



Authorized Dealer

Serving homeowners and businesses in the Greater Lehigh Valley since 1929



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FALL/WINTER 2023

Personally Speaking

Thoughts On the Threshold of Our 95th Year

We have a big birthday coming up. Within a few months, Deiter Bros. will enter our 95th year of service to the families and businesses of our Lehigh Valley community.

Longevity like this is rare in today's business world. According to the U.S. Bureau of Labor Statistics, only one in five businesses will last to see the 20-year mark. When I think that our family business has made it through times that included The Great Depression, World War II, the Cold War, multiple energy crises of the 1970s and 80s, a few big economic recessions, the COVID pandemic and every other curveball history could throw at us and—whew!

—I ask myself who deserves the Big Thanks for getting us to this 95th year milestone?

In 1929, my grandfather, Sam Deiter, and his brothers, _____ and Herbie, started out delivering ice to families on Bethlehem's working class Southside. Refrigerators were rare, "iceboxes" were common and the original Deiter Brothers became known for reliable customer service and quality products at a fair price. The next generation of Deiter Bros.—my dad, Jim Deiter and his brother Bill—took this customer-first ethic to the next level.

Through organic growth and multiple acquisitions, they grew Deiter Bros. into a leading regional provider of HVAC, fuel oil and transportation fuels.

Long before the business term "Unique Value Proposition" existed, all these guys understood the value of customer-first service and made it the backbone of the Deiter Bros. brand. I like

to think it carries through today. Yes, our product offerings and technologies have changed, but the reverence we place on honoring the trust placed in us by you and every other Deiter Bros. customer has never wavered.

Which brings me back to who deserves the biggest "Thanks!" for getting us to this 95th year anniversary. That's an easy one. You, and every Deiter Bros. customer, are the reasons why our family business has stood the test of time. As my Pennsylvania Dutch forbears would say "you know what good is"...and you recognize good value with your continued loyalty and trust in Deiter Bros. Our company's history will soon span 95 years... but our gratitude to you is forever timeless.

Thank you.



James G. Deiter,
President, Deiter Bros.



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Have You Checked Your REWARDS POINTS Lately?

Visit www.dbrothers.com or call us at 610-868-8566 for questions.

IN THIS ISSUE

10 PERFECT **Winners of FREE Heating Oil or Propane**

Are YOU a Winner?

In this *Comfort Courier* there are **10 customer account numbers** hidden throughout the articles. If one of these is yours, you are an INSTANT WINNER of \$50 worth of EnviraFuel® heating oil or propane.

We have printed your customer account number on the mailing label of this issue. Check it, then read the *Comfort Courier* carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel® heating oil or propane.

GOOD LUCK!

Focus On PROPANE SAFETY

For your safety and peace-of-mind, Deiter Bros. Propane employees undergo rigorous Propane Certified Employee Training programs with refresher training every three years to keep knowledgeable in the latest safety standards and procedures.

In addition, every year we also send you our printed brochure with education and facts you and your family members should know about propane safety. It's called the **Duty To Warn Brochure**. Among the many safety measures it covers, it familiarizes you and your family with the smell of propane gas and shows where any shut-offs are to turn off propane-powered appliances; this includes the shut-off on your propane tank should the need arise.

For your added safety, we encourage you to please go to our website at www.dbrothers.com, click on **Fuel** and scroll down to our **Consumer Propane Safety Tips**. If we can help you with this in any way, or if you have any additional questions about Deiter Bros. strong focus on Propane Safety, please contact us.



Leaf-Peeping Season: Our Favorite Local Sites and Sights

With the colder temperatures of Autumn comes the glorious blaze of color from trees all over our Lehigh Valley and there are countless sites to experience this awesome show. And the tickets to one of Nature's greatest shows on Earth are free! So here are just a few of our favorite local sites to see the most spectacular sights coming your way in just a few short weeks. If you have a favorite leaf-peeping spot of your own, please let us know. Thanks...and enjoy the show!

Bake Oven Knob – Germansville

Located just off Rt. 309 North not far past the Schnecksville area, this popular lookout on the Appalachian Trail is rocky and a bit challenging for very young (and not-so-young) hikers but the 1,560 ft. elevation provides sweeping views of forests and farmlands from multiple vantage points.

Monocacy Way Public Trail – Bethlehem

Call us biased because Bethlehem is our hometown but this 1.5 mile amble between Sand Island and Monocacy Park offers a feast of luscious leaf-peeping from a dazzling variety of deciduous trees as well as many of our structural treasures from Historic Bethlehem's colonial past, including the Bethlehem Colonial Industrial Quarter, Burnside Plantation, Paint Mill Pond and Illick's Mill.

