



# atlas c.a.r.e.s

comfort • accountability • responsibility • expertise • service

The heating and cooling contractor that c.a.r.e.s

Winter 2008

## An Engineer's Opinion

Season's Greetings from your friends at Atlas

The holiday season is upon us and with it comes the opportunity to be with family and friends, enjoy delicious food and a chance to give a little extra of ourselves to those who need it most. On behalf of our customers and employees, Atlas has decided to forgo sending a calendar or holiday card this year. Instead, we're pleased to support **Food for Life** and the local chapter of the **Multiple Sclerosis Society**. We hope you'll agree that a gift to our community is a gift worth giving.

We believe we all have a role to play in building a stronger community, and in this special holiday edition of *An Engineer's Opinion*, we celebrate the conclusion of our 75th anniversary by highlighting important volunteering and philanthropic work. **You can help – read about the new Atlas Cares Comfort Drive on the back!**

As the weather turns colder, our thoughts turn to keeping our customers warm! There has never been a better time to upgrade your system! In addition to

saving energy and reducing fuel costs, a high-efficiency furnace or boiler can also put money back into your pocket.



*A furnace so brainy, they call it the Achiever! Reduce fuel costs now with Ruud's finest gas furnace ever made. It relies on unmatched and proven technology to deliver superb heat with less fuel.*

Do you need to replace your furnace? If your system is 15 years or older, even if it's operating, it's likely time to upgrade, and you'll notice the savings. Older systems tend to gobble up 20 to 40% more energy than today's models. I encourage our customers to complete an ecoEnergy Audit, which will result in a report outlining various ways in which you can improve your home's energy efficiency.



**How you'll save:**

Combining Atlas discounts, government, industry and manufacturer rebates along with upgrading to an EnergyStar qualified high efficiency gas furnace could actually **save you up to \$2,000**. You'll also save energy, cut operating costs and **reduce your carbon footprint**.

**Schedule a consultation with us to learn all the details, and we'll help you determine the system that will suit your home comfort needs.** We'll spend the time you need to find the right solutions while maximizing the rebates being offered.

On behalf of everyone at Atlas, I wish you and your family all the best for a safe, healthy and happy holiday season.

**Roger Grochmal P.Eng.**  
President, Atlas Air ClimateCare

## Your last-minute gift guide!

Contact us today for more great gift ideas from Atlas Cares.

**Still shopping?** Do you have someone who's hard to please on your Christmas list? Why not try something different this year... Comfort and peace-of-mind from Atlas Cares!

**Canary Air Quality Assurance** – Nothing says you care like quality air! This portable air monitor evaluates your indoor air quality and issues a detailed report and recommendations for corrective measures. Indoor air quality is a growing concern in our region – take steps now to improve indoor air.

**Duct cleaning** – Help your loved ones breathe easy this winter. Over time, dust can clog ducts which can impede efficient air flow when your furnace is turned on, and may cause health problems. A professional duct cleaning from Atlas removes dust and allergens from the ducts which will not only improve your heating system's performance, but improve your indoor air quality.

**Setback thermostat** – A modern, programmable thermostat is the gift that keeps on giving... savings, that is! A new thermostat can cut fuel costs by 10% or more! Older thermostats also contain harmful mercury, and Atlas is committed to their safe collection and disposal.

**SAVE \$75**  
on any of these  
**GREAT GIFTS**  
until Jan. 31/08

# Atlas Cares in the Community

At Atlas, we truly care about the communities in which we live and work. In addition to our pledge of providing unparalleled service to our customers, we are equally committed to doing what we can to support the organizations whose values we share. This year, as we celebrated our 75th anniversary, we were proud to support a number of worthwhile organizations:

## A new playroom is born at Women's Shelter

Atlas provided a little comfort to children staying at Etobicoke's Women's Habitat when we donated \$5,000 for much needed repairs and supplies for the shelter's playroom. Funds were used to purchase new flooring, paint, window coverings, table and chairs, cupboards, a TV and DVD player, floor pillows and toys.

