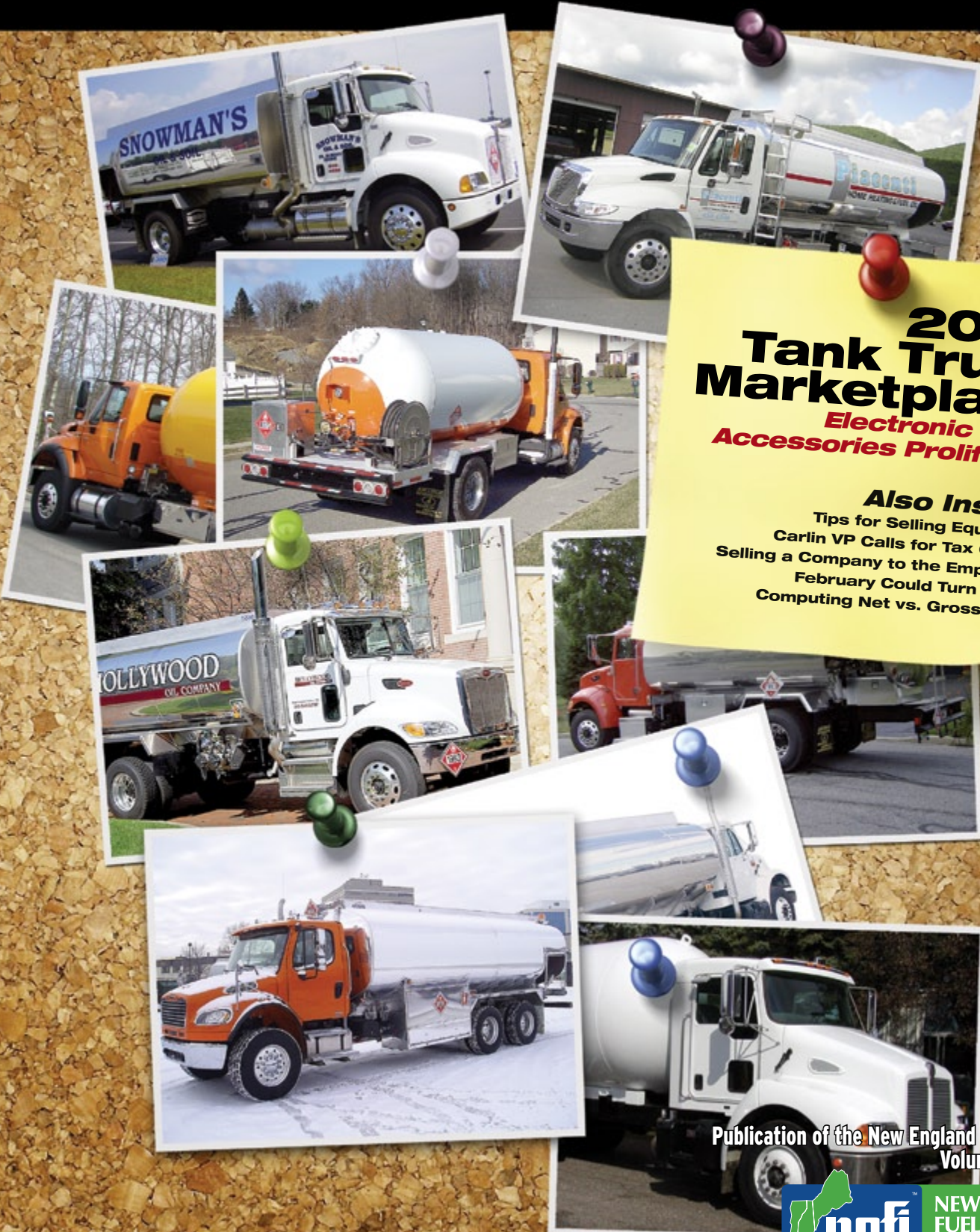


OIL & ENERGY

OILHEAT • PROPANE • DIESEL FUEL • BIOFUELS



2008 Tank Truck Marketplace

Electronic Truck Accessories Proliferate

Also Inside:
Tips for Selling Equipment
Carlin VP Calls for Tax Credits
Selling a Company to the Employees
February Could Turn Colder
Computing Net vs. Gross Billing

Publication of the New England Fuel Institute
Volume 10/Issue 2



NEW ENGLAND
FUEL INSTITUTE

www.NEFI.com



Global has now acquired the former ExxonMobil refined products terminals at Inwood and Glenwood Landing (Long Island), New York.

The terminals have a combined storage capacity of 430,000 barrels (18.06 million gallons) of petroleum fuels, enabling Global to expand and diversify its presence in this strategic marketing area.

We aim to make these new facilities the “destination of choice” for area petroleum dealers, not just the place you go to acquire product. To learn why Global should be your supplier of choice, and how we can best serve your immediate and far forward needs, contact your Global representative, or phone our main sales office at 1-800-685-7222.

Great terminals. Great service. That's Global!





VISIONS CONFERENCE MOVES TO BOSTON

The 2008 Visions Conference will be held in Boston on Sept. 9-10, 2008. Focused on fuel operations, marketing and emerging technology, the event will be held at the Boston Hilton East, which is located near Boston's Logan Airport. Visions will reach out to the "Oilheat Plus" industry—core Oilheat marketers, plus those who have diversified into propane, biofuels and other facets of fuel distribution, home services and energy conservation. The new location provides "walk-in access" for attendees who fly to the event, and downtown Boston is just 10 minutes away by train or taxi. Attendees who drive can take the Mass. Turnpike to the Ted Williams Tunnel without navigating downtown roads. For more information, contact NEFI's Tracy Goodwin at 617-923-5015 or tracy@nefi.com.

BUSH RELEASES \$450 MILLION IN LIHEAP FUNDS

The U.S. Department of Health and Human Services recently announced the release of \$450 million in contingency Low Income Home Energy Assistance Program (LIHEAP) funding to help low-income homeowners and renters meet home energy costs. The funding comes at a time when state energy assistance programs are struggling to provide adequate aid to residents facing record prices for heating oil and propane. The supplemental assistance will be divided among states and tribal territories. The largest allocations went to New York (\$82.4 million); Pennsylvania (\$44.3 million); Michigan (\$27.6 million); Massachusetts (\$27.2 million); Ohio (\$25.7 million); New Jersey (\$25.3 million); and Minnesota (\$19.9 million). Allocations to the other New England states were: Connecticut, \$13.6 million; Maine, \$8.8 million; New Hampshire, \$5.1 million; Rhode Island, \$4.5 million; and Vermont, \$3.9 million.

NPGA SUES DHS OVER CHEMICAL FACILITY RULES

The National Propane Gas Association (NPGA) recently went to court in an attempt to bar the U.S. Department of Homeland Security (DHS) from implementing or enforcing the standards of the Chemical Facility Anti-Terrorism Standards (CFATS) as it pertains to propane. NPGA asked the U.S. District Court for the District of Columbia to prevent DHS from enforcing a new regulation that requires all facilities that store 60,000 pounds or more of propane to register with DHS or face fines of up to \$25,000 per day. The deadline for facilities to register was Jan. 22, 2008. "We are not opposed to regulation per se," NPGA told its members. "But the new regulations promulgated by DHS and the processes they mandate are flawed, inconsistent with the law, and, of late, subject to frequent change."

SPRAGUE ENERGY NAMES NEW CEO

Sprague Energy Corp., of Portsmouth, N.H., recently announced the appointment of David Glendon as President and Chief Executive Officer. Glendon, a Sprague executive since June 2003, had been Senior Vice President of Oil and Materials Handling. He replaces John McClellan, who resigned effective Jan. 15, 2008, to pursue other opportunities. Sprague also promoted Gary Rinaldi to Chief Operating Officer, in addition to his current responsibilities as Chief Financial Officer.

THE DIFF.

Spot Prices (Cents/Gallon) as of January 15, 2008*

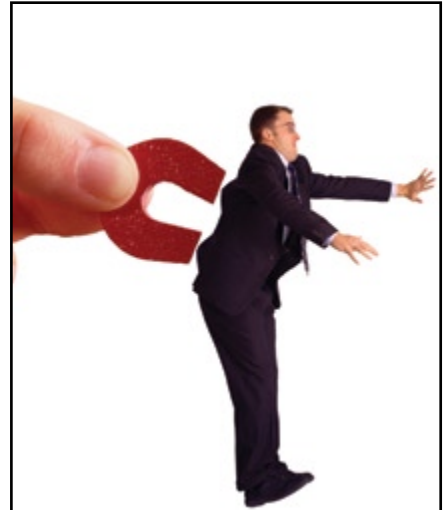
	New York Harbor	New York Harbor	U.S. Midcontinent
No. 2 Fuel Oil / Heating Oil		No. 2 Diesel Low Sulfur	No. 2 Diesel
254.64		255.47	253.59

*Figures taken from Energy Information Administration's "This Week In Petroleum."

THE BAROMETER

Comparing Heating Oil to Other Financial Products

	January 15, 2008	One Year Ago
No. 2 Fuel Oil/New York (Cents/Gallon)	254.64 Cents/Gallon	146.85 Cents/Gallon
Crude Oil (Dollars/Barrel)	\$92.74	\$52.96
10-Year Treasury Bill	3.94%	4.57%
30-Year Mortgage	6.03%	6.16%
Dow Jones Average	12,770	12,363



There's No Getting Away From The Law.

Mandatory Drug & Alcohol Testing Regulations for Motor Carriers...

It's The Law!

The Federal Motor Carrier Safety Administration (FMCSA) requires strict compliance with Federal drug and alcohol testing regulations for motor carriers and drivers. Employers in violation are subject to civil and criminal penalties.

The NEFI Alliance Consortium is a simple, quick, and inexpensive solution to this federal requirement. As a non-profit group, the NEFI Alliance is able to offer this comprehensive program at a most reasonable cost.

**Avoid severe fines...
Join today!**



NEFI Alliance Consortium

PO Box 9137, Watertown, MA 02471-9137

For program information and application information, call 617-924-1000

www.nefi.com

february



Seminar Gets Equipment Salesmen Thinking 12
Salesmen discuss the market for Oilheat boilers and furnaces and share their thoughts about which sales techniques work and which don't.



Details Are Crucial When Selling Home Comfort 14
A recent seminar at NEFI with Bob Hedden of Oilheat Associates shed some light on how customers think and how equipment salesmen can turn "No" into "Yes."



Dealers Opt for Larger Tanks, Pre-ULSD Engines 16
Tank truck dealers say that Oilheat marketers are still finding ways to buy pre-2007 engines, and they're seeking larger tanks than they used to with more compartments.

Tank Truck Marketplace 2008 18
Oil & Energy delivers vital information on companies that sell and service tank trucks for the Oilheat and propane industries.



R.W. Beckett Corp. Celebrates 70 Years 26
R.W. Beckett Corp., of Elyria, Ohio, has come a long way since Reginald W. Beckett started making the Commodore burner in 1937.



Q&A: Carlin VP Offers Thoughts on Equipment Sales Slump 28
Carlin Combustion's Thomas Tubman fields questions about equipment sales, the transition to reduced sulfur heating oil and the market value of Bioheat®.



Biz Tip: This ESOP Is No Fable 34
John Nardoizzi of Nardoizzi Consulting, LLC explains how an Employee Stock Ownership Plan can be the perfect ticket to retirement for some Oilheat marketers. Nardoizzi can be reached at jnardoizzi@nardozziconsulting.com.



Weather Trends: Cold Could Return in Late February 40
John Bagioni sees signs of a good cold stretch arriving in late February and lasting into March. A consulting meteorologist who runs Fax-Alert Weather Service, Bagioni can be reached at johnbag@comcast.net.



Oil Market Stance: Sorting Out Gross and Net Billing 42
Lora Claus and Taylor Hudson of Hedge Solutions explain how to compare product prices when different wholesalers use different billing methods. Claus can be reached at lora@hedgesolutions.com. Hudson can be reached at taylor@hedgesolutions.com.

OIL&ENERGY

OILHEAT • PROPANE • DIESEL FUEL • BIOFUELS

Oil & Energy Magazine
Phone: (978) 535-7606
Fax: (978) 535-7826
E-Mail: oil.energy@gstone.biz

Mailing Address
Oil & Energy
67 Foster St.
Peabody, MA 01960

Managing Editor
John MacKenna

Editorial Assistant
Kris Peterson

Advertising Production
Catherine Armao

Graphic Designer
Nathan Burke

Credits
Volume 10/Issue 2 © February 2008

Postage paid at Manchester, NH
Permit No.1926

Library of Congress, National Serials
Data Program, ISSN-0044-0205.n



Oil & Energy is published monthly by New England Fuel Institute, a non-profit organization incorporated in Massachusetts. The Institute's energies and resources are devoted to Oilheat, Propane, Diesel Fuel, Bioheat® industries and associated service companies.

Editorial and news matter are not necessarily reflective of the opinion of the New England Fuel Institute, its officers and members.

Advertising appearing in *Oil & Energy* does not constitute an endorsement of the advertised products or services by this magazine or the New England Fuel Institute.

© February 2008. All rights reserved.

Advertising
Complete advertising rates and media data are available from *Oil & Energy*, 67 Foster St., Peabody, MA 01960 (978) 535-7606, 9 a.m.-4 p.m. daily. oil.energy@gstone.biz

Classifieds

See classified section.

Subscription Rates

1 year \$24, NEFI member; \$29, non-member
2 years \$35, NEFI member; \$45, non-member

Mail payment with complete name, address, city, state and zip code to:
OIL & ENERGY SUBSCRIPTION
c/o New England Fuel Institute
20 Summer St., Box 9137
Watertown, MA 02471-9137
Or subscribe online at:
www.nefi.com/oilandenergy

NEFI Membership

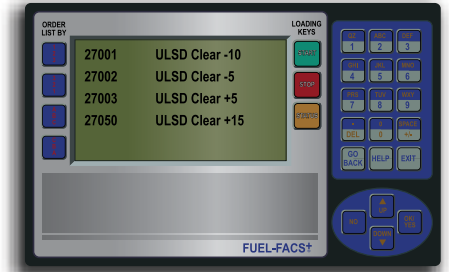
To inquire about membership and services of the New England Fuel Institute:
New England Fuel Institute
P.O. Box 9137
Watertown, MA 02471-9137
Phone: 617-924-1000
Fax: 617-924-1022
www.NEFI.com

Calendar p. 38	NEFI FYI p. 7, 8
Classifieds..... p. 45	Products p. 38
Degree Days..... p. 40	Profiles..... p. 39
Firebox p. 33	State Updates..... p. 44
Industry News p. 37, 45	The Stats Page p. 46
LRAC p. 10, 11	Think About It p. 46
Marketplace..... p. 36	

Clear up your cloud

and meet customers' winter performance requirements

We are pleased to offer a new range of winter blends of ultra low sulfur diesel at our Revere, MA terminal to enable you to meet a wide range of your customers' cold weather performance requirements. If you need the ultimate in cold temperature ULSD performance, our -16 °F cloud point product will continue to be available at our Portsmouth, NH terminal and our terminals in South Portland and Searsport, ME.



Blends available at our Revere, MA terminal

Cloud Point (°F)	Clear and Dyed	PLUS Clear and Dyed
-10	Yes	Yes
-5	Yes	Yes
+5	Yes	Yes
+15	Yes	Yes

Please call us if you have any questions.
(877) 942-3600



See you there

YOU PICK 'EM TRAINING FROM NEFI!



Select from one or more of these terrific learning opportunities coming up this March and April at the hands-on workshop lab, and newly refurbished classrooms at New England Fuel Institute. Oilheat, Propane, or Air Conditioning, there's a NEFI training program that can help you (and/or your employees) advance in today's marketplace. These are primarily 1- and 2-day programs, with the exception of the multi-week (2 evening/week), highly acclaimed, Oilheat Masters Course.

Phone 617-924-1000
or visit www.NEFI.com
Sign up now!



GEORGE LANTHIER SEMINAR SERIES:

- North American Oil Burner Workshop**
 March 12 & 13, 2008
 2 Day Seminar; 7:00 AM - 3:30 PM / \$399
- Advanced Electrical Troubleshooting**
 March 25, 26 and 27, 2008
 3 Day Seminar; 7:00 AM - 3:30 PM / \$599
- Residential Steam School**
 April 1, 2008
 1 Day Seminar; 7:00 AM - 3:30 PM / \$225
- Special Combination Seminar**
 Two complete advanced courses on Oilheat services:
 - The Annual Tune-Up Done Right
 - Troubleshooting Domestic Hot Water Systems
 April 2, 2008
 1 Day Seminar; 7:00 AM - 3:30 PM / \$199
- Hydronic Systems**
 April 16, 2008
 1 Day Seminar; 7:00 AM - 3:30 PM / \$195
- Riello Troubleshooters Workshop**
 April 17, 2008
 1 Day Seminar; 7:00 AM - 3:30 PM / \$205
- Applied Service Management**
 April 23 & 24, 2008
 2 Day Seminar; 7:00 AM - 3:30 PM / \$399
- Advanced Common Sense Troubleshooting**
 May 6 & 7, 2008
 2 Day Seminar; 7:00 AM - 3:30 PM / \$399

BOB HEDDEN SEMINAR SERIES:

- Creative Credit & Collections**
 April 8, 2008
 NEFI Members: \$150 / Non-Members: \$200
- Increase Your Profitable Equipment Sales**
 April 9, 2008
 NEFI Members: \$150 / Non-Members: \$200
- Technical Training for Non-Technical People**
 April 10, 2008
 NEFI Members: \$150 / Non-Members: \$200
- PROPANE CETP SEMINARS**
 New 2008 Dates Announced in Bow, NH and Gilford, NH
- THE OILHEAT MASTERS COURSE**
 March 10 - April 28
 Mondays and Wednesdays, 6-10 PM
 Watertown, Mass.



EDUCATION

NORA CEUs awarded for most courses!



Bush Releases \$450M Emergency LIHEAP Funding at Urging of Industry

On Jan. 16, President George W. Bush released \$450 million in emergency funding for the federal Low Income Home Energy Assistance Program (LIHEAP). The announcement came one week after the New England Fuel Institute (NEFI) and the Petroleum Marketers Association of America (PMAA) sent a joint letter to the president and Secretary of Health & Human Services Mike Leavitt urging the release of the funding.

The Fiscal 2008 budget provided \$1.98 billion in formula funding and \$590 million in contingency funding. Formula funding goes directly to the states to run their annual LIHEAP programs, while the contingency money is available for release at the president's discretion.



NEFI and PMAA told Bush that the combination of rising fuel prices and early winter cold is taxing many consumers' ability to pay for home heating fuel. "Now more than ever, it is vital that you exercise your authority and act now to keep low-income Americans warm," they wrote in January. "Just last month, record-breaking cold weather and snow accumulation rocked several regions of the country. And as heating degree

days accumulate, winter weather forces millions of Americans indoors, and speculative trading on commodity prices artificially inflates the price of fuel to unprecedented levels, state and private energy assistance dollars are stretched beyond their limit."

The letter can be seen at www.nefi.com.

The issue of fuel assistance has garnered some attention in the presidential primaries, with U.S. Sen. Hillary Clinton, D-N.Y., pledging to raise LIHEAP funding to \$2.5 billion.

NEFI and PMAA are not alone in their call for more LIHEAP money, as other national energy assistance advocates and public officials across the Northeast and Midwest have also called on Bush to release the contingency funding.

As *Oil & Energy* was going to press, the National Fuel Funds Network (NFFN) was planning a "Washington Action Day for LIHEAP" in late January to raise Congressional awareness of the need for increased LIHEAP funding. NEFI, PMAA and several state associations will participate in this year's program.

Energy Secretary Denies Request to Tap Heating Oil Reserve

U.S. Energy Secretary Samuel Bodman recently denied a request by some Congressmen, including U.S. Rep. Ed Markey, D-Mass., and U.S. Sen. Joseph Lieberman, Ind.-Conn., to release heating oil from the Northeast Home Heating Oil Reserve.

Bodman stated that the reserve was established to protect the energy supply in the event of a shortage. High prices are not a triggering event for releasing supplies from the reserve, he said.

Bodman said the Department of Energy (DOE) conducts weekly conference calls with Northeast state energy officials and the New England Governors Council throughout the winter. DOE will continue "to aggressively monitor the heating oil situation and stands prepared to react immediately should a severe energy supply disruption occur," wrote Bodman.

The reserve, established in 2000, currently holds 1.9 million barrels of heating oil. That is approximately two days of supply for the Northeast during peak heating season.

A second statutory condition for a release is a large jump in the price differential between heating oil and crude oil, which Bodman did not mention in his letter. However, the current price differential has not yet met the statutory threshold, and even so, the decision to release home heating oil remains at the president's discretion.

In August, DOE awarded new contracts to Hess Corp. and Morgan Stanley for storage of heating oil in New York Harbor and New England. Hess will continue to provide 1 million barrels of storage for DOE in New York Harbor and will add 250,000 barrels of storage at its terminal in Groton, Conn.

Morgan Stanley will increase the share of storage provided to DOE in New Haven, Conn., from 500,000 barrels to 750,000 barrels.

NEFI is reviewing proposed legislation filed by U.S. Senators Olympia Snowe, R-Maine, and Christopher Dodd, D-Conn., that would make price increases a justification for releasing oil from the reserve.

