

VINCENT'S NEWS

The 'Van-Go' Gallery

Guest Columnist This Month



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

67 Years of Excellence!



INSIDE THIS ISSUE:

<i>Through My Eyes</i>	1
<i>How to Avoid Sabotaging...</i>	1
<i>Did You Know</i>	1
<i>What Our Clients Say</i>	2
<i>Word Search</i>	4
<i>Humor</i>	4
<i>Now That's Good News!</i>	4

Did you know...

...that we have provided all of our HVAC techs with *measureQuick*™ technology? This provides you with a higher level of service for your AC. See the nearby insert for more info.

THROUGH MY EYES

Every so often, new technology reshapes society. A century ago, automobiles changed how people travel. About 20 years ago, smartphones and social media changed how we communicate. Today, artificial intelligence is changing how we interact.

I'm just old enough to remember life before smartphones and social media dominated culture. I graduated

Continued Page 3



Here is Mike going over a *measureQuick* analysis with Hailee on an AC maintenance call. See the nearby insert for more info on mQ.

How To Avoid Sabotaging Your Air Conditioner's Cooling Performance – Part 2

There are ways homeowners can unknowingly sabotage their air conditioning performance. Below are 3 more common pitfalls to avoid.

1) Opening Windows During Cooling Season After You Have Turned Your AC On

The most important way your AC makes you comfortable is by lowering the humidity level in your home. While it might only take a few hours to cool your home when you first start up your AC it can take days to remove excess humidity to make your home comfortable. Opening your

windows on a mild day may seem like a good idea, but all that "fresh air" is also humid. This undoes all the work your AC system did to dry out your house and the humidity removal process has to start over. This means longer run times, reduced comfort, higher utility costs, and unnecessary strain on the equipment. In our area, the humidity load can be more damaging to performance than the temperature itself.

Why humidity removal is so important to comfort. Whether from exertion or hot temperatures, when your body overheats it off-

Continued Page 2

How to Avoid Sabotaging... (Continued from Pg. 1)

loads heat through your perspiration to cool you down. When the surrounding air is dry, your sweat evaporates which makes you feel cool and more comfortable. But when the surrounding air is saturated with humidity your sweat can't evaporate and it makes you uncomfortable. So even if the air feels cool it will often feel clammy.

Recommendation: Once you turn your AC on, keep your home closed up as much as possible so the system can properly control both temperature and humidity. If your home needs additional fresh air or ventilation, consider installing an Energy Recovery Ventilator (ERV). An ERV brings controlled fresh air into the home while transferring heat and moisture between the incoming and outgoing air streams. This improves indoor air quality and ventilation without forcing your AC to constantly fight hot,

humid outdoor air.

2) AC Equipment Sizing That Doesn't Match Your Home's Cooling Load

Bigger is not better when it comes to heating & cooling equipment. An oversized AC cools the house too quickly and shuts off before it can remove humidity. An undersized system may run continuously during hot weather and still struggle to maintain temperature. Either case will waste energy, increase wear and tear, and reduce overall comfort.

Recommendation: If you need to set your thermostat below 75F to feel comfortable, your AC equipment is likely oversized and it needs extra 'run time' to remove humidity. Consider installing a whole-home dehumidifier. This helps lower humidity and you won't need to set your thermostat so low to be comfortable. Also, when you replace your HVAC system, we'll make certain it's

sized correctly to avoid these performance killers.

3) Skipping Annual Maintenance

Don't wait until your AC stops working before calling for service. By that point, small issues may have already turned into expensive repairs. Dirty coils, clogged drains, low refrigerant levels, failing capacitors, and restricted airflow all reduce system efficiency and force components to work harder than necessary. Over time, neglected systems consume more electricity and experience more breakdowns.

Recommendation: Have us service your system annually. A routine inspection helps identify problems early, improves efficiency, extends equipment life, and keeps your system operating safely and reliably when you need it most. See the nearby insert for more info.

- Daniel Squires

What Our Clients Are Saying ...



"The technician (Dylan) that came out to do my yearly A/C maintenance, went above and beyond to take care of me. He was very nice, knowledgeable and friendly. He took the time to explain and show me everything he was doing. I am extremely happy with all the people I have encountered at Vincent's. I highly recommend this company."

