

May 2010

OIL & ENERGY

OILHEAT • PROPANE • DIESEL FUEL • BIOFUELS



The Service Manager's Evolving Role

Industry Veterans on the Impact of
Technology, the Economy

Also Inside:

EIA Report Sees Renewable Use Rising
Making the Call on Your Company
Time to Rethink Fleet Refueling

Publication of the New England Fuel Institute
Volume 12/Issue 5



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CLIMATE BILL UNVEILING DELAYED

A new Senate climate change bill being drafted by Sens. John Kerry, D-Mass., Joe Lieberman, I-Conn., and Lindsey Graham, R-S.C., was delayed from its late April unveiling when Graham reported he may back out if Democrats turn their attention to an immigration bill instead prior to November's elections. Visit www.nefiactioncenter.com for the latest on the climate change bill.

BIOHEAT® UPDATE SCHEDULED IN MASSACHUSETTS

Join the Massachusetts Oilheat Council (MOC), the National Biodiesel Board (NBB) and the National Oilheat Research Alliance (NORA) for an important regional conference on the emergence of biofuels and ultra-low sulfur diesel (ULSD) as vital components for reshaping the Oilheat industry on June 15.

Learn about the first-in-the nation biofuels mandate for heating oil and diesel fuel in Massachusetts beginning this year and hear from leading petroleum wholesalers and biodiesel suppliers on how they will implement this mandate, as well as about other biofuel programs emerging in key states. The meeting will take place at the Westin Hotel in Waltham, Mass.

DOE ANNOUNCES \$30 MILLION TO ACCELERATE WEATHERIZATION INNOVATION

The U.S. Department of Energy (DOE) has announced that it will provide up to \$30 million to fund DOE's new Weatherization Innovation Pilot Program to accelerate innovations in whole-house weatherization technologies and services.

The program is looking to fund new projects that will deliver measurable improvements in the cost, scope, and energy savings of low-income weatherization programs across the country. The competitive funding opportunity is open to collaborative partnerships that can include the private sector, colleges or universities, utility companies, non-profit organizations, or existing weatherization providers.

The pilot projects will be evaluated based on the improvements they can deliver in the number of homes weatherized, annual energy savings per home, average costs to weatherize homes, jobs created, and average annual emissions reduced. Each pilot project will operate independently of established local providers in the Weatherization Assistance Program and should be designed to be replicated in other communities.

For information on this Funding Opportunity Announcement (FOA), visit www.Grants.gov.

PHMSA ANNOUNCES ONLINE HAZARDOUS MATERIALS PERMIT APPLICATION

Applications for hazardous materials special permits will be reviewed in a more timely and efficient manner as the result of a new online application process being launched by the U.S. Department of Transportation (USDOT) and its Pipeline and Hazardous Materials Safety Administration (PHMSA). The new system is expected to take effect May 1.

The new system will accept applications 24 hours a day, provide immediate confirmation of an application along with a tracking number and allow an applicant to attach supporting documentation.

Beginning May 1, the link can be found at www.phmsa.dot.gov.

THE DIFF.

Spot Prices (Cents/Gallon) as of April 26, 2010*

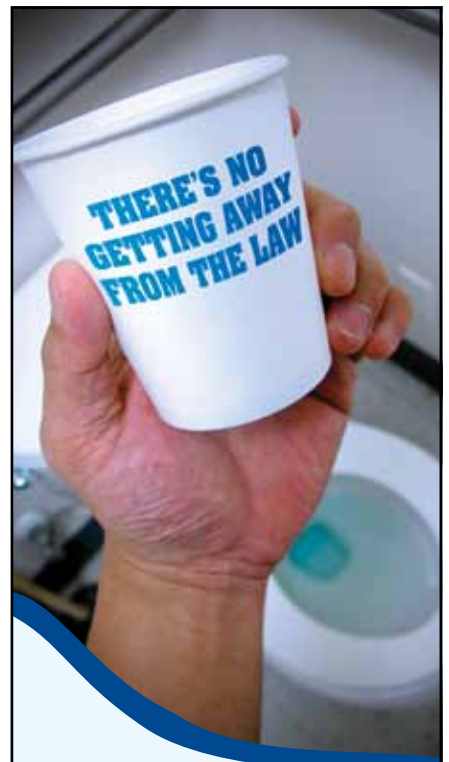
New York Harbor	New York Harbor	U.S. Midcontinent
No. 2 Fuel Oil / Heating Oil	No. 2 Diesel Low Sulfur	No. 2 Diesel
218.90	224.40	223.90

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

THE BAROMETER

Comparing Heating Oil to Other Financial Products

	April 26, 2010	One Year Ago
No. 2 Fuel Oil/New York (cents/gallon)	218.90	137.24
Crude Oil (dollars/barrel)	\$84.75	\$50.15
10-year Treasury Bill	3.79%	2.82%
30-year Mortgage	5.17%	4.98%
Dow Jones Average	11,241.23	8,057.81



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

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

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NEFI Action Center: From Washington 10

Jim Collura, NEFI vice president for government affairs, looks at the next legislation Congress will be tackling after finally passing its massive health care overhaul. Mark Morgan, NEFI's regulatory counsel, reviews the results of a recent survey to determine the effects of ultra-low sulfur diesel (ULSD) from companies that have already been using it, to determine how it can be implemented on a wider scale.



