

Comfort Line

Spring/Summer 2020

Your Comfort is Our Business

An Interview With Hart & Iliff's Charles Brand

This interview with Charles Brand, the owner of Hart & Iliff, was conducted by Lorraine Cline. Lorraine is the principal of Cline Design, which has produced our newsletter for more than 20 years.

How is Hart & Iliff doing through this Covid-19 pandemic?

This has obviously been a difficult time for everyone. Since we provide essential services to our customers we felt it was important for us to keep operating. No matter what else happens in the world, people need to be warm in the winter and cool in the summer. We've done our best to keep our customers and our employees safe while continuing to provide these essential services. In the beginning, we had trouble obtaining the personal protective equipment we needed. But now we're well-stocked. Fortunately, all of our employees have stayed safe and healthy. With Whitney out on maternity leave (she had a girl) and Susan working from home, we've been short on office help which has made things a little challenging. Whitney's back now part-time, which is helping a lot.

What is the history of Hart & Iliff?

Hart & Iliff was formed in 1889 by Nathan Hart and Lewis Iliff, two brothers-in-law. Originally, the company sold feed grain, lumber, and coal. At some point Lewis Iliff bought out Nathan Hart. When Lewis Iliff retired, the company was run by his son, Charles Iliff, Sr., and later by his grandson Charles Iliff, Jr. In the 1930s, the company started selling liquid fuels and servicing heating and air-conditioning equipment. In 1971, Charles Iliff, Jr., sold the company to my parents, Albert and Florence Brand. Many of our old-time customers still remember my parents well. My father died in 1987 from lung cancer. My mother was struggling to run the business by herself and deal with my father's death at the same time. Since I'm an only child, it quickly became clear I either had to get involved in

the business or we had to sell it. In January 1988, I joined my mother to help run the business. We worked together for 12 years until my mother passed away in 2000.

You're an attorney and prior to joining your mother at Hart & Iliff you were practicing law. Was it a tough decision for you to give up your career to help your mother?

Yes, it was. I always thought that I would never work at Hart & Iliff, yet at the time, it seemed like the right thing to do, since my mother needed the structure of going to work every day.

Your family has owned Hart & Iliff for nearly 50 years. What are you most proud of?

My parents were the finest, most ethical people I've ever known. They always tried to do what was best for their customers. We've been able to continue that tradition. Customer satisfaction is very important to us. We are not perfect, and like everyone, we sometimes make mistakes. However, we stand behind our work and will bend over backwards to make things right. During this pandemic, I've been talking to customers more than I have in years. What I've found is that our customers really do recognize and appreciate the way we run our business.

What are your goals for Hart & Iliff for the future?

To hire the best employees, continue to provide our customers with outstanding service, and grow our customer base.

In addition to running Hart & Iliff, you're a partner in the law firm of Dolan & Dolan. How did you get back into law?

In October 1988, my mother and I went to a Newton Chamber of Commerce dinner meeting. My mother happened to sit next to Rick Hollyer, a partner at Dolan & Dolan. In the course of their conversation, my mother mentioned that I was an attorney, a CPA, had an MBA degree, and a graduate law degree (LLM) in taxation from NYU.

The next day Rick called and asked if I would have lunch with him. He asked me if I would be interested in coming to work at Dolan & Dolan. I said it wouldn't be possible because I was

working full-time at Hart & Iliff. He asked me if I would be willing to work part-time. That night I talked to my mother about it. We both thought that it would be a shame to let my legal education, knowledge, and experience go to waste. Obviously, it worked out well and I've been there ever since.

What type of law do you practice?

Taxation, wills, estate planning, estate administration, business law, and debtor creditor work, including bankruptcy and collection practice.

You once told me that Dolan & Dolan is almost as old as Hart & Iliff.

That's right. Dolan & Dolan was founded in 1908. I have no doubt that when Nathan Hart and Lewis Iliff needed legal advice that would call Dolan & Dolan.

How do you manage the two careers?

The simple answer is, by working 11 to 12 hours a day.



Charles Brand

Hart & Iliff

Fuel and Energy Systems

Fuels / Heating / Cooling

4 Hampton Street • P.O. Box 591
Newton, N.J. 07860

T 973-383-1421 • F 973-383-1699

info@hartandiliff.com

www.hartandiliff.com

Master HVACR Contractor License #19HC00083800



Grins & Giggles

- What's the best thing about Switzerland? I don't know, but the flag is a huge plus.
- I submitted 10 puns to a joke-writing competition to see if any of them made the finals. Sadly, no pun in ten did.
- What's the difference between a hippo and a Zippo? One is really heavy and the other is a little lighter.
- Can a kangaroo jump higher than the Empire State Building? Of course! The Empire State Building can't jump.
- If you ever get cold, stand in the corner of a room. They're usually 90 degrees.
- If you have 10 apples in one hand and 14 oranges in the other, what do you have? Really, really big hands.
- I took part in the sun tanning Olympics, but I only got bronze.
- What do Alexander the Great and Winnie-the-Pooh have in common? They have the same middle name.
- Murphy's Law says that anything that can go wrong, will go wrong. Cole's Law is thinly sliced cabbage.
- Not only is my new thesaurus terrible, it's also terrible.

