



Ken Field

Owner of Slate Belt Energy Services

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Average is Just OK

Don't get me wrong, there is nothing wrong with average. Except for the fact that it is unremarkable and possibly bland, average accounts for 95% of everything we do and buy. I'm certainly not pointing fingers because I'm a pretty average guy. But just like a music virtuoso, I have areas where I excel. We all do. The term 'starving artist' wasn't created as a joke. It explains the inability to make a living off of doing what you love. This fast paced world requires us to juggle many balls and out of them we enjoy maybe one, possibly two. However, that one aspect where we are at home and really enjoying the time spent doing it, makes up for the many hours of doing something else to generate income. I'm not very good at doing things other than mechanical work but the benefit for me is that sometimes I get paid to go above average. When a customer wants the best equipment or the best insulation they can get, I make my music. All the other days, I just hum my tune and meet the minimum code requirements and trudge on like a good soldier. That's what most people are willing to pay for and if I need to compete in the average market, I will do it with a smile.

You can't get experience in a hurry, and that's the best teacher. By the time you have built a track record, you're too tired to compete in the race. However, the knowledge gained over time is priceless and staying on top of changes and improvements in your field of expertise makes you wiser, not just older. I am at the age where I am replacing furnaces and air conditioners I have installed and outlived. Not because they failed prematurely, but because I didn't either. Most air conditioning systems don't see their 30th birthday. Many I installed that long ago are still working but now weak and inefficient enough to take out of service. Even though they have not failed, it is time to retire them. Many for the same homeowners.

What I read in the trade magazines is that the average length of time a customer stays with any particular HVAC company is 7 years. I have many customers I have served for 15 or more years and a few for over 30. I have watched their children grow and now some of them are my customers too. I don't want average customer retention. I never quit and I never give up. I've even been writing this column for over 10 years.

Ken Field is the owner of Slate Belt Energy and Field's Service, Inc. As a certified energy rater and contractor, he is qualified to assess every aspect of energy usage and prescribe solutions to save energy. He can be reached at 610-759-6306 or email Ken@FieldsService.com



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Cartwright Announces Over \$122 Million in Coronavirus Relief Funding for Northeastern Pa. Schools

By Colleen Gerrity
Scranton, PA – Today, U.S. Representative Matt Cartwright (PA-08) announced the release of \$122,392,212 in federal funding for school districts in Northeastern Pennsylvania.



CONGRESSMAN
MATT CARTWRIGHT

Congress set aside \$54.3 billion to go to states for K-12 funding in its Elementary and Secondary School Emergency Relief Fund (ESSER II Fund), which is part of the Coronavirus Response and Relief Supplemental Appropriations Act, the coronavirus relief compromise enacted late December 2020.

“For almost a year, COVID-19 has disrupted our children’s education,” said Rep. Cartwright, a member of the House Appropriations Committee. “Schools are fighting to provide their students with uninterrupted and high-quality education despite these challenging times. Our COVID-19 response needs to protect young Americans and the educators and staff who support them. We can not let our children fall behind because of this pandemic.”

Locally The following northeastern Pennsylvania school districts have received emergency funds:

East Stroudsburg Area School District 7,093,789

Pleasant Valley School District 2,992,873

Pocono Mountain School District 9,799,491

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