Service Managers Roundtable 12

With the National Association of Oil Heating Service Managers (NAOHSM) set to meet in Providence for their annual convention, Oil & Energy talks with several service managers from different areas to determine how the economy has impacted their work, how they are dealing with the influx of new technologies and where they see the industry going in the future.

Q&A: Gary Hess of Worley & Obetz 20

Oil & Energy goes in-depth with Gary Hess, service manager with Worley & Obetz of Pennsylvania. His company has been a pioneer with biofuels and many other renewable energy solutions for customers and we ask how his company approached those markets, how they relay the benefits to customers and what kind of training is necessary for his staff.



Biz Tip: Time to Rethink Fleet Refueling 22

Jack Lee, CEO of 4Refuel Inc., writes that refueling is taking longer than ever and costing companies overtime and other expenses when their product should be on the road. He looks at a method for businesses to use that can potentially cut costs and save time. Lee can be reached at AskTheFuelExpert@4Refuel.com.



Long-Term Government Report Sees Renewables Rising 28

The latest long-term energy outlook report from the Energy Information Administration (EIA) forecasts the supply, price and market share of a variety of types of fuels from 2008 through 2035, noting that renewable energy sources have the most to gain as petroleum products lose ground.



Oil Market Stance: Make the Call ... to Your Company 30

Kris Magnusson of Hedge Solutions has an easy way for companies to determine the quality of their customer service representatives and some benchmarks to consider for rating them. Magnusson, manager of client services, can be reached at kris@hedgesolutions.com or (800) 709-2949.



Propane: Setting the Record Straight 37

Joe Rose, president of the Propane Gas Association of New England (PGANE), writes that the upcoming Northeast Propane Show (NPS) is a positive event for the entire industry—from retailers to vendors—with educational and business opportunities as well as product showcases.

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Federal Efficiency Rebate Bill Ready For Floor Action

The House Energy and Commerce Committee recently gave final approval to a bipartisan bill sponsored by Rep. Peter Welch, D-VT, which would create a new federal rebate program for home efficiency retrofits, including HVAC system upgrades.

The bill, called "Home Star" and often also referred to in the press as "Cash for Caulkers," was also approved by the Senate Energy Committee, and now awaits floor consideration in both chambers.



The bill would provide direct incentives to consumers to install energy-saving measures, with rebates of up to \$1,500 for home energy retrofits under the "Silver Star" program, and up to \$8,000 for whole-home energy efficiency increases under the "Gold Star" program.

The New England Fuel Institute (NEFI) will review the final versions of the legislation and, as a member of the Home Star coalition and with Petroleum Marketers Association of

America (PMAA) and other industry groups, work to build support for the bill in both Chambers. The bill includes a big victory for Oilheat equipment manufacturers and retailers.

NEFI and its allies were successful in advocating language included in the final bill allowing for a \$1,000 rebate for oil-fired furnaces with an 86 AFUE rating or greater that uses an electronically commutated blower motor and for oil-fired boilers with an 86 AFUE rating or greater that have temperature reset or thermal purge controls.

NEFI Joins Letter on Biodiesel Tax Credit Extension

NEFI has joined other petroleum, agriculture and biofuel trade groups in calling for passage of currently stalled legislation that would extend the \$1 per gallon biodiesel blenders' tax credit, which expired on Dec. 31, 2009, though Dec. 31, 2010. The legislation, which has been passed by both chambers, is currently stalled as members debate how best to pay for the legislation.

The original bill passed by the Senate would have used \$30 billion by closing the so-called "black liquor" loophole. However, Congress has since closed the loophole to pay for another bill—the health insurance reform legislation signed into law. This left Congress looking for a new way to meet the bill's price tag.

The Senate Finance Committee is currently exploring a \$90 billion bank tax proposal which could help pay for the legislation that carries the biodiesel tax credit extension.

"There are significant job creation, energy security and environmental benefits associated with the domestic production and use of biodiesel," the groups said in the letter, which was sent to House and Senate Democrat and Republican leadership. "However, to fully realize these benefits, it is imperative that Congress act in an expedient manner to retroactively extend the biodiesel tax incentive."

In addition to NEFI, the following groups signed the letter: the National Biodiesel Board, Petroleum Marketers Association of America, National Association of Truck Stop Operators, Society of Independent Gasoline Marketers of America, American Soybean Association, National Farmers Union and the American Farm Bureau Federation.

API and NPRA Challenge RFS2 Compliance Deadline

The American Petroleum Institute (API) and the National Petrochemical and Refiners Association (NPRA) recently filed suit against the Environmental Protection Agency (EPA), challenging the timeframe refiners have to comply with the revised Renewable Fuel Standard known as RFS2.

The total renewable fuel requirement for 2010 is 12.95 billion gallons, but the rule combines 2009 and 2010 standards, giving refiners until spring 2011 to blend 1.15 billion gallons of biodiesel or face more than \$32,000 per day in fines.

API and NPRA argue that they do not have enough time to meet the mandate and, if the EPA had kept to the schedule set in the 2007 energy bill, EPA would not have to combine the 2009 and 2010 standards.



According to the National Biodiesel Board (NBB), the industry produced 575 million gallons of biodiesel in 2009, down from the 700 million gallons produced in 2008 and far from the 1.15 billion gallons required by the EPA. NBB has said, however, that the industry can meet the higher requirements.