More Gas Stations Face Stage I Requirements

Gasoline stations and convenience stores that sell more than 100,000 gallons of gasoline per month will soon be required to install Stage I vapor controls to limit emissions during loading and unloading of fuel storage tanks. The U.S. Environmental Protection Agency (EPA) recently issued Final Rules that extended the requirements to more gasoline retailers. Regulated facilities have until December 2010 to install the new controls.

The Petroleum Marketers Association of America (PMAA) had opposed the new requirements. EPA estimates the industry will spend \$75 million installing new vapor controls, but PMAA is working up its own estimate. The association is particularly concerned about the cost of retrofitting retail tanks and tank trucks. NEFI CEO Shane Sweet will participate in a meeting of the Northeast States for Coordinated Air Use Management (NESCAUM) in early February on Stage II issues. Topics will include:

- **Widespread Use Issues;**
- **Clarification of key issues;**
- **Northeast requirements for Stage II and interplay with widespread use;**
- **Discussion of states' ability to phase out Stage II;**
- **Use of recent EPA memos related to Stage II;**
- **Stage II equipment removal requirements;**
- **Stage II for new stations or those that undergo major modifications.**

NESCAUM expects participation from technical and management staff from the Vermont Department of Environmental Conservation, Maine Department of Environmental Protection, New Hampshire Department of Environmental Services, Massachusetts Department of Environmental Protection, Connecticut Department of Environmental Protection, Rhode Island Department of Environmental Management, New York State Department of Environmental Conservation, and EPA Region 1.

DHS Sizes Up Security Risk at Propane Facilities

The U.S. Department of Homeland Security (DHS) is assessing facilities that store chemicals that could be used in a terrorist attack. Many facilities that store propane have been mandated to cooperate in the assessment process. Facilities that store only motor vehicle fuels or fuel oil are not currently subject to the new regulations.

As of Jan. 22, 2008, all facilities that store 60,000 pounds (14,285 gallons) or more of propane were required to file information online about their facilities with DHS, using its "Top Screen" filing program. Facilities that qualify for Top Screen assessment will be further evaluated to determine whether they present a high security risk. Facilities that store less than 60,000 pounds are exempt from the program.

Commercial and residential users of propane are expected to be exempt as well. Propane stored in containers smaller than 10,000 pounds (2,380 gallons) need not

be counted when determining a facility's propane storage capacity.

NEFI has stepped in to help propane marketers and storage facilities by preparing and distributing a Compliance Bulletin to its members regarding the DHS procedures. For more information, contact Jim Collura, director of NEFI's Action Center, at 617-923-5016 or jimcollura@nefi.com.

Fuel Producers Raise Red Flag About Reporting Program

Producers of renewable fuels are concerned that the U.S. Environmental Protection Agency's (EPA) system for reporting sales of renewable fuels is unworkable.



EPA requires producers and marketers to track production and sales of ethanol and biodiesel using renewable identification

numbers (RINS). The reporting system is seriously flawed, the producers say, because EPA has been vague about the specifics of reporting and documenting sales of renewable fuels. As a result, companies up and down the

supply chain are reporting transactions in different formats, and downstream purchasers cannot make sense of their RINs data.

Another problem concerns the EPA's volume adjustment formula for the fuel, which has not been fully adopted and may contain errors that cause volumes to be miscalculated.

The first deadline for downstream blenders to report RINs was extended from Nov. 30, 2007, to Feb. 28, 2008. EPA reportedly is working to fix the problems.

NEFI Announces New Training Programs

NEFI recently announced the scheduling of several seminars and courses in March, April and May of 2008 at NEFI headquarters in Watertown, Mass.

Bob Hedden of Oilheat Associates will lead three seminars in April. On Tuesday, April 8, Hedden will teach "Creative Credit and Collections for Oilheat and Propane Companies." On Wednesday, April 9, he will teach "How to Increase Your Profitable Equipment Sales." Then on Thursday, April 10, he will offer "Technical Training for Non-Technical People." Each class will run from 9 a.m. to 3:30 p.m.

The following classes will be taught by George Lanthier:

- **North American Oil Burner Workshop**, March 12-13, 7 a.m. to 3:30 p.m.
- **Advanced Electrical Troubleshooting**, March 25-27, 7 a.m. to 3:30 p.m.
- **Residential Steam School**, April 1, 7 a.m. to 3:30 p.m.
- **The Annual Tune-Up Done Right/Troubleshooting Domestic Hot Water Systems**, April 2, 7 a.m. to 3:30 p.m.
- **Hydronic Systems (Design, Piping and Wiring)**, April 16, 7 a.m. to 3:30 p.m.
- **Riello Troubleshooters Workshop**, April 17, 7 a.m. to 3:30 p.m.
- **Applied Service Management**, April 23-24, 7 a.m. to 3:30 p.m.
- **Advanced Common Sense Troubleshooting**, May 6-7, 7 a.m. to 3:30 p.m.

NEFI will also run the **Oilheat Masters Course** starting on March 10. The 60-hour course will be taught on Mondays and Wednesdays from 6 to 10 p.m. NEFI's **HazMat Training for Oilheat and Propane Marketers** will be offered on March 4 from 6 to 9 p.m.

Pre-registration is required. For more information or to register visit www.nefi.com/training or contact Andrea Medina at 617-924-1000 ext. 210 or school@nefi.com.

Drivers' Hours of Service Remains Unchanged

The U.S. Department of Transportation's Federal Motor Carrier Safety Administration (FMCSA) recently issued an interim final rule that maintains current driver hours of service regulations at current levels. Hours-of-service rules have been in flux since 2004 due to litigation over the FMCSA regulations.

For now, drivers are limited to 11 hours of driving per day and required to have a 34-hour rest period before resuming a new work week. Those provisions appeared to have been struck down by a court ruling last July, but the interim final rule will be in effect while the issue is argued in the courts.

EPA Web Site Identifies Delivery Prohibitions for USTs

Companies that deliver petroleum and other hazardous substances can now identify underground tanks that are barred from receiving deliveries using a new Web site posted by the

U.S. Environmental Protection Agency (EPA). The agency's Office for Underground Storage Tanks (OUST) recently announced the launch of the State Delivery Prohibition Web site.

Located at www.epa.gov/oust/dp/, the site offers direct access to state-by-state lists of tanks that are prohibited from receiving deliveries due to compliance violations. The site also explains how each state regulates tanks and identifies those states that use either "red-tag" or "green-tag" identifiers. Red-tag states generally apply red tags or other markers to tanks where deliveries are prohibited. Green-tag states place green tags or other identifiers on tanks that are approved to receive deliveries.

Commercial Drivers Could Face New Training Requirements

The U.S. DOT's Federal Motor Carrier Safety Administration (FMCSA) recently proposed a new rule that would mandate additional training for drivers seeking to obtain a commercial driver's license (CDL). The Petroleum Marketers Association of

America (PMAA) says the rule, if approved, would make it more difficult for a driver to obtain a CDL, thereby shrinking the pool of drivers licensed for commercial work. Drivers who currently hold a CDL or who obtain a CDL at least three years before the new regulations take effect would not be covered by the requirement.

Drivers not exempted from the regulation would be required to complete training in the classroom and behind the wheel from an accredited institution or program. Individuals seeking CDLs with a HAZMAT endorsement would be required to undergo 32 hours of practical behind-the-wheel training, in addition to the current 58 hours of classroom instruction and knowledge testing already required under DOT regulations.

In addition, the rule would not apply to wholly intrastate drivers unless the states in which they operate have adopted Federal Motor Carrier Safety Regulations.

NEFI Regulatory Counsel Mark S. Morgan, Esq., will file comments on behalf of NEFI opposing the new training requirements and informing regulators of the burdens it would place on the industry.



NEFI Welcomes Two New Members

New England Fuel Institute welcomes two new associate members.

Changing World Technologies, Inc.

Brian Appel, Chairman & CEO
460 Hempstead Ave.
West Hempstead, NY 11552
Phone: 516-486-0100
Fax: 516-486-0460
E-mail:
bsappel@changingworldtech.com
Web:
www.changingworldtech.com
Changing World Technologies provides renewable diesel.

Citi Group

William Overbay
164 Rochambeau Ave.
Providence, RI 02906
Phone: 401-272-2606
Fax: 401-608-2388
E-mail:
william.b.overbay@smithbarney.com
Citi Group provides financing to the petroleum and Bioheat® markets.



PLEASE
Take A
Number

You can find a way to manage
unscheduled service calls.

Or you can find a way
to eliminate them.

Just one unscheduled service call can drain the entire profitability out of an annual service contract. Those calls also mean you have less time to generate additional revenue through equipment sales and installations.

HeatForce™ premium heating oil from Sprague helps eliminate costly unscheduled service calls with its powerful additive package including:

- Dispersant – Gradually cleans the entire heating oil system
- Corrosion Inhibitor – Prevents rust in heating oil systems
- Fuel Stabilizer – Keeps fuel fresher, longer

Learn more. Go to www.spragueenergy.com/heatforce.htm
Or call 1-800-225-1560.

Sprague 
DEMAND MORE THAN SUPPLY

NEFI'S LEGISLATIVE & REGULATORY ACTION CENTER: YOUR VOICE BEFORE CONGRESS & FEDERAL AGENCIES

In an age of new challenges and exciting opportunities, New England Fuel Institute (NEFI) stands tall as a national leader on the public policy issues that have a direct impact on you and your business. Through its proactive Legislative & Regulatory Action Center (LRAC), established in 2005, NEFI continues to serve as your voice before key decision makers in Washington.

Our Action Center provides valuable services to NEFI members:

- ▲ **Full-time, in-house Government Relations professional Jim Collura**, who constantly monitors public policy developments, coordinates the Center's activities and communications, and responds instantly to member inquires.
- ▲ **Washington-based Regulatory Counsel Mark S. Morgan, Esq.**, working daily to provide NEFI and its members companies with up-to-the minute, expert compliance information and legal guidance on federal rules and regulations.
- ▲ **Legislative advocacy on Capitol Hill and frequent action alerts** on pending legislation that can affect your business and the industry as a whole.
- ▲ **Easy to follow Compliance Kits, Bulletins and Advisory Seminars** provide guidance on the federal rules and regulations that affect you; that can save your business thousands of dollars in costly fines!
- ▲ **Contributions to "NEON,"** NEFI's electronic newsletter, including the most recent developments in Washington, important regional, national and global news items, and updates from New England state associations and the National Oilheat Research Alliance (NORA). Currently, the e-letter is received by over 1,000 contacts nationwide.
- ▲ **Coordination of efforts with other industry groups**, including the Petroleum Marketers Association of America (PMAA), National Association for Oilheat Research and Education (NAORE), Energy Market Oversight Coalition (EMOC), state associations and more.
- ▲ **Participation in national coalitions** advocating for a stronger federal LIHEAP program, greater transparency and accountability on energy commodity markets, alternative fuels research including coal-to-liquid technology and more.
- ▲ **A new members-only website, www.nefactioncenter.com** provides NEFI member companies with up-to-the-minute legislative developments and regulatory compliance information, literally at the push of a button.

As you reflect on the above and on NEFI's public policy achievements made on your behalf, it is important to remember that they are not without extraordinary costs. Your pledge is needed if the NEFI Action Center is to continue to offer these valuable member resources, tackle new public policy challenges in Washington, and continue to ensure a stable and profitable environment for your business and the industry at-large.

Your financial support is requested and most appreciated!

*Shane Sweet, Executive Vice President & CEO
New England Fuel Institute*



Your support has enabled NEFI to:

- Represent the fuel industry before Congress in oversight hearings on Capitol Hill, leading the charge for greater transparency and accountability in energy futures markets.
- Provide valuable and comprehensive guidance information on the EPA's extensive new sulfur content regulations affecting non-road diesel, dyed kerosene and heating oil marketers.
- Oppose an increase to HAZMAT registration fees for heating oil and propane dealers.
- Secure \$5 million in funding for the Northeast Home Heating Oil Reserve.
- Advocate for greater LIHEAP funding and changes to federal law to encourage fuel dealer participation.
- Coordinate an industry-wide effort in response to the Global Warming challenge.
- Establish a new media and public relations effort in conjunction with state associations.
- Host discussions with officials from Northeast states and industry leaders on fuel quality and the implementation at some future date of a low sulfur heating oil product.



COMMITMENT COMES WITH NAMES ATTACHED

WE ARE PLEASED TO RECOGNIZE OUR VALUED SUPPORTERS

\$10,000

Global Companies LLC Waltham, MA
Irving Oil Corporation Portsmouth, NH
Sprague Energy Corporation Portsmouth, NH

\$7,500

Peterson Oil Service, Inc. Worcester, MA
Total Energy Solutions LLC Portsmouth, NH

\$5,000 or more

Arlex Oil Corporation Lexington, MA
James Devaney Fuel Company Newton, MA
Robert Fawcett & Son Cambridge, MA
Townsend Oil Co., Inc. Danvers, MA

\$3,500 or more

Atlas Glen-Mor Chelsea, MA
Buckley Heating & Cooling Peacedale, RI
Bursaw Gas & Oil, Inc. Acton, MA
Champion Energy New Rochelle, NY
Cota & Cota, Incorporated Bellows Falls, VT
Griffith Energy Services, Inc. Columbia, MD
MacFarlane Oil Company Dedham, MA
New York Oil Heating Association New York, NY
W.H. Riley & Son N. Attleboro, MA
Roy Brothers Oil Company Ashburnham, MA
Scott-Williams, Inc. Quincy, MA
Wesson Energy Waterbury, CT
Wood's Heating Service Providence, RI

\$2,500 or more

L. E. Belcher, Inc. Springfield, MA
Cheshire Oil Company Keene, NH
Dupuis Oil Company Pawtucket, RI
Falconi Brothers, Inc. Southborough, MA
Fraticeili Oil Company Leominster, MA
MacLellan Oil Company Pepperell, MA
Marran Oil LLC Holtsville, NY
Noar's Oil Company Worcester, MA
Noonan Energy Corporation Springfield, MA
Scott Oil Company Manchester, MA
Taylor & Murphy, Inc. Waltham, MA

\$1,750 or more

Ayer & Goss, Inc. Henniker, NH
Bender's Oil Service, Inc. Lebanon, CT
Crawford-Vogel & Wenzel Oil Co. Manchester, NH
Dominick Fuel, Inc. Norwalk, CT
Fleming Oil Company Brattleboro, VT
Horan Oil Corporation Stoughton, MA
Lipton Energy Pittsfield, MA
Medway Oil Co., Inc. Medway, MA
Owner Services, Inc. Proctor, VT
Pioneer Oil Company Worcester, MA
Wolfboro Oil Company Wolfboro, NH

\$1,000 or more

Alpha Oil Co., Inc. Wilbraham, MA
Anderson, Inc. Scituate, MA
Central Mass Oil, Inc. Rutland, MA
Chair City Oil Company Gardner, MA
City Fuel Co., Inc. Manchester, NH

...\$1,000 or more

H. R. Clough, Inc. Contoocook, NH
Coan, Inc. Natick, MA
Concord Oil Co., Inc. Concord, MA
Cubby Oil Company Somerville, MA
Densmore Oil Company Mystic, CT
Dolinsky Associates Cornwall, CT
Energy Kinetics, Inc. Lebanon, NJ
Erickson Fuel Co., Inc. Medford, MA
A. Hohmann & Co., Inc. Dorchester, MA
Huhtala Oil/Templeton Garage Templeton, MA
Frank Lamparelli Oil Canton, MA
Metro Energy/M & T Oil Boston, MA
Norbert E. Mitchell Company Danbury, CT
Munhall Fuel Co., Inc. Watertown, MA
Northboro Oil Co., Inc. Northboro, MA
North Shore Fuel, Inc. Revere, MA
Orange Oil Co., Inc. Orange, MA
Palmer Gas/Ermer Oil Atkinson, NH
Rand-Handy Oil Company Marshfield, MA
D. F. Richard Energy Dover, NH
Standard Oil of CT Bridgeport, CT
Sunshine Oil Company Bristol, RI
Whiting Energy Fuels Northampton, MA
H. Wright's Service, Inc. Billerica, MA

\$600 or more

Alliance Energy Services, Inc. Holyoke, MA
Ashley Fuel, Inc. Beverly, MA
Augusta Fuel Company Augusta, ME
Baker-Whitney Oil Company Acton, MA
Barrieau Oil Company Hartford, CT
B & B Oil Co., Inc. Charlestown, MA
Bigelow Oil Company Newton, MA
Boston Steel & Mfg. Company Malden, MA
Brideau Oil Corporation Leominster, MA
Chabott Coal & Oil, Inc. Keene, NH
Albert Culver Company Rockland, MA
Davis Oil Co., Inc. Keene, NH
Drew Oil Corporation Cranston, RI
Dunn Oil Co., Inc. Maynard, MA
Dutchess Oil Company Millerton, NY
East Providence Fuel Oil Co. E. Providence, RI
Federal Heating & Engineering Winchester, MA
D. Ferruccio & Son Hudson, MA
Fisher-Churchill Company Dedham, MA
L. H. Gault & Son Westport, CT
Gillespie Fuels, Inc. Northfield, VT
Goodrich Oil Co., Inc. Newport, NH
Gottier Fuel Co., Inc. Rockville, CT
Robert Greene, Inc. Bennington, VT
Haffner's Service Stations, Inc. Lawrence, MA
Hall Oil Co., Inc. Dennis, MA
John A. Healy & Sons Westford, MA
Ives Brothers, Inc. Willimantic, CT
Julians LLC Medway, MA
Knight Fuel Company Hudson, MA
Landry & Martin Oil Co., Inc. Pawtucket, RI
Lehigh Fuel, Inc. Waterbury, CT
Madison Oil Co., Inc. Madison, CT
Mello Fuel Oil Terminal Jamaica Plain, MA
Murphy Fuel Corporation Waltham, MA

...\$600 or more

Needham Oil Co., Inc. Needham, MA
New England Oil Co., Inc. Greenwich, CT
Northfield Fuel Corporation Greenwich, CT
Perry's Oil Service, Inc. Bradford, VT
Petrocom Energy Group LLC Houston, TX
L. F. Powers Co., Inc. Waterbury, CT
Reliable Oil & Heat Company Stamford, CT
Rowayton Fuel & Oil Company Rowayton, CT
Sherman Oil Co., Inc. W. Brookfield, MA
Stadium Oil Heat, Inc. Peabody, MA
Stafford Oil Co., Inc. Laconia, NH
Star Petroleum Co., Inc. Foxboro, MA
State Line Oil Company Granby, CT
J. J. Sullivan, Inc. Guilford, CT
Total Fuel Services Corp. New Rochelle, NY
Town Oil Co., Inc. Wethersfield, CT
Vincent Oil Company Southbridge, MA
Wilson Oil Company Manchester, CT

\$300 or more

Atlantic Discount Oil, Inc. Gloucester, MA
Bourne's Inc. of Morrisville Morrisville, VT
Braley & Wellington Insurance Worcester, MA
COCARD Beverly, MA
E. P. Cotter Oil Company Norwood, MA
Dorr Oil Company Manchester Ctr., VT
Fairlawn Oil Service, Inc. Lincoln, RI
Giguere & Marchand Oil Service Blackstone, MA
Glendale Oil Service Glendale, RI
Gray, Gray & Gray Westwood, MA
Greystone Services, Inc. Peabody, MA
Hiller Fuels, Inc. Marion, MA
Howell Fuel Fairfield, CT
Interstate Oil & Gas Corporation Sudbury, MA
J & S Oil, Inc. Manchester, ME
Kerivan Lane, Inc. Needham, MA
Kieras Oil, Inc. N. Amherst, MA
Lees Oil Service Westport Point, MA
Lemay Oil Co., Inc. Hartford, CT
Lincoln Laboratory Leicester, MA
T.H. Malloy & Sons Cumberland, RI
McCarthy Heating Oil Service Quaker Hill, CT
Needham Energy, Inc. Needham, MA
Pallett Oil Co., Inc. Chesapeake, VA
Putnam Fuel Co., Inc. Goffstown, NH
Sorenti Brothers Sagamore Beach, MA
Spring Brook Service New Britain, CT
Squier & Co., Inc. Monson, MA
Stocker Oil Co., Inc. Peabody, MA
Todd Oil/Rose's Oil Service Rockport, MA
Towne Heating Co., Inc. Swansea, MA
Wagner Bros., Inc. Boylston, MA
J & A Waterville Oil Service, Inc. Naugatuck, CT

\$100 or more

Arrow Fuel Seekonk, MA
Booma Oil, Inc. Lynn, MA
Cape Ann Oil, Inc. Gloucester, MA
Community Oil Company Cambridge, MA
Hilton Oil Co., Inc. Lawrence, MA
John's Fuel Service, Inc. Lynn, MA
Niccoli Bros. Oil, Inc. Brockton, MA
People's Fuel, Inc. Gardner, MA
J.M. Shea Fuel, Inc. Wakefield, MA
H. H. Snow & Sons, Inc. Orleans, MA
Thomas Fuel, Inc. Lunenburg, MA

If you would like more information on how NEFI's Legislative & Regulatory Action Center serves your interests, and how you can contribute to our annual efforts, please email jimcollura@nefi.com, or telephone 617-924-1000.

Visit www.NEFIActionCenter.com

2007 CONTRIBUTORS
as of January 15, 2008



Ed MacGray, of Rice Oil Co. Inc., said he would like to be able to show customers how much money they could save by upgrading.



Aaron Clark, of Lipton Energy, is compiling a "pitch book" showing work his company has done.



Frank Cyr, a marketing representative for Noar's Oil Co., said he might stop mailing proposals to potential customers.