Kim Smith, Marysville

Through My Eyes (Continued from Pg. 1)

high school in 2005 and attended a summer orientation at Western Michigan University. A student guide suggested everyone sign up for Facebook to meet people on campus. At the time, I barely paid attention—Facebook had only launched in 2004.

Later that summer, I connected with my future roommate by landline (I didn't even have a cell phone yet), and he mentioned he was on Facebook. I signed up just before arriving on campus and quickly got hooked. Back then, you needed a university email address to join. That exclusivity helped it spread rapidly across campuses. There were no advertisements, no influencers, and certainly no artificial intelligence shaping what you saw.

If someone had told me that this simple college networking tool would become a global tech powerhouse, I would have thought they were crazy. But that's exactly what happened. Facebook has influenced everything from viral trends to political movements. Its 2012 IPO helped create a blueprint for turning social media into a massive, profitable industry. Today, social media largely dictates how people interact with the world—and ironically, it often has little to do with actually socializing. My feed is filled with influencers, ads, and short videos all competing for attention.

Artificial intelligence now seems poised to have a similar—if not greater—impact. It's hard to go anywhere without hearing about it. Depending on who you ask, AI will create new opportunities or eliminate jobs entirely. It may usher in prosperity, or it may introduce risks we don't fully understand. Whatever the outcome, one thing is certain:

in 20 years, we'll be looking back and wondering how we ever lived without it.

For now, the HVAC and plumbing trades are still a long way from being replaced by AI. One of our technicians recently told me about a service call where a homeowner had already tried diagnosing their broken air conditioner using AI—and was convinced they knew the solution. In reality, the diagnosis was wrong, and it took some effort to earn the customer's trust.

AI can be very useful, but like social media, its long-term goal is to capture attention. Two of its tricks are being overly complimentary and sounding extremely confident. That confidence can make it seem reliable—even when it's not. I've experienced this firsthand. I once asked AI to crop an image of a VHP van. No matter how many times I clarified, it produced flawed images—missing tires or half the vehicle—while cheerfully insisting it had done a great job. It was equal parts impressive and frustrating.

AI excels at generating content, and it's already flooding news and social media platforms where the stakes are low. But it's not superior in every situation. When it comes to important systems in your home, there's still no substitute for real expertise.

The best way to protect your HVAC and plumbing systems is still regular annual maintenance. VHP's Enhanced Service Plan offers after-hours service, repair discounts, and an annual inspection by one of our experienced technicians—something AI simply can't replicate. If you'd like to learn more, please see the attached insert.

-Brendan Squires



Vincent's Heating & Plumbing is proud to install Amana equipment, made in the USA.

Vincent's Heating & Plumbing Inc.

2650 Oak St.
Port Huron, MI 48060

Daniel Squires President
David Squires Vice President
Brendan Squires Tech Advisor

www.VHPinc.com

"The Most Reasons to
be Your Best Choice"

810-985-7103

E-mail:
sales@vhpinc.com

Vincent's News is
published 11-months
per year.

Past issues are
available in PDF
format online in the
Van Go Gallery at:
VHPinc.com/gallery
by mid-month after
the newsletter arrives.

➡ SUBSCRIBE

If you know someone
who would like to
receive this
newsletter, email
their information to
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 or
give us a call.

Word Search - Port Huron Streets: D to La...

