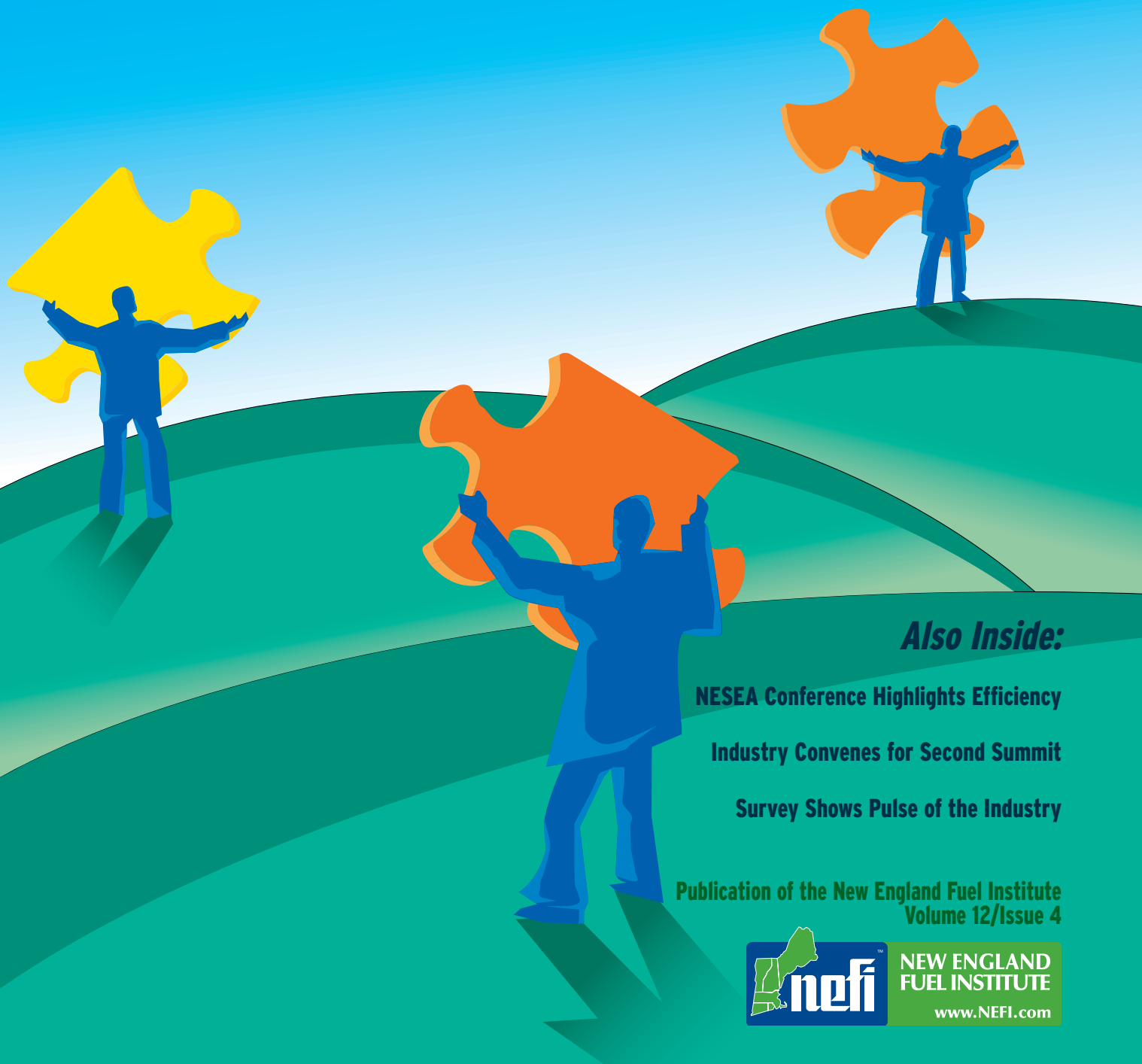


OIL & ENERGY

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Adding Pieces to the Puzzle

Finding New Revenue Streams That Fit



Also Inside:

NESEA Conference Highlights Efficiency

Industry Convenes for Second Summit

Survey Shows Pulse of the Industry

**Publication of the New England Fuel Institute
Volume 12/Issue 4**



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BIODIESEL TAX CREDIT NOT EXPECTED BEFORE MID-APRIL

The \$1 per gallon tax credit that the biodiesel industry is waiting to be reinstated could take until the middle of April, according to a report in Reuters.

A two-week recess through April 13 is expected to delay the completion of the bills already approved that contain a provision to reinstate the credit, which expired on Dec. 31, 2009. The biodiesel credit appears alongside other jobs-related provisions and credits in the Senate and House bills.

The tax credit is expected to be retroactive to the beginning of the year and could help jumpstart an industry that has had to delay construction or idle plants while waiting for the credit to be reinstated.

COALITION CALLS ON SENATORS TO ACT ON COMMODITY TRADING REFORM

More than 80 member-groups in the Commodity Markets Oversight Coalition (CMOC) recently sent a letter to the Senate Agriculture committee leaders, who are currently drafting new derivatives reform legislation, calling for a list of reforms to “provide [commodity trading] regulators the tools and resources necessary to return stability and confidence to these markets.”

The coalition, which was first formed by the New England Fuel Institute (NEFI) and the Petroleum Marketers Association of America (PMAA) in 2007, is an informal alliance of industry groups, consumer advocates and academics, representing commodity producers, processors, distributors, retailers, and residential, commercial and industrial end-users that “believe that policy in the commodity trading markets should aim to strengthen oversight, transparency and stability to address inadequacies in the existing derivatives markets, both regulated and over-the-counter.”

The Senate hopes to pass legislation by Memorial Day, so that differences between the House and Senate versions can be remedied and signed before November.

ENERGY SECRETARY TOUTS EFFICIENCY CREDITS

While recently visiting Seaway Manufacturing Corporation—an energy efficient window manufacturing company in Pennsylvania—Secretary of Energy Steven Chu highlighted the tax credits available to families as a result of the American Recovery and Reinvestment Act. Taxpayers are eligible for up to \$1,500 in tax credits for a range of home energy efficiency improvements.

The Recovery Act expanded residential efficiency tax credits for some improvements, including upgrading heating, ventilation and air conditioning equipment; adding insulation; or replacing a water heater. Through 2010, homeowners can receive a tax credit for 30 percent of the cost of the improvements, up to \$1,500.

Secretary Chu reminded taxpayers that they can collect on those benefits this year as they file their 2009 tax returns, and can continue to receive tax credits through the end of this year.

Consumers who installed renewable energy systems in their homes, including solar panels, geothermal heat pumps, or wind turbines, are also eligible for tax credits for 30 percent of the cost of the systems, which are available through 2016.

THE DIFF.

Spot Prices (Cents/Gallon) as of March, 29, 2010*

New York Harbor	New York Harbor	U.S. Midcontinent
No. 2 Fuel Oil / Heating Oil	No. 2 Diesel Low Sulfur	No. 2 Diesel
207.10	213.70	205.90

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

THE BAROMETER

Comparing Heating Oil to Other Financial Products

	March 29, 2010	One Year Ago
No. 2 Fuel Oil/New York (cents/gallon)	207.10	136.40
Crude Oil (dollars/barrel)	\$82.21	\$53.01
10-year Treasury Bill	3.86%	2.74%
30-year Mortgage	5.11%	5.09%
Dow Jones Average	10,897.67	7,760.01



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NEFI Action Center: From Washington 10

Mark Morgan, NEFI's Regulatory Counsel, reviews the latest Spill Prevention, Control and Countermeasure (SPCC) deadlines and the urgency for home energy retailers and distributors to check their compliance.



The Northeast as a Policy Proving Ground 12

Discussions at the Northeast Sustainable Energy Association's (NESEA) BuildingEnergy 10 Show in Boston involved information about legislation and policy in the Northeast and how it could influence the major proposals in the federal government as well as showcasing new technology for heating and cooling.



Q&A: Joanne Lamprey of Lamprey Brothers 16

With the focus on increasing revenue streams for energy dealers, Oil & Energy talks with Lamprey Brothers President Joanne Lamprey about steps her company has taken to continue to evolve as technology and consumer attitudes have changed.



Stakeholders Discuss Fuel Mandate at Second Summit 22

Retailers, refiners, equipment manufacturers and trade associations once again met in Washington, D.C., in March to discuss how to move forward with an ultra-low sulfur diesel (ULSD, biofuel-based heating oil mandate in the near future and discussed how to overcome the barriers that remain.



Survey Shows the Pulse of the Industry 24

A recent survey distributed by NEFI highlighted the major legislative and economic concerns facing its members and the industry at large. It also revealed interesting statistics about the composition of the industry, what services many companies offer and why they have yet to move forward with others.



Adding Satellite TV to Your Product Mix 26

Mike McMahon with DirecTV writes that heating oil dealers are in a unique position to offer satellite TV services as another product because of their access to homes and relationship with customers. McMahon can be reached for more information at (732) 492-0363.



Biz Tip: Paying Attention to Customer Attrition and Margin 28

Joe Ciccarello and John Vachon with accounting firm Gray, Gray & Gray study how customer attrition can have an important impact on companies after a merger. For more information, Ciccarello can be reached at (781) 407-0300 or jiccarello@gggcpas.com.



Oil Market Stance: Rising Oil Prices and the Argument of Peak Oil 30

Adam Kovacs of Hedge Solutions studies how the argument for peak oil could have an impact on the heating oil industry in the future, focusing on how prices could react. Kovacs can be reached at adam@hedgesolutions.com or (800) 709-2949.



Bioheat®: The Five Ps 32

Michael Devine, CEO of the Earth Energy Alliance and petroleum liaison for the National Biodiesel Board, goes back to his childhood for an idea on how Oilheat dealers can increase their revenue by including Bioheat® in their offerings. Devine can be reached for more information at mike@earthenergyalliance.com or (203)-221-3044.



Weather Trends: Spring Warmth Could Cool Quickly 35

John Bagioni of Fax-Alert Weather Service looks into past seasons to forecast how a cooler spring could develop after a period of early warmth. Bagioni can be reached at johnbag@comcast.net.



Propane: A Springboard for Increasing Summer Revenue 39

Joe Rose, president of the Propane Gas Association of New England (PGANE), writes about several ways that propane dealers—and any energy retailers—can use the spring as a time to implement plans that will pay off now and in the future.

Calendar p. 43	Marketplace p. 42
Classifieds p. 44	NEFI FYI p. 7, 8
Degree Days p. 44	State News p. 36, 37
Industry News p. 20, 21, 29	The Stats Page p. 46
Fire Box p. 27	Think About It p. 46

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Senate Approves Biodiesel Tax Credit Extension in Jobs Bill

In March, the United States Senate passed a second jobs bill titled the American Workers, State and Business Relief Act, as a substitute amendment to H.R. 4213, the Tax Extenders Act of 2009, by a vote of 62 to 36.

Included in the bill is the vital one-year extension of the \$1-per-gallon biodiesel blender's tax credit. The credit will be expected to be available retroactively for biodiesel produced during the credit's lapse. The biodiesel tax credit expired Dec. 31, 2009.

However, the one-year extension of the National Oilheat Research Alliance (NORA) authorization was not included in the bill. New England Fuel Institute (NEFI) and Petroleum Marketers of Association of America (PMAA) members communicated extensively to key Senate staff and urged senators to include the one-year NORA extension as an amendment to the bill, but Senator Tom Coburn, a fiscally conservative Republican from Oklahoma has a "hold" on the NORA extension, over concerns that it is a regional "tax" that only benefits cold weather states. Several Northeastern Senators are in talks with Coburn about his concerns.

The broader bill, including the biodiesel tax credit extension, has since stalled in negotiations with the House of Representatives on a final bill that both chambers can agree on and send to the president for his signature. The main obstacle is paying for the bill. The Senate bill was paid for by closing a tax loophole that allows paper companies to blend "black liquor," a high carbon industrial byproduct, with diesel fuel and take biofuel tax credits. However this tax credit was used as a "pay-for" in the healthcare legislation, leaving members of Congress to search for a new funding source. Congressional leaders hope to find a solution to the issue when they return from the Easter recess in mid-April.

NEFI Member to Highlight Futures Market Reform for EIA

On Tuesday, April 6, PMAA Vice Chairman and immediate-past NEFI Chairman of the Board Sean Cota of Cota & Cota, Bellows Falls, Vt., is scheduled to speak at the Energy Information Administration's (EIA) 2010 Energy Conference: Short-Term Stresses, Long-Term Change session titled Regulating Energy Commodities.

The conference will focus on climate change, energy and the economy, the impacts of a smart grid, the regulation of energy commodities, short-term prices, long-term energy outlooks, biofuels, U.S. and global natural gas markets, energy efficiency, and the energy-water nexus.

Cota is an independent heating oil and propane marketer who noticed the extreme volatility taking place on futures exchanges in the early 2000s when federal legislation was passed to deregulate energy exchanges and also allowed broad exemptions for hedge funds and institutional investors to place highly leveraged bets on commodities.

As Congress moves forward with regulating energy derivatives contracts, federal regulators will be impacted on how they will impose rules on energy derivatives trading. Richard Newell, EIA's administrator, invited Cota to offer his assessment on the role of speculation and the regulation of energy derivatives contracts and what the new legislation may hold for federal regulators if the president signs a financial industry reform bill this year that includes new rules for the derivatives market.



Congressman Asks Committee to Reconsider Oilheat Tax Credits

The Massachusetts Oilheat Council (MOC) has engaged Congressman Richard Neal regarding concerns with language that changes the IRS Section 25(c) tax credits in the 2009 Federal stimulus bill that allows homeowners installing certain heating equipment to claim up to a \$1,500 tax credit.



Under the law, oil-fired equipment must meet a 90-plus AFUE rating in order to qualify, a number not readily attainable by most oil-fired boilers and furnaces, due in large part to the lack of ultra-low sulfur heating oil in the U.S. markets.

Wishing to open up the tax credit to more Oilheat consumers, the industry began communicating to Congress that by making lower efficiency rated heating oil equipment (86-plus AFUE), combined with temperature controls or indoor/outdoor resets, such equipment can be as, if not more efficient, as 90 AFUE and should be eligible for the existing tax credit. Also, recently introduced Home Star legislation would make just such a system eligible for consumer rebates (see below).

Neal, who is also a high-ranking member of the House Ways & Means Committee, asked then-Chairman Rangel, D-NY, to explore a modification to the federal home efficiency tax credit for Oilheat systems that would utilize this standard.

"When a new [AFUE 86 rated] oil-fired boiler or furnace is installed in conjunction with additional technologies, such as an indirect water heater and smart controls," he said, the resulting system "exceeds the efficiency of products with a 90+ AFUE listing."

The Congressman concluded, "exploring ways to improve participating in the credit program [for Oilheat consumers] would help advance the

green technology agenda and associated job growth."

However, Rangel recently resigned on the heels of an impending ethics committee investigation. NEFI, PMAA and MOC are working together on next steps in pursuing a fix for the current home efficiency tax credits.

DOT Issues Changes to Driver Drug and Alcohol Testing Program

The U.S. Department of Transportation issued three final rules in February that affect fuel dealers who must comply with federal drug and alcohol testing requirements for CDL/HAZMAT drivers. While the rules do not impose new regulatory burdens, they adopt changes that are required for full compliance.

