



# Home Comfort News

September 2007

## 15<sup>th</sup> Anniversary Customer Appreciation Open House

Saturday, September 15, 2007  
7:30 a.m.-10:00 a.m. @ 72 Degrees

**Pancake Breakfast prior to the  
Iowa vs. Iowa State Game**

**HERKY vs. CY**

Show Your Team Spirit

Those in team garb can register\* to win a flat screen t.v.  
Drawing held at 9:30 a.m., need not be present to win  
\*must register in person.

**Food, Lots of Prizes  
& Good Hearted Iowa & Iowa State Fun!**

Prizes:

Flat Screen T.V. w/ DVD player (*see above*)

ISU Football Tickets

Iowa & Iowa State Themed Prizes

Free Year "On the M.A.P." (Maintenance Agreement  
Package, formerly Planned Service)

Okoboji Grill Gift Certificates from Lennox Industries

Gift Paks & Certificates from the Yankee Clipper  
Gift Certificate from Ranallo's

Floral Arrangements from the Crazy Daisy  
And MUCH More!

## Thank you for your business!

**LENNOX**

*Innovation Never Felt So Good*

### Are You "On the M.A.P."?

• **Maintenance Agreement Package** •  
Formerly known as the **Planned  
Service Agreement, or "PS"**

We have changed the name of our  
Planned Service Agreement to  
better emphasize the "package" of  
benefits received. This simply  
helps us better communicate to new  
customers the value of the package  
as compared to stand alone  
services. Nothing else about the  
excellent service benefits has  
changed.

Bear with us as we get all of our  
paperwork changed to reflect  
the new name of our  
Maintenance Agreement Package.

**Celebrating 15 Years! 1992-2007**  
**Providing "A Greater Degree  
of Comfort" to Ankeny & the  
Des Moines Area since 1992!**

*Take Your Comfort to the Next Level:  
"The owners and the techs at 72  
Degrees are very knowledgeable and  
take care of you like family."*

*D.H., Ankeny*

# Meet Your Home Comfort Company's Office Team

## **Kendel Richlen, General Manager (& Owner)**

Kendel has been with 72 Degrees since May of 1993, but has been in the industry since he was 14 years old. His first boss in the industry taught him a work ethic and business sense that has motivated him throughout his career. Early on, he worked as a service tech in the Quad City area and in Independence, IA. He also worked for a local wholesale company for 2 years, before joining the service department at 72 Degrees in the hopes that he would eventually realize his dream of being an owner. By 1998 that dream came true. It's a big change compared to his first job at age 6 when he helped his family mow the hometown cemetery. He and his wife, Julie, have two teenage boys and a dog. Outside of work you will find Kendel doing something outdoors; hunting, fishing, golfing, or following kids to sporting events. You might also find him volunteering at church, working on home improvements, or trying to carve out "time away from work" with his wife.

## **Scott Bontrager, Service Operations Manager**

Scott has been with 72 Degrees since September 1997. He came to 72 Degrees having worked in the industry for several years in the Des Moines and Milo areas. His years of technical expertise, excellent employee relations, and caring customer service made him a shoe-in for service department manager as 72 Degrees grew. He's been in that role since 2001. Scott has served two terms as the statewide President of the Plumbing, Heating and Cooling Contractors. Scott is also retired from 21 ½ years of service with the Iowa Air National Guard. He's come a long way since his first job working at Hardee's. He and his wife have two cats, Sheba and Lexi. They are their "kids". Outside of work Scott likes to golf and go to sporting events, especially Iowa State Football Games. "Go Clones!"

## **Jason "JD" Pair, Internal Operations Manager**

JD has been with 72 Degrees since December 2003 as Inventory Manager. He came to 72 Degrees with inventory management experience from outside the industry. His high school job pulling orders at Central Tractor sparked his interest in inventory control, and he continued working for CT until he joined 72 Degrees. His position has gradually grown to encompass supervising internal operations. Some days his learning "curve" has been straight up. He can be trusted to meet every challenge head on. He and his wife have 2 hunting dogs, Camo & Gunner. JD loves being outdoors in his off time. He is a dedicated duck hunter & fisherman, spending nearly every weekend during the season with his Dad, brothers, and buddies, trying to get their limit. He's also a huge Nascar fan. Go #24!

## **Julie Richlen, Marketing & Human Resources Coordinator (& Owner)**

Julie has been with 72 Degrees part time since 1999. From 1991 until 2000, she was a kindergarten and second grade teacher with the Johnston Community Schools. She also spent a year teaching as a Title I Reading Associate with Ankeny Schools. Working part time at 72 Degrees puts her organizational skills to good use and allows the flexibility to be an available Mom when her boys are not in school. She learned customer service at an early age, selling shoes at a mall in Davenport. Outside of work Julie can often be found following the Richlen boys to sporting events or shuttling them to their various extra curricular activities. You might also find her singing with the Praise Team at church, working on home improvements, reading, or trying to carve out "time away from work" with her husband, Kendel.

