

HOT OFF THE

WIRE

TM

NEWS YOU CAN USE AROUND YOUR HOME

SUMMER 2015

8 Reasons Why a Standby Generator May Be Exactly What Your Family Needs

Storms are getting stronger and hitting with more frequency every year. This has led to more and more power losses, which impacts millions of homeowners and businesses. What would happen if a major storm knocked your home off the grid for several days... or even a week?

Here are 8 reasons why having a standby generator may be exactly what your family needs this summer:

1. Generators help to keep your family protected from storms.

A standby generator can monitor your home's connection to utility power. If it's in the middle of summer or the middle of winter, you'll have power to keep your home-comfort system running and your family comfortable and safe from extreme temperatures.

2. Standby generators have a longer runtime than portable generators.

Portable generators are limited—in power and runtime—by how much generator fuel you have on-hand. A standby generator is connected directly to your fuel source, natural gas, or liquid propane for power, allowing prolonged runtime and producing enough electricity to provide your home with reliable backup power.

3. Critical appliances keep running when the power goes out.

Standby generators can keep all of the major appliances and electrical equipment in your home operating. For example, homebound people who require electrical medical devices at all times will be saved from power interruption. And medications that need refrigeration will be saved.

4. Food stays fresh—longer.

Speaking of refrigeration, the average family loses \$400 worth of groceries during a power outage!

That can be eliminated with a standby generator keeping your refrigerator and deep freezer operational.

5. Sump pumps stay on—avoiding flood damage.

Is flooding a concern in your house or home business? Backup generators power your sump pump during the heaviest downpours.

6. Generators minimize business downtime.

Does your business rely on servers, refrigerators, or other appliances that could be damaged in the event of a power outage? Do you work from home and can't afford days without power? A standby generator is just what you need.

7. Keeping the lights on helps calm kids during a power outage.

Are your children—or maybe you—afraid of the dark? Home generators keep lights on through a power outage, so your family has one less thing to worry about during a storm.

8. Standby generators give you peace of mind.

Home generators are wired into your home's electrical system and require no setup and minimal maintenance once a professional electrician has completed the installation. You can feel confident that even in the worst of storms that your home will enjoy power and keep your family and home protected!

Iddings Electric is now offering special financing for any whole-house generator install. This is a great offer that enables you to pay for your investment over time. Call 717-355-9675 for more information.



Helpful Consumer Hints!

Info You Should Know as a Homeowner!

Your time is valuable. You have a full schedule. The last thing you want is to wait for the contractor working on your home to have to make two or three separate trips to a supply house to find the right parts for the repair needed on your home! Hours can be wasted! At Iddings Electric, we know this is a common frustration home-

owners have with contractors. That's why we call our service vehicles the "Warehouse on Wheels™." We've studied the most common electrical problems that occur in our market, and we've outfitted our vehicles with the necessary parts to fix each of these problems. In total, each of our vehicles has thousands of parts right there at your home—dramatically reducing the likelihood one of our technicians has to waste your time by making a run to the supply house!

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\$50 OFF
Repairs
Over \$250

Expires: 9/30/15

\$175 OFF
New Electrical Panel
Over \$1,200

Expires: 9/30/15

6 Benefits to a Family Camping Trip This Summer!

Disconnect from the World Wide Web & Reconnect with Your Loved Ones!

Getting out into the great outdoors is an even better idea than you think. Sure, it saves some money if you pitch a tent or stay in a camper—which is most certainly a plus—but it also creates some incredible summer memories for your family.

Need more convincing? There are some awesome benefits to camping as a family—it can also be great for your health.

1. Bonding. When you do something like camping, it really takes the whole family to make the camp work. Everyone has a role, everyone can pitch in, and therefore everyone is interacting so much more than if you were in a hotel with adjoining rooms.

2. No TV! You've probably tried unplugging the TV at home, but short of throwing it out the window, kids are going to watch more than we want them to. Out in the wilderness, there is no television. You'll watch nature and go exploring together—and have that one-on-one attention you need as a family.

