

# suburban life

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come from striving  
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customers' lives as  
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# Peak Performer

**D**oug Cordero's foundational commitment to providing unparalleled service and the utmost respect to his customers is derived not from a cold corporate manual but from a man with a warm heart—namely, his father.

When Cordero's father, Will, was getting C&C Heating & Air Conditioning in Souderton off the ground decades ago, the youngster witnessed his father going above and beyond for customers. The workday rarely, if ever, ended at 5 p.m.

"Dad would come home in a beat-up pickup truck every night after working all day and go right into our basement to continue working," says Cordero, C&C's vice president. "He practically lived down there for hours, making calls to customers to make sure

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BY PHIL GIANFICARO

PHOTOS BY  
JODY ROBINSON

everything was OK. He also did paperwork and estimates down there, making sure to give his customers the best price and service.

"I'd call him upstairs for dinner," he continues. "After he finished eating, he went right back down to the basement to work. I watched that kind of dedication to his customers and have never forgotten it. Mom did the books. And they're both still involved. I was blessed to learn from them how to run a business and treat people."

As the company celebrates its 50th anniversary, C&C Heating & Air Conditioning continues its time-honored tradition of putting customers first. C&C, which has a work force of 70 and a fleet of 40 vehicles, creates custom-designed heating, cooling, and home-comfort systems for homeowners throughout Bucks and Montgomery counties.

Heating services include expert repair and replacing of equipment, new equipment installation, preventative maintenance, geothermal heating systems, dehumidifier installation and improved air quality con-



tol. Air conditioning services include system installation, air filter system and repair, programmable thermostat installation and replacement, duct installation, carbon monoxide detection, and airflow diagnosis and troubleshooting.

Just as heating systems do in the heart of winter, air conditioning systems are known to take up a large percentage of energy bills during heavy usage months in spring and summer. C&C's technicians will ensure that both systems are in fine working order so they run as efficiently as possible when needed.

C&C Heating & Air Conditioning provides upfront pricing, on-time service, and next-day installation, with top-quality products supported by warranty protection, 24/7 support, and a commitment to environmental stewardship. A team of highly trained and certified technicians is committed to addressing a homeowner's each and every need.

True to his father's commitment to C&C's customers, whether they be new or long-time clients, Cordero and his team pledge to be there day or night.

"Let's say it's 10 p.m. and a family's heat goes out on a frigid winter night," Cordero says. "They call us. If they have young children, we'll come out right away. But if the family can bundle up for the night, we'll be there at 7:30 the next morning to get their heat back. Same if their air conditioning goes out on a very hot day. Whatever and whenever they need us, we'll be there.

"My dad and mom taught me that

you need to show the customer you care about them," he continues. "We've been in business 50 years. We're proven, trusted, reliable. Customer service is absolutely No. 1. That's the only way to be successful. I have that message all over my office. If we don't do that, we might as well pack it up and close shop. People don't come back to you if you don't serve their needs."

Improving people's lives—that has been the promise C&C Heating & Air Conditioning has lived up to for a half-century. Six years ago, Doug Cordero had something he needed to fix: himself.

He remembers being in the grips of alcohol dependency that began when he was a teenager and worsened in adulthood. Three beers at the end of a stressful workday turned into three times that many.

"That comfort from alcohol took hold of me, and I just kept going back to it," Cordero recalls. "I knew I had to do something. So, I checked myself into Caron, an addiction treatment center near Reading. I was there for a month, over Christmas and New Year's. The first two weeks, I thought: *This is surreal! I'm one of these people. What has happened to me?*"

He gained the gift of acceptance in his final two weeks at the center.

"I was blessed to have gone there and gotten a Harvard education in sobriety in 30 days," he says. "And I have a family that supports me. Getting help saved me."

Cordero stays involved in community outreach, and tells his recovery story to anyone who needs to hear it. He's happy to share his vulnerability if it helps someone else overcome their struggles with addiction.

"I tell people it's so amazing when you get sober and are laser focused as I am today, instead of being in the fog of addiction," says Cordero, who continues to attend Alcoholics Anonymous meetings. "You never see the potential of what you can actually do, whether it's in business or your personal life, when you're addicted, be it drugs, alcohol, food, whatever. You need to fix it."

If there is a central message Cordero can impart to those struggling with addiction, he believes it is this: "Just give yourself a chance. I was on the other side of crazy. I had no stop button. The peace I have today is just much better than a cocktail. Just try it. Give yourself a year. Just give yourself a chance to live the life you deserve." ■

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