White House Announces Offshore Drilling Plan

President Barack Obama recently announced a plan to open new areas for offshore oil and natural gas exploration, study and production. The areas involved are off the mid-Atlantic, southern and Alaskan coasts of the United States, where tens of billions of barrels of recoverable oil may reside.

Additional exploration may yield even greater output given that current studies are outdated. However, industry response to the plan has been mixed, as the plan leaves some areas off-limits and rolls back access to others.

Political analysts believe the announcement is both an overture to political independents, which according to polls overwhelmingly support domestic oil production, and Congressional Republicans, the support of some of which will be necessary for the president to pass energy and climate bills this year.



David Holt, president of the Consumer Energy Alliance (CEA), a coalition of domestic energy advocates of which NEFI is a member, expressed concern over the cancellation of some scheduled lease sales in Alaska, and that the plan doesn't begin until 2012.

"With 14.9 million Americans out of work and state budgets approaching the precipice of insolvency, the time for planning is over," Holt said. "And the time for action has never been more urgent."

NEFI supports domestic oil production as an important part of reducing our dependence on foreign energy, and for this reason, its board approved joining as an active member of the CEA last year.

Health Care Legislation Impact on Small Businesses

The legislation signed in late March by President Barack Obama could have a profound impact on many businesses in the home energy retail industry. Some of the changes that employers should be aware of include:

Employer Mandates

Effective Jan. 1, 2014, there are large employer "shared" responsibilities. An employer is an applicable large employer with respect to any calendar year if it employed an average of at least 50 full-time employees during the preceding calendar year.

The new law assesses a penalty on employers with 50 or more full-time equivalent (FTE) workers that fail to provide coverage to their employees

and have at least one full-time employee who receives a premium tax credit established by the new law. An FTE is 30 or more hours a week.

If the large employer is required to pay a penalty, the annual assessment is \$2,000 times all full-time employees.

The new law allows businesses to go over the 50 employee limit for 120 days when using seasonal employees, without triggering the potential assessment liability.



While a small employer is not required to offer health insurance plans, most group plans will have to meet the insurance reforms (e.g. no pre-existing conditions) imposed by law on grandfathered plans.

Employers with more than 200 employees must automatically enroll all employees in their plans.

Small Business Provisions

The new law creates a 35 percent tax credit for 2010-13 of the lesser of (1) the amount of contributions the employer made on behalf of the employees during the taxable year for the qualifying health coverage and (2) the amount of contributions that the employer would have made during the taxable year if each employee had enrolled in coverage with a small business benchmark premium.

There is a similar 50 percent credit beginning in 2014 for no more than two consecutive taxable years but the insurance must be obtained through an Exchange.

To be eligible for the credits, small employers will have to contribute at least 50 percent of the cost of premiums towards a qualified health plan. Small businesses with 10 or fewer full-time employees and with average taxable wages of \$25,000 or less could claim the full credit.

It is phased out as average employee

compensation increases from \$25,000 to \$50,000 and as the number of full-time employees increases from 10 to 25. Full-time employees would be calculated by dividing the total hours worked by all employees during the tax year by 2,080 (with a maximum of 2,080 hours for any one employee). Seasonal workers would be exempt from this calculation. Self-employed individuals, including partners and sole proprietors, 2 percent shareholders of an S Corporation, and 5 percent owners of the employer are not treated as employees for purposes of this credit.

The credit is only available to offset actual tax liability and is claimed on the employer's tax return. The credit is not payable in advance to the taxpayer or refundable. Thus, the employer must pay the employees' premiums during the year and claim the credit at the end of the year on its income tax return.



Exchanges

States are required to establish American Health Benefit Exchanges by 2014. Individuals may obtain their coverage through these Exchanges. These Exchanges will include Small Health Option Programs (SHOPs) through which small businesses may obtain coverage. Generally, small businesses with up to 100 employees will be able to acquire coverage through the Exchanges. After 2016, states may expand the pools to include larger employers.

FMCSA Delays CSA 2010

The Federal Motor Carrier Safety Administration (FMCSA) has announced it will delay the implementation of

its Comprehensive Safety Analysis (CSA 2010) initiative until later this year. Full nationwide implementation is not expected until 2011.

The CSA 2010 program, an effort to improve motor fleet safety, replaces the Motor Carrier Safety Status Measurement System, known as



SafeStat. FMCSA had originally planned to roll out CSA 2010 this summer, but after considerable feedback the agency decided to move the start of the rollout from the summer to the fall of 2010.

Under the new schedule, FMCSA will permit carriers to view performance data from April 12, 2010, to Nov. 30, 2010, at which time FMCSA will begin issuing warning letters and using CSA 2010 scores to target fleets for compliance reviews and extra roadside enforcement.

Information about the program, including webinars, can be found at www.csa2010.fmcsa.dot.gov.

NEFI Past President Serves on Commodities Regulation Panel

Sean Cota, president of Cota & Cota Oil of Bellows Falls, Vt., and past president of the New England Fuel Institute (NEFI), was a key featured panelist on the "Regulating Energy Commodities" plenary session at the annual joint U.S. Energy Information Administration (EIA) and Johns Hopkins University School of Advanced International Studies (SAIS) 2010 Energy Conference, entitled, "Short-Term Stresses, Long Term Change."

