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SPRING 2023



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75 YEARS OF APPEL

Reflections
on a Family
Business

BY SCOTT APPEL

Back in 1948, my grandfather, Wilber Appel, founded Appel Service Company, now known as Appel Heating & Air Conditioning. I wonder if he had any idea back then that we'd eventually celebrate our 75th anniversary of serving this wonderful community that is the greater Indianapolis metropolitan area.

Guess what Gramps? Here we are, three generations later, doing just that—celebrating our **75th year of business!** Quite an achievement, if you ask me.

How have we arrived at this landmark anniversary? I believe our success and longevity can be attributed to a combination of hard work, proper morals and ethics, and strong leadership.

A Bit About the Appels

My grandfather put in nearly forty years at Appel before his passing in 1986. He was on his way home from the office that day to pick up my grandmother to go vote when he was in a fatal automobile accident. 86 years old and still grinding away at the office, because he had a passion for work and serving others. Gramps was stern but fair, and his moral compass was passed to my aunt, uncle, and of course, my father.

My father, Ken, started at Appel in 1957 after graduating from Purdue University. Big Papi (our loving nickname for Dad) spent more than 50 years of his life out here before he slowly transitioned into retirement. I say "slowly transitioned into retirement," because he still likes to talk shop with me and review financials (for fun). Ken will be 89 in December, and he still has a passion for this place, which I think is great and one of the many reasons I admire him.

My father sat my sister and me down when I was a senior and she was a freshman in high school. His message was simple: he wanted us to know that we could pursue anything we desired as far as a career went. He didn't care if we wanted to become a doctor, a lawyer, a teacher, or a refuse collector, as long as we enjoyed what we did and it made us happy. He wanted us to know there was no pressure to feel like we needed to go into the family business.

He also made it clear that if either of us ever had an interest in the business, we would have to approach him, as this was the one and only time he was going to have this talk with us. I think that is one of the greatest messages my father, or any father, could deliver to his children. We had complete freedom to find our own path and to go our own way in the pursuit of happiness.

A Bit About Scott

I started my own deck restoration and landscaping business at the age of 17. I had an entrepreneurial spirit which I know I got from my father and my grandfather. I continued this business through my college years and into my mid-twenties. The last summer of business, I couldn't keep help. I was selling jobs, I was doing the work, keeping the books, and guys would quit because the work was hard. I realized the work I was offering was not a career. It was just work. I thought long and hard about the differences between my business and my dad's business. The heating and air conditioning business involved hard work, but it required training and education, too. It offered a *career*.

So here I am, 25+ years after the day that I sat my dad down and told him I wanted to pursue a new career in heating and air conditioning. I still feel extremely fortunate for this opportunity. I'm fortunate that I got to work beside my father for all those years, just like he got to with his father. I'm most appreciative of my father's mentorship.

My father is a Rotarian. The Rotary Four-Way Test is:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

These core values have guided my father in his personal and professional life. These values were part of his mentorship to me.

A Bit About Our Employees

I want to take a moment to thank all of the great employees, past and present, that have made Appel a success. Without you, we are nothing. *With* you, we are a success.

A special thank you to those of you that have given so much of yourselves to ensure our success: Don Hall (30+ years), Steve Dye, (30+ years), John Mills (30+ years), Paul Poland (20+ years), Connie Ash (20+ years), Judy Herdman (20+ years), Nate Evans, (20+years), Rick Baca (20+ years), and Jim & Perry Curtis (30+ years combined). I hope I'm not forgetting anyone else in the 20-30 year club.

A Bit About Our Customers

Appel started out selling and delivering heating oil way back in 1948 and continued to do so until the end of 1997, when Don Hall retired. We still have a lot of customers that started with Appel back in the fuel oil days. I'm forever grateful for all of you, our long-term and loyal customers. I'm forever grateful for all of the wonderful people I've met over all these years. I realize the term "family business" not only refers to my family but to you and your families as well. **I thank all of our customers for making Appel a success.**

A Bit About the Future

With each new day comes new challenges. The heating and air conditioning industry continues to evolve. New cooling efficiency standards for the country began January 1st of this year. New refrigerants are being developed to replace less environmentally sound refrigerants of the past. Systems and controls are becoming more complex with Wi-Fi and Bluetooth technology being integrated into them.