The first rulemaking authorizes employers to disclose to state commercial driver licensing (CDL) authorities the drug and alcohol violations of CDL/HAZMAT drivers when a state law requires such reporting. This rule does not create an affirmative duty to report test results. It only allows such reporting if a state



so requires. This is a technical amendment removing previous language that prohibited transfers of drug and alcohol testing results unless the employer first obtained written consent from the driver. Under the new rule, if a state requires reporting of drug and alcohol test results, the employer is not required to obtain consent from the driver to comply.

The second rulemaking makes technical changes to DOT driver drug and alcohol program forms. Both the U.S. DOT Alcohol Testing Form (ATF) and the Management Information System (MIS) Data Collection Form are updated. Petroleum marketers use these forms to comply with U.S. DOT drug and alcohol program testing and reporting requirements. Only the

updated ATF forms may be used beginning Aug 1. However, new MIS forms must be used as of March 15.

The third rule allows certain pre-screening devices for alcohol testing. For information on the NEFI Drug & Alcohol Testing program, or its Employee Assistance Program (EAP), contact Donna@nefi.com.

Industry Sends Letter to EPA on E15 Ruling

In March, PMAA along with the National Petrochemical and Refiners Association (NPRA), NATSO, American Petroleum Institute (API) and other energy, environmental, health and consumer trade groups sent a letter to EPA Administrator Lisa Jackson to express their concerns that EPA may decide to allow mid-level ethanol



blends based on information that was not made available for public comment when the proposed rule was initially introduced in December 2009.

PMAA urges EPA to open an additional comment period to allow concerned stakeholders to comment on new data, tests or studies EPA may take into consideration when determining to allow mid-level ethanol blends.

President Signs Bill Creating Tax Breaks for Hiring Workers

President Barack Obama has signed the "HIRE" Act into law, creating tax breaks for businesses hiring new workers and extending higher expensing limits for small businesses that make capital investments.

Employers would receive an exemp-

tion from Social Security payroll taxes for every worker hired after Feb. 3, 2010, and before Jan. 1, 2011, if that worker has been unemployed for at least 60 days. The bill also allows an additional income tax credit up to \$1,000 that is equal to 6.2 percent of paid wages for every new employee retained for 52 weeks.

Small businesses would be able to expense up to \$250,000 from their taxable income for another year—through the end of 2010—making it less expensive for them to invest in new equipment. Without the extension, small businesses would only be allowed to deduct up to \$125,000 and the rest of the costs would have to be recovered over time through depreciation.

Bill Proposes Loans for Efficiency Upgrades in Rural Areas

A bipartisan group of federal lawmakers have introduced legislation that would provide \$1,000 to \$7,000 in low-interest loans to homeowners and small businesses in rural areas to make home energy efficiency improvements. Interest would be capped at 3 percent, and eligible upgrades include insulation, sealing, HVAC upgrades, roofing and other retrofits. NEFI is currently reviewing this legislation and its chances for passage.

Senate Committee Begins Looking at 'Cash For Caulkers' Program

The U.S. Senate Committee on Energy and Natural Resources has introduced legislation that would create an aggressive new home energy efficiency rebate program, modeled after last year's so-called "Cash for Clunkers" program.

The program is called "Home Star" and has been referred to as "Cash for Caulkers" in the press. The program "Silver Star" rebates would offer up to \$1,500 for each of a series of home efficiency improvements, for a total of \$3,000, and "Gold Star" would offer as much as \$8,000 for whole-home efficiency reductions.

Inaugural Northeast Propane Show Announced for August

The Propane Gas Association of New England (PGANE) has announced the inaugural Northeast Propane Show.

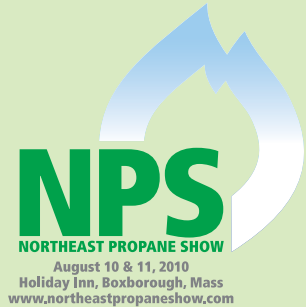
PGANE, with assistance from NEFI, will develop, market and deploy the two-day event set for Aug. 10 and 11, according to Joe Rose, president of PGANE.

"The event will incorporate a trade show, technical and business education sessions, sponsorship opportunities, a silent auction and more," said Rose.

The event will be held at the Holiday Inn in Boxborough, Mass., and will allow for more than 100 exhibit spaces inside, plus an additional 25 outdoor exhibits.

"We are very pleased to be working with PGANE on this event," said Shane Sweet, CEO of NEFI. "The collaboration between these two regional trade associations brings substantial experience and energy to this first-ever event."

For information on the event, contact either trade association by emailing shane@nefi.com or jrose@pgane.org, or visit the show's Web site at: www.northeastpropaneshow.com.



The House and Senate Energy Committees recently cleared final legislation, which is now ready for floor consideration. NEFI is pleased that the legislation would allow rebates for heating oil boilers and furnaces with an AFUE of 86 or greater, as long as installation included temperature reset or thermal purge controls for boilers or an electrically commutated blower motor for furnaces.

Specter to Seek Debit Card Interchange Relief

Sen. Arlen Specter, D-PA, in an effort that could help energy retailers, plans to introduce a bill that could serve as an amendment to the Senate Financial Services bill and could restrict interchange/swipe fees imposed on debit card transactions.

In recent weeks, the Merchants Payment Coalition (MPC) has demonstrated that debit card transactions are very similar to electronic check clearing and that banks should treat the transactions similarly. Electronic check clearing transactions are not subject to interchange fees, therefore there is no justification for debit cards to be subject to unfair credit card swipe fees.

The bill Specter wants to amend is the Restoring American Financial Stability Act of 2010. This is the same legislation that includes important futures market reform provisions that the industry has actively supported.


NEFI Welcomes New Members

New England Fuel Institute welcomes our new **ASSOCIATE MEMBER:**
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 Alan Doucet
 404 Main St.
 Brownfield, ME 04010
 Phone: (877) 885-7599
 E-mail: adosoft@fairpoint.net
 Web site: www.whitemountainschools.com
 ADOS provides educational software for Hazmat endorsements based on each state.

The following two members of NEFI have **changed their company name** and would like to share this information with our other members and subscribers.

Massamont, Inc is now:
Trident Insurance Services of New England, Inc.
 Mr. Jim Tyrell
 280 Summer St. 4th Fl.
 Boston, MA 02210
 Phone: 617-478-5217

Greg Burns Consulting is now:
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SPCC Extension Still Leaves Time For Compliance

Mark S. Morgan, Esq., NEFI Regulatory Counsel

THE EPA'S RECENT ANNOUNCEMENT to extend the deadline for revising and implementing Spill Prevention, Control and Countermeasure (SPCC) plans to Nov. 10, 2010 offers much needed breathing room to bring bulk plants into compliance. However, petroleum marketers need to move quickly with compliance efforts if they have not yet begun to do so already.

The first step is to find a qualified professional engineer to revise your SPCC plan. There are tens of thousands of bulk plants nationwide that require SPCC plan revisions. Just think of how many professional engineers are needed to visit each and every one of these bulk plants, make site specific engineering recommendations and then draw up a revised SPCC plan.

Now think of how many professional engineers out there actually have sufficient engineering expertise in both bulk plant operations and have specialized knowledge of SPCC regulations. That's not a lot of professional engineers available for SPCC work.

Technically, any professional engineer is qualified under the SPCC regulations to revise your plan. But you don't want just anybody to do this work. Would you go to a real estate attorney to defend you in criminal court just because he or she is available and the price is right? Of course not, unless you like the way you look in a day-glow orange jumpsuit.

The same is true with choosing a professional engineer. If you select one that doesn't have the specialized bulk plant and SPCC regulation knowledge and something catastrophic happens at your bulk plant, then you may find yourself in an extended conversation with the folks at the EPA Office of Enforcement. They won't make you wear an orange jumpsuit, but they could make you wallet a lot thinner. Nobody wants to see that happen.

If you consider how many professional engineers are out there who have the engineering skills to revise your SPCC plan, a deadline extension of seven months does not seem like a long time. It's not—these people are going to be really busy this year. Line up a qualified SPCC professional engineer now.

Aside from the shortage of qualified professional engineers, there are plenty of other reasons not to delay compliance. First, the SPCC regulations themselves are unusually murky. It takes time to fully understand what they require. In the coming months, be prepared to be bombarded by different interpretations of what the regulations say from vendors, regulatory experts, government officials and attorneys.

Don't despair if you are left confused by all the SPCC "experts'" advice. Even the EPA had difficulty understanding the revised SPCC regulations they unveiled in 2003. That's why the SPCC rule was amended no less than six times since 2003. SPCC confusion is commonplace because the regulation is not written in the tried and true fashion of identifying a laundry list of affirmative steps that must be taken to achieve compliance (i.e. you must do A, B, C and D to comply). Instead, the EPA established a broad framework of performance standards that must be met to satisfy compliance. You don't have to do A, B, C and D to attain compliance if E, F and G meet the same performances standards you are required to meet. These options might even be less expensive.

You can bet that some folks will try to convince you that A, B, C and D is the only correct approach, while others will insist only E, F and G will suffice. You will need time to sort through and understand all the choices with which you are confronted. Otherwise, you may end up with a lot of needlessly expensive bells and whistles that look impressive, but are not really what you need.

In the end, only your qualified professional engineer can truly decide which approach is the most cost-effective and right for the specific needs of your bulk facility. The SPCC regulations

give the professional engineer a tremendous amount of discretion on the best way to meet the compliance standards. Take the time to sit down with your professional engineer and find out what options are available that will strike a balance between compliance and cost effectiveness.

If you selected a qualified professional engineer and already have a revised, cost-effective SPCC plan in hand, you still cannot rest on your laurels. Now you must implement your SPCC plan. That means possibly building fences, secondary containment areas for loading racks, installing security lighting and monitoring systems.

This means you may need to appear before your local or state zoning board to obtain building permits or apply for a zoning variance. This eats up a lot of time. If your neighbors dislike you, it could take even longer. The extent to which you must obtain permits, variances or are required to jump through some other regulatory hoop will depend on local laws and regulations.

You may need a building contractor to put up a fence around your bulk plant, build secondary containment areas, grade slopes and pour cement. You may need an electrician to put up a flood-light, a locksmith to install equipment locks or a tank equipment expert to upgrade valves. Only your professional engineer can tell you what you need and what you don't need with respect to bulk plant upgrades. Your revised SPCC plan will tell you what you need to do with respect to facility upgrades.

The SPCC regulations offer a tremendous amount of flexibility. If you have a small bulk plant under 10,000 gallons capacity, you don't need a professional engineer to certify your revised SPCC plan. If your plant has less than 10,000 gallons storage capacity and no single tank has a capacity greater than 5,000 gallons, then you can use an SPCC template plan developed by the EPA.

New SPCC amendments also offer considerable flexibility regarding security requirements. You may not need new fencing and new lighting if you can meet security performance standards in some other equivalent manner. If you have a bulk plant that is completely underground, you may not need an SPCC plan at all. Familiarize yourself with the SPCC regulation. Log on to www.epa.gov/oem/content/spcc/index.htm and check out the SPCC fact sheets, the frequently asked questions and answer section and other information describing the rule and its many amendments. Take advantage of the flexibility in the rule, it will save you both money and time.

Some bulk plant operators will find that they have little to do in order to comply with the new SPCC regulations. Maybe they already have secondary containment at the loading rack and the bulk plant is surrounded by a fence with a locking gate. Maybe no equipment upgrade is necessary at all, in which case the only thing left to do is have a professional engineer draft and certify a revised SPCC plan.

These are the lucky bulk plant operators. For most of you, more work is needed. The bottom line is that seven months is not a very long time when you consider the supply and demand ratios of the current SPCC compliance market. Delay could cost you a lot of money. Act now on SPCC compliance; don't delay.



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Atlas Glen-mor Oil Chelsea, MA

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Cota & Cota Inc. Bellows Falls, VT
Alvin Hollis & Co. South Weymouth, MA
Buckley Heating & Cooling Peace Dale, RI

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Oil Heat Institute of Long Island Hauppauge, NY
Noar's Oil Worcester, MA
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Scott Oil Co. Gloucester, MA

\$1,750 And Up...

Munhall Energy Co. Watertown, MA
Medway Oil Co. Inc. Medway, MA
T. H. Malloy & Sons Cumberland, RI
Faulkner Brothers Inc. Somerville, MA
Osterman Propane Whitinsville, MA

\$1,000 And Up...

Fratlicelli Oil Co. Leominster, MA
Bourne's Inc. Morrisville, VT
Dennis K. Burke Inc. Chelsea, MA
Dennis K. Burke Inc. Chelsea, MA
H. R. Clough Inc. Contoocook, NH
Northboro Oil Co. Inc. Northboro, MA
Anderson Fuel North Scituate, MA
Needham Oil & Air, LLC Needham, MA
Palmer Gas Co. Inc./Ermer Oil Co. Atkinson, NH
Rand-Handy Oil Co. Marshfield, MA
O'Connell Oil Associates Pittsfield, MA
Chair City Oil Inc. Gardner, MA
Ayer & Goss Inc. Henniker, NH
D. F. Richard Dover, NH
Stocker Oil Co. Peabody, MA
Chabott Coal & Oil Inc. Keene, NH
Sunshine Oil Company Bristol, RI
Horan Oil Corp. Stoughton, MA
Wilcox Fuel Inc. Westbrook, CT
Energy Kinetics Inc. Lebanon, NJ
Warren Enterprises/Fisher-Churchill Dedham, MA

Bursaw Gas & Oil Inc. Acton, MA
Haffner's Service Stations, Inc. Lawrence, MA
Brideau Oil Corp. Fitchburg, MA
East Providence Fuel Oil Co. East Providence, RI
Cubby Oil Co. Somerville, MA
Alpha Oil Co. Inc. Wilbraham, MA
Hedge Solutions Inc. Manchester, NH

\$1,000 And Up...

Standard Oil of CT Bridgeport, CT
Kerivan-Lane Inc Needham, MA

\$600 And Up...

Atlantic Pratt Oil Co. Inc. Braintree, MA
Reliable Oil & Heat Co. Glenbrook, CT
Reggie's Oil Co. Inc. Quincy, MA
Rowayton Fuel & Oil Co. Inc. Norwalk, CT
Boston Steel & Mfg. Co. Malden, MA
Sherman Oil Co. West Brookfield, MA
Town Oil Co. Wethersfield, CT
Westmore Fuel Co. Inc. Greenwich, CT
Pioneer Propane Co. Harrison, AR
Affordable Oil, LLC Rollinsford, NH
Federal Heating & Eng. Co. Inc. Winchester, MA
Dodge Oil Co. Gorham, ME
Fuel Services Inc. Westfield, MA
Hall Oil Co. South Dennis, MA
Murphy Fuel Corp. Waltham, MA
Tasse Fuel Corp. Southbridge, MA
Knight Fuel Company Hudson, MA
Gottier Fuel Co. Inc. Rockville, CT
J. J. Sullivan Inc. Guilford, CT
B & B Oil Co. Charlestown, MA
Bigelow Oil Co. Newton Upper Falls, MA
Robert Greene Inc. Bennington, VT
Perry's Oil Service Bradford, VT
Propane Plus Corp. Rehoboth, MA
Dunn Oil Co. Inc. Maynard, MA
A. Hohmann & Co., Inc. Dorchester, MA
Sochia's Oil & Gas Inc. East Douglas, MA
Star Petroleum Co. Inc. Foxboro, MA
Angus Partners Ft. Lauderdale, FL
Baker-Whitney Oil Co. Acton, MA
Goodrich Oil Company Newport, NH
Gillespie Fuels & Propane Inc. Northfield, VT
Whitney Brothers Oil Co. Clinton, MA
Waldo-Thompson Brothers Inc. Waldo, ME
Guy E. Nido Inc. Wilmington, VT
James E. Kimball, Jr. Inc. GT Barrington, MA
Dutchess Oil & Propane Co. Millerton, NY
Mello Fuel Inland Oil Terminal Jamaica Plain, MA
Albert Culver Co. Rockland, MA
Winthrop Fuel Co Inc Winthrop, ME
Metro Energy DBA M&T Oil South Boston, MA
Interstate Gas & Oil Corp. Sudbury, MA
Holden Oil Inc. Peabody, MA
West Oil Co. Inc. North Adams, MA
Ayer Oil Co. Ayer, MA
Julians, LLC Medway, MA
Deiter Brothers Heating /AC Bethlehem, PA
D. Ferruccio & Son Inc. Hudson, MA

\$300 And Up...