Bob MacLaren, of Rye Fuel, is looking to close sales more quickly after attending the seminar.



Rick LaFlamme, of Horan Oil Co., said he could close more sales if he scheduled second meetings to review quotes.

Seminar Gets Equipment Salesmen Thinking

SALES OF NEW BOILERS AND FURNACES HAVE been down for the last few years, and sales managers are looking around for new ideas to help them sell more systems.

About 25 salesmen and service managers turned out recently for a seminar on equipment sales at the New England Fuel Institute in Watertown, Mass., taught by Bob Hedden, of Oilheat Associates. (See story, page 14.)

A few weeks after the seminar, *Oil & Energy* checked in with a few of them about their experiences in the field.

Ed MacGray, service manager at Rice Oil Co. Inc., in Greenfield, Mass., said equipment sales hit their apex about four years ago and have waned ever since. "It doesn't seem logical. We should be selling more because of the price of fuel," he said. He said there are Rice customers who clearly would like to install more efficient systems and reduce their fuel consumption, but they cannot justify the outlay.

MacGray said he found the seminar helpful, and he might heed Hedden's advice to spell out just how much money a customer can save with an equipment upgrade. In the seminar, Hedden highlighted the new Fuel Savings Analyzer, which is a software tool being developed by the National Oilheat Research Alliance. The Analyzer will help a salesperson demonstrate with precision the annual savings that new equipment could deliver.

PREPARING A PITCH BOOK

Aaron Clark, service manager at Lipton Energy in Pittsfield, Mass., said sales in his area have been quite strong in recent years, due to a combination of home construction and remodeling and customers looking to save fuel.

He found the seminar valuable, and he is already acting on one of Hedden's recom-

mendations. "We're putting together a pitch book for our customers to look at." The book will highlight jobs that Lipton has done and might even quantify fuel savings yielded by the installations. "I think this will help because it will show customers real people in our own communities. They'll be able to realistically see the benefits," Clark said.

He plans to offer customers the book while he is measuring rooms and radiators. "Then people can look through the book, and it will keep them occupied while we're doing that."

Frank Cyr, a marketing representative for Noar's Oil Co., in Worcester, Mass., said sales have been a little slow for the last two years, "but not as bad as people think."

He said the hardest part about selling in his area is that plumbers beat their prices by using the heating system installation as a "loss leader" when bidding for plumbing jobs in new construction.

Cyr said he comes across customers who would love to put new systems in and save money but they can't afford to. "Times are tight. More people are trying to afford a home now, and they can, but they just don't have any spare money to do a lot of upgrades."

The seminar was helpful, Cyr said, and he might try to close his sales in the first visit to a home. He has always gone back to the office and worked up a proposal that he then mailed to the homeowner. Hedden said that when a company mails a proposal rather than delivering it during a follow-up visit, they are giving the homeowner an invitation to shop it around. "I do lose jobs because I don't push, but I think a lot of people appreciate that I'm not pushing," he said.

Cyr said he gets about 70 percent of his sales leads from the company's technicians.

"If it wasn't for them, my job would be much harder," he said.

CLOSING THE DEAL

At Rye Fuel in Portsmouth, N.H., sales representative Bob MacLaren also was interested in Hedden's suggestion that sales can be completed in one visit. "I'm trying to do that now. I'm more conscious when I'm in a home that we could get this thing out of the way now, on this visit," he said. He said he likes to hand-deliver written proposals rather than mail them. "That way, I can talk to them again. If they have other quotes, I can compare apples to apples."

Another seminar attendee, Rick LaFlamme, said sales have been brisk at his company, Horan Oil, of Stoughton, Mass. "The high prices are motivating people to replace their systems," he said. "The equipment has been selling itself because of what's been in the news."

LaFlamme said he and his team members ask homeowners a lot of questions about their home comfort to help determine what equipment is best for them. (This is a practice that Hedden strongly recommends.)

He said the seminar was helpful, but he needs more advice on how to sell in the summer. "It's tougher in July when we need the work and we have the time to give."

Like some of his colleagues at the seminar, LaFlamme was struck by Hedden's insistence that delivering quotes by mail is a recipe for failure. He said his sales team was very busy this fall, and they mailed quotes to save time. "People do shop them, and I don't discourage that. There is always someone who can do it for cheaper. I can make a very powerful presentation over the phone, but it would definitely increase sales if I was doing a second meeting to go over the quote." ☐



Question:

What's the best choice in commercial controls?

Answer:

Carlin EZ-Temp – more choices, better performance



EZ-Temp™ commercial

more choices:

- Operating controls
- Auto reset limit controls
- Manual reset limit controls
- Hi-Lo-Hi operating controls
- 135-ohm modulating controls
- Factory-packaged controls

better performance:

- Indicator lights for easy troubleshooting
- Microprocessor-electronics for quick response, versatility and reliability
- Self-checking diagnostics
- Remote or local sense for flexibility
- Smart manual reset



1-800-989-2275 carlincombustion.com
© 2007 — Carlin Combustion Technology, Inc.



90200A
Operating controls
& A/R limit controls



90200E
Manual reset
limit controls



90000CE
Combination operating
limit & M/R high limit



90200G
Lo-hi-lo
staging controls



90200H
135-ohm
modulating controls



99000A
Packaged
combination controls:
staging control plus
manual reset and
auto reset limits



Details Are Crucial When Selling Home Comfort

WHEN BOB HEDDEN OF OILHEAT ASSOCIATES teaches a seminar on equipment sales, he imparts a lot of advice. “There are no magic words,” Hedden says. “You need the discipline to cover the details. It’s all about detail.” He tells salesmen how to manage sales leads, how to determine what customers need and want, how to get around customers’ price objections, and much more.

Here are some of the points that Hedden made when he visited New England Fuel Institute in Watertown, Mass., recently to deliver his seminar entitled “How to Increase Your Profitable Heating Equipment Sales.”

Get techs involved. Techs are key players in sales and sales managers should view them as allies. Managers should get technicians involved in sales and reward them as a group, rather than rewarding an individual tech. “That way peer pressure among techs works for you,” he said. If a tech feels a customer needs a system upgrade or other work, they should tell the customer and the company. They should stop short of recommending specific equipment or quoting prices, however. “Have you ever tried to up-sell off a tech’s recommendation?” Hedden asked rhetorically.

While I’m here... “Once you have fixed the immediate problem, you are the expert and

the customer trusts you,” said Hedden. “It’s the perfect time to suggest further preventative maintenance improvements.” When a tech sees a need for new equipment, he should fix the problem at hand, then tell the customer, “I have good news. We can help you save money on your energy bill. That unit was very good in its time, but it’s tired now. We can send our expert over to consult with you on your equipment at no charge. When can he call?”

Use a pitch book. Companies should create a book highlighting installations that they have done. Ideally each listing will



Bob Hedden leads a seminar on equipment sales at the New England Fuel Institute.

include an outdoor picture, before-and-after pictures of the boiler or furnace, data on fuel use reduction and a testimonial letter from the homeowner.

Easy on the phone. Don’t try to sell on the phone, and don’t over-qualify customers. He said salespeople hate failed sales visits, so they tend to screen customers and schedule only visits that they think will succeed. If your ratio of sales to sales calls goes up, it’s probably a sign that you’re weeding out too many leads.

Be prepared. Before you make a sales call, check the customer’s service and payment histories. Knowing the service history will help you spot equipment problems, while knowing the payment history will help you detect credit risks.

No one-leggers. Whenever scheduling an appointment, ask whether all the people who will be party to the decision will be there. It is virtually impossible to make a sale if the husband, or wife—or the friendly relative who is paying the bill—is absent.

Be neat and polite. Wait until the homeowner opens the door, then conspicuously wipe your feet. Compliment the homeowner on something about their home, like the landscaping or the furnishings.

Continued on page 32...

Feel like a star... drive a Boston!



2700 GALLON
2 COMPARTMENT
ALUMINUM NUDE
STYLE TANK

BOSTON #2000SS
STAINLESS STEEL
SINGLE WRAP
HOSE REEL

WITH 150' OF 1-3/8"
HOSE, HOT SHIFT PTO,
TXD 2-1/2 AV PUMP

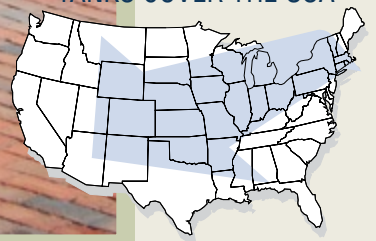
2" M-7-CLP-X METER,
COMPLETE BOTTOM
LOADING AND
VAPOR RECOVERY

MOUNTED ON A
PETERBILT PB355
CHASSIS



BOSTON

TANKS COVER THE USA



Boston Steel & Mfg. Co.
490 Eastern Avenue / Malden, MA 02148
ph: 781-324-3000 fx: 781-397-9269

Boston tanks outperform other tanks in their class and size from the first time you take to the road to thousands of performances thereafter. Each tank is built with the finest expertise, engineering and mechanical skills you can ask for. Each is a safer, more efficient tank that's destined to earn its keep beyond your expectation. We make our tanks to service diversified fuel products and demanding delivery routes. For evaluation of your requirements and a competitive quote for a quality tank, please phone our president, David Burke, at 1-800-333-6970. Since 1915, Boston tanks remain the USA's best.

www.bostonsteel.com



Dealers Opt for Larger Tanks, Pre-ULSD Engines

THE TRANSITION TO POST-2006 TRUCK ENGINES that use ultra low sulfur diesel (ULSD) has largely been forestalled in the Oilheat industry because truck dealers and retailers are still finding ways to get their hands on pre-2007 engines, according to several tank and truck dealers.

Meanwhile, larger tanks with more compartments are gaining popularity, and another new technology is rapidly gaining acceptance in Oilheat: GPS monitoring systems that enable a dealer to keep a close eye on where the trucks are and what is happening with their pricey cargo.

Kevin Bigliuzzi, of Freightliner of Hartford, said his company stocked up on chassis before the new ULSD engines were being installed, and they're still selling from that pre-2007 stock. He said he will soon begin selling chassis with the new engines and he expects no problems.

The new engines may be fine, but they will increase the cost of the chassis by several thousand dollars, and that is reason enough for many dealers to seek out the pre-2007 models, according to Ken Peters, owner of Trans-Tech Industries, in Brewer, Maine.

Peters said his company handled a lot of orders for changeovers in the last two years, as Oilheat companies looked to transfer tanks to pre-2007 chassis while they were still available. "We saw several of our distributors do a higher volume of changeovers than they had in the past," he said.

HANDLING MULTIPLE PRODUCTS

When dealers come looking for new tanks, many of them are looking for larger sizes with more compartments, according to Boston Steel's Dave Burke. "When I hear from oil

dealers now, most of the phone calls revolve around carrying multiple products." He said. "They all want to know what the best way is to do that. They have to contemplate how many compartments they should get and how to dispense products without intermixing loads."

Some dealers opt for dual or triple dispensing equipment, while others choose air manifolds with flushback lines. Either can be used to keep product streams separate, according to Burke. It is more expensive to install multiple sets of equipment, but flushing back requires more driver thought. "The tradeoff is money," Burke said. "Flushing back is more complicated, and there is a greater chance of mistakes being made."

Trans-Tech's Peters also reported a trend toward larger tanks and more compartments. "A lot of guys are looking at carrying different products. If you're carrying diesel, heating oil and off-road diesel, you need to keep those products separated. Some locations have kerosene requirements too." He said the typical New England tank has been 2,800 gallons for years, but the new norm is 4,000 to 4,500 gallons.

Regardless of tank size and configuration, most buyers are opting for modern electronic equipment that is designed to improve integration with back office systems and give management more information about what is happening on the truck.

GPS IS POPULAR

Tank dealers said a lot of Oilheat dealers are interested in new GPS systems that give drivers navigation assistance while providing detailed reporting about truck activities. "These systems offer direct reporting of every

transaction," said Peters. "They provide very tight control over one's company."

One provider that works with Trans-Tech is QT Technologies, of Dallas, Texas. QT offers a system that integrates truck data with back office systems in real time to provide real time payment processing, optimized dispatching and inventory monitoring. (For information, visit www.qttechnologies.com.)

Peters said the new electronics are driving up the cost of buying a truck, but retailers are better off investing in the new equipment than trying to save money on the truck purchase. "Electronics are playing an ever-increasing role. It's truly the way to go," he said. Saving money is difficult because more equipment is needed, and the prices of all the components are increasing. "People are choosing temperature-compensated meters and bottom-loading vapor recovery. The equipment that is going on is becoming more costly and more sophisticated, so the buyer has to look at their needs and make sure they're getting something that will last a long time."

Brian Amthor, of Amthor International, also believes in the new electronics. "Computers are the wave of the future on metering, he said. "You have to take advantage of what's out there. The initial cost may be sticker shock, but the long-term savings are great."

Amthor is particularly excited about systems from Liquid Controls and others that enable a driver to take payment immediately by credit or debit card so that the owner doesn't have to carry the receivable on the books.

"Don't just buy the truck that your father had," said Amthor. "Be aware of what's out there that you can take advantage of for long-term cost reduction." ☐

**HydroStat
is a
Universal
Temperature
Limit Control.**

**HydroStat
is a
Low Water
Cut-Off.**



Now One Control Does It All!

- Replaces Cold Start and Triple Action Aquastats*
 - Install it on existing immersion well – for full temperature functionality, or
 - Install it on an Electro-Well™ – to add low water cut-off protection
- Simple, dial-type temperature and differential settings
- Easy to wire – uses same terminal designations as common Aquastat® models
- Features a Dynamic Temperature Display and four diagnostic LEDs

*Put a HydroStat on your truck. It's all you'll need to replace common Aquastats®. Or install it on an Electro-Well** for a fast, easy and economical way to add low water cut-off protection.*



The optional Hydrolevel Electro-Well™ replaces conventional wells and enables HydroStat's low water cut-off function.

**HYDROLEVEL
COMPANY**

83 Water Street
New Haven, Connecticut 06511
(203) 776-0473 • Fax (203) 773-1019
Toll Free 800-654-0768
www.hydrolevel.com



2008 Truck Tank Marketplace

TIMES ARE HARD IN THE HEATING OIL AND PROPANE BUSINESS, BUT THE show must go on, and marketers need to buy new trucks to deliver product. As we do every year, *Oil & Energy* reached out to tank builders and truck service companies for updated information on what models they sell and service and how to contact them.

This year, we have divided out listings into three categories: manufacturers of oil tank trucks, manufacturers of propane tank trucks, and tank truck service companies. Information was supplied by each company.

Allied Tank

2554 Industry Lane
Norristown, PA 19403
Phone: 800-355-1300
Fax: 610-631-5648

Contact: Anthony Aversano, Don Shaw
Web: www.AlliedTank.com
Email: alliedtank@aol.com

Tank Models: Aluminum, Steel, Stainless Steel, futura, combo, flatback and custom
Capacity: 1,000 to 6,500 gallons and larger trailers

Construction: Heavy gauge with reinforcing pads, outriggers and belly straps, all models, all capacities.

Standard Features: LED Lighting, safety shield on PTO, air-operated valves and more.

Options: Bottom loading and vapor recovery, electronics, dual system, hydraulics, quick drops, and more.

Warranty: Five years on tank, one year on equipment based on manufacturers warranty.

Financing: Up to seven-year terms, no money down

Truck Chassis: all makes.

Almac Tank International

1 Pinat, Lanoraie QC JOK 1E0 Canada
Phone: 800-663-9236
Fax: 450-887-1011
Contact: Gil Brunelle

Web: www.almactank.com
E-mail: Brunelle@almactank.com

Tank Models: heating oil delivery, fleet fueling, aircraft refueling, water tanks, dust control street cleaning, fire tanks and specialty trailers

Capacity: 500 to 8,800 U.S. gallons

Construction: Aluminum, steel and stainless steel

Standard Features: Custom engineering and design of every tank using state-of-the-art 3D computer-aided drafting

Options: Integrated electronics for control and customized delivery solutions

Warranty: Tank warranty five years.

Advantages: 3D drawings for more precise engineering, flexibility of design, combined with the largest volume in the industry, quality distributors located nationally

Financing: Available through authorized distributors

Truck Chassis: All majors supported

Amthor International, Inc.

237 Industrial Drive, Gretna, VA 24557
Phone: 434-656-6233
Fax: 434-656-1101

Amthor Welding Service, Inc.

1041 Route 52, Walden, NY 12586
Phone: 845-778-5576
Fax: 845-778-5916

Contact: Butch Amthor, Brian Amthor
Web: www.amthorinternational.com

E-mail:

Brian: bramthor@amthorinternational.com
Butch: bamthor@amthorinternational.com

Tank Models: Cardinal, Monarch, Patriot and Lube Liner

Capacity: 500 to 12,000 gallons

Construction: Aluminum, steel and stainless steel

Options: Numerous tank options and styles are available

Warranty: Five to seven years

Advantages: All products are tailored to the customer's needs and wants.

Financing: Numerous financing and leasing options through our financing division: Horizon Capital Services, Inc.

Truck Chassis: All chassis makes and models available



ALLIED TANK



ALMAC TANK INTERNATIONAL



AMTHOR INTERNATIONAL, INC.

Boston Steel & Mfg. Co.

490 Eastern Avenue
Malden, MA 02148
Phone: 800-333-6970
Fax: 781-397-9269
Contact: Dave Burke
Web: www.bostonsteel.com
E-mail: dburke@bostonsteel.com

Tank Models: Nude, nude with meter box, stripped, transport; lube oil, airport refuelers
Capacity: 500 to 6,500 gallons
Construction: Aluminum, steel, stainless; semi-rectangular shape with deep-dished and flanged heads; ASME U&R stamp facility; meets DOT 406 specifications; DOT registered.
Standard Features: Offset baffle openings for

load control; front and rear flashing drains; extruded mounting and turnover rails; polished finish; custom design and construction
Options: Boston original #2000SS polished stainless steel single-wrap reel, double bulkheads, dual equipment, bottom loading and vapor recovery, dual reels for retail and industrial drops
Warranty: Five years
Advantages: Low center of gravity, yet built like pressure vessels with flanged and dished head. Experience from building and equipping tanks since 1915. Sales and service throughout the United States.
Financing: Available through lease or purchase. Financing to qualified buyers.
Truck Chassis: All

Standard Features: Triple-wrap or single-wrap reels, Neptune or Liquid Controls meters, single or multi-compartment tanks
Options: Toolboxes, fenders, lift axles



FREIGHTLINER OF HARTFORD, INC.

Advantages: Full-service dealership, open seven days a week, many years experience, very customer oriented.
Financing: Retail and lease options through DaimlerChrysler Services, Financial Federal, GE Capital Finance
Truck Chassis: Stock or custom-ordered through Freightliner LLC.

Gould Equipment

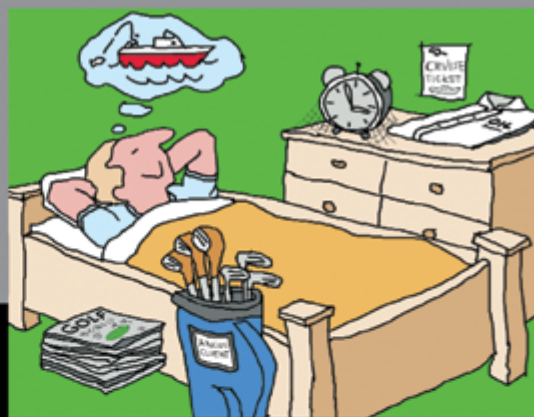
Main Office: 159 Cash Street,
South Portland, ME 04106
Phone: 207-767-2151

Freightliner of Hartford, Inc.

222 Roberts Street
East Hartford, CT 06108
Tel: 860-289-0201
Fax: 860-610-6242
Contact: Kevin Bigliuzzi
Web: www.freightlinerofhartford.com
E-mail: kevinbigliuzzi@freightlinerofhartford.com
Tank Models: Boston Steel and Trans-Tech
Capacity: 2,700 gallons and larger
Construction: Aluminum



BOSTON STEEL & MFG. CO.



You work hard all winter, so you can have restful summer nights.

Who are you going to be this summer?

ANGUS ENERGY

If you're not hedging... You're speculating

800-440-0472 • info@angusenergy.com

Call Angus Energy today at 1-800-440-0472 and we can help you with more than your handicap.

Fax: 207-767-0769
 Bangor Branch: 27 Olive St.
 Bangor, ME 04401
 Phone: 207-945-9766
 Fax: 207-941-9884
 Contact: Kim Martin, Division Manager
 Web: www.gouldequipment.com

Tank Models: Fuel oil tanks by Trans-Tech, Boston Steel, Almac; models Bermuda, Jamaica, Nude and Classic; Arrow Propane Bobtails, custom built in Bangor; Polar trailers.
Capacity: 2,800 to 5,500 gallons
Construction: Aluminum and steel
Standard Features: Most units include Hannay overhead reels, or Boston Steel single-wrap reel; Blackmer TXD2.5 positive displacement pump, aluminum piping; LC or Neptune meter with printer; MID:COM ATC available
Options: Automatic tire chains by On-Spot; Safety rear vision camera systems, tank polishing services; bottom-loading and vapor recovery; dual-product pumping units for fuel oil and kerosene



GOULD EQUIPMENT

Warranty: Five years on tanks; six months on equipment and accessories
Advantages: Aluminum piping does not rust; Hannay overhead reels reduce driver fatigue and hose wear; On-Spot automatic tire chains and the Clarion rear-view camera system by Safety-Vision add an enhanced level of safety to fuel oil delivery operations; service and repair for virtually all models and makes of oil truck tanks and equipment; most emergency replacement parts in stock at both Bangor and South Portland locations.
Financing: Chassis and equipment financing and leasing available.
Truck Chassis: We normally have all makes of cab-chassis in stock, including Acterra, GMC, International, Freightliner, Kenworth and Peterbilt

Hutchinson Industries Canada, Inc.
 20 Alness St., Toronto, Ontario, Canada
 Phone: 416-661-9330
 Fax: 416-661-9165
 Contact: Joe De Simone
 Web: www.hutchtank.com

Tank Models: Single and tandem mount cargo tanks
Capacity: To suit customer's specified chassis GVW
Construction: Aluminum in either polished or mill finish
Standard Features: Heavy-duty construction with exclusive Flex mounting kit using neoprene rubber.
Options: H.D. weld-on boxes for side equipment.
Warranty: Five years on tank construction



HUTCHINSON INDUSTRIES CANADA, INC.