No matter the changes within the industry, my goal for Appel is to continue to provide great customer service at a fair price. Old fashioned ideals like hard work and integrity are still in fashion in my book. These values have gotten us to where we are today and will continue to pave the path for our future.

So, from three generations of Appels, I thank you for 75 great years together. Cheers to many more!



Scott Appel



5 Steps to Prep Your A/C for Summer

Summer's almost here, and it's comin' in hot. But you might not want to turn on your air conditioner just yet—if it's been idle for several months, it's probably not in mid-season form. Consider soft-launching your A/C with these simple tricks.

1. Run the Fan

Your air conditioner is out of service during the winter, which can lead to a buildup of dust and debris in the unit. We recommend easing back into things by running your A/C in fan mode before turning it on full-blast. Open the windows. Leave the house. Then crank your system for about 10 to 20 minutes. That allows the fan to clear out some of the debris without you having to breathe it in.

2. Change Your Filters

Change your filters, change your filters, change your filters! The air filter in your A/C unit catches lots of gross stuff like dust, pet dander, and pollen so it doesn't get blown all throughout your house. But if it's completely caked in debris, it can't do its job properly. A clogged filter can also end up attracting mold (not great for respiratory health) and overworking your system (not great for HVAC health...or wallet health). Changing your air filter before you turn your A/C on for the season is a great way to set your HVAC system up for success.

3. Check Your Coils

Your air conditioner has two different coils: an evaporator coil and a condenser coil. We won't go into the nitty-gritty of what they're for in this article—the important thing is to make sure they're both in working order, otherwise you'll end up with serious issues. A particularly cold winter can freeze those coils, damage them, and stop your A/C in its tracks. So, get an experienced HVAC tech to make sure your coils are up to par before you turn your unit on and risk more serious damage.

4. Check Your Fluids

Your A/C unit relies on a couple different fluids for it to work. The first is the refrigerant that cools the air. The second is the fluid that lubricates the rest of the elements. Unfortunately, those can also freeze during the winter and lose some of their impact. That's why it's always a great idea to have someone take a look and verify your fluids are good to go.

5. Schedule a Clean & Check with Appel

Summer is in the air. You want your air conditioner in top form. And now's the perfect time for a little tune-up. If you're a do-it-yourself-er, you can use this article as a checklist. But if you're short on time and know-how, give us a call! We'll come out and make sure everything's...cool. (Don't worry, we'll leave the A/C puns at the shop.)

Should You Replace Your Furnace and A/C at the Same Time?

Odds are, you're working with the same company for your heating needs as your cooling needs. If it's time to replace one of your HVAC units, it's normal to wonder if you should replace the other at the same time—especially if they're both around the same age. But there's really no "one size fits all" answer. Let's take a look at this decision from both sides.

REPLACING BOTH AT ONCE

You Might Save Money

In most industries, when you buy in bulk, you can usually save a bit of money. The HVAC industry is no different. When you replace your furnace and A/C together, you might be able to save a few bucks. Of course, the price will depend on the specifics of your situation and any deals your heating and cooling company might be running at the time. But you might be glad you priced it out. In addition, there are also several tax credits and utility rebates for swapping out your old equipment with new, energy-efficient models. That, alone, could be worth the cost of replacing both units at the same time.

You Might Improve Performance

It's important to make sure you have the right equipment for your particular home—if your HVAC system is meant for a smaller or a larger house, it might not be up to the task of keeping you as comfy as possible, for as long as possible. If you've just discovered you have the wrong sized A/C equipment, you might have the wrong sized furnace, too.