Advanced Fuel Solutions, Inc. North Reading, MA
Fred's Plumbing & Heating Derby, VT
Madison Oil Co. Inc. Madison, CT
Pallett Oil Co. Inc. Chesapeake, VA
E. P. Cotter Oil Co. Norwood, MA
Swezey Fuel Patchogue, NY

\$300 And Up...

Hiller Fuels Inc. Marion, MA
Alves Fuels Ludlow, MA
Merrimack Valley Oil Co. North Andover, MA
Ashley Fuel Inc. Beverly, MA
Dunlap's Oil Svc. Plymouth, MA
East Coast Petroleum Stoughton, MA
Glendale Oil Service Inc. Glendale, RI
Kieras Oil Inc. North Amherst, MA
Jennings Oil Co. Danbury, CT
Busa Fuel Oil Co. Inc. Watertown, MA
Lipsett & Sons Inc. Weymouth, MA
John's Fuel Service dba John's Oil Co. Lynn, MA
Rose's Oil Svc / Todd Oil Co. Rockport, MA
Krall Coal & Oil New Haven, CT
Spring Brook Ice & Fuel Svc. New Britain, CT
Booma Oil Lynn, MA
J & A Waterville Naugatuck, CT
Anchor Fuel, LLC Middletown, RI
Micheletti Oil Service Inc. Johnston, RI
Sorenti Bros. Inc. Sagamore Beach, MA
Giguere & Marchand Oil Services Inc. Blackstone, MA
AVATAS Payment Solutions Beverly, MA
Cetane Associates, LLC Ellicott City, MD
McKusick Petroleum Co. Dover-Foxcroft, ME
Whiting Energy Fuels Northampton, MA
Benway Oil Co. Milton, MA
Wagner Brothers Boylston, MA
Swansey Oil, LLC West Swansey, NH
Premium Fuels DBA AI's Oil Shrewsbury, MA
Total Fuel Services Corp. New Rochelle, NY
Wehof Forms Somerville, NJ
Needham Energy Inc. Needham Heights, MA
Arlington Fuel Oil Co. Arlington, MA
Columbus Energies Inc. Swansea, MA
Landry & Martin Oil Co Inc. Pawtucket, RI
Rick Wenzel Oil Co., LLC Amherst, NH
J. & S. Oil Co. Inc. Manchester, ME
Chapman Fuel Inc. Gardiner, ME

\$100 And Up...

Murray Oil Co. Turner, ME
Niccoli Bros. Oil Inc. Brockton, MA
Cape Ann Oil Gloucester, MA
Clark HVAC Services Feeding Hills, MA
Community Oil Co. Cambridge, MA
H. H. Snow & Sons Inc. Orleans, MA
Taylor Energy Broad Brook, CT
S-K Quality Fuel Inc. Oquossoc, ME
Cahill Fuel Co. Inc. Newton Lower Falls, MA
Bousquet Oil Woonsocket, RI
Sandy River Cash Fuel Strong, ME
Perillo Brothers Farmingdale, NY
Port Oil Billerica, MA
Thomas Fuel Inc. Lunenburg, MA
Dinosaur Enterprises Ltd. Portland, ME
Linwood Fuel Inc. Hyde Park, MA
Guy's Inc. Niantic, CT
H L Fuel Co Inc West Lebanon, NY
Rutland Fuel Co. Inc. Rutland, VT
Greeley's Oil Co. Inc. Halifax, MA

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The Northeast as a Policy Proving Ground

How Local Programs Could Have a National Impact

FOR HOME ENERGY RETAILERS looking to transition their businesses from providing simply heating oil or propane, equipment and service to their customer base to even more whole-home services, the expanding field of energy efficiency products and renewable fuels is appealing to many.

The recent Northeast Sustainable Energy Association (NESEA) BuildingEnergy 10 conference and trade show in Boston was filled with companies vying for attention in the efficiency market, while also giving numerous sessions that provided in-depth information about how new policies could impact retailers in the Northeast and throughout the country.

Regardless of what happens in Washington, D.C., state and local governments are the key to energy and climate solutions.

—Robert Sargent, Environment America

The conference began with a keynote speech from Dr. Samuel Baldwin, the chief technology officer and a member of the board of directors of the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE).

Baldwin said the main factors the United States needs to balance when determining its energy policy are the economy, security

and the environment. He expects those challenges to be met with new efficiencies in building, industrial and transportation usage, along with more renewable fuels and electricity.

Due to the massive scale of instituting new policy and shepherding emerging technology, Baldwin said that now is the time to begin taking significant action toward energy efficiency.

The decreasing yield of oil fields despite increased demand for energy worldwide is one of the reasons the United States must act now, according to Baldwin. Despite using 24 percent of global oil production, the U.S. only has 2 percent of the supply. He cited a study showing that in order to meet demand and replace depleted fields by 2030, oil production would have to increase by 64 million barrels per day, or six times the current output of Saudi Arabia.

Tackling this disparity in available fuel against rising demand without causing a large price disruption will require a variety of tactics, according to Baldwin.

One of the more immediate options is expanding current resources with technology that already exists, by increasing domestic oil and nuclear energy production.

Another step would be increasing efficiencies in all sectors that consume energy by way of end-use equipment or hybrid solutions.

An increase in renewable fuel production and storage—including biomass, geothermal, solar, wind and hydropower—could also be used and combined with smarter grid technology in the energy infrastructure.

However, while the president has stated that the U.S. must become a leader in renewable fuel resources, Baldwin cited a study that showed photovoltaic (PV) solar cell production in the country accounts for just 5 percent of worldwide output. As recently as 2001, the U.S. had more than 25 percent of the world's market share, but that has declined despite the exponential growth of the industry.

There is still room for solar technology to grow, according to Baldwin, which makes investing in research and development one of several priorities for the country. Advanced materials could lead to greater yields and better storage capability, while also reducing costs in the long term.

THE WHOLE-HOME APPROACH

While an overarching energy plan is necessary to reduce inefficiencies on a mass scale, individual homes could also benefit from being rethought from the ground up, according to Baldwin.

The concern is determining the best pathway to these solutions, according to Baldwin.

Continued on page 14...

Great warm-ups.



The Taco Family of Solar Products

Domestic water heating is the #2 user of energy in most parts of the country. That's why homeowners are warming up to solar. With Taco Variable Speed Solar Pumps with integral controls, system performance can increase by as much as 20%. Our Solar X-Pump Block's patent-pending design includes a variable speed solar differential control, collector circulator, storage tank circulator and brazed-plate heat exchanger for system isolation, all in a single unit. The Solar Pumping Station is a complete closed loop system. With just 5

connections – 2 to the collector(s), 2 to the storage tank's heat exchanger, and 1 to the expansion tank – the installation is done!

Flexible applications.

All Taco solar products work beautifully with any solar thermal application: open or closed loop, drain-back, 1 or 2 storage tanks and more. And each is a snap to install. It's solar everyone can warm up to.



...Continued from page 12

The technology exists for buildings to reduce their energy consumption by 60 to 70 percent if they incorporate a suite of efficiency methods. The first step is using benchmarking standards such as Leadership in Energy and Environmental Design (LEED) or Energy Star and a focus on the building envelope, including walls, windows and floors, when being designed.

Further reductions can be realized by integrating on-site power systems such as PV cells with highly efficient heating and cooling systems and smart controls.

In order to reach a point where construction or upgrades like this are common, however, the



Vermont is in a relatively unique position because 80 percent of consumers use heating oil. Customers do not care if they're being saved electricity or oil. But you can't go in and tell them they can get help with electricity and not oil.

—Scudder Parker, Efficiency Vermont

country has to overcome a variety of barriers, Baldwin said.

A major barrier is that consumers are generally more reluctant to capital costs at the outset of a project than reducing operating costs over time. The industry must make a concerted effort to let customers know about the savings they will receive by upgrading or replacing old, inefficient equipment.

There is also a general lack of information available to consumers about the products and services available that can help them save money by being more efficient. Retailers should maintain a dialogue with customers and update them on the latest equipment and steps they can take.

A TALE OF TWO STATES

If the country is going to realize the efficiency gains necessary to satisfy targets set by the federal government, work must first be done on the state and local level, according to a presentation by two state efficiency agencies at another seminar.

Scudder Parker, with Efficiency Vermont, and Michael Colgrove, with the New York State Energy Research and Development Authority (NYSERDA), spoke about the challenges of bringing policy into law that makes sense for both consumers and businesses.

“The hardest thing is to get states and jurisdictions to understand the importance of policy to getting real results,” Parker said. “You do not need regulators telling you what to do day to day. You need an institution that is responsible to the markets and is customer-focused.”

Because the energy consumption by fuel type varies from state to state, Parker said that policy needs to be enacted at a local level, instead of a federal one-size-fits-all plan. The plans also need to be fuel neutral to get broad support.

“Vermont is in a relatively unique position because 80 percent of consumers use heating

oil,” he said. “Customers do not care if they're being saved electricity or oil. But you can't go in and tell them they can get help with electricity and not oil.”

With that in mind, Efficiency Vermont has been working to find methods that would help make houses as efficient as possible, and they now have the resources and knowledge to focus more on whole-home management.

In addition to offering advice and information on its Web site, Efficiency Vermont touts rebates and incentives for upgrading equipment from lighting to appliances.

Colgrove said Vermont's methods have been a good case study on how to proceed with turning public proclamations into actual policy.

“What Vermont is doing is a great example of what states should be doing, and I think New York was on that path but got derailed a bit,” he said. “Phrases like ‘(Reducing emissions) 15 percent by 2015’ or ‘(Reducing emissions) 20 percent by 2020’ are political statements, but they're useless without a strategy to achieve that goal. It's not enough to keep running programs with government funding, there's not enough money there for it.”

For programs to succeed, according to Colgrove, they need to go beyond simple

incentives and change how people think about energy.

“If you look at the focus of a lot of the programs offered today with rebates and on-bill financing, they deal with first-time costs,” he said. “I'm not saying it's not important, because it is, but I'm not sure that should be our sole focus.”

By having an established plan on the state level, efficiency gains will become part of the culture and not just something consumers think about when making big appliance purchases or politicians only tout around election season.

“It's not immediate to consumers how important this stuff is,” Colgrove said. “I'm concerned that everyone now is focused on a short-term plan and I'm worried about what will happen in 2016.”

For more information on each group and the programs they currently offer, go to www.energycanvtr.com or www.nysesda.org.

CLIMATE CHANGE POLICY

While the federal government slowly works on introducing climate change legislation, the Northeast already has programs established such as the Regional Greenhouse Gas Initiative (RGGI) and the Northeast States for Coordinated Air Use Management (NESCAUM).

RGGI has been working to cap carbon emissions and auction off allowances, while NESCAUM provides technical and policy assistance to state offices on air pollution issues. The RGGI system has been one of the frameworks considered for a national cap and trade policy.

“State programs have in essence served as de facto leaders in national climate change policy,” said Arthur Marin, NESCAUM's executive director, at a session about climate change policy in the Northeast.

While a cap and trade system has been opposed by many in the industry, the fact that national programs are being fashioned after those beginning locally means that individual retailers have a greater ability to have an impact by contacting the legislators who implement them and voicing their concerns.

In addition to RGGI, California and other Western states have developed carbon trading programs. There are now 24 states moving forward with carbon trading programs, according to Sonia Hamel of Hamel Environmental Consulting, who also spoke at the session.

“Regardless of what happens in Washington, D.C., state and local governments are the key to energy and climate solutions,” said Robert Sargent of Environment America, a national climate advocacy group. ☐

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Going Beyond Heating Oil Advice on Expanding Services Without Losing Focus

MANY HOME HEATING OIL COMPANIES BEGAN AS SMALL, FAMILY owned businesses that expanded as their customer base grew and new products and services were introduced. Those transitions required entrepreneurial leadership and a willingness to move forward as technology and customer interests expanded.

Lamprey Brothers of New Hampshire was started in 1923 as a wood, ice and coal delivery service, first offering heating oil in 1934. The company has continued to evolve, now offering renewable fuel systems from solar to geothermal. The current company president, Joanne Lamprey, says that the transition has been aided by communicating with customers and listening to their feedback. *Oil & Energy* recently spoke with Lamprey about how home energy companies can take advantage of new opportunities and increase revenue streams without taking away from their core business practices.

For small companies that do not offer many pricing or service plans, are there sufficient benefit for them to look into expanding them? Are there simple ways for them to increase their offerings without adding to their administrative work?

At Lamprey Brothers, we offer a variety of products and services to best fit our customers' evolving needs, from flexible payment options on service and maintenance to price protection programs for heating oil and financing on equipment.

We believe that by having options on service and pricing around our core business which is, "to help our customers burn less oil and provide them with state-of-the-art alternative energy solutions" that our customers feel they have alternatives, wherein lies the benefit to our company. The largest administrative cost we accrued was ensuring all of our staff are equipped with the right tools and talking points, so that when working with a customer they feel confident in the information they are sharing.

In addition to heating oil, Lamprey Brothers offers propane. What would be the first steps heating oil dealers interested in offering propane should look into? What are the infrastructure, equipment and staff requirements?

In the fall of 2008, Lamprey Brothers partnered with Energy Propane USA to increase our product line, most importantly offering

propane to our existing customers that wished to have their heating oil, propane and service all from one place—streamlining their bills and working with a company they trust.

Lamprey Brothers already had technicians that were certified in gas installations, which I believe is the first step. The biggest challenges we faced as a company was making certain all staff was equipped with knowledge of propane (both equipment and fuel knowledge), building our relationship with Energy Propane USA and guaranteeing that our customers felt comfortable.

After offering Bioheat® for several months, Lamprey Brothers stopped in September 2009 because of supply issues to New Hampshire. Do you expect that situation to be resolved soon with potential mandates in Massachusetts and beyond?

Lamprey Brothers continues to keep a close watch on what is happening throughout our area with regard to Bioheat legislation and customer demand. Once the product is readily available in our market, we will definitely add it to our menu of products.

We believe in burning cleaner fuel, which is why Lamprey Brothers was the first company on the Seacoast of New Hampshire to offer Avalux in their heating oil—a patented detergent—to keep equipment running cleaner.