Final Phaseout of R-22 (Freon)

R-22, more commonly known as Freon, has been the standard refrigerant used in air conditioning equipment for the last six decades. The majority of the air conditioning equipment in this country still uses R-22, which is a hydrochlorofluorocarbon (HCFC) compound containing a chlorine molecule. Scientific studies have shown that the chlorine in HCFCs contributes to the depletion of the ozone layer. At the Montréal Protocol, 197 developing and developed countries met and agreed to phase out the use of HCFCs.

This phase-out has been in progress for many years. In 2010, the U.S. Environmental Protection Agency (EPA) banned the manufacture of all air conditioning systems designed specifically for R-22. In October 2014, the EPA finalized its plans for phasing out the production of R-22. This phase-out gradually reduced the amount of R-22 produced each year from 51 million pounds in 2014 down to 4 million pounds in 2019. As of January 1, 2020, all new or imported R-22 is banned in the U.S. market.

Bear in mind that R-22 and R-410A are not compatible, so if you choose to upgrade to R-410A you will need to replace both the indoor and the outdoor unit.

The primary refrigerant used in air conditioning equipment manufactured after 2010 is R-410A. R-410A is a hydrofluorocarbon (HFC) which does not contain a chlorine molecule. R-410A equipment is highly efficient and better for the environment.

The EPA is not mandating the replacement of any air conditioning systems that use R-22. Hart & Iliff should be able to continue to service and repair them for quite some time. The problem is that R-22 has become more and more scarce and more and more expensive (R-22 currently costs three times more than R-410A). If R-22 eventually becomes unavailable and you need additional refrigerant, the only option (other than replacing your system) may be to recover all the R-22 and replace it with a compatible refrigerant such as R-407C. While your unit will run fine on R-407C, it will result in a decrease in efficiency of approximately 5%. The bottom line is, if your existing unit needs any type of major repair, you should seriously consider replacing it with an R-410A unit, rather than investing in what has become obsolete equipment. Bear in mind that R-22 and R-410A are not compatible, so if you choose to upgrade to R-410A you will need to replace both the indoor and the outdoor unit.

“You have exactly the same number of hours per day that were given to any of your heroes. Become what you wish to be.”

—Andy Biersack

Thousands Volunteer For Space Missions

Feel like getting off the world for a while? You've got company. As the *U.S. News & World Report* states, some 12,000 people have applied to become astronauts following a call from NASA for volunteers. It's the second-largest group of would-be spacefarers in the agency's history.

The hopefuls come from all 50 states, as well as the District of Columbia and four U.S. territories. Those selected will probably travel to the International Space Station and pave the way for exploration of the moon and Mars.

The previous call for recruits drew a record 18,300 candidates, of which 12 were ultimately chosen. This time around, NASA tightened its qualifications, requiring a master's degree in science, technology, engineering, or math. The current active astronaut corps numbers 48.

Warren Buffet's Mantra For Success

Billionaire Warren Buffett is an obvious success, in financial terms at least. The *Inc. Magazine* website shares the four-word mantra that's guided his career: "Face down your fears." How to do that? Here's his advice:

- **Assess every possible outcome.** We fear failure because we fear the unknown. Thinking through every possibility gives you a heads-up on what to expect.
- **Think positive.** Banish pessimism from your thinking. Train yourself to visualize the results that you want. This will help build your self-confidence and prevent you from sabotaging yourself.
- **Re-evaluate the worst-case scenario.** You've got to be realistic, but don't assume defeat before you start. Looking at your worst-case scenario may help you realize it's not inevitable and could give you some ideas for avoiding failure.
- **Set small goals.** Don't tackle your big goal all at once. Set smaller, intermediate milestones that you can work toward step-by-step. Your ultimate goal will be easier to attain if you focus on manageable segments.

"The most talented, thought-provoking, game-changing people are never normal."

—Richard Branson

Homo sapiens Made It To Europe Much Earlier, Scientists Say

Modern humans may have reached Europe thousands of years earlier than scientists previously thought, according to the U.S. News & World Report website. Fragments of bones and teeth found in a Bulgarian cave, identified as belonging to homo sapiens, have been dated to 46,000 years ago. Before this, the earliest European bone fragments, found in Romania, were dated to 40,000 years ago.

Scientists believe that homo sapiens migrated from Africa about 47,000 years ago, during a brief global warming period. Thus, for about 7,000 years or so, humans and Neanderthals lived on the same continent and interacted at least somewhat. The first humans to reach the Danube Valley in Europe probably numbered only a few hundred people and likely never made their way west past the Alps before dying off. Modern Europeans probably descended from a second wave of migration from Africa.

The Silent Treatment

A man and his wife got into a serious fight and ended up giving each other the silent treatment. It lasted for days.

One night the husband suddenly remembered that he had to get up at 6 a.m. the next morning to catch a flight for a business trip. He didn't want to break the silence with an alarm clock or his phone, so he left a note on his wife's pillow: "Please wake me up at 6 a.m."