Hawk Mountain Sanctuary – Kempton

It's well worth the drive to this lofty area on the outskirts of the Lehigh Valley to see the incredible colors of Fall in Pennsylvania from outlooks also world-famous as a stopover for hawks, eagles and other raptors. Hawk Mountain's Lookout Trail is a one-mile loop that offers thrilling views of the sanctuary's 2,500 acres of protected forest.

Lehigh Parkway – Allentown

The Bridle Path which meanders for five gorgeous miles along both banks of the Little Lehigh Creek has some of the most magnificent natural settings you will see in any City parklands, anywhere in the U.S. And the Autumn colors bring out its beauty to the fullest. One of our favorite stretches is accessible just off 24th Street (also known as Oxford Drive) and includes Bogert's Bridge, an iconic Old Pennsylvania wooden bridge built in 1841.

Camelback Mountain – Tannersville

A bit of a drive north of the Lehigh Valley proper but this site was named "One of Top 10 Leaf-Peeping Destinations in the US" in 2020 by Vacasa, a leading international vacation rental management company. The Monroe County village of Tannersville may be small (population 3,000) but it's a giant when Autumn lights up its leaves with brilliant colors. And the ski lifts at Camelback Mountain provide the best seats in Mother Nature's house to see this amazing production of gleaming crimson, gold and bronze blanketing the rolling Pocono Mountains landscape.



A Convenient FREE Service that Can Also SAVE You Money!

Now is a good time of year to sign up for our Automatic Propane Delivery. This is a free service from Deiter Bros. that can also save you the cost of a special delivery charge (should your tank unexpectedly run low) and the cost of a propane leak check (that is required by code) whenever there is an interruption of your propane gas service.

Tired of constantly checking your tank and worrying about running out when the weather gets cold?

Our Automatic Propane Delivery costs no more than you pay now...it provides peace-of-mind AND can save you money!

More facts? We're always happy to help you.

Contact us today:

CALL: _____

Email: _____

FALL & WINTER WEATHER FORECAST

Cold Weather Comeback

After an unusually warm and dry winter last year, both of the leading weather forecasting publications are predicting a very cold and snowy season for the U.S. in general, and our region in particular.

“Pennsylvania will have an exceptionally cold and stormy winter.” So states the *Farmers’ Almanac* (Founded 1818) prediction for our upcoming winter. The more senior weather prognostication publication, *The Old Farmer’s Almanac* (Founded 1792) is a bit more measured in its prediction but the call for cold is equally unmistakable for our part of eastern Pennsylvania: **“Winter temperatures will be below normal with above-normal precipitation and snowfall.”**

Since Deiter Bros. will be celebrating our 95th year in 2024, we’ll side with the older, more conservative experts for this issue’s monthly forecasts. But regardless

of resource, it sure looks like the cold weather will be storming a major comeback this winter.

So it’s a good idea to start thinking about preparing your home now to handle the upcoming deep freeze. An even better idea is to contact us soon to schedule your heating system’s annual cleaning and tune-up. It’s the most affordable way to stretch more warmth out of every energy dollar, protect your family’s health and comfort, and keep your heater running longer and stronger, season after season.

So take a look at the chilly challenges Mother Nature has up her sleeve for the upcoming cold months. And rest assured that you have the region’s most trusted Winter Warriors in your corner this winter and throughout the year. Whatever the weather, Deiter Bros. is always here for you and your family!

OCTOBER

Following a dry September, October continues with less-than average rainfall and milder temps, so Fall’s fiery colors won’t ignite until midmonth when those frosty nights really kick in. After that, count on two weeks of prime leaf-peeping throughout the Lehigh Valley and beyond. Don’t get spooked by a few ghostly showers around Halloween but do be watching out for compact costumed candy-catching characters roaming your neighborhood on the weekend prior (28th & 29th). Check with your municipality for trick-or-treat night in your area.

NOVEMBER

Brrrrring on the c-c-c-cold! Temps drop to a nippy 46-degree average and cold rains are gonna fall until just after Veteran’s Day (on the 10th) when our first snow showers powder the Valley. Here’s hoping your home heating system is tuned-up and ready for this chilly workout! The extended Thanksgiving weekend (23rd to 26th) will be like any great turkey dinner should be—moist, warm, well-seasoned and tenderly shared with family and loved ones. The holiday season starts wet and windy.