Lamprey Brothers offers a variety of renewable energy services. When did you begin offering solar, geothermal and all-climate heat pumps and what kind of training is necessary for companies to install it? Is this work subcontracted or handled by staff? What is the training and investment like for those services?

Lamprey Brothers began offering alternative energy in the spring of 2007. We hosted an event at The Music Hall in Portsmouth, N.H., in which scientists from the University of New Hampshire presented information and data on climate change.

Richard Trethewey, from the Emmy Award-winning PBS TV series *This Old House*, also presented on ways that energy efficiency was not only beneficial for the environment, but also can help homeowners save significant money.

We began training for solar, geothermal and all-climate heat pumps right away for our technicians, installers and our frontline staff on the benefits and proper applications for these products. Many of the sustainable energy solutions, such as geothermal and all-climate heat pumps, utilize some of the same principles and technology we have

Continued on page 18...

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Monitors Work on Propane, Fuel Oil and Bulk Tanks!



Left to right Nathen Derichs, John Derichs and Aaron Derichs.

"The first WESROC Remote Monitor that we installed was in my heated garage and then in my storage garage. I would tinker with the monitor and base unit every day or so, just to see how our company and WESROC would deal with problems. I unplugged it, I covered it, I removed the phone line and so forth. Our employee that received the monitoring reports would be alerted and come to me and ask, "Did you unplug the base unit, or is the phone line unhooked?" The WESROC Remote Monitors have worked flawlessly.

In addition to propane tanks, we have also installed WESROC Remote Monitors on some of our fuel oil customers. We just recently set up at a location that wanted a 'keep full' fuel situation that is very difficult to track. The tank is located at a school bus company. One day they will fill 30 school buses and the next day nothing. Before installing the monitor we would arrive there, find their tank empty and not have enough fuel on our truck to fill it. Then at times we would arrive with 2,000 gallons on our truck and they only needed 40 gallons. So that monitor is working really, really well for both of us.

We are also monitoring remote bulk plants, in addition to our home bulk plant with WESROC Remote Monitors. This helps for inventory control. In fact, I used the system this morning to determine which bulk plants I needed to send incoming transport deliveries. This makes it a lot easier than guessing when I needed to know at 7:00 this morning which direction to send a transport."

John Derichs
President
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...Continued on page 16

been installing for years, just applied differently in the home.

The only work we subcontract out is the electrical work for installations and drilling for geothermal jobs. By partnering with the right companies, such as WaterFurnace and Trane, the investment for training was minimal.

What are the requirements for a company to become an Energy Star partner like Lamprey Brothers and what benefits could companies realize from it?

We are an Energy Star Retail Partner because as an oil dealer we have evolved over

“Many of the sustainable energy solutions, such as geothermal and all-climate heat pumps, utilize some of the same principles and technology we have been installing for years, just applied differently in the home.”

—Joanne Lamprey, Lamprey Brothers

the years to become a home comfort provider. Looking at the entire home as a unit, we have taken an innovative approach by educating our customers about products such as solar and geothermal. These alternative energy solutions will help customers reduce their fossil fuel consumption, lower their energy bills, and in turn, lower the impact on the environment.

In addition to alternative energy solutions, most of our traditional heating and cooling equipment is Energy Star rated. Using the Energy Star Partner logo gives our customers and community the confidence that we are not just saying we believe in protecting the

environment and helping people save money, but also we are acting upon our beliefs.

Many companies are looking into home energy audits, which Lamprey Brothers offers. With several competing standards, what kind of certification is required? Do you charge customers for audits or are they offered as a way to potentially bring upgraded or more efficient equipment and services from Lamprey to homeowners?

Lamprey Brothers offers energy evaluations, in which we will go into a home, look at their existing heating/cooling equipment, the insulation, window placement and solar gain. Then we will perform a complete heating load on the home to best determine if the homeowner is receiving the full potential savings and comfort.

We then make suggestions such as: increasing insulation in the attic or upgrading their system—from adding on humidification or installing an outdoor reset control, all the way to replacing their existing equipment.

We do not charge for this service, but there are occasions when we go into a home in which a customer may need new windows or would like a more in-depth analysis of their home. At that point, we recommend that they contact a company specializing in home energy audits using the blower-door test and/or infrared testing.

What are some tactics for companies to let their customers know about new services, such as home energy audits or new efficiency equipment?

Lamprey Brothers’ main medium is to reach out to our customers and community through our Web site, e-mail blasts, direct

mail and press releases. We also host seminars at Lamprey Brothers on various topics from heating oil prices to alternative energy solutions. We try to be a transparent company that enjoys keeping our public informed.

Some energy companies have relationships with Realtors to increase their customer base or are involved with realty or construction as an additional revenue stream. Is Lamprey involved with that and would you have any recommendations for companies interested in pursuing that?

Lamprey Brothers is a member of the Seacoast Home Builders and Remodelers Association and has worked with Realtors and contractors in new home construction.

Right now, in this economy, we are seeing an increase in homeowners planning to stay where they currently live and upgrade their homes by adding a high efficiency heating or cooling system or increasing their insulation—so they can stay in the home longer, save money and feel more comfortable.

Do you have any other advice for ways that companies can expand their revenue sources by expanding their core business?

I think the objective phrase is “core business.” When you know what your company’s core goals and values are and focus on them—everything else falls into place. Companies need to nurture their fundamentals and practice what they know with new approaches to reach their target audience in a variety of ways focused on their customers. Developing a meaningful mission statement for a company that all staff can understand and rally behind is critical to moving forward as a business. ☐

GREEN MECHANICAL COUNCIL LAUNCHES ONLINE CAREER CENTER

The Green Mechanical Council is recently announced the launch of their new interactive job board, the GreenMech Career Center, <http://careercenter.greenmech.org>, with its focus on the mechanical industry companies and professionals.

The GreenMech Career Center offers its members—and the industry at large—a highly targeted resource for online employment connections.

Both members and non-members can use the GreenMech Career Center to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria and create an online resume agent to email qualified candidates daily. They also benefit from online reporting that provides job activity statistics.

For job seekers, GreenMech Career Center is a free service that provides access to employers and jobs in the mechanical industry. In addition to posting their resumes, job seekers can browse and view available jobs based on their criteria and save those jobs for later review if they choose. Job seekers can also create a search agent to provide email notifications of jobs that match their criteria.

As a registered employer or job seeker, you can also access the Engineering and Science Career Network (ESCN), a growing network of leading engineering and science associations. GreenMech’s alliance with the ESCN increases your reach to more than 16,000 resumes and 450 job postings.



The ‘Job Seeker’ page of the GreenMech Career Center Web Site

Alaska

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JUNE 16 – 24, 2010

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Join us this June on an adventure to our 49th state for a remarkable trip for the 2010 Spring/Summer Energy Conference on June 16 - 24, 2010. This means we'll be in Alaska on the longest day of the year, June 21st, the Summer Solstice! The trip promises to be action-packed and spectacular, which is the only way to experience this remarkable destination. Combining the fascinating cities of Fairbanks and Anchorage with a stay in Denali National Park, guests will experience the remarkable wildlife and untamed wilderness up close and personal. Among the many highlights will be the Trans-Alaska Pipeline, the alternative energy wonderland known as Chena Hot Springs, an all-inclusive authentic salmon bake, the Iditarod Trail Sled Dog evening event, the Alaska Railroad Dome Car trip from Denali to Anchorage, Mt. McKinley, and much more. There will be opportunities for flying north into the Arctic Circle and landing in the wilderness, panning for gold, or making a stop at the Flint Hills Refinery, which processes about 220,000 barrels of crude oil a day.

You will notice that there is a lot included in this trip. The Alaskan interior is vast and exciting. There's much to see and do, and we want to make sure you get to do it all.

This will be a popular trip and you will want to guarantee your spot. If you have any questions, contact Tracy Goodwin, NEFI VP & Dir. of Events at 617-923-5015 or tracy@nefi.com. We look forward to an amazing adventure with you.



EERE WEB SITE STREAMLINED

The Department of Energy's (DOE) Energy Efficiency and Renewable Energy (EERE) Web site has recently been redesigned. The site is reorganized with more visible information about the various EERE programs and products, as well as information about energy efficiency and renewable energy in general.



As part of the makeover, there are now simplified links to a wide variety of information, including all the major energy efficiency and renewable energy topics; the main resources available from EERE, such as maps, data, calculators, software, and publications; and select information for consumers, kids, media, states, tribes and federal energy managers. The new site also provides easier access to social media tools and products, including two blogs from EERE.

A key aspect of the revised EERE Web site is the new "Energy Empowers" feature,

highlighting the stories of people who are finding innovative ways to help save energy and use renewable energy sources.

Want to find out where all that Recovery Act funding is going? Energy Empowers will let you know. Energy Empowers will continue to share ways that people are discovering to make the United States more energy efficient, while helping rebuild the nation's economy with new green jobs.

To view the site, go to www.eere.energy.gov.

GROWTH ENERGY OFFERING BLENDER PUMP FINANCIAL SUPPORT

Growth Energy's Market Development team is now offering funding to retailers to assist in ethanol blender pump infrastructure.



Grants of \$2,500 and \$5,000 are now available on a first-come, first-served basis to vendors who wish to install new or convert

existing equipment for ethanol fueling. These grants are in addition to any Federal or state grants or incentives a retailer may be eligible.

"There are over 8 million flexible fuel vehicles across the country with more being produced in each model year. Unfortunately, of the 161,000 gasoline stations in the U.S. only 2,200 offer E85 where FFVs may fuel up with a high level blend of domestic, renewable fuel such as 85 percent ethanol...another 133 offer mid-level blends," said Growth Energy Market Development VP Phil Lampert.

Growth Energy can also offer pump imaging and technical assistance along with the grants. For questions regarding the program, contact the Market Development office at (573) 635-8445.

POLL: CLEAN ENERGY IS BEST SOLUTION TO ENERGY AND CLIMATE WOES

Roughly two-thirds of respondents to a new worldwide poll believe the solution to energy and climate change issues lies in developing new sources of energy, such as renewable energy, rather than reducing energy use.

Accenture surveyed 9,000 people in 22 countries on the best ways to address energy and climate change issues and found that roughly two-thirds of respondents believe that using less energy is not the answer to reducing their country's reliance on fossil fuels and foreign energy supplies.

Of course, the wording of the poll, which was not released by Accenture, may have influenced the finding, as people are generally in favor of more efficient ways to use energy, but don't want to be restricted in their use of energy for personal reasons, nor do they want their country's economic future harmed by draconian restrictions on energy use.



That supposition is supported somewhat by the Accenture poll, which found that 90 percent of respondents are concerned or extremely concerned by rising energy costs, and 76 percent are worried about the prospect of energy shortages.

Large percentages of the respondents are also concerned about climate change, air pollution, energy imports and their country's reliance on fossil fuels. About 85 percent believed that more government control and intervention is required to address these energy challenges.

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► **OIL & ENERGY:**

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RGGI'S LATEST CO2 AUCTIONS YIELD MILLIONS

THE STATES PARTICIPATING IN THE REGIONAL GREENHOUSE GAS INITIATIVE (RGGI) recently announced the results of the first quarterly auction of carbon dioxide (CO2) allowances in 2010.

The auction, held Wednesday, March 10, yielded \$87,956,944.56 for investment in the clean energy economy. All of the 40,612,408 CO2 allowances for the first three-year control period (2009-11) offered in Wednesday's auction sold at a price of \$2.07.

In a parallel offering, the RGGI states also auctioned CO2 allowances for the second three-year control period (2012-14). A total of 2,091,000 of the 2,137,992 CO2 allowances for the second control period sold at a price of \$1.86. Unsold allowances may be sold in future auctions according to each state's regulations.

Proceeds from all auctions held to date now total more than \$582.3 million. States are investing proceeds to improve energy efficiency and accelerate the deployment of renewable energy technologies, creating thousands of jobs.

In particular, companies that conduct energy audits and install home weatherization measures are expanding to meet the demand for efficiency services. The workforce at the Center for Ecological Technology, a company that conducts RGGI-funded efficiency work on behalf of electric utilities in New England, has doubled over the

last year, from 50 to 100 full-time employees, according to Laura Dubester, the company's co-director.

Energy auditing and weatherization are just two of many technical services needed to build a clean energy economy. RGGI state investments in energy efficiency also create jobs in design, manufacturing and technology development. According to the U.S. Department of Energy, every \$1 million investment in building weatherization creates more than 50 jobs in the installation of weatherization measures and another 10 to 20 jobs in the production of energy-efficient building materials.

States are also investing in job training programs to provide workers with the skills needed to enter the green workforce. To learn more about how each state is investing RGGI auction proceeds, visit www.rggi.org/states/program_investments.

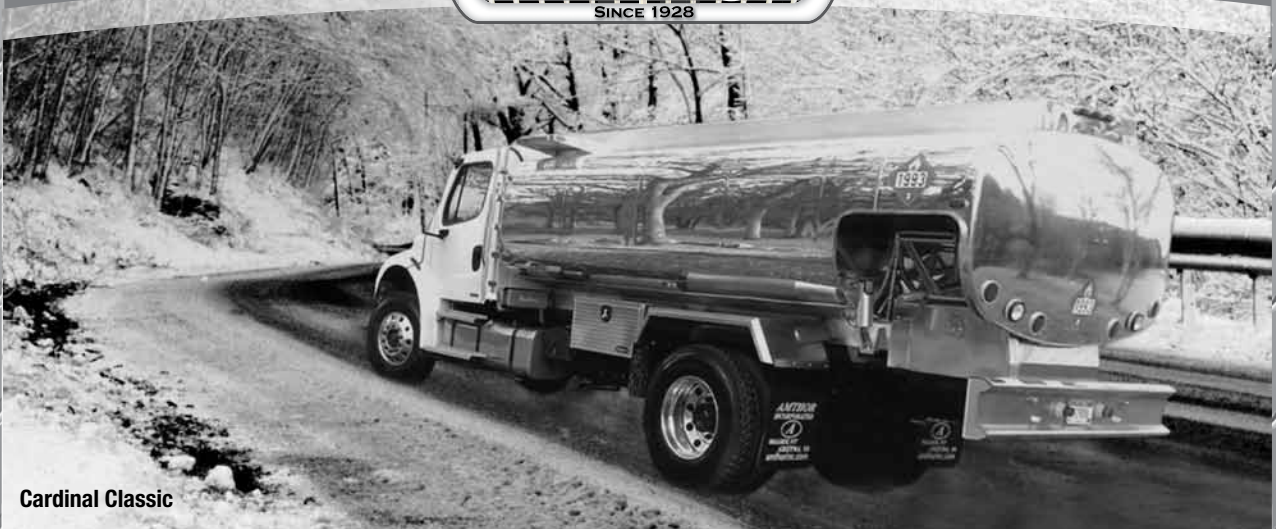
The 10 Northeast and Mid-Atlantic states participating in RGGI (Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey, New Hampshire, New York, Rhode Island and Vermont) have designed and implemented the first market-based, mandatory cap-and-trade program in the U.S. to reduce greenhouse gas emissions. Power sector CO2 emissions are capped at 188 million short tons per year through 2014. The cap will then be reduced by 2.5 percent in each of the four years 2015 through 2018, for a total reduction of 10 percent. ☐

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Second Oilheat Summit Deemed a Success

Stakeholders Meet in Washington to Discuss Cleaner, Greener Fuel

WHEN OILHEAT EQUIPMENT MANUFACTURERS, dealers, refiners and trade association leaders met in Baltimore in September to discuss a move toward an ultra-low sulfur diesel (ULSD), biofuel-based product, it was regarded as a major first step for the industry.