Along with Cota on the plenary session were Commodities Futures Trading Commission (CFTC) general counsel Dan Berkovitz, Natural Gas Supply Association executive R. Skip Horvath and Deanna Newcomb, a regulatory and compliance analyst at the law firm of McDermott, Will &

Emery LLP located in Houston, Texas.

Cota's presentation, "Financial Energy Commodities Speculation: A Disconnective Effect on the Fundamental Price Discovery Mechanism or Fundamentally, EIA Fundamentals Don't Matter. It's About The Investment Money Flows" analyzed how current crude oil prices and dynamics, notably home heating oil (HHO), do not accurately reflect supply and demand market fundamentals but instead are ruled by "technical."

Cota was quoted by PMAA earlier in the week as believing that, "...we are currently experiencing an energy bubble which is causing pain at the pump and to heat homes in the Northeast—we need Congressional action now to rid the futures market of excessive risk taking by Wall Street in order to return to the fundamentals of supply and demand."

Cota believes that if the markets were to be valued on traditional supply and demand of the actual physical commodity—as used to be done before the investment community took over the commodity markets, in what is known as the financialization and transformation of oil into an asset class—American consumers would pay at least \$99.931 cents per gallon less for home heating oil.


Cota also stressed how the lack of transparency for over-the-counter (OTC) and foreign boards of trade (FBOT) has made it difficult for the CFTC to effectively regulate and



oversee the commodity futures marketplace that determines the price for crude oil, home heating oil, and gasoline.

Cota finds it ironic that oil prices continue to rise into the mid to high \$80 barrel range while crude oil stockpiles continue to increase, oil demand remains stagnant and decline in OECD countries and that the value of the dollar vs. the Euro is at a 10 month high.

In conclusion, Cota said "...these three factors should be sending oil prices downward, but because we still continue to have rampant and unchecked Wall Street oil speculation in the OTC derivatives marketplace—oil prices will continue to not reflect the economic fundamentals."



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After Health Care, Congress Turns to Wall Street

Jim Collura, NEFI Vice President for Government Affairs

Emboldened by their victory on health care reform, President Barack Obama and Senate Democrats are moving on to the next top priority on their agenda—Wall Street reform.

As New England Fuel Institute (NEFI) members and this magazine's readers will recall, the House of Representatives passed a hard-fought Wall Street reform package late last year that included futures and derivatives reform. However, health care reform and other controversial issues stalled consideration of financial reform legislation in the U.S. Senate.

Immediately after passage of the health care bill in that chamber, however, Banking Committee Senate Chairman Chris Dodd, D-Conn., moved quickly to pass out of the committee a financial services reform package that would seek to keep "too big to fail" super-banks from bringing down the entire economy, create a new financial consumer protection watchdog, revise investment and trading regulations, and regulate "dark market" futures and derivatives trading.

NEFI has called on Congress to pass strong futures and derivatives market reform for more than five years and its inclusion in this legislation is a major development. Further, as this issue of Oil & Energy went to press, NEFI has learned that the Senate Agriculture Committee was about to propose an even stronger futures market reform bill for consideration of the full Senate.

This is good news for supporters of strong reform. The legislation would return to federal regulators authorities over "dark market" commodity futures, options and swaps that were stripped from them 10 years ago, and expand transparency, oversight and anti-manipulation regulation to the so-called "dark markets," including over-the-counter, electronic and foreign boards of trade.

Given the populist anger at Wall Street and over energy market speculation, there is broad public support for action, making it a difficult environment for special interests and Wall Street lobbyists opposed to this reform. But, you can bet that they will throw everything they've got—including hundreds of millions of dollars—into this fight.

NEFI and its allies will be there to meet them, with your support, and we are hopeful of victory. It has been a long road and we're not about to give up just yet.

ULSD Accelerated Corrosion Survey Completed

Mark S. Morgan, Esq., NEFI Regulatory Counsel

The results are in on a nationwide survey on accelerated corrosion events in tank systems handling ultra-low sulfur diesel fuel (ULSD). The issue is increasingly controversial due to widespread speculation on the scope and cause of accelerated corrosion events.

The survey, initiated by the Petroleum Equipment Institute (PEI) and promoted by a petroleum industry stakeholder group including NEFI, was designed to determine the scope of accelerated

corrosion events that some tank owners have experienced since the conversion to ULSD fuel was initiated in 2006.

Overall, the survey revealed the majority of respondents experienced no accelerated corrosion events associated with ULSD. In addition, while it is clear accelerated corrosion occurs in some tank systems, the cause of these events remain unclear.

Of the 1,192 respondents to the survey, 58 percent reported no problems associated with the conversion to ULSD. The remaining 42 percent of respondents reported a variety of problems, some pertaining to accelerated corrosion and others with no relation to such events.

Respondents who reported problems were geographically dispersed and represent a small fraction of the overall fuel distribution system. By far, the largest problem reported in the 30 pages of survey comments reviewed by industry stakeholders was an increase in clogged filters. However, the majority of these complaints did not report evidence of metallic coffee ground-like particles in filters, an important indicator of accelerated corrosion. Those problems reported that can be clearly associated with accelerated corrosion included:

- Submersible pump replacement, column pipe wear and motor problems;
- Check valves not seating;
- Meter corrosion or malfunctions;
- Shear valve malfunction;
- Line leak detectors damaged;
- Swivels failing or shortened lifespan;
- Solenoid valves not sealing or failing tests;
- Corrosion of tanks;
- Leak detection malfunction;
- Automatic nozzle shutoff failure or shortened lifespan;
- Pipe failure;
- Excessive filter clogging; and
- Seal and gasket issues.