DECEMBER

A bit colder than usual all month, December initially unwraps a curious collage of sunny days and rainy nights, then the temps drop like an angry icicle with brisk winds and intermittent snow flurries until the official debut of Winter on the 21st. Santa delivers a super slick mixed bag of snow and/or rain for Christmas Eve and Day (on Sunday and Monday this year) so drive your own family sled carefully. The last week of 2023 will be seasonably cold with light puffs of snowdust.

2024

JANUARY

Talk about a cold start! With the mercury plunging 3-degrees below and precipitation well above the averages, 2024 starts with weather only a snowman could love. Weeks 1 and 2 have snow squalls scouring the Valley with a bone-chilling bite. This tease freeze gradually steps up the icy intensity with the year’s first Big Bertha snowstorm dropping in hard and fast on the 30th. Get ready, she’s heavy.

FEBRUARY

This month may be for lovers but if you’re no deep freeze fan it’s time to pack, Jack, or face the chill, Jill. Sustained cold with temps dipping 4 degrees below average and precipitation 2 inches above can rock any romance. Another plowable snowfall will visit us around the 10th. Valentine’s Day on the 14th (Wednesday) brings a lovely break with milder but moist weather. The 20th lashes out with the last of the single-digit temps and snow. We exit with milder temps and sunny days.

MARCH

Mother Nature’s warmer side is welcomed with above-average temps month-long and one last light dusting of snow in Week 1. Sunny skies and soft rains spring up the Valley’s green just in time for St. Patrick’s Day on Sunday, the 17th. The first official day of Spring is the 19th and from then on, only a few seasonal showers and brisk nights stand between us and the budding, blooming beauty of Springtime in our Lehigh Valley!



Our Handful of Reasons to Get Your Heating System Ready for Winter NOW

Sure, it's nice and warm outside and winter seems worlds away right now. But the cold weather is slowly, silently sneaking up on us. And once it has the Lehigh Valley in its icy grip, you might have to wait in line to get your home's heating system winter-ready.

And please don't even think about firing up any heating system without a pre-winter checkup. Whether you heat with oil, natural gas, propane or electricity, ANY number of potential circumstances could be at work to compromise the safety or performance of ANY heating system that has been sitting dormant for several months!

Bottom line: The best time for heating system cleaning and maintenance is BEFORE the first cold nights of Fall. Wait too long, or even worse, try to luck your way through without the required annual maintenance, and you could be looking at a costly, dangerous and totally avoidable pack of problems.

Play it smart and safe. Consider these 5 Reasons to call Deiter Bros. for your annual service NOW, and ensure that your heating system is ready when the mercury drops and the snowflakes fly.

1. LOWER Heating Costs

Your heating system has been sitting unused for many months. It's a machine and bad things can happen when any machine sits idle for long. Just starting it up again strains the mechanical systems. That and accumulated gunk and/or wear and tear from last season can throw your HVAC system way out of peak performance ranges...and that drives up your energy bills big-time!

Deiter Bros. professionals will check all your mechanical components PLUS thoroughly clean and tune-up all key parts of your heating unit to ensure peak performance. This is fundamental to getting the most heat out of the least amount of energy throughout the entire cold weather season...and THAT saves you money!

2. EXTEND The Life of Your Heating System

Every heating system has a life span. Most HVAC units typically last around 15 years. Neglecting required service means many parts will wear out and break down, shortening the life of your heating system...often by any years. All heating systems are expensive to replace...and nobody wants to shell out many thou\$\$\$\$ands of dollars for a new heating system! A tune-up keeps every moving part lubricated. We also replace filters and worn components before they break and cause far more expensive problems.

3. AVOID Costly Cold Weather Breakdowns

The last thing you need on a cold winter night is a broken heating system. Loss of warmth, the waiting and costs for emergency service repairs, and disruption in family routines are bad enough. Health issues and the threat of frozen pipes make things far worse. Remember: winter weather can be very unpredictable. Deep freeze weather can last for days on end. Every heating system in the Lehigh Valley (at least 100,000+) is going flat out...and there are only so many heating service experts to cover the breakdowns. Without a Deiter Bros. Service Agreement (and the annual cleaning/tune-up and priority emergency service it provides) it could be a long, cold wait until your heat is back on.

4. SAFETY. SAFETY. SAFETY.

When maintained properly, heating systems are safe. When neglected or monkeyed with by untrained amateurs, you are putting your family and property at risk. Cracks and leaks within any system can go unnoticed and they can become a leading cause of fires, carbon monoxide poisoning and other home tragedies. Only a professionally-trained technician can detect potential problems during an inspection. Obstructions inside vents, damaged ductwork and other blockages of proper airflow are dangerous. Keep your family safe with an annual inspection, cleaning and tune-up...and you'll sleep a lot easier all winter long.