Advantages: Long life, high quality, maintenance-free
Financing: Not available
Truck Chassis: Not available

KME Fuel Trucks
 One Industrial Complex
 Nesquehoning, PA 18240
 Phone: 570-669-5186
 Fax: 570-669-5182
 Contact: David Schappell
 Web site: www.kovatch.com
 E-mail: dschappell@kovatch.com
Tank Models: No model designation.
 Semi-elliptical dished heads

Capacity: 600 gallons to 6,000-plus gallons
Construction: Aluminum, stainless steel or steel
Standard Features: Inverted hose reel, enclosed meter box, tool box, brake interlock, reinforced bulkheads and baffles, full sub frame, extruded rollover rails for strength, rear mounted ladder, Blackmer pumps, steel piping, Goodyear hose, Scully nozzle.
Options: Bottom-load, single-wrap hose reel, multi compartments, various meters, hose tubes or troughs, front ladders, or other options required by the customer.
Warranty: Tank five years against defect in material or workmanship. Vendor items have vendor warranty.
Advantages: One stop shopping, KME manufactures their tank to DOT requirements and exceeds them in most areas. KME is a stable company, in business for over 60 years with a proven record of performance and financial stability.

KME is the only U.S. tank manufacturer with U.S. Government inspectors in residence within the plant, ensuring customers of quality work.



KME FUEL TRUCKS

Financing: Available through third party
Truck Chassis: KME is the distributor for International, Ford, GMC and Isuzu chassis but will build on any chassis or customer-supplied chassis.

Marsh Industrial
 PO Box 1107
 135 E. Mile Road
 Kalkaska, MI 49646
 Phone: 231-258-4870
 Fax: 231-258-2019
 Contact: Don Marsh
 Web: www.marshind.com
 E-mail: sales@marshind.com
Tank Models: Trans-Tech Marsh Vacuum Tanks and Trailers
Capacity: All
Options: DOT certified for hazardous and non-hazardous use
Truck Chassis: All major brands

Petro Tech Inc.
 863 First Avenue, West Haven, CT 06516
 Phone: 203-933-2529
 Fax: 203-933-0786
 Contact Person: Michael Stellato
 E-Mail: Petro863@aol.com
Tank Models: Trans-Tech, all Models
Capacity: 1,000 to 6,000 gallons
Construction: Aluminum
Standard Features: LED lighting, Betts manhole, wide-tread ladder, aluminum



PETRO TECH INC.

ladder, extruded box sills and overturn rails, aluminum bumper, Blackmer pumps, Neptune meters, Goodyear hose, brake interlock system, aluminum toolbox, Chelsea PTO.

Options: Bottom loading, vapor recovery, electronic register system, dual-equipment, strobe lights, Rear Vision back-up camera system, single-wrap hose reel, remote safety shut-down

Warranty: Five-year tank warranty

Advantages: Serving the petroleum industry for over 30 years

Financing: Yes

Truck Chassis: All makes and models

Trans-Tech Industries

East-West Industrial Park

42 Coffin Ave.

Brewer, ME 04412

Phone: 877-989-0100

Fax: 781-275-8991

Contact: Ken Peters/Jim Rennie

Web: www.transtechtanks.com

E-mail: jrrennie@transtechtanks.com

Tank Models: Jamaica, Bermuda, Nassau, Grenada, Acadia, Lubestar, Transporter, aircraft refuelers

Capacity: 500 to 10,000 gallons

Construction: Semi-rectangular shape, aluminum ASME "U" stamp facility, DOT Reg. CT 0165

Standard Features: Offset baffle openings reduce product sloshing for better road handling; Unique head shape results in a one-inch space between double bulkhead compartments; Shaped bottoms for positive drainage; extruded box sill with wood sill



TRANS-TECH INDUSTRIES

retainer flanges; extruded complete box girder overturn rails ideal for vapor recovery connections.

Options: Single-wrap reel; heated tank delivery units; lube/oil delivery units; Dual pumping systems

Warranty: Five years

Advantages: Exceeds DOT 406 cargo tank specs; sales and service through experienced distributors; computerized weight distributions; comprehensive owner's

manual; canopy design and equipment arrangements; all heads, baffles and plate seams are welded on both sides; patented head design; front and rear turret drains, Betts solid-wire noncorrosive lighting system with LED lights.

Financing: Leasing available through distributors

Truck Chassis: All manufacturers

Tri State Tank, LLC (TST)

636 Adams St.

Kansas City, KS 66105

Phone: 800-255-0008

Fax: 913-281-9152

Contact: Mark Menard

E-mail: mmenard@tstllc.com

Web: www.tstllc.com

Tank Models: Exclusive distributor of Progress steel, aluminum and stainless steel tanks for hauling refined fuel products such as gasoline, diesel fuel, lube oil and heating oil. We also are exclusive



TRI STATE TANK, LLC (TST)

distributor of Progress vacuum tanks available in steel, aluminum and stainless steel for handling all kinds of waste from dust to waste oils. With the many tank styles available we are capable of custom building units to customer requirements throughout the United States and around the world.

Capacity: 500 to 12,000 gallon

Construction: Steel, Aluminum and Stainless Steel

Standard Features: All refined fuel tanks are constructed from the finest materials available and include double bulkhead construction, heads dished and flanged for maximum strength and surge heads installed and spaced to D.O.T. specifications. Each tank is constructed with heavy duty "Z" type sills, flashing is full length double legged with leak proof overturn rails to meet D.O.T. specifications. All manholes are 16" with 10" fills and D.O.T. approved venting. Additional in-breathing vent installed in manhole lid for added safety.

Options: We have several tank designs and options available to meet customer needs.

We custom build each unit to customer specifications with single, dual and sometimes triple pumping systems to accommodate retail as well as industrial drops. Other options include bottom loading and vapor recovery, side cabinets, toolboxes, reel bypass, meter bypass and much more.

Warranty: Five to 10 years

Advantages: Tri State Tank has been building truck-mounted tank delivery units since 1974. We have experienced craftsman that have been with us for over 25 years. Each unit is custom built to our customer's needs. And we can provide sales and service throughout the United States and around the world.

Financing: We have many leasing and financing options available. We can tailor a program to meet your needs.

Truck Chassis: We keep in stock one of the largest supplies of trucks in the country which include but are not limited to Chevrolet, Ford, Freightliner, International, Kenworth, Mack, Peterbilt, and Sterling.

W.B.Hill Inc.

305 Shaker Rd., P.O. Box 428

East Longmeadow, MA 01028

Phone: 800-447-1199, 413-525-6665

Fax: 413-525-2699

Contact: Bob Hill

Web: www.wbhill.com

E-mail: wbhillinc@aol.com

Tank Models: Boston, Brenner, Concept, Heil, Trans-Tech

Capacity: 2,000 to 12,000 gallons

Construction: Aluminum, stainless steel

Standard Features: Mandrel bent aluminum piping, strobe controls using existing LED



W.B. HILL INC.

lights, rear-mounted heated printer boxes, in-transit heated piping

Options: Limited only by imagination.

We can help you design your new tank truck or trailer to suit your needs and provide you with new ideas.

Truck Chassis: Freightliner, G.M.C. Kenworth, Mack, Navistar, Peterbilt, Sterling and more



that can supply information on leasing and financing.
Truck Chassis: International, Freightliner, Kenworth, Peterbilt, Sterling, Mack, GMC, Chevrolet
Service Vehicles: We have built aluminum rack trucks to haul motor fuel bottles 14 feet to 20 feet.

Lin's Propane Trucks
 2281 Cedar St.
 Dighton, MA 02715
 Phone: 800-252-5467
 Fax: 508-669-6690
 Contact: Scott Swensen or Andy Johnson
 Web: linspropanetrucks.com
 E-mail: scott@linspropanetrucks.com or andy@linspropanetrucks.com

Tank Models: Open and enclosed deck propane delivery trucks
Capacity: 500 gallons to 6,000 gallons
Construction: Stainless steel deck, fenders, oversized meter box, nuts, bolts and fasteners with an oversized 95-inch DOT bumper



LIN'S PROPANE TRUCKS

Standard Features: Stainless steel construction, a lowered ergonomic deck with a comfortable 32-inch working height from the ground; a 95-inch bumper (compared to the industry average of 60 inches); a Hannay reel spec to 240 feet with 150 feet of hose
Options: Units can be built to standard specifications or customized for a customer's specific needs
Financing: Available
Truck Chassis: Stock trucks available on all major brands of truck chassis
Service Vehicles: We sell a full line of service vehicles

Tri State Tank, L.L.C. (TST)
 636 Adams St.
 Kansas City, KS 66105
 Phone: 800-255-0008
 Fax: 913-281-9152
 Contact: Mark Menard
 E-mail: mmenard@tstllc.com
 Web: www.tstllc.com

2008 Truck Tank Marketplace: Propane

THE FOLLOWING IS OUR FIRST ANNUAL LISTING OF COMPANIES THAT BUILD AND SELL PROPANE TRUCK TANKS. INFORMATION WAS SUPPLIED BY EACH COMPANY.

Amthor International, Inc.
 237 Industrial Drive, Gretna, VA 24557
 Phone: 434-656-6233
 Fax: 434-656-1101
Amthor Welding Service, Inc.
 1041 Route 52, Walden, NY 12586
 Phone: 845-778-5576
 Fax: 845-778-5916
 Contact: Butch Amthor, Brian Amthor
 Web: www.amthorinternational.com
 E-mail:
 Brian: bramthor@amthorinternational.com
 Butch: bamthor@amthorinternational.com
Tank Models: Bobtail, Classic II and Clipper Models



AMTHOR INTERNATIONAL, INC.

Capacity: Up to 6,000 gallons
Financing: Numerous financing and leasing options up to seven years
Truck Chassis: All chassis makes and models
Service Vehicles: We manufacture an aluminum extruded bottle body with numerous crane, lift gate and toolbox options.

Arrow Tank & Engineering
 8950 Evergreen Boulevard
 Coon Rapids, MN 55433
 Phone: 763-786-9510 or 800-333-5532

Fax: 763-786-2104
 Contact: Milt Swensen
 Web: www.arrowtank.com
 E-mail: milt@arrowtank.com
Tank Models: MC-331 propane bobtail tanks in all sizes
Capacity: 2,400 gallons to 6,000 gallons
Construction: ASME & DOT MC-331 Code, Carbon steel
Standard Features: Bare tanks, and/or complete bobtails
Options: Open deck or closed deck
Warranty: Chassis manufacturer's warranty on chassis, one-year Arrow warranty on completed bobtail
Financing: Leasing, purchase financing
Truck Chassis: All major manufacturers
Service vehicles: None.

Keehn Service Corp.
 99 North 11th Ave.
 Coatesville, PA 19320
 Phone: 610-384-6851
 Fax: 610-380-0316
 Contact: Jeff Wolfe
 Web: www.keehnservice.com
 E-mail: jeff@keehnservice.com
Tank Models: One tank model, several skirting designs.
Capacity: 2,400 gallons to 6,000 gallons
Construction: All steel constructed.
Standard Features: 3-inch bottom outlets, float gauge pads, seal-welded outlet labels.
Options: Aluminum skirting, Stainless Steel skirting, fender choices, reel choices, remote control units, electronic metering systems, side cabinets, meter cabinets, On-Spot chains, strobe lights.
Warranty: One year from date of delivery
Financing: We have several companies

Tank Models: We have several tank designs and options available to meet customer needs. We custom build each unit to customer specifications. Tri State Tank builds smooth aluminum open deck as its standard model but also offers Stainless Steel and Galvannealed Steel. We also offer an enclosed rear cabinet as well as a side delivery cabinet.

Capacity: Tri State Tank builds propane units from 500 gallons to 6,000 gallons.

Construction: All tanks are constructed of SA612 material and built to the current

DOT MC331 specifications and current ASME code.

Standard Features: Modular aluminum rear deck, 2-inch meter, 3-inch flange-mounted internal valve and pump, electric rewind aluminum hose reel, 125 feet of liquid delivery hose with hose end swivel, minimum-loss hose-end valve, remote shutdown systems and welded piping for greater flow.

Options: Many options are available from toolboxes to multiple function remotes, etc. For a complete list please contact our sales staff at 800-255-0008.

Warranty: We offer a limited one-year warranty on parts and labor.

Financing: We have many leasing and financing options available. We can tailor a program to meet your needs.

Truck Chassis: We keep in stock one of the largest supplies of trucks in the country, which includes but are not limited to Chevrolet, Ford, Freightliner, International, Kenworth, Mack, Peterbilt, and Sterling.

Service Vehicles: We are a distributor of Stellar crane bodies and keep several in stock for immediate delivery.

SAVE thousands

with **AMTHOR'S NEW** Factory Incentive Program

- Service centers **THROUGHOUT NEW ENGLAND** or have **SERVICE COME TO YOU.**
- Extended **TANK WARRANTY** option for 7 years, 2 years longer than anyone else.
- **FREE DELIVERY TO YOUR DOOR.**



Monarch Tank

2800 Gallon – Two compartment

- Kenworth • From \$1,358.00/month
- Peterbilt • From \$1,353.00/month
- International • From \$1,322.00/month
- Sterling • From \$1,306.00/month
- Freightliner • From \$1,346.00/month

All chassis have an automatic transmission

AMTHOR WELDING

Cardinal Tank

2800 Gallon – Two compartment

- Kenworth • From \$1,343.00/month
- Peterbilt • From \$1,335.00/month
- International • From \$1,305.00/month
- Sterling • From \$1,289.00/month
- Freightliner • From \$1,329.00/month

All chassis have an automatic transmission

NY: 845/778-5576 www.AmthorNewEngland.com

ask for Brian Amthor or Joseph DiCioccio

visit our website for tank, chassis specs and complete unit pricing

Offer is only good for refined fuel companies that are located in the New England states of CT, MA, RI, VT, NH, ME. Trucks must be registered in those states. All advertised prices subject to change. Monthly payments are estimates, may change depending on customer's credit history.



2008 Truck Tank Marketplace: **Service**

THE FOLLOWING COMPANIES SERVICE TANK trucks. All information was supplied by the companies.

All Island Truck Supply

100 Secatogue Ave.
Farmingdale, NY 11735
Phone: 516-454-6969
Fax: 516-454-2807
Contact: Bill Burnett

Marketing Area: Long Island and greater New York City area

Tanks Sold: Trans-Tech

Accessories Handled: Scully, Blackmer, MID:COM, Hannay, Neptune

Service Work Offered: Tank repair and service

Bay State Truck and Trailer, Inc.

527 Winthrop St. RT 44
PO Box 430
Rehoboth, MA 02769
12 Border Road
PO Box 836
Scarborough, ME
Phone: 508-336-9600 / 207-396-5177
Fax: 508-336-9608 / 207-396-5376
Contacts: Erik Hoskins, sales manager;
Jack Hoskins, Jr., service manager;
Chester Lewis, parts manager; Jerry
Blake, vacuum truck sales; Jim Brown,
Maine and New Hampshire tank sales;
Ron Markwart, New York tank sales
Web: www.baystatett.com
E-mail: Erik@baystatett.com,
jimbatbaystate@aol.com,
Ron@baystatett.com,
jerry@baystatett.com

Marketing Area: All of New England and eastern New York

Tanks Sold: Heil, Tremcar, Progress

Accessories Handled: Blackmer, Civacon, Betts, Allegheny, Scully, Emco Wheaton, Knappco, Total Control Systems (TCS Meters).

Service Work Offered: Full-service DOT and "R" stamp Certified. Rebarreling, major wreck repair, suspension, brake service, overflow system diagnosis and repair, wet line systems, meter installation, product pump repair and installation, hose reel repair and installation, hydraulic system engineering and implemen-

tation, including coolers and motors.

Comments: Family-owned and operated company serving customers since 1979. Two locations in New England to serve customers. Awarded the inaugural Heil Trailer International "Going the Extra Mile" Service Award for 2006, and again in 2007.

Bick & Heintz

1101 Stark St.
Utica, NY 13502
Phone: 315-733-7577
Fax: 315-733-7570

Contact: Tom Bick
E-mail: bickheintz@yahoo.com

Marketing Area: New York, northern Pennsylvania, western Vermont

Tanks Sold: Trans-Tech, Amthor

Accessories Handled: MID:COM, LC, Neptune, electronic registers, large parts inventory

Service Work Offered: HM183 tank testing, meter repairs, changeovers

Comments: Family-owned since 1921

Hall-Trask Equipment Co.

105 Roc Sam Park Road
Braintree, MA 02184
Phone: 781-380-8700 or 888-773-2087
Fax: 781-380-7518
Contact: Michael Trask
Web: hall-trask.com
E-mail: mtrask@hall-trask.com

Marketing Area: Northeast

Tanks Sold: Boston Steel

Accessories Handled: APT, Bennett pump, Base Engineering, Betts Industries, Blackmer pump, B&K, Cardlock Vending, Catlow nozzle, Cim-Tek, Civacon loading equipment, Clay Bailey, Diegan Reels, EBW, Edmont gloves, Emco Wheaton, EverTite, Facet International, Fill-Rite pump, Fueling Technologies, Goodyear hose, Hannay reel, Highland Tank, Hydroseal, ITT Marlow Pumps, Instachain, Krueger Tank Gauge, Liquid Controls meters, LC Lectro Count 3

electronic register, MID:COM computer register, Moormann, Morrison, Nordic, OCV valves, OILCO, OPW-FMS, PetroVend, Philly, PMP Corp, Scully, TimeSav, Titanland, Tuthill and Veeder Root.

Service Work Offered: Sales, installation and service of equipment used in bulk plants, truck tanks and chemical storage. Road and in-shop service and calibration. Shop and bulk plant meter calibration. New tank mounting and remounting of old tanks. Tank welding.

Northeastern Petroleum Service & Supply

37 Brookley Road
Jamaica Plain, MA 02130
Phone: 617-522-8390
Fax: 617-524-1633
Contact: Jerry Mello, Kevin Kelly, Paul McMahon, Rich Bell
Web: www.nepss.com
E-mail: jerrym@nepss.com

Marketing Area: New England

Tanks Sold: Used tank trucks purchased; commission sales

Accessories Handled: Hose, fittings, all tank parts, pumps, meters, trailer parts and hoses, tractor-mounted pumps, portable pumps, water tanks, gas, engines in stock, oil/water separators, spill plans available, field-erected tanks and repairs.

Service Work Offered: In service for over 55 years. Meter repairs and calibration, trucks and bulk plant construction and repairs. We offer the largest new and used tank truck brokerage with over 20 trucks on hand and 30 on our Web site. We are able to customize any used truck.

Comments: Availability 24 hours a day by calling 617-696-1979 or 207-677-1979; Mello Fuel Inland Terminal. Tank truck appraisals and bulk plants; underground piping; cement pads; installation of aboveground and underground tanks; and service for all fleet fuel control systems.

FREE INTERNET RSS FEED FROM NEFI.COM DRAWS GROWING AUDIENCE
Feed provides breaking news on oil, energy, propane and biofuel

NEW ENGLAND FUEL INSTITUTE (NEFI) recently took its information dissemination services to a new level by establishing an RSS news feed at its Web site, www.nefi.com.

RSS is a service that automatically transmits news items as they are posted. NEFI's RSS feed can be used free of charge by anyone interested in receiving updates regarding the Oilheat, propane and Bioheat® industries that NEFI serves.



RSS feeds from major news organizations have been commonplace for several years, but the NEFI feed is the first known to be devoted specifically to reporting on this industry sector. NEFI's RSS content can be received either on a desktop or a mobile device.

A common route is to access the RSS by a bookmark or favorite link in a Web browser (Explorer, Firefox, etc.). It is recommended that you obtain the newest version of browser.

To receive the NEFI RSS in this fashion, visit www.nefi.com and link to the RSS feed shown below this month's corporate sponsor.

Here are some of the popular options for using RSS:

Via e-mail. NewsGator Email Edition (www.newsgator.com) plugs into Outlook Express, Eudora, Entourage, Apple Mail, or other POP3 e-mail clients and lets you receive RSS feeds right in an e-mail window. NewsGator's Outlook Edition integrates RSS with Microsoft Outlook. And Mozilla's Thunderbird e-mail client (www.mozilla.com) comes with RSS-reading capabilities built in.

Via a Web browser. Sage (www.sage.mozdev.org) is an RSS add-on to Firefox, while Pluck (www.pluck.com) adds on to Internet Explorer. Bloglines (www.bloglines.com), NewsGator Online, Pluck Web Edition, Google Reader (www.google.com) and My Yahoo (www.yahoo.com) are online services that let you view your RSS feeds in any Web browser.