*Pictured in the newly revamped playroom are (left to right) Caltha Richards, Child and Youth Worker; Roger Grochmal, President, Atlas Air ClimateCare and Carla Rocha, Child and Youth Worker.*



## Anniversary Gala a hot night full of cool surprises

On October 27, Atlas hosted the Fire & Ice Gala, an evening designed to not only commemorate the company's history, but also raise funds for the MS Society and Food for Life. Thank you to everyone for their support and generosity.

*Atlas employees (right) volunteered their personal time to work at the fundraiser. Back row: George Parry, Chris Jakobson and Randy Sorrell. Front: Arlene Parry.*



*Dick Thomas, Michael Grochmal and Roger Grochmal (above) received commemorative certificates from various levels of government on achieving 75 years in business.*

**Coming out swinging** – Again this year, Atlas sponsored a local t-ball team who showed great spirit and determination by taking on the league's top team and winning! After not celebrating a win until playoffs, this was a great thrill for all the players. This year's team featured Connor and Carter Hillis, sons of Fraser Hillis, an Installation Supervisor at Atlas.



*Back row, coaches Dorothy Price, Debbie Birks, Michael Gould (head coach), John Birks, Courtney Carter. Middle row, Kiera Lawn, Carter Hillis, Jamie Gould, Sean Birks, Jennifer Williams, Daniel LeBlanc. Front row, Connor Hillis, Curtis Price, Dylan Birks, Quinlan McNellen and Chelsea Kurup.*

**Teeing off for MS** - Last September Atlas Air continued its support of the Multiple Sclerosis Society by sponsoring the dinner at the organization's annual charity golf tournament. This year, Atlas was represented at the tournament by Michael Grochmal, VP of Sales and Installation, Gayne Howard, Controller, and by customers Derek Churchill-Smith and Peter Robinson. All monies



*Representing Atlas (above right) at the golf tournament were: Michael Grochmal, VP of Sales and Installation, Gayne Howard, Controller, and customers Derek Churchill-Smith and Peter Robinson.*

raised from the tournament support the local MS Chapter in Mississauga.

**Sunpark** – Last year we donated \$5,000 to this worthwhile environmental initiative to build Ontario's first solar park. This year, along with the members of the ClimateCare Co-operative, we purchased one cell for every furnace or air conditioner installed. In all, the group raised another \$10,000+ for Sunpark.



## INTRODUCING... The Atlas Cares Comfort Drive

**How can you help?** Collect gently-used blankets and coats and bring them to us at 2590 Bristol Circle, Unit 1, Oakville! We pledge to distribute them to people in need in our community. It's a small way for us all to provide some much-needed comfort and care to those in need this holiday season. We greatly appreciate any donations - large or small. **Thank you in advance for your generosity.**

## At Your SERVICE

*Dick Thomas, Vice President, Service*



### 5 most common heat-loss spots

With Jack Frost nipping at our noses, many of us take to the comfort of a warm and cozy home.

But sometimes, our houses can have a chill of their own due to common areas that let precious and pricey heat escape and let the cold air in.

### Here are five most common heat-loss spots in your home:

- 1. Windows** - Be sure the caulking around your windows isn't worn or peeling. If your windows are old, consider using plastic window coverings to keep the heat in.
- 2. Doors** - Ensure weatherstripping around doors is in good shape and not showing signs of wear and tear.
- 3. Un-insulated attics** - As we all know, heat rises and an attic that lacks insulation lets the warm air escape.
- 4. Electrical outlets** - Air can escape through outlets and switch plates. Reduce airflow with special foam gaskets, approved by the Canadian Standard Association, that fit between the cover plate and receptacles or switches.
- 5. Baseboards** - a gap between the bottom of the drywall and the floor may cause a draft. A bead of caulk along the baseboards help prevent heat loss.

Looking for more great home comfort tips? Visit [www.askroger.ca/](http://www.askroger.ca/)



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