You Might Protect the Environment

If you have an old or obsolete heating and cooling system, chances are good it's pretty inefficient. That means it's working too hard, burning through a lot of energy (and money), and taking a toll on the environment. So, if you're replacing an old furnace for environmental reasons, it might be time to replace your A/C unit, too.

REPLACING EACH SEPARATELY

You Might Save Money

Did you notice this item appears under both sections? That's because the financial impact of this decision depends on the specifics of your situation. If one of your HVAC units is brand new, efficient, and effective, there's obviously no point in replacing it—and doing so unnecessarily would be a huge waste of money.

You Might Want to Spread Out the Expenses

At Appel, we're proud to offer competitive prices. But we also know any HVAC equipment purchase is a pretty big investment. Some people like to spread out the cost because they're on a budget, they need the money for another major expense, or they simply want more cash on hand. If that's your situation, replacing everything in stages might be the right move.

Should you replace your furnace and A/C at the same time? Well, before we can help you answer that question, we'd have to ask you a few questions of our own. What's your budget? How new is your equipment? Is your current system keeping you comfortable? Reach out today if this is something that's on your mind. We're happy to help you weigh all the options!



Is Duct Cleaning Really Necessary?

Your ducts are most likely out of sight and out of mind. So, is cleaning them actually necessary? Unless you've recently undergone construction or particularly dusty renovations, you're probably fine to ignore your ducts for years at a time. But cleaning your ducts can have some benefits, so you may want to check them from time to time to make sure they're performing as they should.

Cleaning your ducts extends the life of your system.

How long will your HVAC system last? Much of that depends on wear and tear. If you put your system under a lot of strain—by letting dust and gunk build up in your ducts, for instance—you'll end up overworking the components and reducing their useful life. But if you properly maintain your system, those components won't have to work as hard, and they'll last much longer. Cleaning your ducts is a great way to optimize your HVAC system and give it the longest life possible.

Cleaning your ducts improves your air quality.

Cleaning your ducts improves your air quality on two different levels:

1. Debris and pollutants can settle in your air ducts, which then send those contaminants into the air you breathe. That can trigger all sorts of health issues, like allergies and asthma.
2. Not to get too gross, but tiny critters do occasionally get trapped and die in your ducts. And, much like the debris and pollutants mentioned above, your ducts send the associated toxins (and smells) into your home. Cleaning your ducts regularly can nip those problems in the bud.

PRO TIP: *As with most things, when it comes to duct cleaning, you get what you pay for. Those \$59 coupons in the ValPak may seem enticing, but they're actually a huge red flag. Often, those companies will use that low price to get themselves in your door and then upsell you on products or services you don't actually need. If you're considering duct cleaning for your home, give us a call—we can refer you to companies we trust to do right by you and your home. And always be sure to get before and after pics!*

Cleaning your ducts is good for odor control.

When you run your A/C unit, do you notice a smell? Is it a little musty? Stale? Just generally unpleasant? That odor might be coming from bacteria and mold. It also might be coming from animal droppings that one of your rodent friends left behind. Many of us try to get rid of the smell with air fresheners, but that doesn't actually solve the problem—it just masks it. Cleaning the ducts helps get to the root of the issue.

Cleaning ducts can uncover other problems.

The good news is that your HVAC system is pretty sophisticated. But it also comes with a lot of moving parts. Is there a loose connection somewhere? Did something rust over? Is there a leak that led to standing water? You can't always spot those problems until you really get in there. When you have your ducts professionally checked, the technician might spot hidden issues that they can only uncover during a deep clean.

A Boost to the Ecosystem... and Your Green Thumb Using Native Plants in Your Garden

When a plant is native to a certain area, it means that's where the plant tends to thrive. It likes the amount of rainfall, the average temperature, and the content of the soil in that particular location. It even interacts well with the other local flora and fauna. In other words, when you have local plants in your garden, nature remains in balance....and you might even give your green thumb a bit of a boost.