Reports of accelerated corrosion in aboveground tank systems are extremely rare at this point in time. Long haul truckers have complained about finding corrosion in the saddle tanks of their tractors that run on ULSD. Otherwise, the problem is almost always associated with UST systems.

The exact cause of accelerated corrosion is not known, but it is not likely due to a single factor. Water intrusion and increased biological activity seem to be common denominators for those reporting problems, however. Another factor is likely the reduction of sulfur and aromatics in ULSD which act as biocides in diesel fuel. The answer may be as simple as improved tank management practices or the addition of aftermarket biocides.

The stakeholder group is conducting a more in-depth survey of those respondents in the first survey reporting problems and is contemplating a third-party independent study of the root causes of accelerated corrosion.

NEFI will continue to monitor this issue closely. In the meantime, please report any accelerated corrosion events involving ULSD to NEFI Regulatory Counsel Mark S. Morgan at mark@nefi.com.



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Angus Partners
Atlantic Pratt Oil Co. Inc.
Ayer Oil Co.
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Bigelow Oil Co.
Boston Steel & Mfg. Co.
D. Ferruccio & Son Inc.
Deiter Brothers Heating /AC
Dodge Oil Co.
Dunn Oil Co. Inc.
Dutchess Oil & Propane Co.
Federal Heating & Eng. Co. Inc.
Fuel Services Inc.
Gillespie Fuels & Propane Inc.
Goodrich Oil Company
Gottier Fuel Co. Inc.
Guy E. Nido Inc.
Hall Oil Co.
Holden Oil Inc.
Interstate Gas & Oil Corp.
J. J. Sullivan Inc.
James E. Kimball, Jr. Inc
John A Healy & Sons
Julians, LLC
Knight Fuel Company
Lakeside Oil Co. Inc.
McCarthy Heating Oil Svc.
Mello Fuel Inland Oil Terminal
Metro Energy DBA M&T Oil
Murphy Fuel Corp.
North Shore Fuel
Northfield Fuel Corp.
Perry's Oil Service
Pioneer Propane Co.
Propane Plus Corp.
R F Oil Fuel Oil
Reggie's Oil Co. Inc.
Reliable Oil & Heat Co.
Robert Greene Inc.
Rowayton Fuel & Oil Co. Inc.
Sherman Oil Co.
Sochia's Oil & Gas Inc.
Stadium Oil Heat Inc
Star Petroleum Co. Inc.
Tasse Fuel Corp.
Town Oil Co.
Waldo-Thompson Brothers Inc.
West Oil Co. Inc.
Westmore Fuel Co. Inc.
Winthrop Fuel Co Inc

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Rollinsford, NH
Rockland, MA
Ft. Lauderdale, FL
Braintree, MA
Ayer, MA
Charlestown, MA
Acton, MA
Newton Upper Falls, MA
Malden, MA
Hudson, MA
Bethlehem, PA
Gorham, ME
Maynard, MA
Millerton, NY
Winchester, MA
Westfield, MA
Northfield, VT
Newport, NH
Rockville, CT
Wilmington, VT
South Dennis, MA
Peabody, MA
Sudbury, MA
Guilford, CT
GT Barrington, MA
Westford, MA
Medway, MA
Hudson, MA
Marlboro, MA
Quaker Hill, CT
Jamaica Plain, MA
South Boston, MA
Waltham, MA
Revere, MA
Greenwich, CT
Bradford, VT
Harrison, AR
Rehoboth, MA
Lehighton, PA
Quincy, MA
Glenbrook, CT
Bennington, VT
Norwalk, CT
West Brookfield, MA
East Douglas, MA
Peabody, MA
Foxboro, MA
Southbridge, MA
Wethersfield, CT
Waldo, ME
North Adams, MA
Greenwich, CT
Winthrop, ME

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Alves Fuels
Anchor Fuel, LLC
Arlington Fuel Oil Co.
Ashley Fuel Inc.
AVATAS Payment Solutions
Benway Oil Co.
Booma Oil

Westwood, MA
North Reading, MA
Ludlow, MA
Middletown, RI
Arlington, MA
Beverly, MA
Beverly, MA
Milton, MA
Lynn, MA

Busa Fuel Oil Co. Inc.
Cetane Associates, LLC
Chapman Fuel Inc.
Columbus Energies Inc.
Dunlap's Oil Svc.
E. P. Cotter Oil Co.
East Coast Petroleum
Fred's Plumbing & Heating
Fuel Advantage/Avalux
Giguere & Marchand Oil Services Inc.

