

# VINCENT'S NEWS

The 'Van-Go' Gallery



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

**INSIDE THIS ISSUE:**

- Through My Eyes* 1
- A/C #1 Job* 1
- Letter From a Customer* 3
- Word Search* 4
- Humor* 4

## Did You Know...

**...you can get your choice of 12 months no payment no interest financing or 6.99% Reduced APR financing with credit approval to replace your heating or cooling system?**

OWNER'S CORNER

### THROUGH MY EYES

In July my parents, Ray and Kay Squires, celebrated their 60th Wedding Anniversary. What a milestone! For their 50th Anniversary my brother David and I rented a large chalet for a week on a lake in northern Ontario and took my parents and our families there to honor them. I'm glad we had such a large scale celebration then when they were able

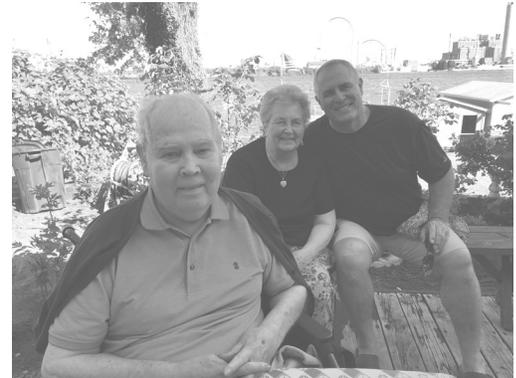
because now 10 years later time has taken its toll and we had to simplify things.

So for this celebration David and his family

decorated my parent's deck and my wife Karen and I prepared the main dishes (okay – full disclosure: Karen did the cooking and I just

helped!). David, his wife Jane and family did an awesome job on the decorations,

**Continued Page 3**



Here I am with my Dad, Ray Squires and my mother at their 60th anniversary party—Daniel Squires

## An Air Conditioner's #1 Job—Part 1

There is an interesting story about Ray Kroc, founder of McDonald's restaurants One time he asked a group of MBA students "What business am I in?" One of the students laughed and answered "Ray, who in the world does not

know that you're in the hamburger business?" Ray smiled and said "I'm not in the hamburger business - I'm in the real estate business. Think about it: McDonald's is one of the largest owners of real estate in the world owning some

of the most valuable intersections and street corners in America as well as in other parts of the world. The burgers, while the obvious answer, were just the means to the end.

**Continued Page 2**

## AC #1 Job (Continued from Page 1)

I share this story because when asked "What is an air conditioners #1 job?" many people would answer "to make cold air." This is also the obvious answer, and while true, it is also the means to the end of making you comfortable.

While we enjoy the cooler temperature on a hot day, our comfort actually has more to do with the humidity level. That is why when people comment on how hot the temperatures are in Arizona they qualify it by saying 'but it is dry heat'. What makes us the most miserable in hot weather is the high humidity level. It is the humidity that makes us sweaty and

sticky.

Why? Because the body's method to get rid of heat is perspiration - to sweat. When it is dry - low humidity - air absorbs the perspiration and we feel more comfortable. In high humidity the air is already saturated with moisture and has no additional capacity to absorb our perspiration. This is why we feel hot and sticky and are uncomfortable.

There are many practical 'take-aways' from this knowledge that I will cover in this new series. Here is the first one:

Size Matters but bigger is NOT better.

Some people have the idea that the bigger the air conditioner the quicker it will cool. This is true. However, it takes time for air to dry out. Therefore, while the house may cool fast, it will probably feel cold and clammy. It is better to make sure that the air conditioner is 'sized' or engineered correctly to match the cooling needs of the house to ensure that it will provide dehumidification. The longer an air conditioner runs, the better it will dehumidify.

More next month.