## **Nathan Kelsey, Comfort Advisor**

Nathan has been with 72 Degrees since November 2005. He came to 72 Degrees with experience in customer service and Lennox Hearth Products, moving here from the UP of Michigan. He is dedicated to finding a balanced combination of services and equipment to meet customer comfort needs. Outside of work you might find Nathan spending time with his family & dog, or following the Yankees.

**Office Team** (cont'd from page 2)

**Megan Seuferer, Customer Service Representative**

Megan is the friendly voice on the phone when you call. She is a full time student at DMACC and works part time at 72 Degrees. In her off time you might find Megan studying, shopping, swimming, following racing, or spending time with friends and family.

*Next Newsletter: Meet Your Home Comfort Company's Field Technicians*

## **Carbon Monoxide**

**It's the time of year to check on your CO Detectors! Ask your tech for a *no charge* check.**

What causes a CO detector/monitor to go off? Aside from the obvious answer, "CO", there are several possibilities which may cause a legitimate as well as a false reading.

Legitimate readings may come from, but are not limited to:

- a cracked heat exchanger inside your furnace
- venting problem with a water heater, furnace or other gas appliance
- any type of exhaust (car, motorcycle, lawn tractor, etc.) that is not in a ventilated area

False readings may come from, but are not limited to:

- an old CO detector/monitor (life of most is 2 years at the outside, including the time it sat on the store's shelf)
- exhaust from a vehicle running in the garage, even if the garage door is open (ALWAYS *fully back out* your running vehicle)

**Warning!** Regardless of whether you believe a reading to be legitimate or false, it is important to take CO seriously. Adults with health issues and any small child could react much more severely to CO than a healthy adult!

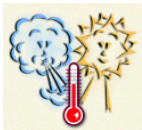
## **Whole House Comfort Checkup**

**Make Home Improvements NOW so you can relax and enjoy them through the winter!**



72 Degrees is a *Comfort Institute Member Contractor*

[http://www.comfortinstitute.org/member\\_detail.php?member=Kendel%20Richlen](http://www.comfortinstitute.org/member_detail.php?member=Kendel%20Richlen)



**IMPROVE**  
indoor temp  
& humidity



**REDUCE**  
indoor air  
impurities



**LOWER**  
operating  
costs

***Fall Special \$149***

(savings of \$50)



***Whole House Comfort Checkup***

Expires 10/31/07

**During your *Whole House Comfort Checkup*, you will learn how to:**

- Achieve even, comfortable temperatures throughout your home
- Maintain healthy, comfortable humidity levels year-round
- Reduce dust, system noise and repair bills
- Save money on your utility bills (typically between 10% and 50%)

Comfort Institute Member Contractors offer a **100% Satisfaction Guarantee** on the *Whole House Comfort Checkup*. You do not have to pay if upon completion of your Checkup you did not find the service worthwhile.

72° Heating & Cooling, Inc., 811 SW Ordinance Road, Ankeny, IA 50023

(515) 965-7272 FAX: (515) 965-2000 [office@72degrees.com](mailto:office@72degrees.com)

**TAKE YOUR COMFORT TO THE NEXT LEVEL WITH 72°**



72 Degrees Heating & Cooling, Inc.  
811 SW Ordnance Road  
Ankeny, IA 50023  
965-7272

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Address Correction Requested

**Take Your Comfort to the Next Level:**

*"I trust Kendel Richlen and 72 Degrees implicitly. As service customers for many years, when it came time to replace our heating and cooling system this summer, I didn't even get any other quotes. I knew Kendel and his crew would take good care of us-now and in the future." M.R., Urbandale*

**Feedback Invitation~The LENNOX Survey**

You may be contacted by a representative of **LENNOX** to complete a survey either over the phone or online. It is our ultimate goal that you can confidently rate us **"Excellent"** or **"10"** in all areas so we are assured your needs have been met. If you are not **100% pleased** with the level of service in any area, please contact us immediately so that we may make corrections and ensure an **excellent experience for you.**

**Contact us:**

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Scott Bontrager, Service Operations Manager [service@72degrees.com](mailto:service@72degrees.com) Nathan Kelsey, Comfort Advisor [sales@72degrees.com](mailto:sales@72degrees.com)  
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**Hold the Date: Saturday, September 15th**

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**Food, Lots of Prizes and Good Hearted Iowa & Iowa State Fun~See Page 1 for Details!**

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