Watertown, MA
Ellicott City, MD
Gardiner, ME
Swansea, MA
Plymouth, MA
Norwood, MA
Stoughton, MA
Derby, VT
Portsmouth, NH

Blackstone, MA
Glendale, RI
Marion, MA
Lawrence, MA
Naugatuck, CT
Manchester, ME
Manchester, ME
Danbury, CT
Lynn, MA
North Amherst, MA
New Haven, CT
Pawtucket, RI
Weymouth, MA
Madison, CT
Provincetown, MA
Holtsville, NY
Dover-Foxcroft, ME
North Andover, MA
Johnston, RI
Wakefield, MA
Needham Heights, MA
Chesapeake, VA
Rutland, VT
Shrewsbury, MA
Amherst, NH
Rockport, MA
Sagamore Beach, MA
New Britain, CT
Monson, MA
West Swanzy, NH
Patchogue, NY
New Rochelle, NY
Boylston, MA
Somerville, NJ
Northampton, MA
Clinton, MA

Glendale Oil Service Inc.
Hiller Fuels Inc.
Hilton Oil Co. Inc.
J & A Waterville
J. & S. Oil Co. Inc.
J. & S. Oil Co. Inc.
Jennings Oil Co.
John's Fuel Service dba John's Oil Co.
Kieras Oil Inc.
Krall Coal & Oil
Landry & Martin Oil Co Inc.
Lipsett & Sons Inc
Madison Oil Co Inc
Marcey Oil Co. Inc.
Marran Oil, LLC
McKusick Petroleum Co.
Merrimack Valley Oil Co.
Micheletti Oil Service Inc.
Nardone Oil Co.
Needham Energy Inc.
Pallett Oil Co. Inc.
Patten Oil Co. Inc.
Premium Fuels DBA AI's Oil
Rick Wenzel Oil Co., LLC
Rose's Oil Svc / Todd Oil Co.
Sorenti Bros. Inc.
Spring Brook Ice & Fuel Svc.
Squier & Co. Inc.
Swanzy Oil, LLC
Swezey Fuel
Total Fuel Sevices Corp.
Wagner Brothers
Wehof Forms
Whiting Energy Fuels
Whitney Brothers Oil Co.

\$100 And Up...

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Cahill Fuel Co. Inc.
Cape Ann Oil
Clark HVAC Services
Community Oil Co.
Dinosaur Enterprises Ltd.
Greeley's Oil Co. Inc.
Guy's Inc.
H L Fuel Co Inc
H. H. Snow & Sons Inc
Linwood Fuel Inc.
Murray Oil Co.
Niccoli Bros. Oil Inc.
Perillo Brothers
Port Oil
Rowley Fuel Co. Inc.
Rutland Fuel Co. Inc.
Sandy River Cash Fuel
S-K Quality Fuel Inc.
Taylor Energy
Thomas Fuel Inc.

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Newton Lower Falls, MA
Gloucester, MA
Feeding Hills, MA
Cambridge, MA
Portland, ME
Halifax, MA
Niantic, CT
West Lebanon, NY
Orleans, MA
Hyde Park, MA
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Service Managers Spotlight

THE OILHEAT INDUSTRY HAS BEEN CHANGING AT A FASTER PACE THAN ever before as new fuel types, both petroleum-based and of a renewable nature, have led to updated technology and more layers of regulation and training necessary to stay up to date. Each year, *Oil & Energy* magazine speaks with service managers and members of the National Association of Oil Heating Service Managers (NAOHSM) from across the country to learn how they are dealing with the

changes in the industry and where they see the industry heading. This year, we spoke with Pat Boyle of Boyle Energy, Aaron Clark of Lipton Energy, both of Pennsylvania, and Charley Holmes of JW Pierson of New Jersey to find out what they thought of the increasing role of biofuels, the emergence of other renewable fuels and adding additional services to their departments.

How did you get involved in the Oil heat industry? What was your career path to becoming a service manager? What area does your business cover and how many customers do you service? How many years have you been in Oilheat?



Pat Boyle: It's the family business. My grandfather started it back in the 1930s. I went to college for business and decided if "the ship was already built, why not grab the helm?" I was a helper in high school. After college I took as many tech classes as I could. And we need someone to direct the service/install/ maintenance department. We service the Philadelphia area, with around 2000 customers. I got out of college in 2000 and started full time. I worked here the entire time growing up, though.



Aaron Clark: I started by pumping gas at a full-service gas station, with Agway Energy Products. I actually was a plant manager for Agway, and the location I was managing was sold to the company I work for now, Lipton Energy. At Lipton, I started with equipment sales and service supervision. Our business is a full-service oil company, servicing about 1,000 customers and delivering to about 2,400. I have been in the Oilheat industry for almost 22 years now.



Charley Holmes: My path into the Oilheat industry started in the summer of 1982. I was in college at Seton Hall University and looking for a summer job. My future mother-in-law was working at a local plumbing and heating supply house and at that time they were looking

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...Continued from page 12

to have the exterior of their building painted. My father was a painter. So, I bid on the job and spent a week painting the building. I made no money because I estimated the job incorrectly. At the conclusion of the job, the owner of the supply house offered me a job making deliveries to their customers for the rest of the summer and part-time on my off days from college.

After graduating with an accounting degree and not being able to find a position in my chosen field, the supply house was looking for an outside salesman and they would be willing to train that person. After talking with their existing salesman at the time, I saw an opportunity and interviewed for the position. I was hired, spent a week of training at the counter, a week with the existing salesman on the road and was given several phone books and began calling on plumbers and fuel oil dealers.

I had little technical knowledge about the items I was selling to the fuel oil dealers, but was fortunate that several service managers took a liking to me (I think they either felt sorry for me or were encouraged that a youngster saw a future in their industry) and would explain what a stack relay did, why were those transformers were so heavy and what was the difference between an A-Pump and a B-Pump! I was encouraged to join NAOHSM and my technical knowledge grew as well as my relationships with these service managers.