3. Fresh air. Breathing in fresh air is nature's recharger. It's healthy for our bodies—what mom isn't looking for healthy things to put in our kids' bodies?



4. Truly connecting with nature. Too often we take nature for granted and this wears off on our kids. Spending a few days in nature with the family will teach your kids things they may have never known before. They may know how to work an iPad, but tent-side they will learn how to build a fire, catch a fish, see animal habitats, and the natural architecture nature has to offer.

5. Builds focus. Constant TV, Facebook, and texting isn't great for our kids' eyesight. It's not good for us either. Being free of all that—being in the present and interacting—will build focus.

6. No stress. Vacations can be stressful. Sometimes when you get home from vacation, you need another vacation from your vacation. But once you settle into camping with your family, the stress of every day will disappear. You'll all return home feeling stress-free, recharged, and energized—even better than a cup of coffee.

Common Lighting Problems & What They Mean for Your Home

Be Sure You're Not Ignoring an Important Safety Concern!

Electricity can be a difficult thing to understand for most homeowners. It's a pretty complicated thing, which is why it takes years for someone to be fully certified to work on your home as an electrician.

In an effort to make electricity less confusing, here are some common problems you may see with your home's electrical system:

I have some lights flickering or blinking—what does that mean?

It likely means you have a poor connection along the circuit. If the blink happens through much of the home, a main wire connection could be having trouble. It's really best that the issues be addressed by a trained technician as soon as possible.

Why does my recessed lighting go off sometimes and later work?

This is probably its built-in safety "cutout" keeping the light from

overheating. It is telling you that the wrong style or wattage of bulb is being used or that ceiling-space insulation is too close around the light. Of course, it could be a sign for more pressing issues. It's recommended you call us at Iddings Electric as soon as you can.

Some lights get extra bright while others run dim. Bulbs are popping, and an electronic appliance or two may have died recently. What does that all mean? This is a condition that will continue to be destructive to equipment in your home. It is from a bad main neutral connection (or a bad neutral that is shared by just two circuits). Call us at Iddings Electric NOW to save yourself more money in burnt up appliances and headaches.



Help Solve the Hunger Issue Hurting America's Youth Today!

Iddings Electric Supports Feeding America's Summer Food-Service Program!

During the school year, 22 million children receive free or reduced-priced meals through the National School Lunch Program. However, during summer months when school is out, only 2.7 million are receiving free or reduced-price meals through the USDA Summer Food-Service Program. That means as many as 20 million children are going to bed hungry—yes, this is happening in the United States!

Whatever your feelings are about government assistance, one thing we can all agree upon is no child should ever feel the sting of hunger—it's beyond their control. The thought of children suffering in this country downright makes me mad, especially when there's something I can do about it.

Until 9/30/15, Iddings Electric will be donating \$5.00 from every single service call to Feeding America. Feeding America is a nationwide network of food banks that operate several programs during the summer to help eliminate hunger among American children during the summer and year-round.

For more information about Feeding America, or if you would like to make a contribution toward their charitable efforts, feel free to go to www.feedingamerica.org. Last year, the Feeding America network served 5.7 million meals to more than 178,000 hungry children through the Summer Food-Service Program, which represents a 15% growth in meals distributed from the previous summer. Hopefully, we'll be able to help them help a few more kids out this summer.



Tasty Summer Recipe: Peppered Shrimp Alfredo



Ingredients:

- 12 ounces penne pasta
- 1/4 cup butter
- 2 tablespoons extra-virgin olive oil
- 1 onion, diced
- 2 cloves garlic, minced
- 1 red bell pepper, diced
- 1/2 pound Portobello mushrooms, diced
- 1 pound medium shrimp, peeled and deveined
- 1 (15 ounce) jar Alfredo sauce
- 1/2 cup grated Romano cheese
- 1/2 cup cream
- 1 teaspoon cayenne pepper, or more to taste
- Salt and pepper to taste
- 1/4 cup chopped parsley

Directions:

1. Bring a large pot of lightly salted water to a boil. Add pasta and cook for 8 to 10 minutes or until al dente; drain.
2. Meanwhile, melt butter together with the olive oil in a saucepan over medium heat. Stir in onion, and cook until softened and translucent, about 2 minutes. Stir in garlic, red pepper, and mushroom; cook over medium-high heat until soft, about 2 minutes more.
3. Stir in the shrimp, and cook until firm and pink, then pour in Alfredo sauce, Romano cheese, and cream; bring to a simmer stirring constantly until thickened, about 5 minutes. Season with cayenne, salt, and pepper to taste. Stir drained pasta into the sauce, and serve sprinkled with chopped parsley.