Another step was taken in March when many of the same stakeholders gathered again in Washington, D.C., to discuss how the entire industry can practically move toward this goal.

The intent of the meeting was to continue to gather a consensus about how to best position Oilheat to be a widely used fuel in the future, as the industry faces challenges from potentially new government regulation and a focus on energy emissions by consumers.

I feel that the need to move toward an ULSD, biobased fuel and the resulting ability to introduce cleaner burning, more efficient oil-fired heating systems in the U.S. market, and the development of new income sources for retailers, is critical to our economic survival.

—Kim Weiland, Dead River Company

Speakers and moderators throughout the day gave presentations on technical and political advantages and barriers that exist and encouraged discussion from participants.

Dr. Tom Butcher from Brookhaven National Laboratory highlighted some of the changes the industry has already made and where the largest efficiency gains can be made in future fuels and systems.

He said that major gains could be made by simply instituting controls to better manage

system losses in the short term as more efficiency fuels and equipment are developed. New boiler efficiency regulations will require an advanced control for Oilheat systems.

With a 5 percent mix of biofuel already established, the next step could be toward equipment that would work with a fuel made entirely from biofuel (B100).

Vic Turk, the director of quality for R.W. Beckett and chairman of the ASTM Burner Fuels Section, spoke about how a new fuel standard could be beneficial to the industry and what barriers remain before full implementation.

He said that offering ULSD fuel not only provides lower emissions for environment-conscious customers, it also results in fewer service calls for retailers. Due to the lower sulfur content, the cleaner-burning fuel does not call for annual system cleanings or as frequent tune-ups.

The biodiesel component of the mandate would also satisfy Renewable Fuel Standard II (RFS II) rules for eligible fuels.

Before the fuel is unanimously used, however, Turk said that the fuel must first be cleared by several standards boards and testing must be done to ensure equipment compatibility. Handling, stability and storage issues must also be resolved before the mandate is enacted.

The industry is looking to Europe for some advice on how to make the transition, since some low-sulfur standards are already approved there and more efficient equipment is already on the market. Dr. Christian Kuchen, the general manager of the Institute for Economic Oil Heating of Germany, gave a keynote speech on how Germany moved to

a 50 ppm standard, where the country is headed and what lessons America can take from their efforts.

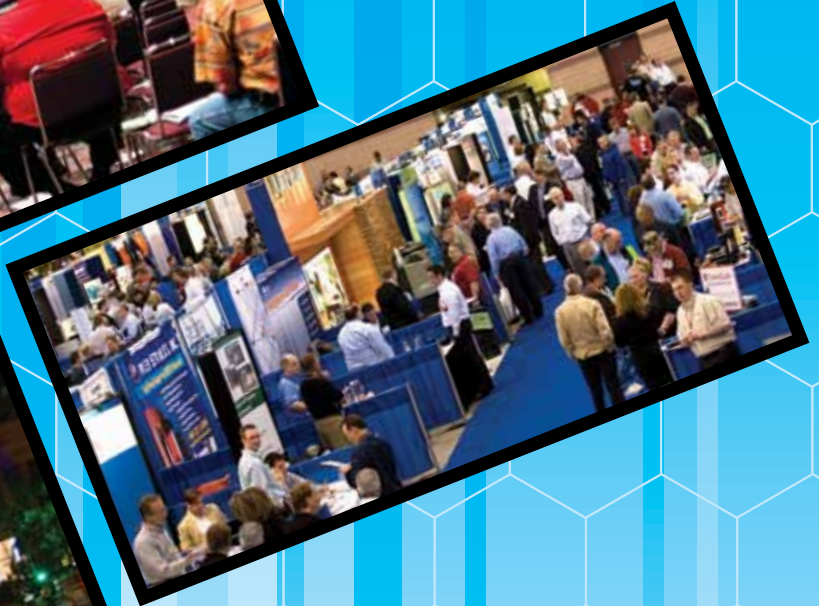
Getting the majority of dealers on board with the changes is a key aspect for the industry to move toward a new fuel, and Kim Weiland of Dead River Company and the chairman of the Oil Heat Council of New Hampshire (OHCNH), agrees that the move toward a new fuel standard is necessary.

“I strongly support the changes the industry is advocating,” he said. “I feel that the need to move toward an ULSD, biobased fuel and the resulting ability to introduce cleaner burning, more efficient oil-fired heating systems in the U.S. market, and the development of new income sources for retailers, is critical to our economic survival.”

“In addition to maintaining the viability of thousands of large and small family-owned businesses that have contributed in so many ways to communities throughout our country, reducing the consumption of fossil fuels, reducing our reliance on foreign sources of energy and contributing to a cleaner environment are equally responsible actions for our retailers to undertake.”

At the first summit, the industry proposed self-imposed mandates for the new standards to be sent to state legislatures and signed into law, since some states, such as Massachusetts, were already moving forward with biofuel policies.

“I agree with the strategy of pursuing a state-by-state strategy since the prospect for a federal, nation-wide mandate appears to be off the table at present,” Weiland said. “It’s important, I think, not to be alarmist, but to stress the opportunities these challenging times present our industry.”



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The Pulse of the Industry

NEFI Survey Shows Volatility as Major Concern for Retailers

FROM A PROPOSED ENERGY BILL THAT COULD introduce carbon trading on a national scale to massive financial regulatory overhaul, home energy retailers have been following several important legislative efforts over the last year.

In an effort to find out just what subjects are most important to its members and others in the industry, the New England Fuel Institute (NEFI) recently conducted a survey that garnered responses from nearly 500 people from across the country, representing many facets of the energy business.

In addition to revealing what local and national issues companies are most interested in, the survey also helped show just what kinds of businesses the industry consists of and the varying products and services they offer, from equipment sales to renewable fuels.

THE RESPONDENTS

While they face immense potential impact from the major reforms President Barack Obama has proposed, the overwhelming number of survey responses came from small businesses, not large corporations. More than

While they face immense potential impact from the major reforms President Barack Obama has proposed, the overwhelming number of survey responses came from small businesses, not large corporations. More than 73 percent said they are classified as a small business, with nearly 54 percent having 20 employees or fewer.

73 percent said they are classified as a small business, with nearly 54 percent having 20 employees or fewer. About 16 percent have 100 employees or more.

With most surveys submitted from companies that do business only in the Northeast, there were several dozen that

operated across the country, in Canada or other countries. The majority classified as mainly heating oil dealers, but many also offer kerosene, propane and motor fuels.

The results of which services the respondents offer shows that many companies are moving beyond simply offering Oilheat and its related service and equipment to customers. After Oilheat and HVAC service, the next most popular are propane and natural gas sales or service.

RENEWABLE FUEL OFFERINGS

Businesses appear to be moving toward expanding their renewable fuel services, as well. Solar system sales and installation are now being conducted by nearly 7 percent of those who responded and more than 5 percent have home energy audits. Geothermal services are also available from 3 percent of the businesses, which exceeds the number of those who sell or service wood pellet equipment, which is at 2 percent.

The numbers also show that a majority of companies offer biofuel blends or plan to. More than 26 percent of the companies currently offer biofuel that they either blend themselves or purchase from a third party. Nearly 50 percent do not currently sell biofuel, but would if more were available or other concerns they had were satisfied.

Of those that do offer biofuel, most offered either a B2 or B5 blend, with soybean oil being the most popular feedstock. Waste cooking oil was the next most-used feedstock for those who knew what was used in their biofuel.

While supply, price and equipment issues were the most-cited reasons for companies not to offer biofuel blends, many responded that they simply did not know enough about the product to market it.

As the heating oil industry attempts

to move toward a biofuel-based, ultra-low sulfur diesel (ULSD) blend, an overwhelming majority of respondents still offered fuel with a sulfur content of 500 ppm or more. More than 44 percent offered such a fuel, while just over 10 percent offering ULSD at 15 ppm or lower.

However, nearly 12 percent of respondents found that they had reduced service calls by using ULSD, though more than 21 percent found it to cost more than 500 ppm fuel.


NATIONAL ISSUES

Those taking the survey were given a list of major national issues facing the industry and asked to choose the five that concerned them the most.

Nearly 16 percent said that price volatility and uncertainty in the market was one of their top concerns. The other top five concerns, ranked from those chosen most, were health care costs for employees, competition from utilities or fuel switching, bad press of the industry and availability of credit.

The survey also asked about the top five legislative issues that concerned those in the industry. More than 11 percent said that federal tax credits for upgrading Oilheat equipment were a top concern, while more than 10 percent also chose increased transparency and regulation in the futures market and increased taxes on businesses.

Other top vote-getters included the reauthorization of the National Oilheat Research Alliance (NORA) and supporting more off-shore oil drilling and finding domestic oil sources.

When asked about lobbying efforts by the industry, respondents agreed that more should be done on all major issues, and 50 percent thought that "more" or "much more" lobbying of Congress should be done in general. 



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EPA, DOE ANNOUNCE STEPS TO STRENGTHEN ENERGY STAR

The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) recently outlined a series of steps to further strengthen the Energy Star program.

In addition to third-party testing already underway, EPA and DOE have launched a new two-step process to expand testing Energy Star-qualified products. DOE began testing of some of the most commonly used appliances, which account for more than 25 percent of a household's energy bill, and both agencies are now developing a system to test all products that earn the Energy Star label. The steps are part of an overall effort by the Obama Administration to improve the energy efficiency of homes and appliances to save families money.

EPA and DOE are taking aggressive action to promote confidence in the Energy Star brand through both testing and enforcement. To learn more about the new steps, see www.eere.energy.gov.

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Adding Satellite TV to Your Product Mix

By Mike McMahon, DirecTV

THIS SPRING AND SUMMER, MANY OF YOUR customers will receive messages to change their heat service. One lost customer can cost your business thousands of dollars.

Keeping an ongoing working relationship with your customers can help you hold on to them through any economic conditions. The payoff can be big, through happier customers and new revenue streams.

Home energy retailers have many different options for businesses they can expand into that leverage the advantages they have in terms of access to houses and long-time relationships with customers. The challenge is adding goods or services that do not distract from your main business practices or require extensive overhead to implement and maintain.

The key to successful integration of any new business with an existing Oilheat business is to be able to train and utilize your existing employees without diminishing your ability to serve your primary business. If you can use your existing direct mail, events, local DirecTV or door-to-door marketing, you can generate sales for your business with DirecTV.

Becoming a local DirecTV retailer may be a good option. Home entertainment choices continue to expand and satellite television providers such as DirecTV continue to experience sales growth.

The satellite television business is year round, which can complement the peak season for your business. You can earn between \$350 and \$700 for every new DirecTV customer you sell a system and install equipment for. It can keep capital flowing even during the typical heating off-season.

The satellite television industry was built by local retailers in rural and urban communities that saw the opportunity for providing more programming choices and better customer service for less money.

Through many advances in technology, customers enjoy working with locally owned businesses.

This is still true today, as independently owned local DirecTV retailers have grown over the last three years. They have helped to make DirecTV the leader in satellite television.

The key to successful integration of any new business with an existing Oilheat business is to be able to train and utilize your existing employees without diminishing your ability to serve your primary business. If you can use your existing direct mail, events, local DirecTV or door-to-door marketing, you can generate sales for your business with DirecTV.

There is no upfront cost, no minimum amount of equipment to buy and no franchise fee. Training is available from trained representatives throughout the United States. Additional training videos on subjects such as selling, installation and best practices are also available online for authorized DirecTV retailers. Brochures, posters and sales guides are provided free of charge to authorized retailers to help sales efforts.

The following checklist is a good barometer of how DirecTV may fit your business:

- Ability to answer incoming phone calls;
- Have access to a Web site for placing orders;
- Can market in the local area;
- Have a truck with ladder and tools;
- Ability to work with low-voltage wiring.

If you can answer yes to the five items above, you have the necessary infrastructure to become an authorized DirecTV retailer.

Adding DirecTV service to your business can help you stay in front of your customer base throughout the year, especially during the months of April through October. The additional revenues from selling DirecTV service can also help cover your payroll and overhead costs during the summer months.

For more information about becoming an authorized DirecTV retailer, contact Todd Robinson at (508) 446-2023 or Mike McMahon at (732) 492-0363. ☐

BIOHEAT® TRADEMARK VICTORY

Oilheat marketers that sell Bioheat® are declaring victory after a recent trademark settlement.

“Cleaner-burning Bioheat heating oil is at work for thousands of customers who enjoy the benefits of an environmentally friendly heating alternative,” said Paul Nazzaro, National Biodiesel Board (NBB) petroleum liaison. “Protecting the Bioheat trademark is about protecting the integrity of the product on behalf of the entire industry and the more than 300 dealers who offer the fuel.”



Earlier this year, the NBB initiated a lawsuit against Tarm USA Inc, a New Hampshire company using the term BIOHEATUSA in relation to an unrelated product. In a recently released settlement, Tarm USA Inc agreed to discontinue use of the term within six months. In addition, the company agreed to discontinue use of their domain name, which also included the Bioheat trademark.

Bioheat heating oil is a blend of conventional home heating oil with a minimum of 2 percent to a maximum blend of 5 percent pure biodiesel meeting its ASTM specification. The NBB obtained a federal trademark registration on Bioheat and launched the official logo in 2006. This trademark was licensed to the National Oilheat Research Alliance (NORA), which has sub-licenses with hundreds of retailers.

As Bioheat heating oil use grows, it is critical that the product and its name remain reliable in an ever-changing marketplace. In trademark cases it is the registered trademark owner’s responsibility to defend against potential use infringements. Protecting the Bioheat trademark gives consumers assurance and confidence they are using a renewable fuel to heat their home.

“We are dead set on protecting the Bioheat identity,” said Nazzaro. “Bioheat heating oil offers a better alternative for the environment and for consumers. The fuel and this settlement is a win for the environment, the industry and consumers using cleaner burning Bioheat heating oil.”

PERFORMANCE SCORE LETS HOMEBUYERS COMPARE HOME ENERGY CONSUMPTION

The last time you bought a car, especially in the current economy, you probably paid close attention to the fuel efficiency by looking at the mile-per-gallon ratings and comparing similar vehicles. Now homebuyers in certain states may soon be able to do the same with homes, and it looks like the trend will go national.

Earth Advantage Institute, a nonprofit green building resource that has certified more than 11,000 homes, has played a role in the conceptualization, promotion and adoption of the Energy Performance Score (EPS), currently the only residential energy labeling system that enables buyers to directly compare home energy consumption.

The tool provides homeowners with both an energy consumption score and an associated carbon emission score. The number is based on in-home measurements and diagnostics data, as well as your utility’s energy source, which are entered into online software for calculation.

The EPS has been rolled out on a voluntary basis for new homes in Oregon and in a large 5,000-home pilot for existing residences

in Seattle. Oregon and Washington state legislatures have created task forces to explore the potential of mandatory energy labeling at time of listing.



Homeowner surveys indicate the public is heavily in favor of having a rating system that can help them obtain information on energy performance, where to make improvements, and how to add to the value of their home.