E	G	F	E	G	E	L	V	F	O	S	E	J	U	T	D	A	E	O	L	Dover
C	K	L	H	D	R	I	E	G	I	L	L	E	T	T	N	E	I	J	D	Edison
D	O	V	E	R	I	L	R	L	J	I	G	N	T	T	A	B	P	C	P	Electric
Q	S	Y	D	N	K	S	L	E	Y	C	O	K	S	K	L	R	J	Z	V	Elk
Q	L	A	K	E	W	O	O	D	H	D	R	I	E	J	L	F	J	L	L	Elmwood
L	D	K	G	N	H	O	L	N	L	N	D	N	R	R	O	O	C	M	A	Erie
K	C	O	C	N	A	H	O	E	U	N	O	S	O	J	H	U	R	O	N	Forest
D	O	O	W	M	L	E	I	D	G	Z	N	O	F	N	E	J	E	M	E	Garfield
B	L	Z	B	F	V	F	Z	R	N	W	P	N	S	Y	D	G	L	G	V	Gillett
R	Y	A	P	Z	R	J	I	Y	E	Q	A	T	X	H	I	A	E	B	T	Glenwood
G	E	Q	P	A	R	S	R	I	E	C	O	H	D	L	S	I	C	N	L	Gordon
Q	H	K	G	E	W	O	V	R	W	N	E	N	I	R	E	H	T	A	K	Griswold
V	G	D	R	O	E	E	B	V	E	W	R	N	N	U	K	T	R	T	A	Hancock
M	J	I	L	A	K	R	U	X	K	S	U	A	B	G	A	C	I	I	I	Harker
F	U	D	E	A	H	H	Z	X	B	W	F	E	E	B	L	O	C	A	V	Holland
I	I	S	L	B	P	Q	D	X	H	W	D	D	T	K	S	D	L	M	O	Hollis
																				Huron
																				Jenkinson
																				Johnstone
																				Katherine
																				Kearney
																				Lakeside
																				Lakeview
																				Lakewood
																				Lapeer

Humor Section



A guy is about to undergo surgery.

Just as the anesthesia is about to be administered, he hears
the surgeon speaking,

"Don't worry Bill. This is just a routine operation. There's
absolutely nothing to worry about."

The guy looks over and says, "Thanks, but my name isn't Bill"

The surgeon says, "I know. I'm Bill."

Now that's good news!

"Cast all your anxiety on him because he cares for you."

1 Peter 5:7

- SPECIAL REPORT FOR VHP CUSTOMERS - **STOP Paying More To Cool Your Home During** **The Hottest Hours Of The Day When You Need** **AC The Most!**

...and yes, it's perfectly legal for utilities to charge you more.

The good news: New advancements in AC maintenance can help your system run better, last longer, and cost less to operate.

What's Happening—and Why Your Bill Is Going Up

The Michigan Public Service Commission has approved higher electric rates during peak cooling hours. These "*Time of Day*" rates are designed to *encourage* reduced usage when demand is highest.

From a supply-and-demand standpoint, the concept makes sense: When demand rises and supply doesn't keep pace, prices go up. But here's the frustrating part: As demand for electricity continues to grow, many reliable energy sources—like coal, natural gas, and nuclear—are being reduced or phased out.

The result? Higher costs that feel more like a penalty than a solution.

What Can You Do About It?

You can't control utility rates—but you *can* control how efficiently your AC system runs. You have two practical options:

1. **Upgrade to a high-efficiency system** (a heat pump can deliver even greater savings)...
1. **Make your current system run as efficiently as possible** through professional maintenance

For most homeowners, optimizing the system you already have is the fastest and most cost-effective step.

Introducing a Smarter Way to Service Your AC

To help our customers combat rising energy costs, we've invested in advanced diagnostic technology: *measureQuick (mQ)*

Think of it as a **computerized performance analysis for your air conditioner**—similar to what modern mechanics use to diagnose your vehicle.

How *measureQuick* Works

Your technician connects precision instruments to your AC system at 10 connection points. From there:



Here is a condenser with five mQ probes attached to measure the suction line & liquid line pressures and temperatures and also the discharge air temp.

- All performance data is collected **instantly**.
- Results are processed through **advanced diagnostic algorithms**.
- Adjustments can be made—and verified—in real time.

Why This Matters

Without *mQ*, technicians must manually gather multiple readings—inside and outside—then interpret them with time gaps in between.

With *mQ*, you get:

- **An instant, comprehensive snapshot** of your system's health.
- **Greater accuracy** with no lag between measurements
- **Permanent digital records** stored securely for future comparison.
- **Faster, more precise adjustments.**



Here is Nathan inside the house with more *mQ* probes attached to the furnace ductwork looking at a live *measureQuick* analysis on his iPad.

What This Means for You

Using *measureQuick*, our technicians can:

- Detect **small issues before they become expensive failures**.
- Identify problems that **quietly increase energy usage**.
- Measure **real-world system efficiency** (not just factory ratings).
- Fine-tune your system to improve **comfort, performance, and lifespan**.

Why We Made This Investment

When I learned about *Time of Day* pricing, I knew we needed a better way to serve our customers.

A lot of families depend on Vincent's Heating & Plumbing to keep their homes comfortable—and I was determined to raise the bar.

