



# Your Comfort Connection

Spring 2011

Wilhelm Heating and Air Conditioning, 802 4<sup>th</sup> St. SW, Ruskin, FL 33570  
www.WilhelmAC.com info@wilhelmac.com (813)641-1811

## Awards Galore

The president and owner of Wilhelm Heating and Air Conditioning, Inc. Mary Ann Wilhelm continues to have her hard work recognized by various organizations.

On February 4<sup>th</sup> Mary Ann received the business person of the year award from the Ruskin SouthShore Chamber of Commerce. She also was inducted as the Honorary Mayor of Ruskin, a figurehead position that has a one year term. It is truly something special to be recognized by a community she has been a part of for over 20 years.

Just two weeks after receiving two awards at the Ruskin SouthShore Chamber's award gala, Mary Ann received two more from Carrier Enterprise. She was the recipient of the 2010 Achievement Award and the 2010 Leadership award.

While the award shelf is getting full, the most prestigious award is not announced until April. Mary Ann has been informed by Carrier that

## Indoor Air Quality

Indoor Air Quality is not a topic that many individuals are well versed in. According to the EPA the average individual can spend up to 90% of their time inside, and indoor air has been found to be more polluted than air outside. So, how is indoor air quality improved? Eliminate individual sources of pollution.

Individual sources of pollution range from smoke to mold or radon. Smoke is simple, ask guests to smoke outside and if you are a smoker impose the rule on yourself. Radon may be a

bit trickier but mold can be taken care of by using a UV light or an air purification system.

Air Handlers remove heat and moisture from the air as they cool; this is a normal part of the process. Mold develops in damp environments, making an air handler the perfect place for mold to grow.

Regular maintenance can be a great combatant against mold growth. Wilhelm Heating and Air Conditioning recommends two maintenances a year, one in the spring before the cooling season

and one in the fall before the heating season. If maintenance is done correctly the coil and blower should be cleaned before mold begins to build up on the inside of the unit.

In addition to regular maintenance, germicidal UV lights are recommended to keep your unit free of molds/mildews all year long. The unit will operate more efficiently when clean and free of contaminants.

If there are additional  
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she is one of four dealers on the west coast to receive the President's Award for 2010. This award is presented by Carrier Nationals – and Mary Ann has received it numerous times starting in 2007, when she was the first woman to receive the honor.

Each award is a reminder of what hard work and determination can lead to. For over 20 years Wilhelm Heating and Air Conditioning has provided superior service at a reasonable price.

The honesty and integrity of the company has afforded long and prosperous growth, but improvements can always be made. To ensure future accolades Mary Ann will strive for perfection and continue to improve upon a very solid foundation.

## Sizing Your Unit

Do you need a two ton unit, or a four ton? Maybe, you need a two and a half ton. Is it bad to have the wrong size unit? How do you know the unit is the correct size? The size of the unit is an important factor. A unit that is too small will not properly cool a home, while a unit that is too large will not dehumidify home properly.

There is a lot to understand when purchasing a unit, and most of the time customers have to trust the person selling the unit is knowledgeable. At Wilhelm Heating and Air Conditioning continuing education ensures the knowledge of the technicians.

Ben, a technician with Wilhelm for over 6 years, recently participated in a course about conducting a manual J, where he learned how to calculate a sensible and latent heat load. According to U.S. department of energy, well over half of technicians that size a unit for your home will do it incorrectly. Some technicians use a “rule of thumb,” which states so many square feet require so much tonnage; this is no longer a correct method. There are also technicians that only base the tonnage on the sensible heat load, which is what you feel. A latent heat load is more complicated.

A latent heat load takes into account insulation, windows, trees and other factors that determine how large of a system is needed to keep a home cool in the summer’s blistering heat. For example, a home with several large oak trees in the front yard providing shade will stay cooler than a home that has the sun beating down on it all day.

Insulation is a big factor in determining the

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*“Well over half of technicians that size a unit for your home will do it incorrectly.”*

## Economic Impact

It is no secret that the economy has been worse than it has been in a long time. Even with the strides made, small companies like Wilhelm’s have had to make changes. The biggest changes are coming in the form of financing options.

In previous years Wilhelm has allowed customers to be billed; unfortunately due to economic factors this option will no longer be available. Payments will have to be collected at time of service. To offset any inconvenience Wilhelm offers a variety of payment options including: check, cash, PayPal (online or over the phone) and in office credit card payments (MasterCard, Discover and Visa; American Express is no longer accepted).

Financing will still be available for the purchase of new equipment, with approved credit. For more information call the office at (813)641-1811.