Now the federal government has turned its eyes toward energy labeling. The Department of Energy has targeted the month of October as the deadline for developing a voluntary national rating standard that may serve as a tool for banks and other institutions to provide preferred finance products for energy efficient, healthy homes.

More information is available online at www.earthadvantage.org.



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*James Garrett, President
Volta Oil Co., Inc.*



Customer Attrition and Margin in Oil Company Transactions

By Joe Ciccarello and John Vachon, Gray, Gray & Gray

WHEN AN OILHEAT DEALER ACQUIRES A COMPETITOR, it is almost always necessary for the purchasing company to make an adjustment in retail pricing for the newly acquired customers.

This is done in order to bring the margin earned on sales in line with the margin being earned by existing customers. After all, the buyer just paid a premium to acquire the customer list and must be sure it becomes a profitable asset.

The biggest threat to the success of an acquisition is the potential loss of customers during the transition from the old company

last five years and examining the resulting customer attrition rates.

The table included outlines three typical acquisitions from our review, including the terms of the purchase, along with the number of customers and the margin differential between the sales prices.

Even though the attrition rate for Companies A and C is similar (despite a 10-cent margin differential between the two) the difference could end up being a much greater, as Company C is measured 5 years after the deal and Company A is measured only 2.5 years after the deal.

a significant portion of his investment in just one year.

In the example above, Companies A and C were both retained-gallons deals, while B was a non-retained-gallons sale. Regardless of what kind of deal you make, the higher the disparity in margins between the two companies (buyer and seller), the greater the percentage of customer lost.

Why risk losing new customers by upping their price after an acquisition? A larger differential in the price being paid for a customer list necessitates that the acquiring company charge a higher retail price to make up the difference.

As we have seen, this causes a greater number of customers to “bleed off.” In the end, although the seller may be paid more per gallon for the customer list, there will be fewer overall gallons paid. If it is a retained-gallons deal, the seller ultimately receives less money. The examples above may lead us to believe that buyers should avoid non-retained-gallons transactions (cash on the table) when there is a significant margin differential, as the buyer stands to lose a significant number of the acquired customers within a reasonable number of years.

Although we may always expect a percentage of customers to be lost in the course of any transaction, the numbers above show that customers will look elsewhere if the cost of their fuel is higher than they have been used to paying.

The lesson to be learned by sellers is that, although a higher sales price per gallon looks attractive on paper, it may lead to a lower overall sale price if fewer gallons are retained. ☒

	COMPANY A	COMPANY B	COMPANY C
Purchase Type	Retained Gallons	Non-Retained	Retained Gallons
Length of Time Since Purchase	2.5 Years	1 Years	5 Years
Margin Differential for New Customers	15 Cents	20 Cents	5 Cents
Number of Customers At Purchase	2,800	1,359	3,360
Remaining Customers	480	529	237
Customers Lost (Attrition)	1,129	830	1,148
Attrition Rate (Percentage Lost)	40.00%	61.07%	34.17%

to the new one. Unfortunately, anecdotal evidence suggests that one of the main reasons customers give for “jumping ship” instead of remaining with the acquiring company is due to a jump in retail pricing. The adjustment necessary to make the deal profitable is also a factor in diminishing the success of the transaction.

We wanted to quantify this by reviewing customer list transactions that occurred in the

Company B, which raised its margin 20 cents, experienced a huge 61 percent loss after one year. There had better have been a strategic reason for the buyer making the purchase and raising the margin so high, because for customer retention purposes it is a complete failure.

Since this was not a retained-gallons deal, the seller made out well, walking away with cash in hand. Meanwhile, the buyer lost

REPORT EMPHASIZES NEED TO REDUCE U.S. CONSUMPTION OF PETROLEUM

The price of oil is currently hovering near \$80 per barrel, but that doesn't include the potential economic costs to the United States that would be caused by disruptions in oil supply, according to a recent discussion paper by Resources for the Future (RFF), an independent research group.



That report estimated the oil security premium for domestically produced oil at about \$2.28 per barrel in 2008, rising to \$4.45 by 2030, in constant 2007 dollars. In contrast, the oil security premium for imported oil starts at about \$4.45 per barrel in 2008 and rises to \$6.82 by 2030.

While that analysis suggests that emphasizing domestic oil production over foreign imports has some advantages, the authors note that the security premium is minor compared to the current and future direct costs of oil, which the authors project to increase to more than \$130 per barrel by 2030. Given that high price, the report concludes that the best policy would be to emphasize reductions in U.S. petroleum consumption, regardless of the source of oil.

JIM GARRETT SELECTED FOR PMAA SERVICE AWARD

The Petroleum Marketers Association of America (PMAA) Distinguished Service Award Committee has voted to honor Jim Garrett, president of Volta Oil Company of Plymouth, Mass., as its 2010 recipient.

"You would be hard pressed to find anyone who has worked harder or longer for independent petroleum marketers than Jim Garrett," said Steve Turner, chairman of the 2010 award committee. "Jim has been active as an industry volunteer at the local level, the state level and the national level for over 30 years, and his contributions are many."

The award is PMAA's highest honor and will be presented on Friday, May 14, in

Washington, D.C., at a luncheon to be held at the Washington Court Hotel.

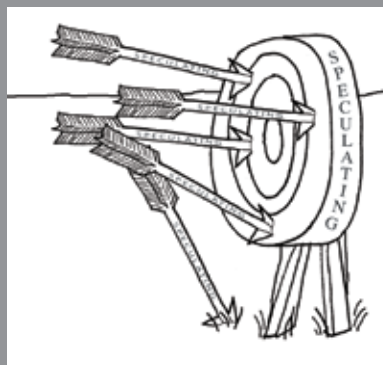
Volta Oil is a family-owned company that operates 10 convenience stores and two gasoline-only stores and distributes motor fuel to another 47 retail outlets in Massachusetts. The company started in 1930 as a Texaco-branded service station, and was purchased by Garrett in 1976. Since then, Volta Oil has increased its fuel sales 10-fold and opened its first convenience store in 1988. Volta Oil Company also is involved in service and construction as well as environmental and engineering services through Norfolk Ram Group LLC. Garrett has represented the

Independent Oil Marketers of New England (IOMA) on the PMAA Board of Directors for 16 years and is currently the longest serving

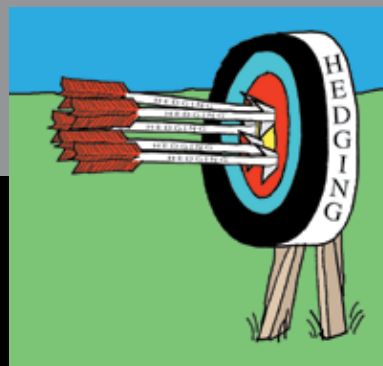


PMAA Board member. He has served as chairman of IOMA and chairman of the National Association of Texaco and Shell Marketers. He has also served as a board member of the Association for Convenience and Petroleum Retailers.

The Distinguished Service Award Committee also included Jim Buhmaster, Craig Eerkes, Dawna Leitzke and Stanley Roberts.



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Rising Oil Prices and the Argument of Peak Oil

By Adam Kovacs, Hedge Solutions

AS THE END OF THE 2010 FIRST QUARTER COMES

quickly into view, heated discussions over energy prices, particularly within the crude complex, are flaring even more as oil prices edge above \$80 once again.

Analysts, traders (both financial and physical), dealers and users are at odds with each other over whether there is a disconnect between prices and the underlying fundamentals given the current state of economic affairs. Energy dealers need to be aware of these arguments not only to better interpret daily market movement, but how it may affect their businesses in the long run.

Therefore, the discussion of this article will center on the following topic: peak oil supply and future demand growth as well as factors that affect this issue and the price discovery that is occurring in today's energy markets.

Slowing extraction rates and increasing depletion rates of active oil fields, as well as OPEC's refusal to increase production levels due to an unapparent economic recovery, could create a very serious problem where demand starts to outpace available supply and production growth (amid dwindling spare capacity).

According to the Industry Taskforce on Peak Oil & Energy Security in their February 2010 release, there is dire concern arising over the possibility of oil (and their products' prices) imploding to much higher levels than where they currently are now, and even exceeding the 2008 highs, which reached nearly \$150 per barrel at their peak.

MEETING DEMAND

The issue is centered on the world's ability to increase production capacity as demand increases globally, particularly in non-OECD (Organization for Economic Co-operation and Development) countries such as Brazil, Russia, India and China (otherwise known as the BRIC), or developing countries. Many believe that while developed country oil demand may have peaked in 2007-08, demand growth in developing countries, which accounts for 5 billion of the world's 6 billion population, will marginalize production rates and the ability of companies to bring new and old production capacity online.

To add to their argument on a looming production capacity crisis (amid declining spare capacity), the UK Industry Taskforce cites the lack of new large localized (land) oil fields being both discovered and developed over the last two years.

While new Canadian tar sand and deep-water fields are being discovered with what appears to be plentiful amounts of oil, the cost of extraction makes it very uneconomical for these companies to bring that product to market. The extraction cost per barrel of deep offshore facilities ranges from the mid-\$60s to \$70s per barrel, while Canadian tar sands can cost \$85 to \$95 per barrel.

Another issue embedded within the discovery of new oil fields is their development, higher costs and necessary financial investment. The average amount of time to fully develop an oil field and bring it online can take anywhere from 5 to 7 years.

The financial crisis that prompted energy prices to plunge concurrently with the capital markets has resulted in additional problems. Companies were forced to review their investments into expanding production capacity and new technology. As a result, many of these majors drastically cut back on these plans in an effort to cut costs to stay solvent while increasing cash reserves for liquidity purposes, and stay afloat amid tight margins and budgetary constraints.

The overwhelming amount of private investment capital sitting on the sidelines, despite record low interest rates (which ideally should be promoting investment), is only compounding the situation further.

REACHING THE PEAK

Slowing extraction rates and increasing depletion rates of active oil fields, as well as OPEC's refusal to increase production levels due to an unapparent economic recovery, could create a very serious problem where demand starts to outpace available supply and production growth (amid dwindling spare capacity).

Analysts anticipate that production capacity will peak over the next 2 to 5 years around 92 million barrels per day (Mb/d) while non-OECD demand will grow to roughly 105 Mb/d and OECD demand will decrease to 40 Mb/d by 2030, which has some very serious implications not only for crude oil prices, but may create something referred to as "fuel poverty."

Fuel poverty describes how higher energy prices may result in increased inflation that

would appear on the consumer's plate not only in heating and cooling costs, but manifest itself in food and retail prices as well. This inflation prediction, along with increasing non-OECD demand, declining spare capacity and stagnant production capacity, are all arguments that fall into line with Morgan Stanley's Jan. 24, 2010 report on crude oil where their forecast for oil prices was raised to \$95/bbl in 2010 and \$100/bbl in 2011. Morgan Stanley, similar to many other big Wall Street houses, is fairly bullish on a better-than-expected economic recovery, expecting global GDP growth to exceed 4 percent in 2010.

As expected, there are a number of counterarguments to these concerns voiced by the aforementioned parties, which entail but are not limited to the following: if and when the economy recovers, will a lag in OECD recovery constrain non-OECD economic growth? While China has been booming, the latest economic reports suggest a slowdown despite the possibility of monetary tightening as exports and imports slowed in the most recent release.

Inflation remains constrained as the Consumer Price Index (CPI) showed a decline for the first time in approximately two decades, while the Federal Reserve Bank has

kept short-term interest rates steady along with short- and long-run inflation expectations.

Another point focused on is the lack of a peak in oil supply due to technological advancements and research. IHS Cambridge Energy Research Associates' (CERA) Peter Jackson believes that many economic models assume that technology "has gone about as far as it can go." Jackson states in the report that is anything but the case and that future technological progression is being discounted too heavily.

The issue of alternative energy availability, whether natural gas, biofuels, coal or even algae are also seen as worthy countermeasures to the argument of peak oil. Finally, the stem of the whole issue is probably the biggest focal point—just how many reserves exist and what is their accessibility? No one really knows for sure and only best-guess estimates can be made through current technology, transparent information and mathematical modeling.

However, this does not withdraw from the fact that oil prices have become more and more forward looking on the prospect of renewed economic recovery and the issue of peak oil, rather than focused on spot market supply and demand fundamentals, which normally drive the nearby prices according to John Kemp, a Reuters columnist. ☐



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Increasing Revenue Streams Starts With Five Ps

By Michael Devine,
Earth Energy Alliance;
National Biodiesel Board

WHEN I WAS A BOY AND EXPERIENCED FAILURE

as most young boys do, my father used to preach the five Ps to me—"proper planning prevents poor performance." As the years went by, these constant, frequently quoted axioms began to grate on me while at the same time they became ingrained in me.

Consequently, before I undertake any significant project, I begin with an evaluation and a subsequent plan. I also find that this initial process is critical before any business begins to consider expanding product lines or looking for ways to improve revenue streams. Once the evaluation is complete, the pathway for success becomes more attainable.

Whenever I have the opportunity to speak to heating oil dealers about Bioheat® and discuss how best to integrate it into their business plan, I ask the heating oil dealer if they have a current business plan. I am not surprised when I am told that it may not be up to date or in fact many don't have a plan at all.

There are many templates online that one can follow, but there is no tried and true, one-size-fits-all formula. When creating a business plan or re-creating one, a company should look out five to 10 years and envision the place where they'd like to see their company and all the necessary steps required to get there.

Next is the human element—does your company have the right people in place today to be able to carry out the new initiatives? Will you have to hire new people to expand revenue streams or can you train your current staff to help expand your business? Does the company require system upgrades, capital investments into equipment, additional office or warehouse space for new products and equipment? Does your company require additional financing to meet these investments?

I don't have to tell anyone who runs a business today that the banking environment is far different than it was a few years ago.

Finally, is there some low-hanging fruit in the marketplace that can make a difference to your organization without making significant capital investments?

The exercise of creating business and strategic plans does not account for changes in the marketplace. Five years ago, if a heating oil dealer were creating a strategic plan for their company, integrating Bioheat probably would not have found its way on the document. This living, breathing document requires modifications on a regular basis. Today, if I were planning to expand my heating oil company's revenue streams, Bioheat would be my launching point.

Re-creating the business model from an Oilheat company to a Bioheat company gives the heating oil marketer the ability to re-brand the company and the products and services that it provides. Bioheat is a culture change; you set in motion a mindset that resonates through your entire organization and your communications to the marketplace.

A Bioheat marketer is innovative and is perceived by the marketplace as unique—a company that cares about the fuel that it is providing to the community and viewed as industry leader. It is certainly not a common occurrence that the marketplace provides this type of opportunity for a change of culture.

If we look out five years from now, many states will have changed the heating oil based stock to a 15 ppm ultra-low sulfur diesel blended with an inclusion of 5 percent biodiesel. This low-hanging fruit is ripe for the picking as a low-investment, high-value re-branding opportunity.

In 10 years, we may be looking at a heating oil industry that has provided the Oilheat marketer the ability to sell ultra-low sulfur diesel fuel blended with 20 percent biodiesel. A B20 percent heating oil blend would produce lower CO2 emissions than natural gas, giving the fuel oil dealer a marketing opportunity that does much more than simply distinguish differences from other fuel dealers.

The Bioheat marketer can engage in an intelligent, conscientious conversation with consumers who might want to compare it to natural gas, propane, electric heat pump or wood pellets. By virtue of becoming a Bioheat marketer these future conversations can incorporate the kind of talking points that will allow the Bioheat marketer the upper hand moving forward in the marketplace.