On the other side of the coin, plants that are not native do not necessarily like the natural conditions of your garden. When this happens, you need to manufacture those conditions, perhaps by watering the plants more than others, adding fertilizers, and using pesticides. This can hurt the local ecosystem and throw nature out of balance. Not to mention, it's a lot more work to keep them alive.

So, stay in rhythm with your environment by sticking to Indiana Natives, like:

- American Bellflower
- Ostrich Fern
- Crossvine
- Smooth Hydrangea
- Indian Pink

Click [here](#) for more info on Indiana-native plants.



Air Conditioning Myths

BUSTED!

Air conditioning, as we know it, was invented back in 1902. That's 121 years for outdated and flat-out-wrong info to circulate as true and become "common knowledge." It's about time to debunk those pesky A/C myths once and for all...and we're just the folks to do it!

MYTH #1: Cranking Your A/C Will Cool Your Home Down Faster

When you walk into your home on a really hot day, your instinct might be to kick your A/C into hyperdrive in an effort to cool your home down faster. But your A/C doesn't work like that. Trust us: your home will cool at the exact same rate whether you set your thermostat to the desired end temperature or to arctic temps.

MYTH #2: You Should Close Vents in the Rooms You're Not Using

We're not sure where this myth originated, but it's proven to be very stubborn...and quite damaging. Closing the vents interferes with the free flow of air, creates pressure, and overworks your system. Instead of closing or blocking vents in unused rooms, look into zoning, which allows you to safely target your cooling and conserve more energy.

MYTH #3: A Bigger Unit is a Better Unit

When purchasing new HVAC equipment, it's not about finding the best A/C unit. It's about finding the best A/C unit for your particular home. Each air conditioner is calibrated to service a home of a specific size. If you go too small, you'll overwork your system. If you go too big, you could zap your compressor. Much like the fabled three bears, you want the unit that's just right.

MYTH #4: Air Conditioning Will Give You a Cold

Despite what Grandma says, cold air won't make you sick. It's important to note, however, that you could get sick in an indirect way. For example, if you have a dirty air filter (CHANGE YOUR FILTERS) it can cycle contaminants into your home which, in turn, can be bad for your health. But if your system is optimized and running clean, the cold air, alone, won't make you sick.

MYTH #5: Your HVAC System Has a Set Lifespan

Don't get us wrong, your HVAC system does have a lifespan. But it's not a fixed lifespan. It varies. As we've said before, your system's longevity is influenced by a number of factors, including how well you maintain the whole shebang. But there's no manufacturer, and no specialist, who can tell you exactly how long your system will last. The closest you can ever get is a ballpark range.

You'll hear a lot of "conventional wisdom" about your A/C unit, a lot of which is quite outdated. Instead of trying to fact-check everything on your own, reach out to Appel! We can get you on a proper maintenance schedule, pair you with the right products and—of course—debunk any persisting myths.



Your Emergency HVAC Contact



You hope it never happens. But at some point, you might find yourself in a bit of an HVAC emergency. And when disaster strikes, you'll need to contact us immediately. **The best way is ALWAYS to reach us by phone at 317-846-0434.**

Let's take a look at the different types of HVAC emergencies and exactly how to get a hold of us when things go sideways.

COMMON HVAC EMERGENCIES

System Failure – The most common type of emergency is when the heat goes out in the middle of winter or the A/C goes out during a heat wave. When the temperature outside is extreme, it creates a potentially dangerous situation for children, the elderly, and pets. Depending on how intense the weather gets, it might even be dangerous for everyone in your home. If you find yourself in this situation, you'll want to contact us BY PHONE immediately.

Leaks, Fumes, or Smoke – Another type of emergency is when you notice leaking fluids, sparks, smoke, or a gas leak. These situations can be volatile and extremely time sensitive. And they

need to be handled immediately by a trained professional. If you find yourself in an emergency situation, it's important to call someone (possibly even 911) ASAP.

