



HOLENCIK

Roofing

Spring 2014

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Dear Rachel,

Hope you are all having a great 2014 - and enjoying the slowly warming weather. While you are here, check out our new logo, find out what the heck a vent collar is and why you might need to know about them, and read a little about facebook (and your chance to win).

There are two chances to win a \$25 gift card in this newsletter! First, "like" us on facebook this month, and be entered to win; if you already "like" us on facebook, send an email to office@holencikroofing.com, read "Facebook" for details. Second, answer our scavenger hunt question by searching our website and be the first to reply to this email with the correct answer.

As always, please feel free to forward this newsletter to anyone you think might enjoy it, and to email me at office@holencikroofing.com with any ideas or questions to be addressed in future editions.

Sincerely,
Rachel Holencik

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Our New Logo!

Holencik

EXTERIORS

Keep an eye out for our new website and the appearance of our new logo! We will let you know when the website launches, so you can explore - and we'll be slowly switching our use of logos.

Responses to "Paying it Forward"

Normally, the only responses I receive to these newsletters are answers to the question that will win the responder a \$25 gift card - but after the Winter Newsletter I was pleased to see emails that were simply replies to the articles, specifically the article "Paying it Forward." In this article, I described some recent encounters I had that made me feel like we can all do a little to help others, and included some examples of how.

Some of the replies just stated that they enjoyed reading that article, but one was pretty special. It was from a woman named Shelly Thompson, who lost her 17 year old son to suicide in December 2012. Shelly and her husband have worked hard to turn this terrible loss into a positive, by asking friends and family to participate in random acts of kindness, in honor of their son. She has even taken to Facebook - asking her Facebook friends to participate as well, then share their stories on the page.

Shelly and her husband are obviously brave and caring people, and I am so grateful to her for sharing her story - and inspiring others to spread some kindness (which the world will never have enough of!). If you have done anything lately that you feel qualifies as a random act of kindness, email your story to me at office@holencikroofing.com, I would love to share it with Shelly, and in a future newsletter.



Facebook And your chance to win!

You may think you know everything there is to know about Facebook - and maybe you do - but here is a quick look at what it is, and some

Facebook is useful in finding people you have lost touch with, keeping up-to-date with events and photos of family and friends' lives, and even serves as a way to plan events and invite friends. But here are some facts that might be more interesting:

1. Facebook has more than 1 billion users,

Ready to try it out? If you have a Facebook page, or decide to create one - "like" our Holencik Roofing page; simply [click here](#), and select "like" at the top right side of our page,

If you "like" us this month, you will be entered to win a \$25 gift card! If you already "like" us on Facebook, and

interesting facts that might even surprise the most devoted Facebook fans.

If you are unfamiliar with Facebook, here is an overview. Facebook is a social networking site, which means its a website built for people to interact with one another. Many businesses have also taken to the



web and joined Facebook, in order to spread recognition of their brand.

- and is the worlds largest networking site .
2. 375 million Facebook users play games through the site every month.
 3. Google and Facebook combined, control 2/3rds of the mobile advertising marketing.
 4. Some employers hire companies to find information that potential job candidates posted - even the information that is set to private. AND Facebook posts have been used in criminal trials!
 5. What you post influences what ads you see. Got engaged? You'll start seeing ads geared towards wedding planning. New baby? You'll start getting ads geared towards new parents and baby products.

would like to be entered to win - email me at office@holencikroofing.com, to let me know, and I will verify and then enter you in the drawing. Also, you can invite your friends - all "likes" will be entered to win.

We will contact the winner through their Facebook page after April has come to a close - so keep an eye out for a message from us in the first week of May. Thank you for your participation!

Spring Scavenger Hunt!

Find the answer to this question on www.HolencikRoofing.com, and you could win a \$25 gift card by submitting the first correct answer to Office@HolencikRoofing.com.



What 3 things make Duro-Last vinyl roofing system Holencik Roofing's preferred choice for flat roofs?

Congratulations to Phyllis Race, of Easton, who was the first to submit the correct answer to our Winter Scavenger Hunt Question, and received a \$25 gift card.

Holencik Roofing has been GAF Master Elite certified since 2001

Vent Collars

What are they anyway?

We can all look up at our roofs and see little pipes sticking out - and if you know anything about plumbing, you know why. If you are me, or someone like me, on the other hand, you have no idea why they are there and never really wondered why - but the truth is, if you have a roof leak, they could be to blame.

Those pipes coming out of your roof are called vent pipes, and they are there to vent the gases out of your plumbing lines - from sinks to toilets and more. If these pipes aren't functioning properly, the liquids won't move through the system correctly, and could cause plumbing problems. But what do they have to do with roof leaks?

Well, the pipes go up through your walls and out of your roof; this is where vent collars come in. Vent collars are fitted around the pipes.

The collars create a seal so that rain water can't just enter your home through the hole in your roof where the vent pipe exits. The problem with these collars is that they are made of various materials - some of which do not hold up as well as others. Depending on what type was installed on your roof, you may need to replace them as early as 7 or 8 years from installation - even on a 30 year roof.

If you notice a leak that you believe could be caused by your vent collars - it is a pretty easy fix, and the cost to have them replaced usually runs around \$300. If you are concerned about your vent collars or have a leak, call us at 610.262.0919 to schedule a repair.

In the Spring, at the end of the day, you should smell like dirt.

~Margaret Atwood

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Contact Us

Visit: HolencikRoofing.com

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