

# The Wilson Pipeline

Volume 2 Issue 1

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*Your Conduit to Technical Expertise*

445 W. Cedar St.  
Akron, OH 44307  
**330-535-5386**  
OH License # 12735



## Time to Renovate the Bath?

*Look no Further Than Your  
Very Own BathPeople!*

### The Wilson Team:

President: Paul Wilson  
Chief Financial Officer:  
Linda Hahn  
Office Manager:  
Lana Mihaly  
Marketing Director:  
Tabitha Martin  
Service Manager:  
Wes Nestor  
Bath Installation Mgr:  
Lee Jarvis  
Boiler Installation Mgr:  
Art Espie  
General Service Tech:  
John Wilson

Who are the *Bath People*, you ask?

We are part of a third-generation family company and have been renovating bathrooms in the Akron area for over 50 years. We know what it takes to outfit a luxurious bathroom while still maintaining a historic home's look and feel.

These are some of the finest craftsmen in the area, who pride themselves on quality work, attention to detail and good communication with customers.



Although by no means am I an economic forecaster, I am seeing an upswing in the trend to improve bathrooms, kitchens, heating and cooling equipment. The economy and conditions in the housing market appear to be driving many people to "stay put," while renovating and improving their current homes, as opposed to moving.

If you fall into this category, or just can't ignore the 1960's décor in your bathroom anymore, call me to schedule a time to meet and discuss your dream bath.

You already know and trust our work. Why rely on unknown factors when your trusted local plumbing and heating company can handle all the work for you.



Jack the Shop Dog says: "Don't let just anyone renovate your bath. Ruff!"

## Everything, Even the Kitchen Sink!

Did you know that Wilson Plumbing & Heating has service divisions for everything from basic plumbing to full bathroom renovation?

You probably "met" our BathPeople team in **Paul Talk** this month (*above*), but you may not know that we also maintain the BoilerPeople, WaterHeaterPeople, BackflowPeople and GasPeople departments to address

the unique needs of these areas. In this year's *Pipeline* issues, we'd like to introduce you to these branches of our company.

The BoilerPeople, as you might imagine, specialize in steam and hot water boiler systems. As the company who has serviced and installed the majority of the residential boilers in town, we are the local experts in

this field, with half a century of experience.

Our GasPeople division has recently added new services with the association of WPH with UCI, to provide our customers with a way to save money on their household gas bills. See the story on page 3 to learn more!

*Tune in next time for a look at the WaterHeaterPeople and BackflowPeople.*

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Daily Referral — an AMAZING combination of social media and group buying — is now in PRELAUNCH! Woohoo!

*SOUNDS EXCITING...BUT WHAT IS DAILY REFERRAL?*

Daily Referral is your favorite new web destination. It puts YOU in control by giving you what you want (savings on stuff you're actually interested in) without the inbox filling extras you don't (unfiltered, one-size-fits-all deals). You can follow and refer your favorite businesses, refer friends to earn free deals and so much more!

- » *Save 50% or more at local businesses in your city;*
- » *Get inside deals and more at businesses you know and love;*
- » *Refer friends and earn free deals;*
- » *Did we mention it's FREE!?*

*Sign up NOW and be among the first to know when the deals roll out!*

- 1 visit <http://prelaunch.dailyreferral.com/>
- 2 click the "Sign Me Up" button
- 3 fill in the short form, including Referral ID: 31942

*Paul F. Wilson of Wilson Plumbing & Heating Inc. is your local Daily Referral Independent Representative*

## Meet the Wilson Team:

*Marketing Director Tabitha Martin*



Being a Wilson customer just wasn't enough for Tabitha—she had to be a part of the action and work for the company, also known as becoming part of the family!

So last January when Wilson P&H decided to add a Marketing department, Tabitha jumped at the chance to bring her talents and skills to the world of plumbing and heating. It also gave her the opportunity to bring real-world experience to her marketing classes at Akron U, where she graduated with her B.A. in Interdisciplinary Studies in December. She is looking forward to starting her Masters degree in English Composition at Akron in the Fall.

Tabitha is married and lives in Norton with her family.



Tabitha's daughter, Jade, AKA Wilson's Princess of the Potty!