Via a standalone desktop aggregator. Readers such as FeedDemon (www.newsgator.com), SharpReader (www.sharpreader.net), RSSReader (www.rssreader.com), and NetNewsWire (for Mac OS X) (www.newsgator.com) are programs you download and run independently of other software.

Via your mobile device (including Palm and Blackberry). Services such as NewsGator Go! (www.newsgator.com), Viigo (www.viigo.com) or MobileRSS (www.mobilerss.net) will transmit RSS feeds directly to a mobile device.

Inquiries about NEFI's RSS feed can be sent by visiting www.nefi.com/question.php.

Are credit card processing fees making you feel like this?



- If you are a home heating oil dealer, you are entitled to pay reduced fees to process transactions.
- COCARD is the recognized industry processing expert working with energy companies from small one-man trucks to the country's leading dealers.
- Hundreds of your colleagues are currently using COCARD to meet their processing needs.
- COCARD processes ALL major card types with reduced processing rates for MasterCard & Visa.
- COCARD is actively involved with many Regional & State Oil Heat Associations.
- Call today and see how much money COCARD can save your business.



COCARD

(866) 849-8800

The preferred processing partner of the oilheat & propane industries.



R.W. Beckett Corp. and its subsidiaries manufacture burners, controls, blower products and more.

R.W. Beckett Celebrates 70 Years of Growth

THE R.W. BECKETT CORP., A MANUFACTURER OF heating components for residential, commercial and industrial uses, based in Elyria, Ohio, recently celebrated its 70th anniversary. With 195 employees in the U.S. and Canada, its products are used everywhere from the Statue of Liberty to McMurdo base in Antarctica.

Reginald W. Beckett, an electrical engineer, founded the company from his home in 1937 with partner Stanton Fitzgerald. As the nation moved from hand-stoked coal heat to automatic oil heating devices, the entrepreneurial Beckett saw an opportunity. Beckett's first model, the "Commodore," caught on with the public, and the device was awarded more than 20 U.S. and Canadian patents.

In the early 1950s, the firm built its current manufacturing headquarters in North Ridgeville, Ohio. Reginald's brother, architect Harold Beckett, designed the building. This facility has been expanded several times, and today it covers 165,000 square feet.

In the early 1960s Beckett introduced the innovative "Model S"—"S" signifying small. The Model S more than satisfied the market demand for smaller units with greater fuel efficiencies. It was at this time that Stanton Fitzgerald retired.

Reginald's son, John, with a degree in mechanical engineering, entered the family business. John assumed the leadership of the firm upon his father's untimely death in 1965. He expanded and diversified the company over the next decade while steering it through various crises, including a devastating plant fire (1965) and a nationwide oil embargo (1973). Through a period of industry consolidation, Beckett emerged as one of the

few remaining independent manufacturers in the oil heating industry.

BECKETT GROWTH

Throughout its history, Beckett has been committed to growth, realizing the benefits for ownership, employees, customers and the local community. The seeds of growth were sown in the early 1970s. With the introduction of the "Model A" flame retention burner, and a commitment to service and support, Beckett grew dramatically.

Part of Beckett's growth has come through the formation of subsidiaries. Beckett Gas, a manufacturer of gas combustion components, provides effective engineering solutions in gas combustion. In addition, Beckett Air was formed with Beckett's acquisition of Ventra, a small blower wheel company. They make assembly-ready single and double fergas blower wheels along with many other blower products. Beckett Air also provides airflow performance and engineering services.

Beckett long ago assumed and still embraces the leadership role in technical product and service advances. As a result, innovative training programs for installer and service personnel, and technical support for all levels of the distribution chain are available to the industry.

A commitment to state-of-the-art management and information systems allows Beckett to serve their customers and manage their business efficiently.

MOVING FORWARD

The firm currently manufactures residential oil burners for boilers, hot water tanks and

furnaces and commercial oil and gas burners for boilers, furnaces and specialty applications. At the same time they are looking to the future.

Beckett is taking advantage of the latest technologies in order to meet industry needs for fuel efficiency. Among the company's most recent innovations are the Beckett NX burner and the HeatManager, a boiler control proven to reduce fuel consumption by 10 percent to 20 percent.

The most recent product news in its 70th year is that the company is introducing a new "GeniSys" electronic control. This marks Beckett's entry into the electronics control industry. The new control was designed with an emphasis on ease of use, enhanced diagnostics and programmability.

COMMITMENT TO VALUES

Beckett is a company committed to biblical values. They are known for conducting themselves with dignity and adhering to the highest ethical and moral standards while staying close to their customers and suppliers.

The firm also works to maintain a steady workforce in an area where manufacturing layoffs are common and in an industry with




R.W. Beckett Corp. has 195 employees who have worked with the company for an average of 13 years.

cyclical seasonal demand. The current Beckett workforce shows 2,394 total years of service with the average of 13 years of service.

The company's loyalty and dedication to its employees is evident in the fact that their latest retiree worked for the company for over 56 years. A fitness center and a focus on employee education have won Beckett Cleveland's "Employer of the Year" award from the Employers Resource Council.

The firm is also heavily involved in community outreach, in many cases led by the company's employees. There is also a strong emphasis on the integration of faith and work—a topic covered in John Beckett's book, "Loving Monday."

The next generation of Beckett, John's sons Kevin and Jonathan, are now bringing the company into a new millennium of quiet, clean and efficient heating products. Kevin currently serves as President and CEO, and Jonathan as Director of Sales and Marketing.

For information, go to www.beckettcorp.com or call 1-800-645-2876. 

Mark Your Calendar:

Don't miss the best petroleum marketing and HVAC industry trade show in the Northeast!



Atlantic Region Energy Expo 2008

...The place to come see what's new!

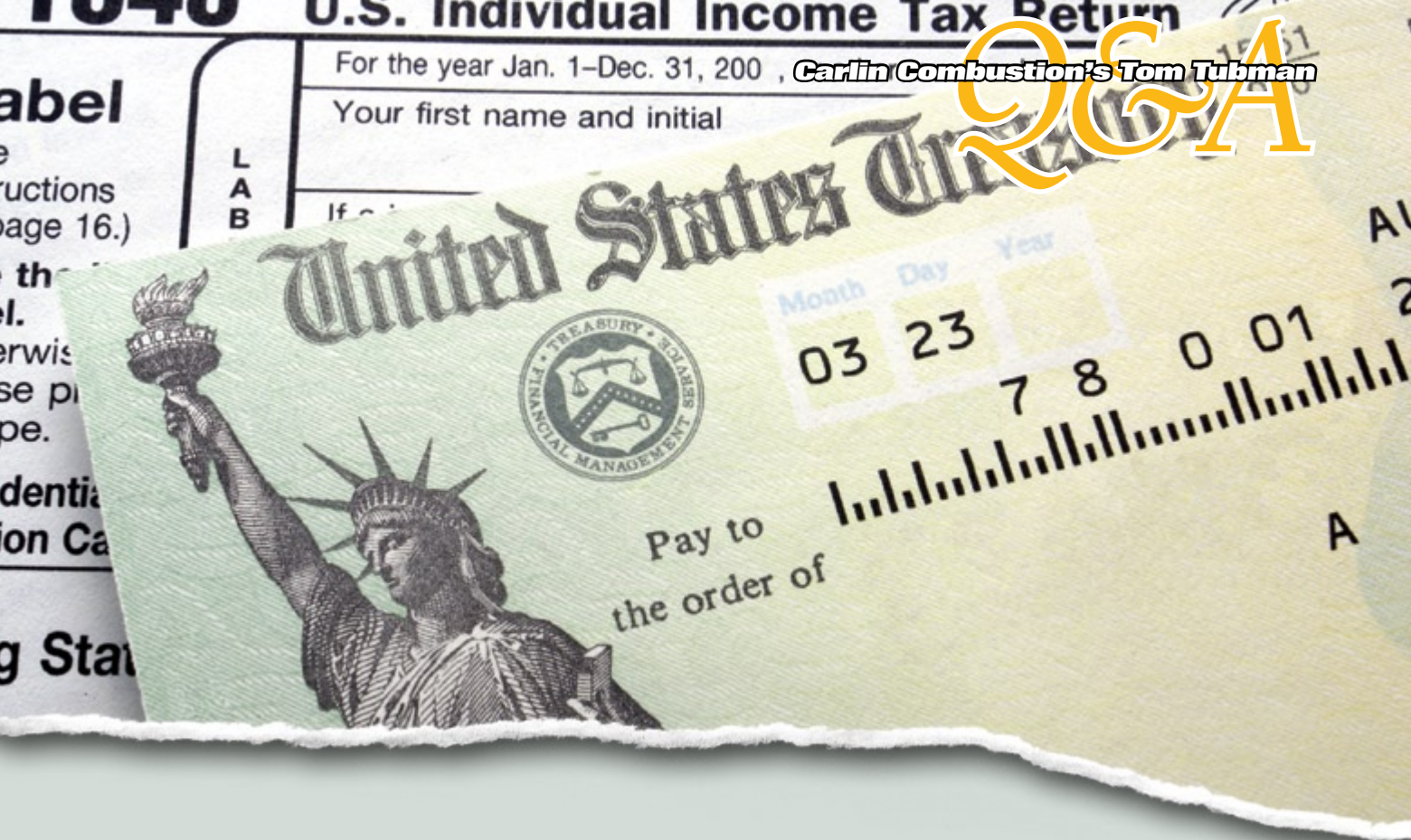
Convention: Tuesday, April 22 – Thursday, April 24, 2008

Trade Show: Wednesday, April 23 and Thursday, April 24, 2008

The Atlantic City Convention Center, Atlantic City, New Jersey

Exhibit at AREE08 and reach petroleum and HVAC industry decision makers from Connecticut, Delaware, Maryland, New Jersey, New York, Pennsylvania and Virginia.

Visit www.areetradeshow.com for the latest information!



Carlin VP Offers Thoughts on Equipment Sales Slump



Thomas Tubman
Carlin Combustion

FUEL PRICES HAVE BEEN CLIMBING RELENTLESSLY IN RECENT YEARS, AND one might expect that homeowners would look to manage their home heating costs by installing new high-efficiency equipment.

But sales of home heating equipment have tumbled, and new solutions are needed to get sales out of the doldrums. *Oil & Energy* recently approached Carlin Combustion's Thomas Tubman for his take on the equipment sales quandary. Tubman, Carlin's executive vice president, general manager and chief operating officer, tackled our questions with enthusiasm and candor.

uncertainty as to what fuel would be the best long-term choice (oil or gas) plays a part in this equipment sales equation.

Do equipment sales improve when fuel prices increase?

Usually as heating costs rise, so does consumer awareness, and homeowners become efficiency-conscious and equipment sales improve. But that hasn't been the case this time around. Perhaps the combination of three relatively mild winters combined with discretionary income being reduced is partly to blame. But this current market that is experiencing lower and lower sales volumes at the same time fuel prices are continually rising and hitting record highs is unusual to say the least.

What can the industry do to promote sales?

The Oilheat Manufacturers Association (OMA) has been working on a program for about two years now to lobby Congress (and states) to put in place the types of programs we had back in the 1970s to help people support the cost of upgrading their heating systems. OMA is particularly interested in "no-interest energy loans," "low-interest energy loans" and/or "tax credits" for equipment upgrades of standard efficiency appliances. A fact

Continued on page 30...

Please assess the state of the Oilheat equipment sales market.

In short, it is in a free-fall for the third year in a row. The downturn started in 2005 and was quite widespread, affecting not only burners but cast iron boilers, steel boilers, oil-fired warm air furnaces, oil-fired water heaters, etc. The market continued its decline through 2006 and into the first half of 2007 (data is not available for the whole year yet). The cumulative effect of three years of double-digit, year-over-year declines has seen these markets losing 25 percent to 35 percent of their 2004 volumes. Oil-fired warm air furnaces were particularly hard hit with unit shipments down 14.2 percent in 2005, 16.7 percent in 2006 and 8.3 percent YTD in 2007 through August. The only good news is that there are indications that the rate of decline was easing in 2007.

What do you see as the major factors hindering sales?

I think there are a number of factors. Certainly the high cost of energy for heating oil, natural gas, gasoline and diesel has absorbed a great deal of the consumer's discretionary income. Rising healthcare costs also contribute heavily to this problem, with many people seeing their healthcare premiums increasing faster than their wages in recent years. This leaves consumers with little left to invest in equipment upgrades.

In past years that saw rapid increases in fuel prices, we had multiple state and federal programs that offered low-interest loans and tax incentives to help homeowners pay for upgrades. But today, with the exception of very high efficiency and very expensive equipment, we have seen very little of these types of programs. And to a degree I think

TRANS-TECH



AMERICA'S LEADER IN TRUCK TANK TECHNOLOGY

ENGINEERING

First Manufacturer of DOT 406 Cargo Tanks to Voluntarily Submit Design to Department of Transportation, Washington, DC

On Staff Design Certifying Engineer (M.I.T. Graduate)

STRENGTH

Press Brake Formed Components
Extruded Box Girder Top Rails
Extruded Wide Flanged Box Sills

SAFETY

Low Center of Gravity Profile
Betts LED Lights
Double Welded Construction

QUALITY

Alcoa Al-Bright Premium Aluminum
Modern 50,000 SF ASME "U" Stamp Facility for On Time Tank Deliveries

SUPPORT

Experienced Local Distributors Who Understand Your Needs and the Importance of Quality Service to Keep Your Fleet Productive



Unit equipped by W. B. Hill, Inc., E. Longmeadow, MA

"At Clean Harbors our major objective is the safety of our employees. When it comes to safety we look to Trans-Tech, from the tank's low center of gravity, the ease and durability of their wide ladder rungs, to features of product handling. Trans-Tech builds safe and durable tanks that our drivers are proud of."

RICK SMITH
DIRECTOR OF FLEET OPERATIONS
CLEAN HARBORS
NORWELL, MA



sheet has been developed with industry demographic data, and we have made contact with one congressman to try to generate interest in a national 1970s-type program. The manufacturing community firmly believes that consumers need help to pay for equipment upgrades; and to move these programs forward, look for OMA to be reaching out to other Oilheat organizations to help promote their program.

Does Carlin approve the use of Bioheat® in its burners?

Carlin is 100 percent behind Biofuel blends up to 5 percent (B5) blended from ASTM D-396 fuel oil and ASTM D-6751 Neat Biofuel. We have tested various concentrations and have obtained excellent combustion results. Carlin is also assisting in the Underwriters Laboratories (UL) study—funded by the National Oilheat Research Alliance (NORA) and the National Biodiesel Board (NBB)—that is intended to be used as the basis for a proposed revision to the ASTM D-396 fuel standard. In fact, Carlin along with other burner manufacturers performed much of the testing for the UL study with engineers from UL witnessing some tests in our lab.

The current problem is that while Biofuel has very similar characteristics to fuel oil it is not 100 percent petroleum-based and as such does not meet the specifications for ASTM D-396. The ASTM D-396 Standard specifies that a compliant fuel, among other characteristics, be 100 percent petroleum-based. All UL Standards related to burners or oil components that contact fuel oil specify the fuel must meet the specifications of D-396. Currently Biofuel is not compliant despite a lot of hard work by a lot of people to get this obstacle removed. So we can't really say we "approve" it, but we also do not see any problem with using it in concentrations up to 5 percent and certainly would not take a position against it or deny any warranty based upon its use.

What is your take on Bioheat®? Is it an important fuel for the Oilheat industry?

We think it is very important for two reasons. First it has consumer appeal. It gives Oilheat a "green" look in the eyes of the consumer: it is homegrown, renewable, carbon neutral (some might take issue with the science that supports this statement) or at least the consumer sees it that way. What's better, there is no "bio" natural gas or "bio" coal, so we have something that the competition does not have. So I think the potential marketing benefit is huge.

Secondly, Biofuel has the very important potential to reduce our dependence on foreign

oil, which would have an impact, in turn, on our balance of trade and ultimately on the value of the dollar, interest rates and all the economic drivers that are connected to this issue of imported oil.

I expect this "bio" industry to evolve over time. I don't expect that ethanol made from corn or biodiesel made from soybeans will ever be produced in enough quantity to have the maximum economic impact. But as this

"I see no downside to taking sulfur out of fuel oil. Carlin has tested low sulfur and ultra low sulfur fuels, and they are great products."

industry matures, new processes and feedstocks will emerge that could make a significant impact in an environmentally friendly way.

It seems inevitable that sulfur levels in heating oil will soon be reduced. Do you see this as a problem, an opportunity or both?

I see no downside to taking sulfur out of fuel oil. Carlin has tested low sulfur and ultra low sulfur fuels, and they are great products. They allow the burner to burn cleaner longer, and deposits on the heat exchanger surfaces are virtually eliminated. Ultra low sulfur (15ppm) is colorless and odorless. Just taking the odor out of the fuel would be a huge stride forward in cleaning up the false impression that fuel oil is a dirty fuel.

New heat exchanger designs, whether condensing or near condensing, will also benefit from the lower sulfur fuel and allow for more forgiving designs. The big question that I see is how low a sulfur concentration needs to go to. Is low sulfur (500ppm) good enough? Or do we need to go to ultra low sulfur (15ppm) or is the right fuel some number in-between? I think it will be some time before we have a consensus.

What steps has Carlin taken to reduce the electricity usage of its burners?

For years we have supplied only electronic ignitors—a technology that Carlin pioneered and a huge improvement over the old iron core magnetic transformers. The old iron core transformers drew 250 watts of power on average compared to only a 40-watt draw by a Carlin Ignitor—an 84 percent reduction in power consumption.

We supply only PSC motors for all burner motors up to 1/4HP. The standard 1/7HP Carlin PSC Motor runs on about 1.8 amps compared to an inductive motor we used to supply that drew 2.4 running amps—a 25 percent reduction in power consumption.

Carlin also pioneered the use of interrupted duty ignition controls. These controls turn the ignitor off after flame is established. Using a 1,000-hour annual burner on-time and a 15-second trial for ignition interrupted duty primary control, the ignitor on-time would be reduced from 1,000 hours to 9.5 hours, reducing the electrical consumption of the ignitor by 98 percent.

Carlin has revamped its commercial boiler temperature controls. How have they improved?

All Carlin temperature controls employ microprocessors to manage control functions and a thermister to monitor temperature. This basic design eliminates all the mechanical hysteresis inherent to hydro-mechanical devices and greatly improves the overall accuracy. In addition, LED lights provide visual indication of the control's status, and the controls can be tested and serviced to a level that would be impossible with the older hydro-mechanical-type aquastats.

The temperature controls are available individually or in pre-assembled and pre-wired packages. The pre-packaged assemblies come in a number of models based upon the functionality needed. All commercial boilers over 300MBH require a manual reset high limit, so a manual reset control is included in all packages. All commercial boilers also require an operating control, so the operating control is included in all packages. These packages are available with two discrete pre-assembled and pre-wired controls or a single control that combines the two features.

For On-Off burners that's all you need, but if the burner is Lo-Hi-Lo or Fully Modulating, you'll need a step modulating control or a proportional control; so packages are available with either of these two additional controls.

The pre-assembly and pre-wiring simplifies the installation and wiring activity, with the installer needing only to bring power to the control and two wires from the control to the burner—a total of four individual wires to a terminal strip. In the case of a Lo-Hi-Lo burner two additional wires would be required to connect into the low-fire hold switch, and in the case of a fully modulating burner the proportional control would need to wire into the mod motor. But everything else is pre-wired. ☑

Look for discussion of Carlin's new Sentinel primary control in a future issue of Oil & Energy.

YOUR INDEPENDENT STATE ASSOCIATIONS:

Working to serve your interests as your in-state resource. Working in tandem with New England Fuel Institute on regional and national affairs.



INDEPENDENT CONNECTICUT PETROLEUM ASSOCIATION

Executive Offices:

10 Alcap Ridge
Cromwell, CT 06416

Ph: (860) 613-2041
Toll Free 1-866-521-ICPA [4272]
Fx: (860) 632-1122

Eugene A. Guilford, Jr.
Executive Director & CEO

gene@icpa.org
www.icpa.org



MAINE OIL DEALERS ASSOCIATION

25 Greenwood Road
PO Box 249
Brunswick, ME 04011

Phone: 207.729.5298
Fax: 207.721.9227
Email: oilman@meoil.com



MASSACHUSETTS OILHEAT COUNCIL

Michael Ferrante, President

118 Cedar Street
Wellesley Hills, MA 02181

Ph: 781-237-0730
800-722-0623 (MA Only)

Fax: 781-237-2442
mferrante@massoilheat.org
www.massoilheat.org



Oil Heat Institute
of Rhode Island

1395 Atwood Avenue, Suite 209A
Johnston, RI 02919-4931

Phone: 401-464-8000

E-mail: julie@ohi.necoxmail.com



Oil Heat Council of NEW HAMPSHIRE

www.nhoilheat.com

Phone: 603-895-3808

Fax: 603-895-3325

Email: ohcnh@nhoilheat.com



Matt Cota
Executive Director

Vermont Fuel Dealers Association

802.485.7999 office

802.318.2190 cell

802.485.9637 fax

vermontfuel@gmail.com

<http://www.vermontfuel.com>

Be it heating oil, propane, or biofuels, these state associations, in concert with New England Fuel Institute work 24/7 to protect your business interests and the well being of consumers served by the vast and vital network of independent fuel distributors. We encourage you to take advantage of the many benefits provided by state and regional membership. Contact your respective state association and New England Fuel Institute via phone or email and help yourself grow your business. It is the best and most immediate way to stay informed about industry news and critical regulations that impact your operations daily.