He woke up the next morning at 9 a.m., missing his flight. Furious, he stood up to demand why his wife hadn't woken him up. On his pillow he found a note from her: "It's 6 a.m. Wake up."

Staying Sane While Working From Home

Working from home isn't new—people have been telecommuting at least part-time for years—but it has an added urgency as the world deals with the impact of COVID-19. Here's how to stay productive and sane when your home is now your workplace:

- **Get dressed.** Yes, you could work in your pajamas, but showering and getting dressed, even informally, puts you in the mood to start work for the day.
- **Designate a specific workspace.** Don't just slouch on the sofa with your laptop. Find a specific spot to set up shop, whether you've got a spare room or just a corner of your bedroom. This helps you stay organized and focused, and it reduces distractions and the temptation to goof off or snack incessantly.
- **Stick to firm working hours.** Start at the same time every day, take breaks, and finish up at a reasonable hour. Don't work into the night just because you can—teach yourself to leave tomorrow's work for tomorrow to avoid exhaustion and burnout.
- **Don't let the news distract you.** There's lot to watch and listen to, but a steady drumbeat of bad news can take a toll on your mental health. Listen to uplifting music or inspirational podcasts instead. Stay informed, but don't obsess.

SPEED BUMP

Dave Coverly



Control Moisture and Improve Indoor Air Quality

As with many products offered by Hart & Iliff, our first experience with Humidex was to test one in my home. My basement is extremely humid and always had a damp, musty smell. Everything my family stored there would pick up the smell including luggage, books and clothing. We tried everything to reduce the humidity and eliminate the smell, including running one dehumidifier at each end of the basement. This caused the electric bill to spike, but really didn't eliminate the odor. After installing the Humidex, we noticed—almost

immediately—that the air felt fresher and the damp, musty smell was gone. We were able to turn off the dehumidifiers which then dramatically reduced the electric bill. **In the first month alone, we saved almost \$100 on electricity.** Now we can store our belongings in the basement without having to worry about them picking up a damp, musty smell. Humidex eliminated the odor in our basement and improved the air quality in the whole house.

Humidex is a patented air exchange system which you may have heard about on the radio. It is installed in the basement

or lowest level of your home. Humidex expels the damp, humid air from the basement and replaces it with drier warmer air from the upstairs levels of your home (see graphic below). It reduces the humidity level, eliminates basement odors and improves the air quality in the house. Humidex exchanges the air in your home six to 10 times a day, and it comes with a 10 year parts warranty. So why not try a Humidex in your home? Hart & Iliff is the local authorized dealer. For more information call us at 973-383-1421.

—Charlie Brand

Hart & Iliff

Fuel and Energy Systems

Fuels / Heating / Cooling

4 Hampton Street • P.O. Box 591
Newton, N.J. 07860

T 973-383-1421 • F 973-383-1699
info@hartandiliff.com
hartandiliff.com

Master HVACR Contractor License #19HC00083800

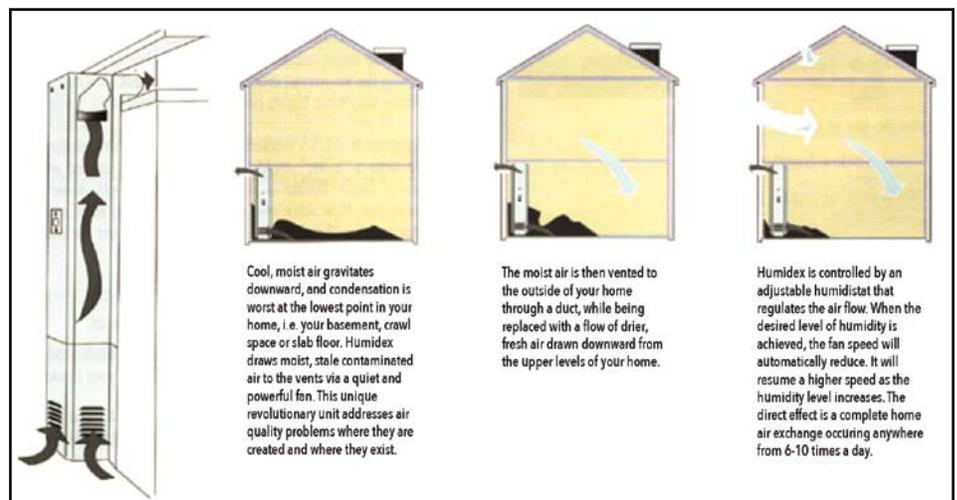
PSRST STD
US POSTAGE
PAID
PERMIT NO. 20
MERRIMACK, NH

ADDRESS SERVICE REQUESTED

Here is How The Humidex Works

Humidex is installed in the basement or lowest level of your home. Humidex expels the damp, humid air from the basement and replaces it with drier warmer air from the upstairs levels of your home.

Want to learn more? Visit our website at hartandiliff.com or call us at 973-383-1421.



Have you liked us on Facebook yet? Keep up with all the latest heating and cooling news...
www.facebook.com/Hart-Iliff-Fuel-and-Energy-Systems-395449910510865/timeline