5. KEEP Your Warranty Or Home Appliance Insurance Plan VALID

Like many major appliances, home heating systems come with a manufacturer's warranty. Extended warranties and home appliance protection plan coverage are also available from independent insurers. **But many homeowners don't realize that virtually all manufacturers and insurers require the equipment to be serviced by a certified professional every year for the warranty contract to remain in force.** Even the most advanced, most expensive, top-brand heating systems with warranties that cover many years require annual service...and the records to prove it. Miss one year and your warranty is worthless.

Here at Deiter Bros., we are as diligent in our customer service record-keeping as we are in our annual maintenance work. We will always go the extra mile to ensure your system has the service records to support the full coverage promised by your warranty or home appliance protection plan. Contact us to schedule your annual maintenance service session. We'll handle the rest.

We're Not Perfect... But We're Working On It!

Over 5,500 customer reviews are now posted on our website, Facebook and Google. We are not perfect but the overwhelming majority of these unsolicited performance reviews are, well, overwhelming! We welcome all comments, criticism and compliments. Here are just a few with our customers' names withheld for privacy. Visit www.dbrothers.com for more. And THANKS for taking the time to share!



From estimate to installation to follow-up

"5 stars all the way around. From estimate to installation to follow-up. Was dreading replacing my 30-year-old original heat pump, but the process could not have been easier. Everyone involved at Deiter Bros. was great and we couldn't be happier. Thank you."



Deiter Bros. customer for 55 years

"Your people are always respectable and knowledgeable. I've been with Deiter Bros. for 55 years and always recommend you."



Professional and polite

"Great service! Jeff D. was professional and polite, worked with urgency, had a prompt diagnosis and was happy to explain the situation in detail."



Fantastic

"Joe, Scott and the entire Deiter Bros. team are fantastic."



Fixed it over the phone

"Vinny didn't even have to come to my house! I explained the thermostat problem, he asked me to take a picture and send it to him. He told me what to do over the phone. And it worked!"



Deiter customers since 1957

"My family has been customers since we moved in back in 1957. We've always had good customer service and communication with Deiter Bros."

We Love Your Traditional Letters, Too!

Yes, it's a digital world today. Still, nothing warms our hearts more than opening up a traditional, hand-written letter and reading messages like this:

Dear President, Mr. James Deiter,

My late husband thought the world of you, as do I. I enjoy reading your messages on the first page of your Comfort Courier.

Eric just serviced our heater and he was wonderful and conscientious.

Your office people, Laurie and Amy, are totally amazing. If I have a problem they always solve it with much caring and grace. Both of them are extremely dear on the phone.

Deiter Bros. is great and thank you for your service!

Fondly,

Refer & Rewards

Simply have your referred friend or family members call or email us and mention that you referred them. For every one of your referrals who become a Deiter Bros. Heating Oil or Propane automatic delivery customer, you are BOTH eligible for these REWARDS!

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U.S. Power Grid is Currently Too Weak To Handle “Electrify Everything” Energy Policies

Our nation’s electrical power grid is old, feeble and overworked. Electrical shortages have become more frequent and longer. A *Wall Street Journal* study indicates the incidences of prolonged electrical blackouts have doubled since 2013. Exploding population growth, expanded land development and the American thirst for electrically powered computers, cars, comforts and conveniences continues to grow every year. Changes in weather patterns are also pressuring demand for more power. And the soft U.S. electrical grid—already creaking under the current load—is in no shape to keep up.

So why do federal and state governments continue to push their “electrify everything” agenda on a power grid already cracking under the strain? The timing in our nation’s energy evolution is terrible and the outcomes are already ugly and could get even worse.

Forbes Senior Contributor, Milton Ezratri, a recognized authority on finance and economics, found the timing of this “electrify everything” energy policy equally troubling in his March 24, 2023 article titled “America’s Electric Grid is Weakening”:

“Electrical shortages have become more acute; brownouts and blackouts more common. Look deeper and it becomes clear that the nation’s power grid has not only become less reliable but also more fragile. This fact is especially troubling because it confronts the country just when Washington and several states are pushing electric cars and an increase in the use of electric appliances.”