Bioheat is today's best launching point for increasing revenue streams.

Once the transition from a heating oil dealer to Bioheat dealer is complete, the company will find it easier to integrate other opportunities into their business plan to expand revenue streams such as solar thermal applications for domestic hot water, home energy audits or even providing electricity as a retailer.

These types of directions will require investments of capital and personnel. The service department will require retraining or investments in new personnel to be able to successfully make these transitions. There are many directions that a Bioheat dealer can consider along the way that will make sense in their respective marketplace, each being a little different and unique. Don't ever dismiss your own ingenuity and creativity; there are market opportunities that arise everyday that you may see before anyone else does.

If the light bulb goes on in your head and your heart begins to pound fast then you may be on to something. Just remember, "proper planning prevents poor performance."

The heating oil industry is gearing up for a significant change in its fuel. This change will provide many opportunities for the independent fuel oil dealer to recreate the business plan and formulate a strategic pathway for increasing revenue streams and profitability. The key is finding the pathway that is right for you and your business. My father was an oilman for more than 50 years; I only wish that he could see the future opportunities that lay ahead for our industry.

Please feel free to contact me with questions or comments regarding this article at (203) 221-3044 or mike@earthenergyalliance.com or Paul Nazzaro at (978) 664-5923 or email paulsr@yourfuelsolution.com.

For information on biodiesel or Bioheat, visit www.biodiesel.org or www.bioheatonline.com. ☒



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These NORA credits accrue to your benefit when applying for certification or recertification under the Silver and Gold program. The number of credits varies with the nature and duration of each course. For more information, log on to www.noraed.org, or phone -866-924-1100.



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Spring Warmth Could Cool Quickly

By John Bagioni, Fax-Alert Weather Service

WHEN ALL IS SAID AND DONE, THE 2009-10 winter anomaly (Dec. 1 through Feb. 28) will have most closely mimicked the 1957-58 analog. You may remember that my fall discussions, issued last September and October, tried to use the MEI, multivariate index, to look for years with similar MEI values and trends.

During the fall the following analog years appeared; 1951-52, 1957-58, 1963-64, 1976-77 and 2006-07. My hope was that the winter would feature at least a bit of the 1976-77 winter, which would enhance the potential for widespread cold across the Northeastern states. But a complete analysis of this winter's major atmospheric players and resulting national anomaly pattern clearly shows that the 1957-58 analog carried the most weight.

El Nino composites and the 1957-58 analog indicated a normal to cooler-than-normal winter forecast had a solid chance of going from New England into New York. Of course, we now know that was not the case. So where did it go wrong?

A comparison of the 1957-58 anomaly pattern with this past winter's anomaly pattern will show that the 1957-58 analog was not perfect and had two noteworthy failures, one on the warm side and one on the cold side, but had more of the winter anomaly pattern right than wrong. Before I explain the reasons why the 1957-58 analog was not perfect and the reasons for its two main error locations, let's take a look at the following graphics.

This first link shows the 2009-10 distribution of warmer and colder than normal climate division zones across the U.S: <http://tinyurl.com/yq9t2nj>.

This second link will take you to the actual anomaly pattern from Dec. 1 through Feb. 28: <http://tinyurl.com/ybezzb2>.

This third and last link will show anomaly pattern for the heart of 1957-58 winter season: <http://tinyurl.com/yzrg4re>.

The first link clearly shows that the vast majority of the area from the Middle Atlantic southward to Florida on across the Deep South, the lower Midwest, and the Plains ran colder than normal to much colder than normal. The area from New York eastward across New England averaged anywhere from above normal to much above normal. Lastly, the Pacific Northwest ended the winter milder than normal. The second link, the actual anomaly values, acts as a complementary link.

The third link is the 1957-58 winter anomaly pattern. Note the correlation of its cold pattern across the Middle Atlantic southward into the Southeast and Deep South with this past winter's anomaly. But the cold this year was much more extensive off to the west and north into the Plains, as compared to the 1957-58 winter. The correlation with this year's warmth across Northern New England was also well correlated with the 1957-58 analog, as was the warmth across the Northwestern U.S.

My winter forecast had called for a solidly colder-than-normal Middle Atlantic, Southeastern U.S. and Deep South. It also indicated it would be a struggle for parts of northern New England, especially Maine, to average normal or below and warmth was forecast in many of these areas.

I liked the call for a warmer-than-normal Pacific Northwest and expected the warmth to spread westward into the Northern Plains. I was not surprised by Texas getting into the cold activity, but thought the El Nino

composite and the 1957-58 analog were more than sufficient reasons to favor mildness across the Northern Plains; they were not.

The most frustrating zone and of course the primary area of my concern for many of my clients was the area from southern New England into New York. I knew the coldest anomalies would set up across areas to the south of New York City and warmth would try to build across Northern New England.

El Nino composites and the 1957-58 analog indicated a normal to cooler-than-normal winter forecast had a solid chance of going from New England into New York. Of course, we now know that was not the case. So where did it go wrong?

There is no more doubt about the cause of the warming across New York and southern New England, as well as the reason for cold dominating the Northern Plains: the all-powerful, historic arctic oscillation (-AO) and its counterpart the North Atlantic Oscillation (-NAO).

An analysis shows that the extremely low values of the -AO and the length of time they stayed in place does not have an equal since records have been kept. This is clearly a case of too much of a good thing. For years we have been waiting for a persistent wintertime -AO/-NAO combo. But this year when we finally do get it, it reaches levels that counteracted the usual outcome across the Northeast.

The blocking high (main component of the -NAO) situated across eastern Canada eastward into the North Atlantic allowed a very long-duration, massive maritime flow to come westward into eastern Canada and much of northern New England. This maritime flow that was expected to some degree across northern New England, in particular Maine, eventually overwhelmed all of New England, New York and much of the Great Lakes area.

One of the real telling facts about how the historic -AO controlled the Northeast winter was that the warmth across New York and New England occurred even though northerly wind flows were dominant across the region and mildness still won out! There was just no cold air across eastern Canada, due to the maritime influence caused by the powerful -NAO.

The cold across the Plains states was the result of North Atlantic block's ability to keep winds generally northerly across this zone, and not westerly as expected.

We now know that the winter -AO/-NAO was sufficiently strong to allow the basic winter pattern to persist through March on into April. As of this writing, there were no solid signals for prolonged cold across the Northeast during April, but the 1957-58 analog favors a cool to cold May, yippee! ☺

New Jersey OILHEAT EQUIPMENT INCLUDED IN EFFICIENCY PROGRAM

The Fuel Merchants Association of New Jersey (FMANJ) has announced that as of Feb. 1, the New Jersey Board of Public Utilities (BPU) included heating oil equipment in their WARMAdvantage Program.

FMANJ Executive Vice President Eric DeGesero said, "This BPU initiative provides the state's Oilheat customers access to rebates for upgrading their system. To be eligible for the \$300 rebate, they must install an Energy Star-rated furnace or boiler with a minimum AFUE of 85 percent. The Oilheat component of the WARMAdvantage Program is funded through the American Recovery and Reinvestment Act (ARRA), which is the federal stimulus program."

DeGesero continued, "Please note the WARMAdvantage Program is separate and distinct from funding available through the Home Performance with Energy Star Program. Under the Home Performance with Energy Star Program, a whole house audit must be conducted by a BPI certified contractor and energy savings of at least 25 percent must be achieved to be eligible for enhanced incentives."

Oilheat equipment's participation in both the WARMAdvantage Program and Home Performance with Energy Star Program will terminate when the ARRA funding runs out.

"FMA is supporting pending state legislation that would require Oilheat equipment receive funding on par with natural gas through the societal benefits charge (SBC)," DeGesero said.

Connecticut HEATING OIL SPECIFICATION CHANGE CONSIDERED

The General Assembly in Connecticut is considering changing the specification of heating oil to match that of ultra-low sulfur diesel (ULSD) fuel and incorporating a biofuel, renewable fuel content, beginning July 1, 2011.

The Independent Connecticut Petroleum Association (ICPA) supports the measure. The American Petroleum Institute (API), on behalf of some refiners, opposed the legislation by saying the whole country can't convert heating oil to ULSD.

The statement was refuted by a National Oilheat Research Alliance (NORA) consultant

who has studied the issue and showed that 80 million barrels of ULSD were exported from the U.S. last year and that only a tiny portion of those exports would be needed for Connecticut.

Vermont TANK FUND PROGRAM RESTARTED

Details on the restarted Vermont tank replacement program are now available on the Vermont Department of Environmental Conservation Web site, which can be found at www.anr.state.vt.us. The program was suspended last year when the money ran out. This month it was restarted with \$50,000 from the fuel assistance program. The Petroleum Cleanup Fund (PCF) offers grants to residential tank owners toward the removal, replacement or upgrade of both underground and aboveground storage tanks used to heat a Vermont residence.

LAWMAKERS EYE PCF FEE INCREASE

One of the reasons why the low-income tank program was suspended and why heating oil cleanups have been delayed is that the legislature borrowed \$2.8 million from the



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Petroleum Cleanup Fund (PCF) in 2008.

The fund is now at historically low levels. The other problem is that the half-cent fee isn't enough to pay the bills. The Department of Environmental Conservation spends about \$1.5 million on residential Oilheat cleanups, which is twice what they collect in fees from the sale of heating oil, dyed diesel and kerosene.

Recently lawmakers tentatively approved a fee increase—from a half cent to a full cent—to fund the difference.

The Vermont Fuel Dealers Association (VFDA) has urged lawmakers to create a trigger mechanism that would allow dealers to stop collecting the fee if the balance in the heating oil account is higher than \$3 million. This is to ensure that the fund isn't raided again.

Massachusetts

NEW PRIVACY LAWS IMPACT ALL ENERGY DEALERS

On March 1, new state regulations designed to protect the personal information of the citizens of Massachusetts took hold and the rules impact any business that handles personal information from customers.

The regulations are focused on having businesses implement security measures designed to prevent intentional wrongdoing and inept internal data handling protocols. The regulations impact any business that "receives, stores, maintains, processes or otherwise is permitted access to personal information through its provision of goods or services."

Under the rules, "personal information" includes a Massachusetts resident's name combined with a complete Social Security number, driver's license or other state-issued number, a financial account number or a complete credit card or bank account number. The law is not just limited to Massachusetts-based businesses. Any out-of-state company that handles the personal information of a Massachusetts resident must also comply with the new rule.

The Massachusetts Oilheat Council (MOC) plans a Webinar workshop on this new regulation in the near future, but members are strongly encouraged to seek consultation on implementing the requirements of the regulation.

Pennsylvania

REBATES MADE AVAILABLE FOR HOME HEATING EQUIPMENT

Starting in April, funding from the American Recovery and Reinvestment Act will make it possible for tens of thousands of Pennsylvanians

to reduce their energy consumption and save money through a new rebate program for home heating equipment, Gov. Ed Rendell recently announced.

The \$11 million program will provide rebates of between \$100 and \$500 on the purchase of new, Energy Star-rated non-electric residential hot water heaters, furnaces and boilers. The higher the equipment's efficiency rating, the larger the rebate will be.

Rendell added that the rebate program could benefit 33,000 Pennsylvanians and

could create 120 jobs by boosting demand for heating equipment and related installation work.

Once finalized, the rebate program's guidelines and applications will be posted on www.recovery.pa.gov.

The rebates complement existing or planned programs by Pennsylvania's electric utilities that are required under Act 129, which Rendell signed in 2008.

For more information, visit www.depweb.state.pa.us and click on Energy Rebates.



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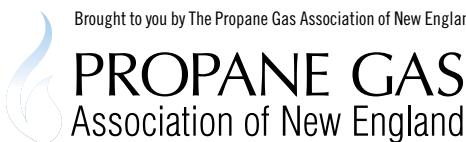
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Brought to you by The Propane Gas Association of New England with assistance from the New England Fuel Institute.





don't have to keep up with the Joneses! Be innovative, use your own ideas.

Here are some programs that I have seen in my travels that have been very successful. Have a customer appreciation day with a cookout. Bring in some grills, your suppliers will help you, some hot dogs, a trailer of live demo products and put the event on your Web site, bill stuffers, on the sign out front. Generate some buzz, have all your employees help, looking their best in the company uniforms, and thank your customers with a discount cylinder refill, a hot dog and put some ideas in their minds.

Tell them about the new tankless water heater, the new hearth product, a propane lawn mover, show off your new pickup truck, or demo some mosquito control device that uses propane all summer long. For some of you, perhaps a portable swimming pool gets set up in the lot with a pool heater on it! Talk about the power of suggestion!

Many marketers are turning to the service department to become a revenue stream. Servicing air conditioning units, installing split systems and changing out central air systems are well within the capabilities of many of your technicians. This provides summer revenue with a minimal investment.

Can you offer interest-free financing of on-demand water heaters? There are many finance companies out there that work with companies like yours, where you buy down the interest rate and incentivize the customers to buy now. What a great load builder for the customers you have who heat water with another fuel.

You already have a tank at the property, know that they pay you and, for those of us who have seen on-demand water heaters work, you are doing a great service to these consumers who probably break even as they pay for the new equipment over time. They might still be eligible for that federal tax credit too!

Again, a simple bill stuffer in all those spring and summer deliveries to the low-volume accounts costs virtually nothing. Introduce the program for a limited time while you are looking for work for your technicians.

Clear out those warehouses and showrooms, too. Products change and so do your customers' tastes, so learn from the distributors who all have bargain areas at their spring shows. They learned a long time ago that some cash for those last year models, slightly scratched units, etc., beats no cash, and for you there is the bonus of additional gas load.

The bottom line is doing something new and different. Remember, the time-tested definition of insanity is doing the same thing over again and expecting different results. ☒

A Springboard for Increasing Summer Revenue

By Joe Rose, Propane Gas Association of New England

AS YOU READ THIS COLUMN WRITTEN IN mid-March when the winter storms were pounding the New England region, it will likely be sunny and warm with a few April showers.

Spring is a time for growth and renewal as the flowers are beginning to bloom and the leaves are starting to bud on the trees. Spring is a time for growth and evaluation in our business world, too. By now, many of you will have returned from the NPGA Expo in Atlanta with a notebook full of new product and service ideas, along with a wish list of new global tracking devices, computer software and dreams of a new propane-powered pickup truck.

The question becomes, what do you do with that notebook? Toss it in a drawer and chalk the trip off to a nice weekend with some old friends, or do you sit down with your key employees and get outside your box for an hour or two and seriously discuss the things you learned and thought about to make your business more successful in the coming year?

Ask your employees what your company could do to add value to existing customers while attracting new ones. Explain that this must have a positive impact on your bottom line and not be capital intensive. You will be amazed at the ideas they come up with.

Spring is not a happy time for many in the delivered fuels business. The winter is over, seasonal employees are being laid off, and employees are hanging around a little longer

at each end of the day killing time. Gallons delivered have dwindled and it is too early to start on all that tank maintenance that you discovered over the winter.

Sound familiar? Snap out of it! Start your tank maintenance, keep those employees who are still on winter speed engaged and find something meaningful to do, even if it means waxing the truck! What is a better billboard for your company than a sparkling, waxed truck? While this is happening, have that sit down and think about what you can do to add revenue during the coming spring and summer months.