NEW ENGLAND
FUEL INSTITUTE
www.NEFI.com

New England Fuel Institute
Offices at 20 Summer Street, Watertown, MA 02472
617-924-1000 • www.nefi.com

...Continued from page 14

Be yourself. Your uniqueness is a selling point. Don't try to be someone that you're not, and don't try to manipulate the customer.

Observe and ask questions. Homeowners are not necessarily aware of all the improvements you could make to their home. Ask questions to determine what they need. Do they have enough hot water when they shower? Does the house heat up quickly enough? Don't overlook any possibility. Your job isn't to tell them what they can afford, but to tell them what is possible if they want it. Your questions will help you—and the homeowners—learn what their needs are.

Write it down. Take notes while people talk. It shows that you are paying attention

Letter To The Editor

NEW HAMPSHIRE COUNCIL OFFERS ADVICE ON CITIZENS PROGRAM

(EDITOR'S NOTE: The following is a letter sent by Bob Garside, president of the Oil Heat Council of New Hampshire, to his membership regarding the Citizens Oil program. Oil & Energy is reprinting it with Garside's permission.)

Dear Members,

Several of our dealers have been solicited directly by Citizens Oil in Massachusetts to participate in their program with Chavez oil from Citgo. The form, which I have a copy of, is seven pages long.

This is to advise you that this program is not endorsed by the Governor, the Governor's Energy Office or the Oil Heat Council of New Hampshire. When the program first came out, it created havoc amongst those dealers in the states where they participated.

It was not a good program then and is not a good program now. You probably will be solicited on a direct basis at some time and are free to participate if you so choose.

We just want you to be aware that neither the State of New Hampshire nor this Association has endorsed such a program.

If you have any questions, please don't hesitate to call me.

Bob Garside, President
Oil Heat Council of New Hampshire

and makes them feel important. Also you'll be able to repeat what they told you in later discussions. "They're buying because they feel understood, not because they understand," said Hedden. "No one ever listened themselves out of a sale."

Talk preventative maintenance. Sell customers on reliability and preventative maintenance. "Americans are very open to preventative maintenance when it comes to cars, so they can be convinced that the same concept applies to heating equipment." In Europe, homeowners expect to replace their burners on a regular interval just to stay up-to-date. Americans can be trained to think the same way, particularly given the real advances in burner technology in recent years. "You can save money by putting a new burner on a 10-year-old boiler," Hedden said. "Start doing that."

Get out of the basement. "We're way too focused on the boiler room," Hedden said. Take a tour of the house and talk about how it uses energy. Bring a compass and point out south-facing windows and the availability of passive solar heating. Ask about hot spots and cold spots. Check the water temperature at the faucet and advise people if the aquastat is set too high.

Sell upgrades. Get customers thinking about zoning individual rooms, bringing in combustion air or heating unheated spaces like garages and enclosed porches. Look out for electric water heaters and advise customers to replace them to save money. If a customer is considering remodeling their basement, mention that you can relocate the heating system to accommodate a new layout. Tell them about snowmelt systems.

Get the focus off price. Get customers focused on their comfort and safety and the benefits of doing business with your company—not on the price of the boiler or furnace. "Boilers are not commodities," he said.

Talk up your company. All employees should be prepared to explain the benefits of doing business with the company. Technicians should talk up the salespeople. Salespeople should talk up the installers and technicians. Sell the company, not the appliance. "We have excellent companies here. We have to brag about our teammates."

Size properly. Do a heat loss calculation to determine a proper BTU load, rather than just replicating the BTU output of the system that is being replaced. Recommending an oversized system could cost the salesperson the deal if a competitor recommends a smaller appliance at a lower price, he said.

Demonstrate off-cycle losses. Inform customers about the reduction in off-cycle

losses that is achievable with modern systems. Insert a thermometer in the stack and give a reading while the burner is on. Five minutes after the burner shuts off, give another reading to show how much heat is still going up the stack.

Don't mail the proposal. Stop mailing proposals. That asks for trouble and invites the customer to shop your deal. Instead, schedule an appointment to present the proposal.

Itemize. When drafting a proposal, list every step you plan to take, such as removing the old boiler. The homeowner might get a competing proposal that doesn't mention that step and wonder whether it is included. Long lists also reflect well on the company. "Who looks more professional?" asked Hedden.

Reveal your discounts up front. If your company gives discounts for off-season installations or for senior citizens, mention that before you start talking price. Don't try to offer it up after you've given a price.

Present the price last. When presenting a proposal, don't quote the price until the end. "The last thing you want to say is the price because that will be the last thing they hear," said Hedden. "Once you give the price, stop talking. The next one to talk is the customer."

Don't fear objections. When people are given a price, it is normal for them to object. It might just be their normal behavior. Don't waver. They might say yes. If someone says they have a lower offer and asks, "Why should I pay you more?" it might be a sincere question. Treat it as such and talk up your company.

Talk ROI, not payback. Talk about the installation as an investment. If the customer is going to spend \$5,000 on the job and save \$1,000 a year in fuel costs, that's a 20 percent annual return on investment, tax-free. That sounds more appealing than a five-year payback.

Let them talk. They might talk themselves into the purchase. Sometimes one spouse will sell the other.

Don't cave on price. Don't let them talk you down on price. If you have to reduce the price, do it by removing items from the order.

Ask for the order. According to Hedden, 63 percent of sales people never specifically ask for the order. Of those who do, most give up after four objections or less, but 60 percent of all buyers say no at least four times.

Be persistent to a point. If you realize that they're not going to buy for some reason, you have to back off. If someone says their job is in jeopardy, that is a legitimate reason not to make the purchase. ☐

CBS BOLSTERS CONTENT ON GAS STATION TV

CBS recently teamed with Gas Station TV (GSTV) to provide news and entertainment content for customers to view while they pump gas. GSTV will provide its viewers with news and headlines from CBS News as well as entertainment segments from CBS's lineup. For more information, visit www.gstv.com.

RESEARCHERS USE E. COLI TO PRODUCE BIOFUEL

Researchers at the UCLA Henry Samueli School of Engineering and Applied Science have developed a new method for producing biofuels by genetically modifying E. coli bacteria to be an efficient biofuel synthesizer. The method could lead to mass production of these biofuels. This new strategy opens an unexplored frontier for biofuels production, both in E. coli and in other microorganisms. UCLA has licensed the technology through an exclusive royalty-bearing license to Gevo Inc., a Pasadena, Calif.-based company founded in 2005 and dedicated to producing biofuels.

NEW RULE SLOWS STATE MANDATES OF ETHANOL BLENDS

New energy legislation recently signed by President Bush makes it more difficult for states to authorize new ethanol mandates between E-10 and E-85, according to the Petroleum Marketers Association of America. The provision in the energy bill changes the way the U.S. Environmental Protection



Agency (EPA) authorizes state requests to deviate from federal ethanol standards. Prior to the legislation, any state seeking to adopt a unique ethanol standard was required to file a waiver request from the EPA that would automatically take effect if the agency failed to act within 180 days.

The new law stipulates that EPA must approve or deny a waiver request within 270 days. Moreover, the agency must first test the requested blend as part of the waiver process to determine compatibility with both on-road and off-road engines. Outdoor engine manufacturers fought for the new law based on concerns that states were ready to ramp-up ethanol mandates to levels that were incompatible with smaller gasoline engines.

BIODIESEL IS BOMBING IN EUROPE, REPORT SAYS

The *Wall Street Journal* recently ran an in-depth story detailing problems in the European biodiesel market. "The European Union's dream of using vegetable-based diesel fuel in cars to cut oil imports and the pollution that causes global warming is turning sour," the *Journal* wrote. Biodiesel manufacturing capacity has increased fivefold in Europe since 2003, but the industry is under pressure from soaring costs, disappearing tax breaks, less-costly imports and waning public support. Crop prices have doubled, driving the fuel cost up by 50 percent, and ecologists are turning against biodiesel because production puts too much pressure on land and food prices, according to the *Journal*.



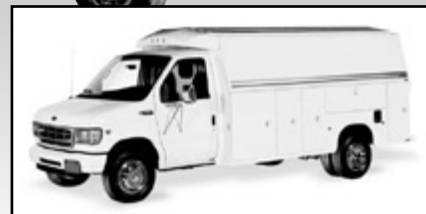
**Knapheide KUV® Utility Van from H&H™
A Workshop On Wheels**

Whether your business is plumbing, heating, welding, construction, propane or service, Knapheide KUV® Series bodies are designed and built to meet the most rugged and demanding conditions. More interior space and easy-to-get-to outside storage compartments (total of 290 cubic feet) allow you to spend less time looking/crawling for equipment and supplies and more time working. Just compare it to a standard cargo van.

The KUV Series service bodies come in three models and are made in cooperation with Knapheide and Ford. Bodies are available for Ford's SRW E350, DRW E350, and DRW E450 models, and come installed on the van chassis as a unit.

Standard equipment on the KUV Series includes plenty of built-in uses as follows:

- Knapheide 6-year warranty and K-coat (complete priming for rust resistance).
- Roomy interior (226 cu ft) provides plenty of floor space, plus two shelves in upper canopy.
- 8 outside compartments (64 cu ft) allow for easy access to parts and tools.
- Rear access conduit chutes allow for storage of pipe, conduit or other materials.
- Sliding bulkhead door provides access to the cargo area from the cab (solid bulkhead available).



Other standard features include: wind deflector, master locking system, two rear access doors with windows and screened window guards, and two interior dome lights. Galvagrip™ rear bumper with step well to ease loading/unloading and ladder rack may be added as options.

Call H&H today: **800-551-9341**

H&H™ SALES COMPANY, INC.
d/b/a H&H Equipment Co.

CUSTOM TRUCK BODIES AND MANUFACTURING
16339 Lima Rd., P.O. Box 686 • Huntertown, IN 46748-0686
Phone: 260-637-3177 • 800-551-9341 • FAX 260-637-6880
E-mail: hhequip@verizon.net • Web: www.hhsalescompany.com





This ESOP Is No Fable

By John Nardozi, Nardozi Consulting, LLC

ONCE UPON A TIME THERE WAS AN OILHEAT company owner who wanted to retire. Alas, he had no children willing to take over the business, nor did any of his competitors wish to buy him out. The company owner despaired of ever fulfilling his dream of retiring to a sandy beach to sip tropical drinks in the sunshine.

Fortunately for the Oilheat company owner, a mischievous leprechaun told him a wondrous tale about ESOPs. The owner created his own ESOP and was soon basking in the warmth of a comfortable retirement.

Properly structured and nurtured, an Employee Stock Ownership Plan can be a tremendous benefit for your employees, and a “golden ticket” to retirement for you.

An ESOP is not a mythical beast, nor a fairy godmother, but it can be an almost “magical” solution to the challenge of profitably exiting your Oilheat business. “ESOP” stands for Employee Stock Ownership Plan. Essentially, it is a way to sell your business to your employees and to enjoy considerable tax benefits while doing so.

PLANNING FOR SUCCESSION

According to the National Center for Employee Ownership, ESOPs are by far the

most common form of employee ownership in the U.S. Almost unknown until 1974, more than 11,000 companies now have these plans, covering over 8 million employees.

An ESOP is a tax and business succession planning tool in which shares of a closely held company are sold to a Defined Contribution Retirement Plan for the benefit of employees. The selling shareholder has the ability to remain in control and, most beneficially, can defer taxes on the sale indefinitely.

The owner of a privately held company can use an ESOP to create a ready market to purchase his or her shares by selling to the most obvious buyer—his or her employees. Under this approach, the ESOP borrows the money to buy the shares. The company makes its deductible retirement plan contributions annually, which the ESOP now uses to make the loan payments.

Let’s look at an example of the tax advantages available to the selling shareholders and the company when a sale to an ESOP trust takes place. A shareholder who owns stock worth \$4 million in a closely held company (for which stock he or she originally paid \$300,000) will pay \$740,000 in federal and state income taxes on the sale (assuming a combined federal and state tax rate of approximately 20 percent). This means that he or she will net a maximum of \$3,260,000 from the sale.

SIGNIFICANT TAX ADVANTAGES

But if the owner sold his or her stock to an ESOP, he or she will defer federal and state income taxes indefinitely. Why indefinitely? If the proceeds from the sale are invested in qualified domestic securities (like utility stocks) the gain will not be recognized until such time as that investment is liquidated. The selling shareholder will net \$4 million on the sale—a tax savings of \$740,000. The selling shareholders will have an additional \$740,000 invested in their portfolio.

There are many requirements that must be met before you can sell your company to an ESOP and enjoy the full tax benefits.

- The selling shareholder must be an individual, a trust, an estate, a partnership, or a limited liability company, and must have owned the company stock sold to the ESOP trust for at least three years.
- The selling shareholder must not have received the stock from a qualified retirement plan (e.g., an ESOP or stock bonus plan), by exercising a stock option, or through an employee stock purchase program.
- The sale must otherwise qualify for capital gains treatment but for the sale to the ESOP trust.
- The stock sold to the ESOP trust must (in general) be voting common stock with the greatest voting and dividend rights of

Continued on page 37...



CONVENTION & Trade Show

OUR 55TH

HARTFORD, CT • MAY 18-22, 2008

TRADE SHOW DAYS ARE TUESDAY & WEDNESDAY



Whether you're a Service Manager, Business Owner, Manufacturer or Technician, you know the answers to growing your company or career are no longer found just in your own back yard. It's a global economy and NAOHSM brings the wide world of heating technology to Hartford in May.

Join Us And Explore!



Explore The Latest Topics. Three days of educational programs. Tanks, BioHeat, Radiant, Solar. In depth. Focused. Get a look at what's in your future at our International Technology Roundtable.



Explore New Products. The industry's biggest and best Trade Expo is two days of up-close-and-personal with the people, from all over the world, who design and build the equipment that will make your future.

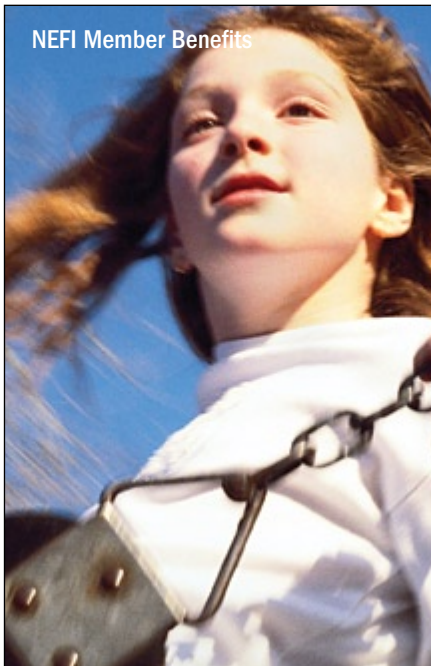


Explore The Industry. It's fun AND educational. Whether it's golfing, biking or our numerous social events with an international flair, you'll have opportunities galore in Hartford to meet and share ideas with your industry peers.

Trade Show and Education Programs held at the new Connecticut Convention Center. Social functions held at the adjoining headquarters Marriott Hotel, in exciting downtown Hartford.

FOR COMPLETE DETAILS, EVENT SCHEDULE AND LODGING INFORMATION, VISIT
www.naohsm.org • 888.552.0900

NEFI Member Benefits



Insurance Isn't Just For You, It's For Your Whole Family.

Join the hundreds of other members in NEFI's Group Life and AD&D Plan.

- Guarantee Issue Life and AD&D Insurance up to \$150,000 regardless of your company's size.
- One rate for all employees.
- For example, \$50,000 of Life and AD&D Insurance would be just \$6 per week.
- Plus \$10,000 Retiree Life Insurance. Employers who participate in the Trust may elect to insure owners, proprietors, or partners when they retire for \$10,000 life benefits that do not reduce due to age. The owner, proprietor, or partner must retire on or after 10/01/04

For more information, please contact Donna Carcerano at:
Phone: 617-924-1000
Fax: 617-924-1022 or 617-924-5962
This plan is managed by the Telamon Insurance Network and by Fort Dearborn Life Insurance Company



Place Your Marketplace Ad Here!

Only \$130/month per 3-time order or more.
Contact *Oil & Energy* at (978) 535-7606
or fax to (978) 535-7826.

Marketplace

NEED FORMS?

CALL THE FORMS PRO!

- METER TICKETS
- STATEMENTS
- INVOICES
- DOOR KNOB ENVELOPES
- STOCK FORMS
- LABELS



www.FormsPro.net

METER TICKETS

TO FIT ANY APPLICATION; GIVE US A CALL

800-221-1209

WEHOF FORMS

Committed to Quality & Service

100% SATISFACTION GUARANTEE FOR OVER 25 YEARS!

SLIP TICKETS

ROLL TICKETS

COMPUTER TICKETS



TAURUS SYSTEMS INC.

Fuel Oil & Propane Management Software

A full featured Delivery and Service System
Tightly integrated to A/R
Also available: G/L, A/P, P/R
Electronic Meter & Credit Card Interface,
Data Conversions & More!

207 666-3167

PO Box 201, Bowdoinham, ME 04008
www.taurus-systems.com



For links to these advertisers, and more, visit nafi.com

Ignite

- ◆ Enterprise
- ◆ Mobile
- ◆ Web

Different From Other Software Companies, But You'll Get Used to It...



With Unique Features Like an Executive Dashboard and 'Complete Care' Support

BLUE COW software



.net

Lynnfield, MA

888-499-2583

www.bluecowsoftware.com

Local Availability

NE 860-882-0213

PA/MD/DE/VA 800-565-3840

NY 585-223-5982

ID/MT/WA 250-497-5332



Solid Fuel & Oil Furnaces
Oil Boilers

www.NewmacFurnaces.com

e-mail: newmac@ca.inter.net

902-662-3840 (ph) 902-662-2581 (fax)

It's Winter. You're Busy.

Let Electric Checks collect your NSF checks.

It's Free.

We can collect

"Do Not Redeposit" Checks.

1-877-STOP-NSF

www.electricchecks.com

Electric Checks-We Bring Good Things To Bad Checks

...Continued from page 34

any class of common stock or preferred stock that is convertible into such voting common stock.

- For the 12 months preceding the sale to the ESOP trust, the company that establishes the ESOP must have had no class of stock that was readily tradable on an established securities market.
- After the sale, the ESOP trust must own at least 30 percent of the company that establishes the ESOP (on a fully diluted basis).
- ESOPs often are required to have annual audited financial statements.
- ESOPs require an annual valuation as part of its filing with the Department of Labor.
- ESOPs are required to file an annual tax return in addition to any returns required to be filed by the company.
- ESOPs are available to both C and S corporations, but each has their own set of special rules.

Although there are some exceptions, generally all full-time employees over 21 participate in the plan. Allocations are made either on the basis of relative pay or some more equal formula. As employees accumulate seniority with the company, they acquire an increasing right to the shares in their account, a process known as vesting. Employees must be 100 percent vested within three to six years, depending on whether vesting is all at once (cliff vesting) or gradual.

NUMEROUS BENEFITS

There are several features of an ESOP that make it particularly appealing.

- The sale of the business generates immediate income for the original owner.
- If properly structured, taxes are deferred on any gain resulting from the sale.
- Employees remain employed and retain accrued benefits.
- The company has a tax deduction for the repayment of funds borrowed to purchase the shares.
- Employees gain the tangible and intangible benefits of owning their own business.

ESOPs are not something that can be set up overnight. It is best to start your ESOP at least several years prior to retirement to gain full advantage of the benefits. Be sure to have all of your professionals in place—CPA, banker, valuation analyst, attorney—with a solid plan before starting an ESOP.

Properly structured and nurtured, an Employee Stock Ownership Plan can be a tremendous benefit for your employees, and a “golden ticket” to retirement for you. ☐

CITIZENS ENERGY STOPS TAKING NEW APPLICATIONS

Citizens Energy Corp. recently announced that it would no longer accept new applications for heating oil deliveries under its Oil Heat Program. The organization reportedly had received as many as 17,000 applications per day during the week prior to its closing the program.

In an announcement sent to several industry associations, Citizens said the decision did not affect applicants who have been approved or who were awaiting approval. Oilheat marketers will continue to receive notification of all approved applicants who are authorized to receive deliveries, and marketers will continue to be paid for all deliveries they have made, according to Citizens.

Citizens said in its announcement that potential clients could still call the organization until Jan. 25, 2008, and that their names would be placed on a waiting list. If Citizens receives more oil, it will make it available to waiting list clients in the order their requests were received. Dealers with questions can call Citizens at 800-866-4591.

NEW OSHA REQUIREMENTS KICK IN FOR COMPANIES WITH 10 OR MORE EMPLOYEES

All companies with more than 10 employees face new requirements from the U.S. Occupational Health and Safety Administration (OSHA) as of Feb. 1, 2008. Each company must complete and maintain three new forms, including one that must be posted in a conspicuous place.

OSHA Form 301 is used to record a work-related injury or illness and must be completed within seven days of the reporting of an injury or illness. OSHA Form 300 is a “log” where all work-related injuries and illnesses must be recorded. OSHA Form 300A contains a summary of all work-related injuries and illness from the previous calendar year and must be posted on an employee bulletin board or another conspicuous place.

Forms, instructions and frequently asked questions on the OSHA injury and illness reporting rule can be downloaded at www.osha.gov. For forms, go to the OSHA website, click on “F” in the alphabet index at the top of the OSHA page and then click on “Forms.” In the search field enter “OHS 300” click “search.” Download the three forms listed above and their instructions.

