAC equipment. And with that and other things that we did to do to grow we built Vincent's into the business that it is today.

Recently, David & I were honored for our efforts by our industry peers for all the innovations that Vincent's Heating & Plumbing has developed and shared with other contractors. This was at a large gathering of contractors from across the country in Nashville last month. And while recognition is nice, my real satisfaction is in providing a good place to work for our team and being able to provide quality service to you and our other clients. Thank you for continuing to give us the opportunity to serve you!

– Daniel Squires

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VHPinc.com/gallery

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B	L	Z	T	O	V	D	B	E	W	G	O	D	D	F	G	Y	L	L	D	Beardtongue
U	A	F	G	R	V	A	S	L	K	C	J	T	L	R	T	L	U	I	O	Bellflower
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M	G	T	E	J	T	H	R	H	B	B	W	N	F	B	T	O	V	T	L	Bilberry
A	S	J	I	B	I	W	C	S	V	E	L	G	E	J	O	M	I	T	B	Bloodroot
A	X	D	W	G	E	O	I	I	R	M	B	U	N	M	N	F	O	A	B	Bluebells
A	O	P	E	P	Z	R	E	X	G	T	L	E	E	I	I	R	L	C	Y	BlueFlag
X	O	G	B	E	H	R	R	B	T	B	C	M	D	T	H	E	E	E	G	Bluet
K	H	B	S	H	R	A	P	Y	Q	F	V	Y	W	G	N	Y	T	Z	C	BlueViolet
R	K	C	K	Y	Y	R	R	E	B	H	C	N	U	B	L	Q	Q	Q	Z	Boneset
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Humor Section



The wedding was so beautiful, even the cake was in tiers.

I was wondering why the baseball kept getting bigger and bigger. Then it hit me.

Now that's good news!

Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.

- Paul, from his letter to the church in Phillipi (4:8) NIV

- Vincent's News Exclusive Promotion -

Get VHP's Enhanced Service Plan & Save \$50 Off a Service or Maintenance Call, or Replacement!

For the next 12 months as a VHP Enhanced Service Plan client you'll get:

<i>EXCLUSIVE ACCESS TO EXTENDED SERVICE HOURS</i>	Year-round access to Extended Service Hours (daily until 10 pm) for emergencies - not available to the general public.
<i>PRIORITY SERVICE</i>	Priority access to service during normal working hours - same day or no later than next business day guaranteed.
<i>ANNUAL CHECK UP</i>	In 12 months we'll return for a 'wellness visit' to make certain your equipment is operating safely and delivering maximum performance. <u><i>The annual check up is a \$199.20 value if purchased separately!</i></u>
<i>'NO NEGLECT' CHECK UP VISIT REMINDERS</i>	VHP takes responsibility for setting up your annual check up when its due so you don't have to!
<u><i>DISCOUNT SAVINGS</i></u>	Save 10% off repair tasks for covered equipment.
	Save 10% off consumable maintenance items like filters, etc.
	Big savings for your eventual replacement of your furnace, boiler, or A/C with our \$50 annual contribution to your ESP Replacement Bank
<i>PEACE OF MIND</i>	You'll rest easier knowing that the most important system to keep your family safe and comfortable is getting the attention it requires.
<i>AS LOW AS 37¢ PER DAY</i>	All of the above for a budget friendly \$12.45 per month for each option or unit covered. (<i>\$11.40 each with 3 or more options!</i>)
<i>RISK FREE - NO LONG TERM COMMITMENT</i>	There's no contract - you can cancel anytime!

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*FOR EACH UNIT COVERED!

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- Furnace or Boiler Combustion Optimization & Safety Inspection (COSI)..... \$199.20
- Air Conditioner Performance Optimization & Cleaning (POC).....\$199.20
- Plumbing & Water Heater Service (PWHS) includes Water Heater maintenance..\$199.20

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(each unit includes the above equipment annual checkup)

- Heating system (furnace or boiler each)...\$12.45 per mo. or ~~\$199.20~~ per yr \$149.40 per year
- Cooling system (air conditioner each).....\$12.45 per mo. or ~~\$199.20~~ per yr \$149.40 per year
- Plumbing system (water heater).....\$12.45 per mo. or ~~\$199.20~~ per yr \$149.40 per year

"ONE MONTH FREE WHEN YOU GET ALL 3 !"

To take advantage of this promotion, present this page to your tech on your service or maintenance call.

New replacements - call the office for details. Older replacements - set up a maintenance call to get \$50 off.

WHY IS PROPER AIRFLOW SO IMPORTANT?

WHAT IS FAN AIRFLOW?