WHO TO CALL IN AN HVAC EMERGENCY

We get it—in this digital age, it's so much more convenient to send us an email or fill out the form on our website. Many of our customers prefer this method, and we don't blame them! It's great for when you need to schedule routine service or repairs. But it also puts you into our normal service queue, and there's no guarantee we'll see it or be able to respond in a timely manner.

At the risk of repeating ourselves, if you're experiencing an HVAC emergency, **it's ALWAYS best to call us at 317-846-0434.** This line is open 24 hours a day for emergency situations and puts you in direct contact with a service technician. And if you're in one of the volatile, potentially dangerous situations mentioned above, be sure to call 911, too (possibly first). Our contact form and email are always available. But emergency service is just a phone call away.

Our Favorite Grilling- Weather Recipe **Honey Mustard Chicken**

You've had a long week. The weather's nice. And now it's time for a little backyard BBQ. So, call your friends, fire up the grill, and try out one of our favorite summer recipes!

We like to use the granny method for this recipe—eyeballing the ingredients and taste-testing until we get the marinade just right. The amount of marinade you make will depend on how many chicken breasts you're cooking and how big they are, as well as how much you want left over for dipping. The measurements and ingredients below are just a starting point—feel free to get creative!

- Start out with about 2 ½ pounds of boneless chicken breasts. We like the breast filets because they soak up more of the sauce.
- Make a simple marinade with equal parts Dijon mustard and honey (about ¾ cup each). Then add a couple tablespoons of olive oil.
- Season the marinade with salt, pepper, and garlic powder to taste. If you like a bit of kick, add some cayenne pepper and/or substitute freshly minced garlic for the garlic powder.
- Whisk the marinade until nice and smooth, and set some aside (at least ¼ cup) for basting and dipping later.
- Submerge the filets in the remaining marinade, and let them sit for a couple of hours, up to overnight.
- Grill the chicken on medium to medium-high heat for about 3-5 minutes per side. They'll be done when a meat thermometer stuck into the thickest part of a breast reads 165°.
- Enjoy with your favorite sides and favorite people!

Music *En Plein Air*

Nothing says “summer” like a concert under sunny or starry skies. And we’re lucky to have plenty of stellar outdoor music venues nearby. Pack a picnic basket, get in a groovin’ mood, and check out some of our favorite places to catch an alfresco performance.

- **The Carmel Gazebo** (Carmel) – They call this “The Family Concert Series” for a reason—this is good, clean fun for your whole household. And every performance is FREE! Don’t forget to bring along a blanket or lawn chairs and a picnic dinner.
- **Midtown Plaza** (Carmel) – “Midtown Music Mondays” brings you live, outdoor music all summer long on Midtown Plaza’s Main Stage. The space is beautiful, lively, and a great way to start off your week. Follow Midtown Plaza on Facebook and Instagram for info on the featured musicians. And be sure to try a nearby local restaurant after the show.
- **Clay Terrace** (Carmel) – 2023 marks the 13th year this FREE concert series has been in action. And it’s still going strong for a reason. Come on out and see some of the magic, including face painting, t-shirt toss, and various food and drink vendors, for yourself!
- **Symphony on the Prairie** (Noblesville) – This ever-popular outdoor concert series, put on by the Indianapolis Symphony Orchestra at Conner Prairie, brings you everything from relaxing classical symphony pieces to epic movie scores to energizing classic rock.

The Best Weekend Getaways in Indiana

With warmer weather and longer days, summer has always been a time for exploration...and there’s plenty to explore right here in Indiana. What are you doing this weekend? Why not take a quick trip to visit some of our great state’s points of interest?