Building is still crawling along, so don't bet the business on that being your summer salvation. The secret of this exercise is to discover what you can do to enhance the value of the thousands of customers that you have, while attracting a few new quality customers each month. Don't get too far away from the core values of your business while performing this exercise. Think about implementation, capital costs, your commitment and how you can get your staff motivated!

Ask your employees what your company could do to add value to existing customers while attracting new ones. Explain that this must have a positive impact on your bottom line and not be capital intensive. You will be amazed at the ideas they come up with. Buy a \$50 gift card at a local restaurant or some family four packs at the local movie theater to thank them for their ideas. We all like a little incentive for our thoughts.

What have your competitors come up with? Do a survey, but remember you

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Join these other Oilheat and energy products and service providers who have made earlybird reservations for the 2011 ENERGY EXPO.

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TACO FOUNDATION GETS NEW NAME, ANNOUNCES RECENT GRANTS

Taco Inc.'s John & Happy White Foundation is now the White Family Foundation. The non-profit charitable foundation, established in 2000, recently received permission for the name change from the state of Rhode Island.



Taco President and CEO John Hazen White Jr. with Candy Castaldi, senior V.P., Circulator Division, Taco, and Jean Johnson, executive director of House of Hope Community Development Corp.

John Hazen White Jr., president and CEO of Taco, commented that the name change is a reflection of the foundation's continuing efforts as it enters its second decade of gift-giving.

"My late parents established the John & Happy White Foundation to benefit worthy community-based organizations operating here in Rhode Island for the benefit of Rhode Islanders. While we have altered the foundation name slightly to reflect where we are today, the mission they established remains the same."

Recent gifts have included awards of \$10,000 each to the House of Hope Community Development Corporation of Warwick, which provides permanent housing and social services to families and individuals in need, and to the RI Free Clinic of Providence, providing free care to the uninsured.

The Foundation also recently made a \$20,000 contribution to Butler Hospital for the creation of a new Center for Advanced Diagnostics and Therapeutics in Alzheimer's disease.

Taco, headquartered in Cranston, is a leading manufacturer of heating and cooling equipment for use in residential, commercial and institutional buildings. See www.taco-hvac.com for more information.

STEAM GOES GREEN WITH NEW BOOK

Dan Holohan's new book, "Greening Steam: How to Bring 19th-Century Heating Systems into the 21st Century (and save lots of green!)", was recently released to help heating professionals and homeowners save energy and money.

According to Holohan, author and president of HeatingHelp.com, "When it comes to saving money on heating, old steam systems are delicious low-hanging fruit. There is so much you can do to make them better, and most of what you do won't cost a fortune."

There are many steam systems in service today, and they'll be around for some time to come. It's not that easy (or inexpensive) to rip out a steam system and start anew, and that's why so many of them are still around. Holohan's book walks you through your old steam heating system and shows you how to get the most out of it without putting a lot of money into it.

For more information on the book, visit www.heatinghelp.com or call (800) 853-8882.

HVAC EXCELLENCE UNVEILS NEW WEB SITE

HVAC Excellence recently announced that it has re-designed its Web site. The new site is easier to navigate and simplifies the task of learning about: student outcome assessments, technician certifications, educator credentialing, programmatic accreditation and professional development. The new Web site can be viewed at www.hvacexcellence.org.

Searching for information on an accredited program to attend, downloading accreditation standards and finding information on the progressive levels of certifications are all now quicker and easier to find.

As part of the upgrade, the National HVACR Educators and Trainers Conference site has also been redesigned. The conference site makes it easy to find information on: the conference center, hotel accommodations, transportation, a list of exhibitors, a detailed list of sessions, and the full conference program can be downloaded from the site.

The new conference site can be viewed at www.hvacexcellence.org/nhetc/.

COLFAX LAUNCHES SITE TO PROVIDE FLUID-HANDLING KNOWLEDGE TO OIL INDUSTRY

Colfax Corporation, a global provider of fluid-handling solutions for critical applications, has launched an educational Web site with detailed information on the use of fluid-handling technologies tailored specifically for the unique requirements of the oil and gas industry.

The site, www.colfaxcorp.com/oilandgas, contains articles, case studies, glossaries, photos of installations and fact sheets. Colfax will update it on a regular basis with useful tools and additional applications to continue to enrich its value to the user.

The site contains sections covering pumping applications in the production, transportation, storage and refining segments of the oil & gas industry. Each section is further divided into subsections with information on how to address fluid-handling challenges, and their content explores issues industry professionals often contend with, such as contaminants in crude oil, free gas, varying water cuts and temperature alterations necessary for managing process fluid viscosity.

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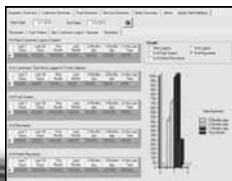


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S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2010

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					

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7 Waste Oil Burner Class, Whitten Enterprises, Orange, Mass. 9 a.m. to 4 p.m. www.nefi.com/training

21 Oil Heat Council of New Hampshire (OHCNH) Annual Meeting. www.nhoilheat.com

26 FMANJ Golf Outing, Seaview Golf Resort, Galloway, N.J. 1 p.m. www.areetradeshows.com

27-29 Atlantic Region Energy Expo (AREE), Atlantic City Convention Center, Atlantic City, N.J. www.areetradeshows.com

28-30 Midwest Petroleum and Convenience Tradeshow (M-PACT), Indiana Convention Center, Indianapolis, Ind. www.m-pact.org

10 Independent Connecticut Petroleum Association's Annual Golf Tournament, 866-521-ICPA, www.icpa.org

12-14 PMAA Washington Conference and Day on the Hill, Washington, D.C. (703) 351-8000, www.pmaa.org

23-26 NAOHSM's 57th Annual Convention & Trade Show, Providence, R.I. (888) 552-0900, www.naohsm.org

June 2010

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
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13-16 North Carolina Petroleum and Convenience Marketers Summer Convention, Hilton Head Marriott Resort, Hilton Head, S.C. www.ncpcm.org

24-25 Independent Connecticut Petroleum Association's 60th Anniversary Annual Meeting, (866) 521-ICPA, www.icpa.org

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GULF OIL RETURNS TO THE BLUEGRASS STATE

Gulf Oil will return to the Bluegrass State with the initial signing of a branded distributor agreement with Southern Petroleum of Somerset, Kentucky. Southern will soon begin rebranding nine retail motor fuel outlets (five currently flagged Chevron) to the new Gulf "Sunrise" image. This is the first time in 20 years that a Gulf Oil branded gas station has operated in the state.

On Jan. 12, Gulf Oil acquired all title and interests to the "Gulf" brand from Chevron U.S.A. Inc. It now controls the right to market the brand throughout the United States and its territories.

Gulf Oil Limited Partnership, based in Framingham, Mass., is one of the Northeast's largest wholesalers of refined petroleum products. Gulf Oil distributes motor fuels through a network of more than 2,000 branded gasoline retail centers, 12 proprietary oil terminals and a network of more than 50 other supply terminals. Through its unbranded subsidiary, Great Island Energy, Gulf Oil L.P. also supplies petroleum products as well as risk management and financial services to industrial, commercial, and independent retail firms. Visit www.gulfoil.com for more information.

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Interested parties are urged to contact Shane Sweet, CEO, at shane@nefi.com or (617) 923-5011, with proposals or questions.

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The New England Fuel Institute (nefi.com) seeks a qualified individual to teach its industry standard 160 hour basic oil heat technician and installation course. This course entails classroom as well as hands-on heating instruction using live heating equipment and follows the industry-standard curriculum. We seek to fill a year round position teaching adult students from around the region. Full time and part time candidates are urged to apply.

All classes are taught in both the classroom and in our state-of-the-art lab at our Watertown, Massachusetts facility, but we also have need for instructors willing to teach at our other locations in the northeast.

Instructor Candidates for Massachusetts classes must have a valid Massachusetts oil burner license.

Send resume and letter of interest to Bob Messia, Principal Instructor, bob@nefi.com, or mail to: Bob Messia, Principal Instructor
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Degree Day Reporting Form

REPORTING DATE: 2-28-2010

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	6033	6925	6751	1254
Portland, ME	4746	5207	5116	985
Concord, NH	5114	5466	5434	997
Burlington, VT	5113	5600	5517	1063
Albany, NY	4760	5067	4994	938
Worcester, MA	4790	4926	4833	952
Boston, MA	3938	4031	4107	815
Hartford/Springfield	4293	4541	4539	844
Providence, RI	3954	4178	4190	817
Chatham, MA	3910	3966	4025	875
Bridgeport, CT	3863	3966	4032	803

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.

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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.



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	Week Ending				Week Ending		
District	3/19/10	3/12/10	Year Ago	District	3/19/10	3/12/10	Year Ago
East Coast (PADD I)	19.2	20.2	18.8	East Coast (PADD I)	5.6	5.9	7.3
NEW ENGLAND	2.1	2.2	2.7	NEW ENGLAND	0.2	0.3	0.7
MID-ATLANTIC	9.3	9.7	8.9	MID-ATLANTIC	3.2	3.3	2.9
SOUTH TO FLA.	7.8	8.2	7.2	SOUTH TO FLA.	2.2	2.2	3.7
Midwest (PADD II)	25.7	26.5	28.2	Midwest (PADD II)	2.2	2.1	3.9
Gulf Coast (PADD III)	32.6	31.8	25.4	Gulf Coast (PADD III)	6.5	7.2	7.2
Rocky Mtn. (PADD IV)	2.7	2.9	3.0	Rocky Mtn. (PADD IV)	0.2	0.3	0.3
West Coast (PADD V)	9.5	9.9	10.6	West Coast (PADD V)	0.8	1.0	1.5
U.S. Total	89.7	91.2	85.9	U.S. Total	15.3	16.4	20.2
Greater than 500 ppm (0.05%) Sulfur				TOTAL DISTILLATE STOCKS			
	Week Ending				Week Ending		
District	3/19/10	3/12/10	Year Ago	District	3/19/10	3/12/10	Year Ago
East Coast (PADD I)	32.6	32.7	27.0	East Coast (PADD I)	57.4	58.8	53.0
NEW ENGLAND	7.4	7.8	6.6	NEW ENGLAND	9.8	10.4	10.0
MID-ATLANTIC	22.5	22.2	16.5	MID-ATLANTIC	35.0	35.3	28.3
SOUTH TO FLA.	2.7	2.6	3.8	SOUTH TO FLA.	132.6	13.1	14.8
Midwest (PADD II)	1.7	1.6	2.2	Midwest (PADD II)	29.5	30.2	34.3
Gulf Coast (PADD III)	5.3	5.0	6.7	Gulf Coast (PADD III)	44.3	43.9	39.3
Rocky Mtn. (PADD IV)	0.1	0.1	0.2	Rocky Mtn. (PADD IV)	3.1	3.3	3.4
West Coast (PADD V)	1.0	1.0	1.8	West Coast (PADD V)	11.4	11.9	13.9
U.S. Total	40.7	40.4	37.8	U.S. Total	145.7	148.1	143.9

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, 2009, through March 27, 2010, has been 2 percent warmer than last year and 1 percent warmer than normal.

Location	Current	Normal	% Change
	7/1/09 thru 3/27/10	7/1/09 thru 3/27/10	
Boston	4,545	4,757	-4%
Chicago	5,373	5,613	-4%
Hartford	4,859	5,295	-8%
New York	3,856	4,158	-7%
Philadelphia	3,962	4,202	-6%
Pittsburgh	4,968	5,041	-1%
Portland	5,473	6,083	-10%
Providence	4,522	4,906	-8%
Raleigh	3,258	3,375	+4%
Richmond	3,461	3,524	-2%
Washington	3,581	3,650	-2%

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.

Oil & Energy Securities Recap

Company	Symbol	3/29/10	2/23/10	Change
Ashland Inc.	ASH	53.74	45.75	+1.99
BP-Amoco	BP	56.89	53.30	+3.59
ChevronTexaco	CVX	75.21	72.14	+3.07
Conoco Philips	COP	51.16	47.90	+3.26
ExxonMobil	XOM	67.40	65.05	+2.35
Global Partners	GLP	22.45	25.00	-2.55
Hess Corp.	HES	61.36	58.90	+2.46
LUKOIL	LUKOY	56.50	51.60	+4.90
Marathon Oil	MRO	31.50	28.96	+2.54
National Grid Plc	NGG	48.41	49.44	-1.03
Occidental	OXY	84.34	79.28	+5.06
Royal Dutch Shell Plc	RDSA	57.57	54.76	+2.81
Star Gas	SGU	4.39	4.32	+0.07
Sun	SUN	28.70	26.38	+2.32
Tesoro Petroleum	TSO	13.77	11.75	+2.02
Total	TOT	57.43	56.87	+0.56
Valero Energy	VLO	19.86	17.52	+2.34

KEEPING THE CONVERSATION GOING

THOUGH ANY CLIMATE CHANGE REFORM THAT eventually comes out of Washington, D.C., may be mired in extensive debate, it is clear that President Barack Obama intends to pass a bill that will impact the heating oil industry through either a carbon trading system or other methods.

Instead of waiting to see what form the legislation takes, the industry proactively met in September in Baltimore to discuss a mandate to move toward an ultra-low sulfur diesel (ULSD), biofuel-based stock and accelerate more solar heating training and integration.

Realizing what a massive undertaking such a mandate entails, another meeting in March brought many stakeholders together again, this time in Washington, D.C., to discuss how to best move forward.

There is inevitable concern among many parties that making a switch could result in higher prices or fuel shortages in the event of insufficient ULSD or biofuel supply. These are notable concerns, with price being one of the factors for consumers when weighing their commitment to Oilheat against conversions to other fuels.

However, by beginning the conversation early and working to develop a consensus plan on how to proceed has many advantages for the industry as a whole.

The second summit included participation from government officials who were able to hear firsthand about how committed the industry is to being an integral part of the nation's energy mix moving forward. This can only help efforts to make sure that Oilheat is considered equally with other fuels in future energy policy.

A progressive stance at this time can also help as the industry lobbies for a permanent reauthorization of the National Oilheat Research Alliance (NORA). Highlighting the research and development that can be funded through NORA to test and create more efficient systems that use a different fuel stock is an asset for heating oil retailers and equipment manufacturers.

Signaling that the industry is serious about change is also important because of the message it sends to customers who could be considering conversions. If they are told about mandates for a renewable fuel that burns cleaner and requires less servicing, it can only have a positive result.

This does not mean there are no significant hurdles to clear before a new heating oil standard is used nationwide. By starting this process early, however, the heating oil industry has a powerful incentive for the government, consumers and dealers to remain invested. ☑

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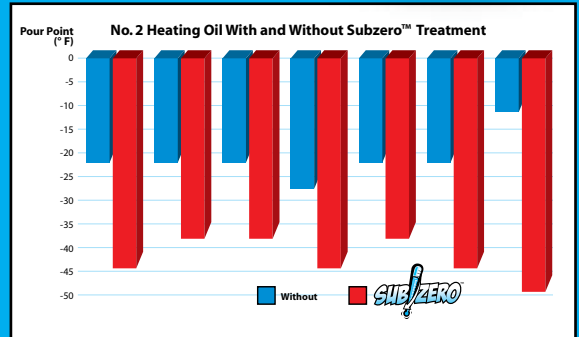
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