Continue to overload the U.S. electrical power grid and watch what happens during a typically cold winter, as some forecasters are predicting for the 2023-24 heating season. Look at what has already happened. A 2021 cold snap in Texas led to widespread blackouts and the death of 250 people. During the past holiday season, unexpected

cold weather had utilities from Massachusetts and New York to the Midwest begging their customers to turn down their thermostats and delay use of washing machines, dishwashers and other appliances. Case histories of winter power grid failures are now the seasonal norm.

Home heating is the leading energy need for most households throughout the Northeast, New England, Midwest, Northwest and other portions of the U.S. Millions of these homes are heated with oil, propane or natural gas. In these homes, only a mere trickle of electricity is needed to run heating system controls and fans; the heat itself is generated cleanly, safely and efficiently from fuel combustion.

Yet the U.S. Department of Energy (DOE) is determined to get rid of these fuel-powered heating systems and replace them with electric heat pumps which will need to draw 100% of their energy off an already-crippled U.S. power grid? This may make sense to the green lobby inside the Washington beltway, but it sure does not make sense to me here in eastern Pennsylvania’s Lehigh Valley.

If you think I am overdramatizing the current push to get rid of fuel-powered home heating systems, regardless of their performance levels or high-efficiency ratings, consider the following from a recent DOE document titled “Envelope-First, Heat Pump Ready Recommendations”:

“DOE strongly recommends states avoid incentivizing projects that rely on like-for-like oil and propane furnace upgrades. In most situations, converting from oil and propane furnaces to efficient heat pumps will lower customer utility bills. For oil and propane heated homes, states should use the Home Efficiency Rebates to enhance home envelopes and direct consumers to Home Electrification and Appliance Rebates for HVAC upgrades.”

In my 40 years of experience as a heating professional, this push to “electrify everything” is a seriously misguided strategy that will further compromise our soft electrical power delivery system and potentially endanger the lives and property of American families and communities. If the grid goes down during extended sub-zero weather, not only will pipes freeze, people will freeze...and that is a very cold reality.

A far more sensible strategy during this stage of America’s energy evolution is to employ ALL of our energy options for home heating—oil, propane, natural gas and electricity—until our vulnerable national electrical grid infrastructure is sufficiently hardened and performance-proven to fulfill its mission of providing reliable power for America’s families, businesses and communities.



OCTOBER is Breast Cancer Awareness Month

Deiter Bros. "Big Pink" propane delivery vehicle provides a year 'round reminder about the importance of breast cancer awareness. But supporting women's health here in the Lehigh Valley takes a lot more than pink trucks and pink ribbons. So here's a very real opportunity to go the extra mile this October to help support women's health on a regional basis.



The 31st **Women's 5K Classic** will take place on **Saturday, October 7**, in Allentown's beautiful Lehigh Parkway. Begun in 1993, this is an incredibly inspiring run/walk fundraiser that attracts thousands of participants and has grown into one of the largest all-volunteer events of its kind in the nation. Along with the run/walk are educational exhibits on prevention, stories of inspiration from survivors and much more. Whether you are running, walking or simply watching this incredible spectacle of human hope, sharing and determination, you will come away a better person for the experience.

The mission of the Women's 5K Classic organization has multiple aspects:

- To promote fitness among women.
- To support women with breast and gynecologic cancers.
- To contribute funding for related programs and cancer research here in the Lehigh Valley.

Many of our families have felt the loss of a member from breast cancer or its many related manifestations. Some of us are fortunate to have loved ones or friends who have courageously survived this disease.

All of us can help make the Lehigh Valley a healthier community by showing our support for this year's 31st Women's 5K Classic.

For more facts on the event, participation and contributions, please visit www.womens5kclassic.org.



AMERICA'S ENERGY EVOLUTION: Renewables PLUS Traditional Energy Sources Makes the Most Sense at This Time

Solar, wind and other emerging renewable energy sources are all welcome additions to the mix powering U.S. Utility-Scale Electricity Generation. But the reality is, at this point in America's Energy Evolution, they provide only about 18% of our nation's current energy sources. If we are to adequately power our nation's current and foreseeable future needs—and sustain our standards for American safety and national security—we need to consider all the energy options at our disposal.

U.S. Utility-Scale Electricity Generation by Energy Source

Traditional Energy Sources

Natural Gas	40%
Coal	18%
Nuclear	18%
Hydropower	6.2%
Petroleum	1%
Other	0.9%

Renewable Energy Sources

Wind	10.2%
Solar	3.4%
Biomass	1.3%
Geothermal1%

SOURCE: U.S. Energy Information Administration (EIA)



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* Toys, games, arts, electronics or sporting goods
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