TOTAL
CONTROL
SYSTEMS

700 Series Rotary Flow Meter

Discover Customer First Service!

- Unsurpassed meter quality and dependability
- Prompt delivery and service support
- Competitive pricing

Excellent accuracy
 1 1/2" thru 4" Meter Sizes Available
 Advanced materials of construction
 Full line of meter accessories
 Weights & Measures approved





Electronic Registrations Available:



Veeder Root



Proven Performance - Defining the Future

800-348-4753 • sales@tcsmeters.com • www.tcsmeters.com

All TCS Flow Meters are manufactured in Ft. Wayne, Indiana.

HYDROLEVEL OFFERS COMBINATION CONTROL

Hydrolevel Co., of New Haven, Conn., recently announced the availability of its new Model 3150 HydroStat™ for oil boilers, which combines a universal temperature limit and low water cut-off in one control. The HydroStat can be mounted on existing immersion wells for field replacement of common temperature limit controls.



Installed on either a cold-start or a tankless coil boiler, the device will provide the same functionality of the control being replaced. When the HydroStat is installed on

a Hydrolevel Electro-Well (sold separately), the control's low water cut-off function is automatically activated. With most states now requiring low water cut-offs, HydroStat provides a simple, low-cost alternative to installing two controls, according to Hydrolevel.

HydroStat features an LED temperature display, four diagnostic indicating lights and dial-type temperature and differential settings—a design that simplifies programming, according to the company. The control uses industry standard wiring designations for easy field replacement of six common temperature limit controls.

BURNHAM INTRODUCES NEAR-BOILER PIPING KITS

Burnham Hydronics, of Lancaster, Pa., recently announced the availability of prefabricated, gravity return, Near-Boiler Piping Kits for Burnham MegaSteam oil-fired boilers. These kits include all pre-cut nipples and fittings to configure near-boiler steam piping to meet factory specifications. Near-Boiler Piping Kit components eliminate the need to measure, cut, and thread every piece. Benefits gained by installing proper near boiler piping include drier steam, a more stable water line, and quieter steam boiler operation, according to the manufacturer.

Field assembly of these kits is simple, Burnham reports. All nipples are labeled for easy assembly. Kits can be configured for either standard or dropped headers with a 10-inch drop, and they can be installed for either left- or right-hand header and supply piping. Dropped headers installed on the right side of the boiler will not interfere with tankless coil piping or junction box wiring.

February 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

6-7 Affordable Comfort, Inc.'s (ACI) New York ENERGY STAR® for Homes 2008 Conference "Solutions for Success," Saratoga Hotel & Conference Center, Saratoga Springs, NY. 800-344-4866 or 724-627-5200 www.affordablecomfort.org

19-21 Western Petroleum Marketers Association Convention, The Mirage, Las Vegas, NV. 801-263-9762 • www.wpma.com

21 NEFI Board of Directors and Exec. Committee Meeting, Sheraton Harborside, Portsmouth, NH. 617-924-1000

April 2008

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

7-11 Affordable Comfort, Inc.'s (ACI) Home Performance Conference, Pittsburgh, PA. 800-344-4866 or 724-627-5200 www.affordablecomfort.org

9 "Increase Your Profitable Equipment Sales" seminar with Bob Hedden at NEFI Tech. Training Ctr., Watertown, MA. 617-924-1000 • www.nefi.com/training

9-10 Propane Gas Assn. of New England Spring Meeting, Hilton Garden Inn, Portsmouth, NH. 603-544-2226 • www.pgane.org

22-24 Atlantic Region Energy Expo (AREE), Atlantic City Convention Center, Atlantic City, NJ. 973-467-1400 • www.aretradeshow.com

22-24 M-PACT Midwest Petroleum and Convenience Tradeshow, Indiana Convention Center, Indianapolis, IN. 614-792-5212 • www.m-pact.org

23-24 Applied Service Management Seminar with George Lanthier, 16 NORA CEUs, NEFI Tech. Training Ctr., Watertown, MA. 617-924-1000 www.nefi.com/training

March 2008

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

4 HazMat Course, NEFI, Watertown, MA. 617-924-1000 • www.nefi.com/training

10 Oilheat Masters Course, 2X week, 8 weeks, NEFI, Watertown, MA. 617-924-1000 • www.nefi.com/training

11-13 Northeast Sustainable Energy Association "Building Energy08 – The Practice of Sustainability: Tools, Actions, and Solutions" Conference and Trade Show, Seaport World Trade Center, Boston, MA. 413-774-6051 • www.nesea.org

12-13 North American Oil Burner Workshop with George Lanthier, NEFI, Watertown, MA. 617-924-1000 www.nefi.com/training

13 Penn. Petroleum Marketers & Convenience Store Assn. (PPMCSA) "Liberty USA/PPMCSA C-Store Trade Show," Pittsburgh ExpoMart, Monroeville, PA. 717-902-0210 • www.ppmcsa.org

16-19 HVAC Excellence's "HVACR Educators and Trainers Conference," Imperial Palace Hotel, Las Vegas, NV. 800-394-5268 • www.hvacexcellence.org

25-27 NAOHSM/NORA "Train the Trainer" Seminar, Manchester, NH. 888-552-0900 • www.naohsm.org

28 National Assn. of Oil Heating Service Managers Spring Board Meeting, Crowne Plaza, Hartford, CT. 888-552-0900 • www.naohsm.org

Coming in May: 14-16 PMAA Washington Conference & Day on the Hill, Washington, DC. 703-351-8000 • www.pmaa.org

Get breaking industry news promptly via email, Blackberry and a host of other communication devices. Log on to www.nefi.com and subscribe to our RSS feed. It's an excellent way to keep up to date.

BURNHAM NAMES NEW REPRESENTATIVE FOR MID-ATLANTIC STATES

Burnham Hydronics, of Lancaster, Pa., recently announced that N.H. Yates & Co., Inc. is a new manufacturer's representative for Burnham's line of boilers and hydronic heating equipment. Yates will cover the Maryland, Virginia, North Carolina, Delaware, Southeast Pennsylvania, and the Washington, D.C. areas. They will also handle Burnham Commercial Cast Iron and New Yorker boiler products. In business since 1949, N.H. Yates & Co. is headquartered in Cockeysville, Md.

NARDOZZI LAUNCHES CONSULTING PRACTICE

The accounting firm of Gray, Gray & Gray, in Westwood, Mass., recently launched a consulting business to handle business valuations. Veteran Oilheat accountant John Nardozzi, a Gray, Gray & Gray partner, will perform business valuations under the newly formed Nardozzi Consulting, LLC.

"This change will allow me to continue to use my CVA accreditation (Certified Valuation Analyst), to provide clients with independent business valuations and fair market value calculations for audits, financing, mergers and acquisitions and other purposes," said Nardozzi. "I will also be able to provide an expanded range of consulting services to clients in the energy and petroleum industry." He said he will continue to work with clients at Gray, Gray & Gray while managing the new entity.

IRVING DONATES \$100,000 WORTH OF HEATING OIL TO MAINE CHARITY

Irving Oil recently donated \$100,000 worth of heating oil to the "Keep ME Warm" fund, a public/private partnership to provide assistance to those struggling with the rising cost of fuel in Maine. Keep ME Warm assistance will go to residents who are needy but not poor enough to qualify for the Low Income Home Energy Assistance Program. The Keep ME Warm fund is due to serve 5,000 people this winter.

In other news, Irving recently participated in ABC's "Extreme Makeover: Home Edition." The program highlighted the Vitale family of Athens, Vt., who are Irving customers.

Irving collaborated on a project to build a new home for the family, which includes a boy afflicted with arthrogryposis, a disease affecting the joints and muscles.

Irving's work included running fuel lines to the new home and providing the labor for the installation of the propane tank as well as the heating, ventilation and air conditioning system. The company also donated the new propane tank plus 500 gallons of propane, in addition to supplying the fuel for the entire construction project.

BLACKMER MEETS DEMAND FOR BIODIESEL PUMPS

Blackmer recently announced that growth in the biodiesel industry is driving increased demand by biodiesel transporters for its TXD Series sliding vane pumps.

The TXD and TXSD (stainless steel) transport pumps are designed to meet the challenges associated with the transport of all blends of biodiesel, including B100. Blackmer recently upgraded the elastomer seals in these sliding vane pump models to allow for compatibility with biodiesel.

TXD pumps are available in 1.5-2-, 2.5-, 3- and 4-inch port sizes with flow rates from 10 to 500 U.S. gpm and pressures to 125 psi. Adjustable relief valves

protect the pump from excessive pressure. The optional air-operated relief valve is designed to ease hose and nozzle handling. T-type strainers are available to protect pumping systems from damage caused by debris including welding slag and foreign matter in the piping and tanks.

For more information about Blackmer TXD pumps, please contact Jim Becker at (616) 475-9390 or becker@blackmer.com.



WORLD ENERGY, INNOSPEC TEAM UP TO STABILIZE BIODIESEL

World Energy Alternatives, LLC recently announced a three-year agreement with Innospec Fuel Specialties to use Innospec's new BioStable™ line of products to enhance the stability of World Energy's global biodiesel products.

By using BioStable™, World Energy will help its biodiesel products meet several stability performance criteria, including inhibition of peroxide formation and protection against metal-catalyzed oxidation. The additives will also minimize effects of gum formation from peroxide decomposition and provide defense against acid-induced bio-fuel degradation.

TACO USES HUMOROUS VIDEOS TO PROMOTE PUMPS ON YOUTUBE.COM

Taco Inc. is promoting its new three-speed



0010 Service Pump with two new videos posted on YouTube.com. In one of the videos, Taco President John

Hazen White, Jr., portrays a love-struck plumber declaring his feelings for the pump. The other video is a spoof on a James Bond movie, with an intelligence agency officer offering instructions to a "00" agent, which is actually a Taco pump.

To view the videos, go to www.youtube.com and search for "Taco Pump."

PROTECT.
the customer and you.

Our exclusive TANK-GUARD® Program offers more to dealers:

- NO upfront investment
- NO inventory expense
- GUARANTEED annual profit
- Positive cash flow
- Reduced oil tank liability

TANK-GUARD  To find out more, call **508-892-4717**
www.tank-guard.com

TANK-GUARD is a registered trademark of Lincoln Laboratory

LOOK WHO'S AVAILABLE TO HELP YOUR OILHEAT BUSINESS.



John Nardozzi is ready to help your oilheat company with business valuations, merger & acquisition services, pricing strategies, operational reviews and management consulting.

Call John at (617) 487-4752 for a free initial consultation.

NARDOZZI CONSULTING, LLC
Consulting, Management & Valuation Services
617.487.4752
jnardozzi@nardozziconsulting.com

Late February Should See Return of Seasonable Cold

By John Bagioni, Fax-Alert Weather Service

AS WE MOVE INTO THE LAST third of the meteorological winter, we are still faced with some nagging questions that have haunted us all season.

Simply put, the La Nina has been the dominating force ever since October. It seems very unlikely that enough weakening will occur to alter the basic late winter/early spring La Nina analog that's performed very well. Very well does not mean perfectly.

In my January article, I discussed my concern that some of the analog information calling for warmth to dominate the entire month could be misleading or just flat out wrong. My take was that the early January warmth would slide back close to normal by mid-month, and once Canada was recharged with arctic air, the potential for a colder than normal second half of the month would be in play. Well, by the time I sat down to write the February update on Jan. 16, the turnaround was indeed underway.

COLD DESCENDS WITH A VENGEANCE

My call was never for a colder than normal January, but for a mid- and late-month reversal that allowed colder than normal air masses to return to the Northeast and knock the warm anomaly down considerably. The amount and intensity of the Canadian arctic air source was truly impressive. This led to parts of the Northern Plains and points west seeing some of the coldest temperatures in years. Even though the heart of the cold air intrusions were more often than not directed into the central and western U.S., enough of the cold air spread eastward into the Northeast to allow the second half of January to undo some of the early-month warmth.

Given the trends that were evolving in late January, it seemed likely that the La Nina analog would once again try to assert its eastern warm bias during early February. The basic early February pattern should feature a mean trough intensifying across the western U.S. This, in turn, should allow a resurrection of the Southeastern ridge.



the late January cold would ease considerably, but the degree of warming was debatable.

Could another strong warm period similar to the early January one occur in early February? Certainly! But small shifts in the upper flow across the Northeast could make the difference between a few days of moderately warmer than normal temperatures and another record shattering warm-up.

While it will be for a different reason, I expect any early February warmth to be reversed during the second half of the month. The mid-to-late-January reversal was a product of a temporary breakdown of the La Nina analog. The reversal back to a colder pattern that I expect to develop later in February is based on La Nina analogs favoring the development of

Once back in place, the Southeastern ridge should allow milder air to stream back into the eastern U.S., and blunt the southward advance of cold air masses.

SMALL SHIFTS MAKE A BIG DIFFERENCE

Now whether or not the early February moderation leads to a truly warm pattern, a late January, was not clear to me when I was writing this outlook. It seemed certain that

a blocking pattern across the North Atlantic (development of a negative North Atlantic Oscillation [NAO] signal).

If I am right about the late winter North Atlantic Oscillation signal, a colder than normal pattern will return to the Northeast by or shortly after mid-February and run well into or through March, which implies another late spring. ☒

Degree Day Reporting Form				REPORTING DATE: 12-31-2007
Station	Total Actual Accumulation To Date	Normal Accumulation To Date	Actual Accumulation To This Date 1-Yr. Ago	Normal Next 30-Day Period
Caribou, ME	3658	3740	3264	1719
Portland, ME	2583	2720	2253	1346
Concord, NH	2683	2881	2326	1402
Burlington, VT	2630	2870	2394	1457
Albany, NY	2349	2602	2161	1330
Worcester, MA	2357	2549	2085	1284
Boston, MA	1921	1976	1610	1104
Hartford/Springfield	2087	2299	1872	1220
Providence, RI	1904	2008	1639	1126
Chatham, MA	1769	1971	1546	1058
Bridgeport, CT	1694	1903	1579	1089

Report compiled by John Bagioni, a consulting meteorologist who runs Fax-Alert Weather Service, LLC, Burlington, Conn. He can be reached at: 860-675-9091, or at: johnbag@comcast.net.

www.nefi.com

The site to use for Oilheat, propane and biofuel news and commerce.

Slide out access bars for NEFI services to the industry:

- NEON E-letters
- Industry alerts
- Heating, AC, other training
- Oil&Energy magazine
- Oilheat EXPO
- Visions Conference
- Extensive industry calendar
- NORA, industry links
- NEFI store

Monthly site sponsorships available.

RSS feed to news from New England Fuel Institute. PLUS: Reuters business news around the globe.

User friendly search function brings up all fuel topics on NEFI and other sites. Locates topics in current and archived files of NEFI's exclusive NEON electronic newsletter that you can download and print.

Instant weather link ...for anywhere on the planet.



RSS feed to news from New England Fuel Institute.

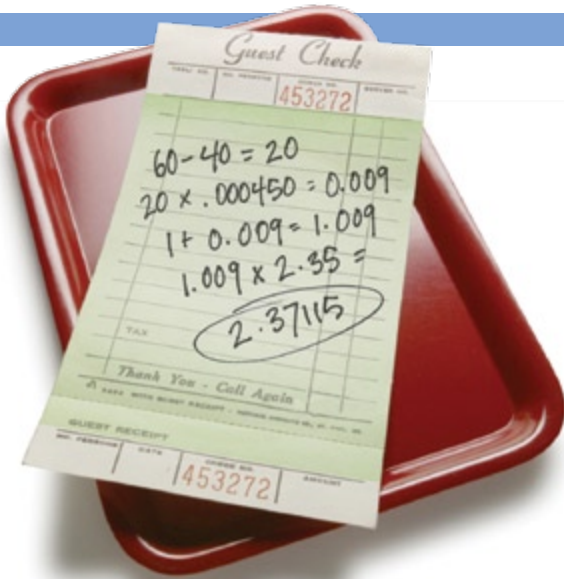
Contact all NEFI departments, and Oil&Energy magazine.

Industry news, regulatory alerts, and help aids that are vital to your business.

CLASSIFIEDS
Easy, economical, and effective!
Buy classified ads online. Get web coverage for 4 months... plus 2 months in print in Oil&Energy magazine at no extra charge!
Use the access bar Online Classified Advertising.

ORDER MANDATORY EPA LABELS FOR DIESEL FUELS (UNDYED, NRLM) & KEROSENE AT THE NEFI STORE, LOCATED AT nefi.com

Have you visited nefi.com today?



Gross Versus Net Billing: At These Prices It Matters

By Taylor Hudson & Lora Claus, Hedge Solutions

BILLING TERMS HAVE EMERGED THIS SEASON AS a hot issue, prompting some suppliers to make changes mid-season and even inspiring a legislative moratorium on the practice in Connecticut.

The topic of gross versus net billing is not a new one, but with heating oil prices approaching \$3 at the rack, a 1 percent adjustment in price starts adding up to some serious dough.

There are two primary styles of billing:

To figure out the best rack price when suppliers are using different billing schemes, we must take the time to make the conversion and compare apples to apples.

Net and Gross. We're not talking about discounts for prompt payment; we're referring to temperature correction. Oil at 60 degrees is larger by volume than oil at lower temperatures.

Suppliers who bill on "Net" gallons usually have lower posted prices because they are correcting the volume sold to 60 degrees Fahrenheit. Suppliers who bill on "Gross" gallons usually have higher posted prices because they do not temperature-correct the volume to 60 degrees.

YOUR COST WILL VARY

The number of gallons you are ultimately billed for—and therefore the final price you pay—is affected by whether the supplier temperature-corrects the oil. To figure out the best rack price when suppliers are using different billing methods, we must take the time to make the conversion and compare apples to apples.

We're concerned that many of the dealers out there may be unaware of this issue, or short on the time it takes to dissect the differences in pricing. We've developed an easy-to-use spreadsheet for making the conversions quickly and therefore saving some money at

the rack. If you're in an area where all suppliers have adopted the same system of billing, the usefulness of this tool is probably minimal. But if you have choices between suppliers at various terminals and they have different billing schemes, this topic is worth your time to understand.

To compare prices between suppliers for No. 2 oil we must know the oil's temperature and API Gravity. This information can be gleaned from the bill of lading or from the terminal operator. These two numbers are then loaded into a table that gives us a conversion. We can multiply the "Net" posted price (from a supplier billing on a temperature corrected basis) by this conversion factor to calculate a Gross price.

HOW IT WORKS

Let's walk through an example.

Bob the oil dealer receives the fax from his supplier stating that today's rack price will be 2.35. This supplier temperature corrects the oil to 60 degrees when Bob is billed. Bob calls the terminal operator and asks for the API Gravity of the oil, and the temperature of the oil. He finds out that API Gravity is 32.5, and the temperature is 40 degrees Fahrenheit. We now have all the information we need to convert the price.

1. Using the conversion table, for API Gravity of 32.5, the factor to use is .000450.

2. We take the factor and multiply it by the difference between 60 degrees and the tempera-

ture of the oil. 60 degrees – 40 degrees = 20.

3. Multiply it by the factor and then add 1.0. $20 \times 0.000450 = 0.009 + 1.0 = 1.009$

4. Multiply the resulting number by the posted price. $1.009 \times 2.3500 = 2.37115$.

The last figure, 2.37115, is the temperature-corrected price of the oil—a big difference from the 2.35 posted price we started with. Did you get lost in the math? The good news is if you understand the concept, you can use a spreadsheet to run the calculations for you.

Now let's take things a step further. In theory a "Net" gallon seller's price should be close to a "Gross" seller's price once we've done the conversion. But this assumes the "Gross" seller's oil temperature is 60 degrees, and we've seen enough variability in tempera-

tures day-to-day to throw this assumption right out the window. The colder the oil is from a "Gross" seller, the better the benefit from parking the truck in a heated garage overnight, allowing

the oil to expand. If the oil from a "Gross" seller is warmer than 60 degrees, there is more opportunity for shrinkage as you pull away from the rack. Therefore we recommend that you get in the habit of asking for temperature and Gravity properties from all suppliers, regardless of billing method, in order to truly compare prices apples to apples. ☐

Hedge Solutions will provide the spreadsheet described above at no cost. Just send an e-mail to Lora Claus at lora@hedgesolutions.com.

Net Price	API Gravity	Temperature	Conversion Factor	Gross Price	Total Cost
2.3500	32.5	40	0.000450	2.37115	2.37115
2.3500	32.5	50	0.000900	2.36115	2.36115
2.3500	32.5	60	0.000000	2.35000	2.35000
2.3500	32.5	70	0.000450	2.36115	2.36115
2.3500	32.5	80	0.000900	2.35115	2.35115
2.3500	32.5	90	0.001350	2.34115	2.34115
2.3500	32.5	100	0.001800	2.33115	2.33115
2.3500	32.5	110	0.002250	2.32115	2.32115
2.3500	32.5	120	0.002700	2.31115	2.31115
2.3500	32.5	130	0.003150	2.30115	2.30115
2.3500	32.5	140	0.003600	2.29115	2.29115
2.3500	32.5	150	0.004050	2.28115	2.28115

Hedge Solutions developed this spreadsheet to help marketers compare the costs of fuel that is sold with and without temperature correction.