- **Lake Maxinkuckee:** About two hours north of Indianapolis, you’ll find one of the biggest natural lakes in the Hoosier State. Hop in the car, and drive up for a little weekend fun on the water. The closest town is Culver, which—with its bevy of unique shops, restaurants, and events—is referred to as “the Cape Cod of the Midwest.”
- **Turkey Run State Park:** Often considered Indiana’s best state park, this is an incredible place to explore. It’s close enough to Indy for a day trip, but there’s enough to do that spending a weekend camping or in a nearby cabin is always a good idea. Hiking through gorgeous sandstone cliffs, horseback riding, canoing, kayaking, or simply floating on Sugar Creek...there’s truly something for everyone.
- **Madison, Indiana:** Are you a history buff? Head down to Madison, just on the other side of the mighty Ohio River from Kentucky. This small, quaint town is packed with interesting architecture, family businesses, and tons of history. You’ll love spending time in the adorable downtown, which is the largest contiguous National Historic Landmark District in the U.S.
- **Brown County and Nashville, Indiana:** As the largest state park in Indiana, Brown County State Park has miles of hiking, mountain biking, and horse trails through some of the most beautiful, rolling hills in the Midwest. Not a nature person? A visit to the quaint, artistic town of Nashville should be just the ticket. Shop in dozens of local boutiques, craft studios, and antique stores, get your fill of comfort food in the cozy restaurants, or take in a show at the Brown County Playhouse.



Time to Change Your Filter?

You already know how important it is to change your HVAC filters. But how often should you change them? That's a great question, and it's one we get a lot. A good rule-of-thumb is to change your **1-2" filters every 30-60 days** and your **3-5" filters every 9-12 months**. But again, that's just a rule-of-thumb. So, here are a few considerations that might help you dial in on a more customized answer.

- **Pets:** If you have pets—especially pets that shed—your HVAC filter ends up working a little harder and will get dirty and clogged much faster than a non-pet household's might. Consider checking your filter every 45 days, and change it if it's looking particularly hairy.
- **Your Health:** If you have a respiratory condition or bad allergies, you'll probably want to change your filters more often. Swapping those filters out every 20 – 45 days could help bring a bit of relief.
- **Location:** Some areas of the country have to deal with lots of dust or pollution. Here in the Indy/Carmel area, it's mostly pollen. It's typically not enough to require extra filter changes, but keep an eye on the weather reports—if we've gone through a month with a particularly high pollen count, you might want to go ahead and replace.
- **Vacation Homes:** If you have a vacation home or a guest house that's rarely occupied, you can usually get away with changing that HVAC filter less frequently—maybe even every 6 – 12 months. But it would still be a good idea to check the filter every 90 days or so, just to make sure it's still in working condition.



24 Years... and Counting!

Well folks, we did it again...we achieved Angi's Super Service Award for 2022! What, you might ask, is Angi's Super Service Award? It's the highest honor [Angi](#) (formerly known as Angie's List) gives out and is only awarded to businesses who go above and beyond to satisfy their customers. This makes 24 years in a row we've received this incredible honor. And it's all thanks to YOU. We're beyond proud that our amazing clients rate us so highly year after year. **THANK YOU!**

Supporting Indiana Farmers' Markets

There are plenty of reasons to get on board with supporting local farmers markets: the produce is some of the freshest around, you'll see a ton of variety, and most of the food is as natural as it comes. And as if those reasons aren't enough, there are also lots of social benefits.

When you visit a farmers market, you support local farmers and give a boost to the local economy. You also help the environment, since the produce isn't trucked in from across states or countries. You also help build a sense of community for the other people in your area.

So, get out, shop, and soak in the sun at one of these local gems:

- **The Farmers' Market on Carter Green** (Carmel)
- **Fishers Farmers' Market** (Fishers)
- **Noblesville Main Street Farmers' Market** (Noblesville)
- **Westfield Farmers' Market** (Westfield)
- **Zionsville Farmers' Market** (Zionsville)
- **Broad Ripple Farmers' Market** (Indianapolis)
- **Garfield Park Farmers' Market** (Indianapolis)
- **The Original Farmers' Market** (Indianapolis)

\$250 Off
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conditioner

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**18 Months
Free Financing**
for all qualifying purchases

Valid May 24 - June 30, 2023

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