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Hobaica Services completes donations of eight systems

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When brothers Paul, Louis and Mike Hobaica of Hobaica Services launched their BEGIN (Business Entities Getting Involved in our Neighborhood) program in November, they knew they were onto something. What they didn't know was what a huge difference they'd be making in people's lives.

Originated by Hobaica Services advertising consultant Kevin Nutt, BEGIN is a program designed to provide deserving families and individuals with home comfort systems. "We're giving away free systems and installation, no strings attached," said Paul Hobaica.

Winners were nominated by independent parties who believe they might qualify and those nominations were then evaluated by Hobaica representatives. One winner was selected each Friday through November and December and announced on either KMLE FM or KOOL FM. Both radio stations donated airtime to the cause.

November winners included Phoenixians Jane Kilburne, Arnettia Jackson and Kim and Carrie Young. The Youngs, with three small children, had been without air conditioning all summer. Hobaica, with assistance from Lennox, Smiley Crane, Empire Metal Products and Emerson Climate Technologies, installed new home comfort systems for them.

Doreen Van Vliet, a single mother who lives with her 14 year-old daughter in a Glendale townhouse, was a winner in December. With help from Goodman Distribution and additional local businesses, Hobaica provided a new heating system.

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Top left: From left, Mike Hobaica, Doreen Van Vliet and Doreen's daughter.



Top Right: From left, Dave Horton (Lennox Industries), Sharon Horton (Lennox Industries), Kim Young, Carrie Young and Louis Hobaica.

Right: From left, Lorrie Vincent (Smiley Crane), Beverly Tate (daughter of Arnettia), Arnettia Jackson, Arnettia's son and Paul Hobaica. Perry Vincent (Smiley Crane) is in the back.



tribution and additional local businesses, Hobaica provided a new heating system for Doreen.

"Their heat went out last December and the 25 year old unit was un-repairable," said Paul Hobaica. "They had not had heat since. She was in a panic as to how they were going to get by this winter and she screamed with joy when she was told that she was chosen for the BEGIN program."

Also chosen in December were Donna Craft of Mesa and Pat Davis of Phoenix. Donna, who is on permanent disability and living on a very modest income, has her 34 year-old daughter April, son-in-law David and grandson David Lee staying with her. April has had three brain surgeries this year but continues to suffer from seizures. Hobaica replaced her air conditioner that had gone out over the summer and the 50 year-old furnace that had been too dangerous to use. Donna had been trying to heat the house with the fireplace.

Pat Davis, who'd had problems with her air conditioning system for several years was told last summer that the unit was beyond repair.

"She's a single mother with a mentally handicapped son," said Hobaica. "She also takes in stray animals and finds homes for them. Pat never complains and has the biggest heart. When I called her, between screams of excitement, she stated that she has never won anything in her life and she couldn't believe it."

December's third winner was Dorothy Branum of northwest Phoenix, a widow with two daughters living at home. Hobaica will supply a new heating and cooling systems in January.

"She's been fighting to keep her family together," said Hobaica. "Dorothy works full-time but barely makes enough to live

on. She couldn't afford new systems. They didn't have cooling this past summer and got by with fans and cold showers. The cooling was too old to fix and the heater was so old she was afraid to use it. One daughter has asthma and the other a skin condition so this summer was especially hard on them."

In total, Hobaica Services provided new comfort systems for eight Valley families in need. Paul Hobaica said they plan to make this a holiday tradition and hope that other local businesses will follow suit.

"We hope that other companies will take their resources and in their own unique way give unselfishly back to the community," he said. "We can affect multiple families at this very special time of year, get away from negativity, and show that with little, we can do great things."

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