## After the Install

Many fly-by-night companies sell customers’ new systems and then disappear, never to be seen again. Wilhelm has been so successful in the SouthShore area not only because it sells top of the line equipment but its service before, during and after installation. There are several steps that are taken during and after an install with the county that many customers never fully understand.

When we install a new air conditioning system, Hillsborough County requires a permit to be issued. This permit then requires the work to be inspected after completion by a Hillsborough County mechanical inspector.

Someone from the office will send the purchasing customer a Notice of Commencement when the installation exceeds \$7,500, which is filed with the county. After the installation is complete, someone from the office will call and find a day convenient for the customer to have the work inspected. Unfortunately the county does not provide a time frame, so the day must be one that the customer will be home from 8 a.m. to 5 p.m.

Please see [County requirements](#) on [page 3](#)

**Manual J** Continued from page 2

load calculations; poor insulation requires the unit to work harder to cool the same amount of space. Ben is very familiar with the technical aspects of calculating the loads and the rest of the staff has been shown how to take down the information needed to run a manual J.

By having a manual J done before purchasing a unit you ensure that you get the best fit for your home. The best fit is also the most energy efficient option, leading to saving on your electric bill.

*We're on the Web!*  
Find us at:  
[www.WilhelmAC.com](http://www.WilhelmAC.com)



Turn to the Experts<sup>SM</sup>

**Wilhelm Heating and  
Air Conditioning**  
802 4th St. SW  
Ruskin, FL 33570

**Phone:**  
(813)641-1811

**Fax:**  
(813)641-1614

**E-Mail:**  
Info@wilhelmac.com

**Meet us at these great community Events:**

Event	Date(s)
Sun City Center Fun Fest <i>Held at the SCC Community Association</i>	March 19th 9 a.m. - 3 p.m.
Ruskin Pet Fest <i>Held at Dr. Ott's Off Leash Dog Park</i>	April 2nd 9 a.m. - 1 p.m.
Sun City Center Business Expo <i>Held by the SCC Chamber</i>	April 7th 8 a.m. - 2 p.m.
Sun City Center Golf Tournament <i>Held at the Freedom Fairways</i>	May 13 8:30 a.m.
Ruskin Chamber Business Expo <i>Held at Mira Bay</i>	May 19 4 p.m. - 8 p.m.

*For more information on our involvement in these events or for Reservations call the office at (813)641-1811. We hope to see you during these fantastic spring and summer events and more!*

**Killing Pollutants** Continued from page 1

issues, such as odor or pollutants, a Guardian Air or a REME air purifier is a great alternative. Both products use ionized aggressive advanced oxidizers to destroy pollutants at the source.

Although they use different technologies, both products use air ducts to circulate oxidizers. The oxidizers destroy viruses and bacteria in the air and on surfaces, leaving your homes air healthier and safer.

Whether mold is an issue, odor or general health concerns there are several options to improve the indoor air quality of your home, allowing you to breathe easy.

**County requirements** Continued from page 2

Although this inspection does seem inconvenient, it's for the customers' safety. "Inspection for your protection"

If a permit is not pulled on work the home owner can face issues when selling or making additional upgrades to a home. If a customer does not allow for a permit to be inspected the same issues can arise, and financial penalties can be assessed.

Over all, permits are meant to protect consumers from poor work and hold dealers responsible for any mistakes made on installs.

**Go Green! Choose to receive your newsletter by email. Just send an email with your name and address to [Newsletter@WilhelmAC.com](mailto:Newsletter@WilhelmAC.com)**

### \*\*\*IT'S TIME FOR YOUR SPRING MAINTENANCE CHECKUP!\*\*\*

Regular maintenance of your A/C or heat pump unit increases the efficiency and life of your A/C system. Our regular Maintenance Check includes **CLEANING** all accessible coils, **CHECKING** the **ELECTRICAL** connections and components, **CLEANING** drain lines and **CHECKING** the refrigerant levels.

Please call **641-1811** to schedule your maintenance checkup at your convenience. The cost of this special service is **\$59**.

If any additional repairs are required, they will be on a time and materials basis.  
Thank you for doing business with Wilhelm Heating and Air Conditioning!

\*\*Offer expires 05/31/2011



Become our fan on Facebook for a chance to win a **FREE** spring clean and check!

\*\* Contest includes all Wilhelm Heating and Air Conditioning Facebook fans on the day of the drawing, there will be one winner during the duration of this contest. Contest ends on 4/4/2011. Winner will be announced and contacted via Facebook.



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Ruskin, FL 33570

License #: CAC1814397

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**Look on back for  
special offer!**