# We Can Help Lower Your Gas Bill!

Here at Wilson Plumbing & Heating, we like to look out for our customers. Your heating source is an integral part of the system we help you maintain.

In order to better serve our valued customers, Wilson Plumbing & Heating has recently aligned with *Utility Choice International* (UCI) to bring our customers an inexpensive alternative to high gas bills. Over the last few months we've been able to help many of our customers save money on their gas bill by switching

to UCI. You should be one of them!

So the next time you're paying your gas bill, check the section of the bill that lists your rate and the company you're with. Jot down that information and call Paul at (330)607-5044. You can also fax the bill to the office: (330)535-4933.

Paul has already signed up his own homes, rental units and office with UCI. The company has very attractive rates, no long term contracts and no cancellation fees. It has worked out well for him, and he'd like to help you save some of your hard-earned dollars, as well!

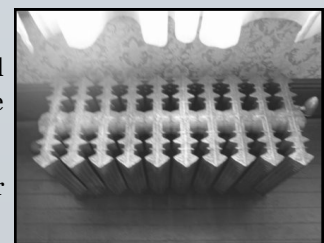
## “Ask the Boilerman”

*Your Questions Answered*

**Q** ????????????????????

**A** **Answers to questions you didn't even know you needed to ask:**

- ◇ Whether you have a steam or hot water system, aside from a few expansion noises now and then, or a tiny hiss from an air vent, your system should be relatively quiet! It should NOT be burping, spitting or sputtering, bubbling, rocking or rolling, clanging or banging! Unusual noises need to be checked out.
- ◇ All of your radiators should be producing heat, as long as the system was designed properly. The vast majority of problems with radiators can be fixed by a knowledgeable boilerman. You don't have to live with a cold radiator!
- ◇ The steam and hot water boilers of today are more efficient than earlier models. Improvements have been made in many areas of boiler design to make them much more efficient. If you have an older boiler with cast iron burners, standing pilot and no flue damper, you will almost certainly benefit from the installation of a new boiler.
- ◇ You shouldn't see stalactites hanging from your boiler piping! Boilers are not meant to be geographical wonders of the world. If you have a steam boiler and there is corrosion on the piping near or attached to the boiler, that is not normal. Do not shorten the life of your boiler by 20 years by ignoring easily-solved maintenance issues.
- ◇ While we still have a few weeks of heating season remaining, take a walk around your house and basement to check for any obvious problems: make a note of any corroded pipes, drips or leaks, and rusty bits on your boiler. On your radiators, check for anything out of the ordinary, paying special attention to the valves. These kinds of problems are ideally taken care of during the warmer months, since nobody wants to be without heat in the middle of an Ohio winter.
- ◇ A professional inspection is money well-spent: our experts will be able to spot a small repair while it is still small (and relatively inexpensive)! Plus, a tweak here or there could save you money next winter by enabling the boiler to work at its peak efficiency.
- ◇ With the proper design and maintenance, your boiler should last 30-35 years. Never hesitate to call on us if you have any questions or concerns. You'll be glad you did!



How's this for an unusual radiator?

*Submit your question on our website: [BoilerPeople.com/ask](http://BoilerPeople.com/ask)*



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*Wilson Plumbing & Heating Inc. is Akron's only third-generation plumbing and heating company that specializes in steam and hot water boilers, historically sensitive bathroom renovations, barrier-free shower solutions, as well as backflow preventer certifications.*

*Over the last 50 years, our business has grown, but our philosophy remains the same: prompt, quality service at a reasonable price.*

**Call us today: 330-535-5386**

## *The Wilson Pipeline Goes Digital!*

*Get News & Tips Delivered Right to Your Inbox*



“Like” us on Facebook: [www.Facebook.com/BoilerPeople](http://www.Facebook.com/BoilerPeople)

Updates, boiler, bath and other tips: [www.WilsonPlumbingandHeating.com/signup](http://www.WilsonPlumbingandHeating.com/signup)

Check out the website for our ever-expanding collection of photos of finished jobs, previous issues of *The Wilson Pipeline* plus company news & information!

### **Newsletter Special**

*Residential Sprinkler Backflow Test Special*

**Regularly \$85.50 ~ \$65.50 with coupon**



*Cannot be combined with other offers. Based on average testing time; yours may vary. Call for details.*