After seven years at the supply house, I was offered a part-time position as a new account salesman by Art Mercurio, who was the service manager at Tullo Oil in Jersey City (one of the fuel oil dealers that I was calling on). I would sign up new oil accounts in the evenings and on weekends. This led to a full-time job offer which I was very excited to accept. Over the years, Art taught me how to size and sell heating equipment, how the degree day system worked, the importance of continuing education and how a service department should be run. The knowledge I learned with my time with Art is the reason I have been made it to my current position as sales manager at JW Pierson Company.

JW Pierson covers northern New Jersey and services approximately 7,500 residential and commercial accounts. I have been in the industry for 28 years in total and 20 working directly for fuel oil companies.

Could you briefly describe your typical day?

PB: During winter I'm in by 6:30 a.m. I make sure the drivers are out by 7 a.m. and service men are out by 8 a.m., then have a meeting in the morning with office staff. Then I pretty much handle whatever happens—phone calls, estimates, etc. I also

get the work ready (oil stops) for the next day. The entire day I can check the computer screen and see what work is done and what is left pretty much in real time. I have up-to-the-minute information on service calls: what was done, what the readings on the combustions

"I am not sure I have a typical day, my days start out with answering calls from the night before and checking the schedule for the day, from there anything goes. I have to be very flexible to change at a moment's notice to handle what is needed at that time."

—Aaron Clark

test were and how much was billed. For oil stops, I have the exact minute each stop was delivered and how many gallons it took. This makes life easy when will calls and service calls come in because we can see on the computer screen map who is the closest tech or driver to a call.

AC: I am not sure I have a typical day, my days start out with answering calls from the night before and checking the schedule for the day, from there anything goes. I have to be very flexible to change at a moment's notice to handle what is needed at that time.

CH: A typical day usually starts by checking voicemail messages before I leave my home to see if I need to address something on my way into the office or answering customer calls on my cell phone. I strongly believe in being accessible to our customer base, my cell phone number is on my business cards, voicemail message and direct mail pieces.

Once I make it to the office, I check my messages again, check in with the service department about any equipment issues/failures I need to be aware of, start making appointments for equipment/tank surveys and new customer signups. I will touch base with our two other salesmen to see how I can assist them or discuss sales-related issues. I also interact with the oil department about scheduling deliveries for new accounts and new tank installations.

The other items I deal with are customer service issues, permits for all equipment installations, marketing and promotions. I also interact with our service techs and oil drivers for their feedback from our customers. In the winter months, my day usually ends in the evening (8 to 9 p.m.) with new account appointments or equipment surveys.

What part of your job is taking an increasing amount of your day from this time last year?

PB: Our software has made life so much easier. If I were to pick something, though, it

would be the 30, 60, 90 list. We have started to spend a good amount of time focusing on past due money. Given the times, I would that is pretty common with other companies.

AC: This year, it seems to be an efficiency year, how can we do things better, and in less time.

CH: The part of my job which is taking up an increasing amount of my day over the last year is fuel oil tanks. In New Jersey, we have a state program which gives the homeowner a grant up to \$3,500 to remove their underground fuel oil tank and install a new aboveground fuel oil tank. This program has been very successful for us. The number of calls from homeowners who are being proactive and interested in the program has greatly increased. I explain the program and how it works and then visit the homeowner to survey the property for the new aboveground tank. The other part of tank calls is from homeowners who are thinking of selling their home. They are looking for advice on what to do with their tank before the list their home for sale or how to handle a failed tank test that has been discovered during the selling process.

What training do you require/expect from your staff?

PB: Staff, techs and drivers go to every training class that comes done the pike (PPMMA, NAOHSM, in house from vendors). But even today I'm very disappointed in our industry altogether. It is actually pathetic. PPMMA was having a class on the NFPA 211 "Standard for chimneys, fireplaces, vents and solid Fuel-Burning Appliances" and NFPA 31 "Standard for the Installation of Oil-Burning Equipment." These are classes anyone who touches a heater must take. Six people signed up for the class and all six were from our company. The class was canceled. Tuesday and Wednesday of this week I had four techs scheduled to go to a gas heat class through PPMMA. I just got a note that the class was canceled because of lack of enrollment. I know money is tight for most companies, and we are in the same boat, but it is a joke that some companies do not keep their techs up to speed with rules and regulations in the industry.

AC: Our company doesn't really have required training, but usually we expect the technicians to at minimum have their state license for oil burners. If they don't have the license, we will do apprenticeships to help bring new people into the trade.

CH: We are fortunate that the owner of our company is pro-education. He supports our requests to send our techs to training classes or to have in-house training at our facility.

Continued on page 16...

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...Continued from page 14

We participate in all NAOHSM sponsored classes, training by our suppliers and education offered at trade association conventions. Our office staff also will participate in customer service training classes that are offered. We expect our techs to be up to date on the latest technology.

Many companies are looking to diversify what products and services they offer as a way to generate new revenue streams. Have you increased the services you offer within the last few years? Do you, or do you plan to; participate at all in home energy audits?