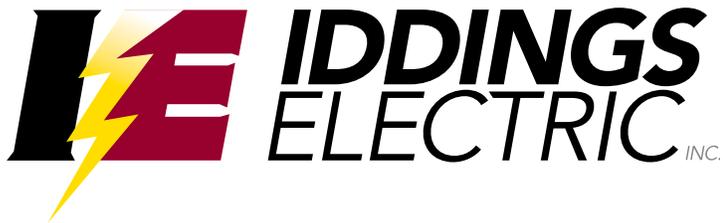
SUMMER WORD SEARCH

In honor of summer, we present you with a Summer Word Search! Be the first to complete the word search, and you will receive a \$50 gift certificate to Olive Garden Restaurant. Everyone who submits the puzzle gets a \$25-OFF coupon for a future service! Mail completed puzzle to: 325 C. West Main St., New Holland, PA 17557. Or scan and email completed puzzle to: Connie@iddingselectric.com

August	Family	July	Sunglasses
Baseball	Fan	June	Suntan
Beach	Fishing	Lotion	Swimming
Bikini	Hat	Mosquito	Tent
Boat	Hot	Shorts	Vacation
Camping	Ice cream	Sunburn	

C G N I H S I F D N H C A E B
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Surging Forward



*From the Desk
of Shawn Iddings*

*Iddings Electric
Inc.*

Thank You for Supporting a Local Business & Being a Part of Our Family!

Dear Friends & Family Members,

I wanted to use my column in this newsletter to say thank you. Thank you to all of the wonderful customers I've had the pleasure of meeting over the years. I try to say it all the time, but I still can't say it enough: Thank you for allowing us to serve you, your home, and your families. It's an honor that's never lost on me...

I don't have to tell you that there are many different companies you can choose today to handle your electrical needs. But by calling us, Iddings Electric, you're not only helping me and my family, you're supporting our entire community. Here's how:

- 1. You're Supporting Other Local Businesses.** Many studies have shown when you buy from an independent, locally owned business, significantly more money is used to make purchases from other local businesses, service providers, shops, etc. I can tell you that we go out of our way to work with as many local businesses as possible. So, by supporting us, we're all supporting and strengthening our local economy.
- 2. You're Supporting Local Community Groups.** Statistics show that nonprofit organizations and charities receive an average of 250% more support from small-business owners than large corporations. If you've read our newsletter before, you know we pride ourselves in our charitable efforts. We believe in giving back—and you allow us to do so!
- 3. You're Creating More Good Jobs.** Small businesses are the largest employer nationally and in our community. As a company looking to grow, we are constantly seeking good, honest, hardworking people to add to our team.

4. You're Enjoying Better Service. Satisfaction studies show that local businesses often hire people with a better understanding of the products and services they sell and take more time to get to know their customers—which precisely describes us.

5. You're Investing in Your Community. Local businesses are locally owned! It's been shown that small-business owners are less likely to leave their community and are more invested in the community's long-term health and future.

6. You're Putting Your Tax Dollars to Good Use. Local businesses require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores who enter communities.

These are just six reasons I came up with in a short period of time. There are many more if you keep thinking about it.

So, I thank you for choosing Iddings Electric, and I also ask that you also consider many of the other sensational small, locally owned businesses in our community when making your purchasing decisions. As you can see, not only do your dollars support these owners, they support you, your family, and our community!

Thanks for reading! And thank you, once again, for your business!

Shawn Iddings

Iddings Electric, Owner
717-355-9675