- Daniel Squires

*"...While we enjoy the cooler temperature on a hot day, our comfort actually has more to do with the humidity level."*

### **Read What Our Clients Are Saying...**

*Dear Mr. Squires;*

*Just a short note to let you know that the two furnace and A/C installers were very professional; their work was meticulous and the clean-up impeccable. Indeed, it was a "work of Art."*

*J.G.—St. Clair*

## Through My Eyes (Continued from Page 1)

giving it a feeling partly that we were at a wedding reception and partly that my parents were at a romantic candle-lit anniversary dinner. My niece Colleen even went the extra mile to compile a wedding playlist of my parent's favorite songs from the 50's. It was a wonderful setting and combined with the Italian menu that Karen came up with made for a wonderful event.

As it was for their 50th celebration, it was just our close family, with everyone that had been at that last occasion in Canada in attendance for the 60th except that we've added a few more spouses. I was concerned that it might be too hot with the high temperatures that we have had, but when the day arrived it was a perfect 75 degrees. How could it be any better? Great weather, a beautiful location, and two people that have been devoted to each other for 60 years.

There is much to be said about that kind of durability. It doesn't just happen. The song lyric might declare that "Love Will Keep Us Together" but that is only the easy part: it takes a lot of commitment and work. I witnessed both of these ingredients growing up and it had a great impact on me as Karen and my 36+ years of marriage attest to. But I also think it is reflected in Vincent's Heating & Plumbing.

Vincent's has almost been around as long: it was founded in 1959 and in 2-1/2 years we'll celebrate 60 years of service. You might be surprised to know that Nancy's cheerful voice has been greeting customers for over 33 years. But that is not the longest tenure: Dave Frazier and I have been here the longest since 1972 when my father acquired Vincent's Heating & Plumbing - over 44 years. Plus we have four more teammates that have

been here between 11 and 18 years. I take a great deal of satisfaction in the knowledge that people that become employed by Vincent's stay here – again, part of the legacy that is owed to my father and what it takes to make a relationship work.

But of even greater privilege to me are the many long-time customers: some that have allowed us to serve them for many years – some even for many decades! I am humbled by this and grateful for that opportunity. Thank you.

- Daniel Squires

"...I take a great deal of satisfaction in the knowledge that people that become employed by Vincent's stay here – again, part of the legacy that is owed to my father and what it takes to make a relationship work."



Vincent's Heating & Plumbing

2650 Oak St.  
Port Huron, MI 48060

Phone: 810-985-7103  
E-mail: sales@vhpinc.com  
Website: www.vhpinc.com

www.vhpinc.com

*The Most Reasons to be Your Best Choice*

**SUBSCRIBE**

If you know someone who would like to receive this newsletter, email their information to [news@vhpinc.com](mailto:news@vhpinc.com) or give us a call.

**UNSUBSCRIBE**

If you would like your name to be removed from our newsletter mailing list please email "stop" to [news@vhpinc.com](mailto:news@vhpinc.com) or give us a call.

# Word Search: How to Stay Cool

Y H X Y K R H N E Y C W N L L  
F Y E A Z C O C D T M Z O C I  
F I R E H Y D R A N T O Q O C  
S G R K P K W Z H E P R F T E  
V A W X F Q Z X S K B L K M C  
K M M W N M O M Q S N T L V R  
R E L K N I R P S Z H B E I E  
G N I N O I T I D N O C R I A  
L E M O N A D E F A N K Y L M  
C A E T D E C I L T H Y B W K

Lemonade  
Iced Tea  
Pool  
Beach  
Fan  
Sprinkler  
Fire Hydrant  
Air Conditioning  
Shade  
Ice Cream

## Humor Section



**Q: What does a bee do when it is hot?**  
**A: He takes off his yellow jacket!**

**Q: What did the air conditioning say to the man?**  
**A: I'm your biggest fan.**

**Q: Which is faster, heat or cold? A: Heat, because you can catch a cold!**

source: <http://www.jokes4us.com/miscellaneousjokes/weatherjokes/heatjokes.html>