The fan in a heating and cooling system is like a human heart

The human heart is a powerful pump that circulates life-sustaining blood throughout the body via a complex network of vessels and arteries. In much the same way, the heating and cooling system uses a powerful fan to move comfort-sustaining conditioned air throughout the home via a complex network of air ducts.

When a human heart is functioning under normal blood pressure conditions, the body can enjoy good health. But, when blood pressure is too high or too low, the heart can be damaged, leading to poor health and even death.

The same is true with your heating and cooling fan. When the fan operates at higher pressures than it's supposed to, it runs hotter (shortening motor life), uses more energy (increasing energy bills), and moves less conditioned air (decreasing comfort). Proper fan airflow makes sure that the right amount of air will be efficiently circulated to control indoor temperature, humidity, and air cleanliness.

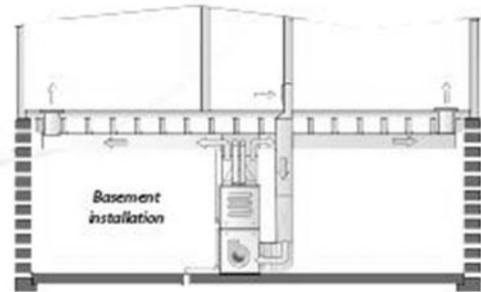
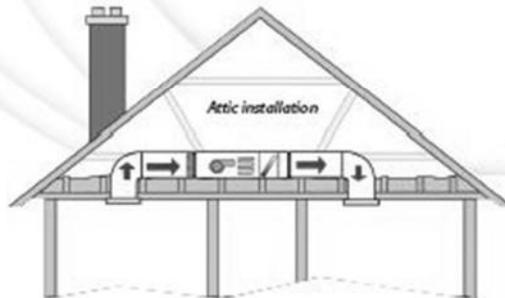
Airflow is the "life blood" of your home's heating and cooling system

Poor circulation in the human body reduces the amount of oxygen-rich blood delivered to vital organs. Without adequate levels of blood, your organs will begin shutting down. Poor circulation results from

other health issues and it's important to treat the underlying causes, rather than just the symptoms.

Improper fan airflow reduces the amount of conditioned air delivered to each room in the house. Fan airflow is commonly affected by improper fan sizing, wrong fan speed selection, dirty blower wheels, clogged heat exchangers, restrictive air filters, improper air duct design, damaged air ducts, and more. It's important to properly diagnose and effectively treat the underlying causes of poor fan airflow.

Without proper airflow, your home will not be as safe, healthy, comfortable and energy efficient as it should be.



THE FIRST STEP TO KNOW IF YOUR HOME'S HVAC SYSTEM HAS HEALTHY AIRFLOW IS TO HAVE A STATIC PRESSURE TEST PERFORMED.



ASK FOR A STATIC PRESSURE TEST
WHEN YOU CALL TO SCHEDULE A
HEATING OR COOLING MAINTENANCE
VISIT & WE'LL INCLUDE THE TEST FREE!

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Comparing High Static Pressure to High Blood Pressure



Static pressure is the amount of pressure a fan pushes and pulls against to move air through an HVAC system. Each fan is rated with a *maximum total external static pressure* it can operate under. If static pressure exceeds the rated amount, the fan typically cannot move the required airflow.



One of the first tests used to determine the performance of an HVAC system is to measure *total external static pressure*. This reading is compared to the *equipment rated static pressure*. If the measured pressure is higher than the rated pressure, then this is not good for the health of the system and changes are needed for it to perform well.



Static pressure is like blood pressure in a person. **High Static Pressure, like high blood pressure (HBP), is not good and indicates an immediate improvement is needed.**

Static Pressure/Blood Pressure Table

	Hypotension (Low)	Normal	Pre-Hypertension	Hypertension (HBP) Stage 1	Hypertension (HBP) Stage 2	Hypertension (HBP) Stage 3
Blood Pressure	90/60	120/80	121/81 to 139/89	140/90 to 159/99	160/100 to 179/109	Exceeds 180/110 Emergency Care Needed!
Equipment Rated Static Pressure	.23 or less	.30	.31 to .35	.36 to .40	.41 to .45	.46 or above
	.38 or less	.50	.51 to .58	.59 to .66	.67 to .74	.75 or above
	.60 or less	.80	.81 to .93	.94 to 1.05	1.06 to 1.19	1.20 or above

Note: The above table is a combination of the categories suggested by the American Heart Association and NCI's Total External Static Pressure (TESP) Budgets. The table helps visualize the relationship between the equipment's TESP measurement and the Blood Pressure of a normal human being.