For the best in Oilheat and Residential Air Conditioning Training: **TRAIN AT "THE INDUSTRY'S SCHOOL"** The New England Fuel Institute Technical Training Center

Go to
www.nefi.com
for information on
upcoming courses:

- Oilheat Masters
- Propane CETP Training
- 2008 Class Schedule
- ...AND MORE!**

The NEFI Technical Training Center offers both professional training for entry level heating technicians and continuing education for experienced Oilheat personnel. Courses are held at NEFI's training center in Watertown, Massachusetts, and at several schools throughout New England.



The entry level course is designed to prepare each student for employment as a qualified oil heating technician; the receipt of a certificate of competency can lead to a license appropriate to the state or regional authority where the student plans to work as a professional technician.

Continuing education programs are designed to accelerate understanding of new and existing energy concepts (and applications) and provide opportunity for career advancement within the service industry. These courses include:

- Residential Home Heating
- Electrical Management Control Systems
- Residential Whole House Air Conditioning
- NEW! Masters Course for advanced training on controls, venting, and whole house comfort systems
- Gas Heat Training for the Oilheat technician

Auxiliary Courses Include:

- Heat Loss Calculation Courses
- HAZMAT Training Seminars

Courses held regularly at our Watertown, Mass. training facility and affiliated school locations in Rhode Island, New Hampshire, Vermont and Springfield, MA.

The most fully equipped and advanced training facility of its kind in the country.

All types and models of working equipment as well as the necessary test instruments from leading manufacturers.

Completely renovated and specialized equipment labs

Low ratio of students to instructors



EDUCATION

www.NEFI.com

Training Center Licensed By
Commonwealth of Massachusetts, Dept. of Education

To obtain a training brochure, email school@nefi.com or phone 617-924-1000.
REGISTER ON THE WEB FOR OILHEAT AND AC COURSES.
Log on to www.nefi.com and click the "Heating & AC Training" tab.

Advertiser Index

Want information from advertisers? Faster? Check off boxes, and FAX to 978-535-7826. Or check boxes, and mail to: Oil & Energy, 67 Foster St., Peabody, MA 01960. Your request will be sent to desired companies for response direct to you. Be sure to include your name and address.

Amthor, p. 23.....	<input type="checkbox"/>
www.amthornewengland.com	
Angus Energy, p. 19.....	<input type="checkbox"/>
www.angusenergy.com • 800-440-0472	
AREE 2008, p. 27	<input type="checkbox"/>
www.areetradeshows.com	
Association Block, p. 31.....	<input type="checkbox"/>
Beckett, p. 48.....	<input type="checkbox"/>
www.beckettcorp.com • 800-645-2876	
Blue Cow Software, p. 36.....	<input type="checkbox"/>
www.bluecowsoftware.com • 888-499-2583	
Boston Steel & Mfg., p. 15.....	<input type="checkbox"/>
www.bostonsteel.com • 800-333-6970	
Carlin, p. 13.....	<input type="checkbox"/>
800-989-2275 • www.carlincombustion.com	
COCARD, p. 25	<input type="checkbox"/>
www.cocardprocessing.com • 866-849-8800	
Electric Checks, p. 36.....	<input type="checkbox"/>
www.electricchecks.com • 877-258-1450	
Global Companies LLC, p. 2, 47	<input type="checkbox"/>
www.globalp.com • 800-685-7222	
H & H Sales Company, p. 33.....	<input type="checkbox"/>
www.hhsalescompany.com	
Hydrolevel Company, p. 17.....	<input type="checkbox"/>
www.hydrolevel.com	
Irving Oil Corp., p. 5.....	<input type="checkbox"/>
www.irvingoil.com • 877-942-3600	
Lincoln Lab, p. 39.....	<input type="checkbox"/>
www.lincolnlaboratory.com	
NAOHSM, p. 35	<input type="checkbox"/>
www.naohsm.org • 888-552-0900	
Nardozi Consulting, p. 39	<input type="checkbox"/>
www.nardoziconsulting.com	
NEFI, p. 3, 6, 10-11, 36, 41, 43.....	<input type="checkbox"/>
www.nefi.com • 617-924-1000	
Newmac, p. 36.....	<input type="checkbox"/>
www.newmacfurnaces.com • 888-291-0990	
Sprague, p. 9	<input type="checkbox"/>
www.spragueenergy.com • 800-225-1560	
Taurus Systems, p. 36.....	<input type="checkbox"/>
www.taurus-systems.com	
Total Control Systems, p. 37	<input type="checkbox"/>
www.tcsimeters.com • 800-348-4753	
Trans-Tech Industries, p. 29.....	<input type="checkbox"/>
www.transtechtanks.com • 877-989-0100	
Wehofarms, p. 36.....	<input type="checkbox"/>
www.FormsPro.net • 800-221-1209	

CONNECTICUT ICPA Faces Heavy Agenda

The Independent Connecticut Petroleum Association (ICPA) recently outlined its legislative and regulatory agendas for 2008. On the legislative side, ICPA is grappling with slower response time in state Small Claims Courts and is seeking full funding for the \$500 energy efficiency tax rebates that passed in the 2007 Energy Bill. ICPA is also seeking to eliminate the gross earnings tax on heating fuel additives and to resolve the 2007 gross earnings double tax on diesel fuel.

On the regulatory side, ICPA will work with legislative leaders in an effort to ensure that heating oil and propane marketers are compensated fairly under the Connecticut Energy Assistance Program.

The association board has also created a task force to study issues surrounding temperature-corrected heating oil sales, and ICPA's Fuel Quality Task Force is expected to make recommendations for changing the specification of heating oil required for sale in the state at some point in the future.

ICPA also wants to work with Operation Fuel to expand volunteer funding for the program, which helps low-income residents pay their heating bills.



Legislators Seek Input on Energy Assistance

The president of the state Senate (Don Williams of Thompson) and the Senate Chair of the Energy Committee (John Fonfara of Hartford) recently approached ICPA Executive Director Gene Guilford to inquire about how heating oil dealers could be fairly compensated while participating in the Connecticut Energy Assistance Program (CEAP).

CEAP has seen little to no increase in the funding of the subsidy that provides low-income households with the resources to pay a portion of their heating bill. As recently as five years ago the CEAP benefit paid most if not all of the heating costs for homes heated with oil. Today, the benefit may pay for little more than one delivery. This change in CEAP coverage has placed low-income residents and heating oil dealers in a difficult situation. With few resources to pay for energy once their benefits run out, CEAP customers and the Oilheat dealers that they work with struggle to keep homes warm without putting the dealers in a financially precarious position.

ICPA will meet with Williams and Fonfara prior to the 2008 legislative session to explore ways to improve the program.

OHIO Utilities Barred From Disconnecting Low-Income Customers

A recent fatal fire in Toledo, Ohio, led the Public Utilities Commission of Ohio to declare that utilities may not disconnect customers at 175 percent of the poverty level as long as they are making payments on their bills. Gov. Ted Strickland requested the move after the fire that reportedly was caused by candles the residents were using to heat the home after their electricity was turned off.

The moratorium applies to public utilities such as gas and electric companies; privately owned propane and heating oil companies are not covered by the order. However, some propane marketers told the *Mount Vernon News* they would work with customers to ensure that they have heat.

VERMONT Partnership Guides Marketers on Biofuels

The Vermont Fuel Dealers Association (VFDA) has launched the Vermont Biofuel Partnership (VBP) to help fuel producers, wholesalers and retailers understand and market biodiesel and Bioheat®. The partnership is online at www.vtbio.org.

VFDA Expects State to Create 'All Fuels Utility'

VFDA recently informed its members that it expects the state Legislature to create an "All Fuels Utility" this year. The details are still being worked out, but the new utility could levy taxes on heating oil and propane, revise regulations regarding service of heating systems, and subsidize heating system conversions.

DESPITE CLAIMS BY SOME LAWMAKERS, 'ENRON LOOPHOLE' REMAINS OPEN

New England Fuel Institute (NEFI) reports that some members of Congress are claiming that the "Enron Loophole" is closed, when in fact no definitive action has been taken.

As *Oil & Energy* went to press, the outcome of the campaign to bring tighter oversight to the energy commodity markets was in limbo. The U.S. Senate had attached a measure addressing market oversight to its version of the Farm Bill in December, but no version of the Farm Bill had reached President Bush's desk. And NEFI officials had serious doubts about the strength of the Senate's proposal, which is endorsed by the Bush administration and several major commodity exchanges and oversight bodies.

"That bill awaits conference with House members before a final proposal can be considered, but even that legislation is wholly insufficient," NEFI reports. "All it would do is create a new 'litmus test' for regulation of contracts being traded under the Enron Loophole, and the burden of proof would lay on the consumers and the industry to prove that these contracts need to be regulated. Our members should know that no legislation has passed either chamber of Congress that would close the Enron Loophole, which exempts over-the-counter energy trading from federal oversight, or the 'Foreign Markets Loophole,' which allows energy traders in this country to circumvent federal oversight by trading products for U.S. delivery on offshore boards of trade, like the InterContinental Exchange (or ICE)."

NEFI, the Petroleum Marketers Association of America (PMAA) and numerous state associations have mounted a campaign to educate members of Congress and their staff, as well as the media and the public, about the lack of oversight.

COMMISSION WANTS GAS TAX RAISED TO SUPPORT HIGHWAY FUND

The National Surface Transportation Infrastructure Financing Commission has called for an increase in the federal gasoline tax of up to 40 cents per gallon over five years to support the Highway Trust Fund.

The proposal would index future increases to inflation rates, which could result in a 91-cent increase within 20 years. The Commission, created as part of the 2005 Highway Reauthorization Act, will propose a double-digit increase in the federal gasoline tax, according to sources that have reviewed advance copies of the report.

The current federal excise tax on gasoline of 18.3 cents per gallon was set in 1993.



FUEL & PROPANE DELIVERY TICKETS:
Includes Printing the NEW EPA Messages
Call Us Before Your Next Order
800-519-3691 or sales@amerbusforms.com

ONL 03-08

REPLACEMENT PUMP VANES FOR BLACKMER 2.5" AND 3" SLIDING VANE PUMPS

2.5" \$175.00/Set 3" \$225/Set
Unbeatable price. Stock up now!
718-497-4491 X2217 pumpvanes@gmail.com

ONL 03-08



SAVE BIG \$ ON POSTAGE AND MAIL COSTS

Order door hangers with a protected pocket for leave behind metered invoices, delivery statements, bill stuffers, etc. Customized for fuel and propane delivery companies.

Greystone Services, 978-535-9185. Email: lee@gstone.biz



ADVANCED TRAINING FOR OILHEAT TECHNICIANS:

NEFI Oilheat Masters Course
March 10, 2008 - April 28, 2008, Mondays & Wednesdays 6:00 - 10:00 PM

Give your skilled technicians the capacity to improve their knowledge and skills beyond the basics of Oilheat—to all the specialty areas that can make a significant and positive profit impact for your business.

This "Masters" series of courses is designed for technicians who are ready to expand their skills by learning about the more intricate aspects of Oilheat.

Tony Rufo is the lead instructor. Visiting instructors will focus on their specialty and provide state-of-the-art instruction for each subject. Class size will be limited.

- Hot Water Heating Systems, Radiant Heating and Controls
- Fuel Oil Tanks (Above and Below Ground Installation and Removal, CMR4, CMR9, and NFPA31)
- Combustion and Oil Burner Controls
- Multiple Boiler Applications and Modulating Controls
- Direct Venting, Hydro Air Systems and Indoor Air Quality
- Power Venting (Sizing, Wiring and Problem Solving)
- Fuel Pumps (Gravity, Lift Feed Systems, Boost Pumps and Multiple Unit Systems—Installing, Sizing and Trouble Shooting)
- Steam Units (Sizing, Piping and Problem Solving)
- Advanced Controls (Applications and Trouble Shooting)
- Domestic Hot Water (Trouble Shooting and Sizing for Larger Applications)
- Radiant Heating (Sizing, Installation & Trouble Shooting)

**REGISTER ONLINE AT
WWW.NEFI.COM/TRAINING
OR PHONE: 617-924-1000**



SEE SIDS 1ST. Your 1-Stop-Source for heating, air conditioning and refrigeration parts and equipment. World's largest remanufacturer of heating parts backed by a 2-year warranty. Makers of testing instruments and service products for the service trade. 75 locations, see www.sidharvey.com. SPN 02-08



Avalux Heating Oil Stability Additive
Proven to Reduce Fuel Related Service Calls by Almost 60% • Generates Service Savings • Reduces Service Tech Workload • Gives You a Powerful Marketing Tool
Call Rick or Ryan Trout at 888-584-2422. SPN 02-08

HELP WANTED: COMMERCIAL SALESPERSON

Major metro market leader seeks professional with proven field sales and team oversight experience to assume responsibility for commercial heating oil sales. Must be able to work with a variety of resources for lead generation, account tracking, and forecasting. Software experience, capacity to interface with owners and purchasing managers from diversified businesses is essential. Compensation is at a level commensurate with responsibilities demonstrated by the capacity to achieve results. This position provides incentives and an excellent benefits package. Please reply with resume and references in complete confidence to:

Oil&Energy
Reply Box 1130
67 Foster Street
Peabody, MA 01960

WANTED:

Oil plant meters (used), 3 inch, temp comp w/ticket printers. Mike Taylor 845-794-6226 mtaylor@combinedenergyservices.com

ONL 02-08

EVERYONE CAN SELL BIODIESEL.

Packaged B-100, refillable jug system. www.yellowbiodiesel.com • 800 285-4533

SUB 03-08

CLASSIFIED RATES

BIG RESPONSE — LITTLE \$

\$40 gets you four lines of text (approx. 25 words) for 2 issues of *Oil & Energy* and 4 months on www.nefi.com

Photos are accepted at \$30 additional. Additional text lines at \$10.

To obtain these rates, ads must be placed online at: www.nefi.com/classifieds.

For regular rates not submitted online and for display classifieds, call 978-535-7606.



**Distillate Stocks by PADD (Million Barrels)
PRODUCTS IN STOCK: MOST RECENT WEEKS**

Ultra-Low Sulfur / 15 ppm and under				Low Sulfur / 15 ppm+ to 500 ppm			
District	Week Ending			District	Week Ending		
	1/11/08	1/4/08	Year Ago		1/11/08	1/4/08	Year Ago
East Coast (PADD I)	16.4	15.8	14.2	East Coast (PADD I)	7.4	7.0	7.6
NEW ENGLAND	1.8	1.8	2.1	NEW ENGLAND	0.5	0.4	0.2
MID-ATLANTIC	8.0	7.7	6.9	MID-ATLANTIC	3.6	3.7	3.7
SOUTH TO FLA.	6.6	6.4	5.2	SOUTH TO FLA.	3.4	2.9	3.7
Midwest (PADD II)	21.7	21.1	16.3	Midwest (PADD II)	5.8	6.2	6.2
Gulf Coast (PADD III)	17.7	19.1	14.9	Gulf Coast (PADD III)	7.2	7.6	9.4
Rocky Mtn. (PADD IV)	2.6	2.5	2.4	Rocky Mtn. (PADD IV)	0.5	0.5	0.5
West Coast (PADD V)	11.9	10.8	8.8	West Coast (PADD V)	2.3	1.9	1.2
U.S. Total	70.3	69.4	56.7	U.S. Total	23.2	23.2	25.0

Greater than 500 ppm (0.05%) Sulfur				TOTAL DISTILLATE STOCKS			
District	Week Ending			District	Week Ending		
	1/11/08	1/4/08	Year Ago		1/11/08	1/4/08	Year Ago
East Coast (PADD I)	27.0	25.9	44.8	East Coast (PADD I)	50.8	48.7	66.7
NEW ENGLAND	7.0	7.0	10.4	NEW ENGLAND	9.3	9.1	12.8
MID-ATLANTIC	16.9	15.7	28.8	MID-ATLANTIC	28.4	27.1	39.3
SOUTH TO FLA.	3.1	3.1	5.6	SOUTH TO FLA.	13.1	12.5	14.6
Midwest (PADD II)	2.3	2.6	3.8	Midwest (PADD II)	29.8	29.9	26.3
Gulf Coast (PADD III)	5.5	6.1	8.9	Gulf Coast (PADD III)	30.4	32.9	33.2
Rocky Mtn. (PADD IV)	0.1	0.1	0.3	Rocky Mtn. (PADD IV)	3.2	3.2	3.2
West Coast (PADD V)	1.3	1.4	2.4	West Coast (PADD V)	15.6	14.1	12.4
U.S. Total	36.3	36.1	60.3	U.S. Total	129.8	128.7	141.9

Weather Summary

Selected U.S. Cities
(Population Weighted Heating Degree Days)

The weather for the nation, as measured by population-weighted heating degree-days from July 1, 2007 through January 19, 2008 has been 3 percent warmer than last year and 10 percent cooler than normal.

Location	Current	Normal	% Change
	7/1/07 thru 1/19/08	7/1/07 thru 1/19/08	Current vs. Normal
Boston	2468	2648	-7%
Chicago	2880	3256	-12%
Hartford	2735	3042	-10%
New York	1903	2263	-16%
Philadelphia	2051	2334	-12%
Pittsburgh	2479	2901	-15%
Portland	3296	3539	-7%
Providence	2466	2770	-11%
Raleigh	1408	1801	-22%
Richmond	1616	2006	-19%
Washington	1681	2044	-18%

Oil & Energy Securities Recap

Company	Symbol	1/21/08	12/19/07	Change
Ashland Inc.	ASH	42.20	46.64	-4.44
BP-Amoco	BP	65.02	72.75	-7.73
ChevronTexaco	CVX	83.46	91.25	-7.79
Conoco Philips	COP	72.89	84.02	-11.13
ExxonMobil	XOM	85.08	91.15	-6.07
Global Partners	GLP	26.00	24.85	+1.15
Hess Corp. (formerly Amerada Hess)	HES	85.48	90.19	-4.71
Lyondell Citgo Refining	LYO	47.97	47.83	+1.14
Marathon Oil	MRO	47.49	58.56	-11.07
National Grid Plc (formerly Keyspan Corp.)	NGG	81.35	82.55	-1.20
Occidental	OXY	68.04	72.00	-3.96
Royal Dutch Shell Plc	RDSA	75.26	81.53	-6.27
Star Gas	SGU	3.32	3.62	-.3
Sun	SUN	59.68	69.43	-9.75
Tesoro Petroleum	TSO	38.91	49.58	-10.67
Total	TOT	78.21	78.75	-.54
Valero Energy	VLO	54.03	69.42	-15.39

LOOK FOR OPPORTUNITIES TO GENERATE POSITIVE NEWS

FORCES BEYOND THE CONTROL OF THE LOCAL marketer have created a public relations pickle for Oilheat, and the industry needs to do some work on its public image.

"Intelligent Warmth" was a fine theme for industry advertising in 2006 and 2007, but a new focus is required when oil is on the wrong end of a sizable price gap with the competing fuel and customers are left cold because the federal government makes no allowance for higher prices.

The best public relations opportunities are available right now, in mid-season. The combination of meager funding for the Low Income Home Energy Assistance Program (LIHEAP) and a downturn in the U.S. economy has left a lot of people short of funds to buy heating oil.

Dealers are undoubtedly already giving generous slack to lots of their loyal customers—at their own peril—but that sort of quiet kindness makes no public splash, unfortunately.

A lot of communities are running local assistance programs, and that is where Oilheat marketers and the associations that represent them can make some much-needed headlines. Marketers who are supporting these programs should take advantage of the opportunity and issue press releases that both announce their contributions and explain why they are necessary this year. They can highlight the reality of LIHEAP: Congress has effectively reduced public assistance sharply by level-funding the program in the face of large price increases.

They can talk about unchecked speculation in the futures market that relates directly to the notorious Enron scandal and forces customers to pay a large premium to pay for hedge fund managers' vacation homes and yachts. The press releases should also suggest that the reporter contact the marketer for an interview where they can get a clear idea of where Oilheat marketers actually fit in the big picture.

Newspapers and other media outlets are always looking for story ideas, and Oilheat dealers who play it right can be cast as the good guys—for once. In the process, they'll be helping the whole industry by bringing some positive publicity into the mix.

Oilheat does not need to be loved, but it needs to guard its market share by offsetting some of the enmity that naturally develops in an exceptional season like this one. ☐

Sources:

Energy Information Administration, Weekly Petroleum Status Report. For information about distillate stocks, contact Diana House: 202-586-9667 or by e-mail at dhouse@eia.doe.gov.



HEATING OIL



DIESEL FUEL



GASOLINE



KEROSENE

OUR NEW GUY ON THE BLOCK IS AN OLD PRO AT RISK MANAGEMENT

GLOBAL now provides retail distributors with direct access to our Wholesale Risk Manager, in addition to our knowledgeable bank of field representatives. Led by industry veteran Bill Braunig, you can ask us for as much guidance as you judge necessary when buying oil. We can explain the mechanics of prompts, futures, options and hedging tools to protect your purchase and review your contract before you make a commitment.

In today's market, relying on the skills and expertise of a professional risk manager can provide objective, real-time advice aimed at making your buys more attuned to your specific business and customer base.

Taking on risk can have its rewards. Having an informative discussion with Global beforehand has the potential to make your transaction less risky, and thus more rewarding. We are always available to assist you.

Bill Braunig
Wholesale Risk Manager

Office: 800-685-7222
Direct: 781-398-4318
Cell: 508-769-6049
Fax: 781-398-9217
BBraunig@globalp.com
Yahoo I.M.: wlb009

**BE INFORMED.
TALK TO GLOBAL.**



GeniSys™

Technology made simple.



Beckett™

PARTS & ACCESSORIES