We've invested heavily in both equipment and training to bring this technology to you—because you deserve the best service available.

Ready to Fight Back Against Higher Electric Rates?

Call **(810) 985-7103** to schedule your AC maintenance or AC repair. Your service will include a full ***measureQuick* diagnostic analysis**.

Equipped with this information, your technician will give you options on how to optimize your system or to make any needed corrections.

For even better service and for discount savings upgrade to our Enhanced Service Plan. For details follow the QR Code to the right:



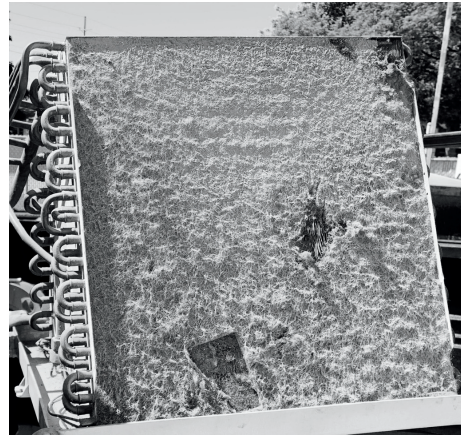
— Daniel Squires, VHP

Vincent's Heating & Plumbing, Inc. (810) 985-7103 www.VHPinc.com

How Leaky Air Ducts Can Sabotage Your HVAC System Performance, Steal Years Of Life From Your Equipment, & Impact Your Health

Pictured are two HVAC System components with accumulated dirt & dust caused by leaky air ducts on a furnace blower wheel blades (left) and an AC evaporator coil (right).

Did you know that even as little as 1/10 of an inch of dust on your furnace blower wheel blades as pictured above will decrease airflow by 20 to 30%? It's even worse for an AC Coil because in addition to air flow loss, dirt prevents heat transfer. The build up on the coil in the photo easily reduced system capacity and increased electricity cost by 30%+



Here's Are Symptoms From Accumulated Dirt & Debris on HVAC Systems Caused By Leaky Air Ducts:

- **REDUCED EFFICIENCY** – Expect higher utility bills with a dirty equipment. Reduced air flow and diminished heat transfer means your system must work longer and harder to satisfy your thermostat.
- **DEGRADED PERFORMANCE** – Expect your home to be less comfortable.
 - Reduced air flow decreases your HVAC equipment's heating & cooling capacity.
 - Your system won't keep up as well in extreme cold or extreme heat. This also diminishes your air conditioner's ability to lower the humidity in the air.
- **PREMATURE AGING** – Expect more repairs and shortened equipment life.
 - With reduced air flow your furnace blower motor will overheat from using more electricity and eventually burn out.
 - With reduced air flow your furnace heat exchanger is put under more stress that leads to cracks from overheating. This shortens the life of your furnace.
- **HEALTH CONCERNS** - Because your AC Coil is located in a dark and wet environment, any build up of dirt & debris on it (as in the photo above) is the perfect breeding ground for mold, bacteria and other microbes that end up in the air you breathe and can affect your health.

...continued from reverse side

Get An Air Duct Analysis Plus 6-Point Air Quality Analysis

~~Regular Price \$129~~

FREE When You Have Us Perform* An HVAC Repair Or Maintenance Service Call

- Our technician will perform a visual inspection of your HVAC duct system and provide a 6-point air quality analysis using an Air Advice monitor as an added value to a regular service visit.
- He will provide you with two reports: an air quality report and an evaluation of your HVAC system concerning leaky air ducts.

* This is also a FREE member benefit if your HVAC system is covered by an Enhanced Service Plan.

To set up an Air Duct Analysis Plus 6-Point Air Quality Analysis Call Vincent's Heating & Plumbing at (810) 985-7103 and schedule a service call.

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

**SERVICE ACCESS, ANNUAL CHECK UPS
& \$50 OFF THE PRICE OF A CALL!**

Vincent's Heating & Plumbing, Inc. www.VHPinc.com sales@vhpinc.com (810) 985-7103

**Bonus Offer - Add An
Enhanced Service Plan &
Save \$50 Off the Price of
a Service or Maintenance
Call - Ask for details when
you call.**

Word Search Solution – July 2026 - Port Huron Streets: D to La...