PB: Home energy audits sound great, but I could tell you over the phone that new windows, sidings, insulation and a roof are going to save you money on energy cost. It almost seems like a waste of time and money to investigate if that's true or not. Maybe teaming up with a general contractor to feed the leads to and work out a business deal from there would be a good idea or getting into windows, siding, etc., ourselves. Other new products I put in our newsletters all the time. Last year we tried this KVAR product (www.kvar.com/1000/home/). I put one at my house but didn't see any return. I thought standby generators would take off but there has been little demand for them, even after this brutal winter. We are focusing on what we do best—service, installation and maintenance of boilers, furnaces and air conditioners, and getting better at that.

AC: We have started offering air conditioning service in the last five years. We have not looked at home energy audits, as our state has a different way of offering this service.

CH: We realize that in order to not only to survive, but to thrive in this industry, we need to expand the products and service we offer our customer base. We have expanded into installing gas equipment, indoor/outdoor reset control packages and plan to get into air conditioning installations and service in the near future.

We are also in the process of being involved in the home energy audit program. I have taken and passed the written exam for building analyst and building envelope. I will be taking the field exam shortly. We see this as a way to grow our customer base and increase revenues by installing high efficiency equipment. We have to be the complete comfort specialists for our customers.

What are you doing to assist sales as the service manager? Has the economy changed your role as a service manager?

PB: We have taken a sales approach in 2010. In 2009 we had one lady trying to get oil accounts but that didn't work out well and

I was doing all the estimates. This year, I took two very ambitious techs and started to teach them the sales process for installations and oil accounts (leads, presentations, cost estimations, proposals, follows). We meet weekly with two ladies in the office and go over basically four things for installations: number of completed presentations, closing percent, sales volume and average sales. For oil accounts, we see how many accounts we



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—Charley Holmes

have opened up (or lost). We go over our "deals," see what's working and what's not and make adjustments. It has actually created an attitude of urgency and accountability that these accounts mean we all have jobs. And when one quits, we got fired and we need to find out why, and correct the reason.

AC: I have one person who has taken over most of the sales for the service department, but I still do some of the more complicated systems and I do all of the air conditioning sales. I believe the role is still the same, but more challenges are faced, with technology, environmental, political and fuel qualities.

CH: At our company the service manager works closely with the sales department to assist with the selling process. With the economy being the way it is, the homeowner really wants to know why the need is there to upgrade their equipment and view the service manager as the technical expert. Our service manager will visit the homeowner on his own or with the salesman to go over safety issues with older equipment as needed. He will survey for aboveground tank installations if there are questions regarding location. He interacts with the construction code officials as well.

Have you serviced/are you servicing biofuel customers? What kind of growth do you expect from this market segment in the near future?

PB: I went down to visit Bob Woodruff (<http://www.woodruffenergy.com/>) two years ago and check out his operation. He is into biofuels big. At the end of the day, Bob wasn't sure if it was worth us new guys getting into. It had its pros and cons. Startup costs were high and the market for this kind of dropped when people didn't have to pay \$4 a gallon any more. Four dollar oil was good because it forced all of us to conserve. Now we're right back to where we were five years ago.

AC: Not yet, but we will be. With Massachusetts' mandated 2 percent bio mix this year, we will be seeing a 100 percent growth.

CH: At the present time we are not selling/servicing biofuel customers. As soon as biofuel becomes available at the rack locally, we will be involved. I have been receiving calls from customers on its availability for the past year or so and I think it will start out slowly and grow steadily as the economy improves. My personal opinion is that most people want to be more "green" and will move toward that goal as their finances improve.

What skills will a service manager need to master in the next five years?

PB: People skills are always best. They have to deal with service techs, office staff, customers, vendors, bankers, local government (state and federal, too), you name it. The more educated a service manager is, the better they can handle a situation.

AC: Technology! Networking and communication skills are the biggest. Not only in communications for customers and technicians, but also communication between equipment.

CH: In the next five years, the skills I think service managers will need to master are: on a technical level, with the introduction of biofuels and low sulfur heating oil coming on the horizon, we are going to see a lot of the European technologies coming to the United States such as wall hung condensing boilers and mandatory indoor/outdoor reset controls. We must grasp and embrace those technologies to keep and grow our customer base. Just as important will be the mastering of communication skills. We will have to interact with our customers more than we ever had to do in the past as well as with our service techs.

What kind of new technology have you integrated into your job recently? How has this technology changed the way you operate,

Continued on page 18...

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

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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
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...Continued from page 16

if at all? How do you help customers become aware of these new technologies?

PB: We totally upgraded our software. Everything is digital and up to the minute. Service ticket (bills) are printed on the spot after the work is completed with and handed to the customer. Oil tickets are done the same way. The office knows seconds later exactly what was done. We use www.digitaldispatcher.com. Customers can check and pay their accounts online.

AC: Probably the biggest technology is communication. How I communicate with the office, technicians and customers, changes every day, and is constantly being improved on. One way is that we no longer use an answering service to get after-hour calls, our phone system handles this with the use of an advanced voicemail system. We make sure we try to let our customers know of many of the

new advances by our Web site, conversations on the telephone or even talking with them and have them looking on the internet.

“For oil accounts, we see how many accounts we have opened up (or lost). We go over our ‘deals,’ see what’s working and what’s not and make adjustments. It has actually created an attitude of urgency and accountability that these accounts mean we all have jobs. And when one quits, we got fired and we need to find out why, and correct the reason.”

— Pat Boyle

Our business is changing everyday from government involvement, technology advances and environmental concerns, that we are forced to change, but the one constant

will always be there, serving the customer.

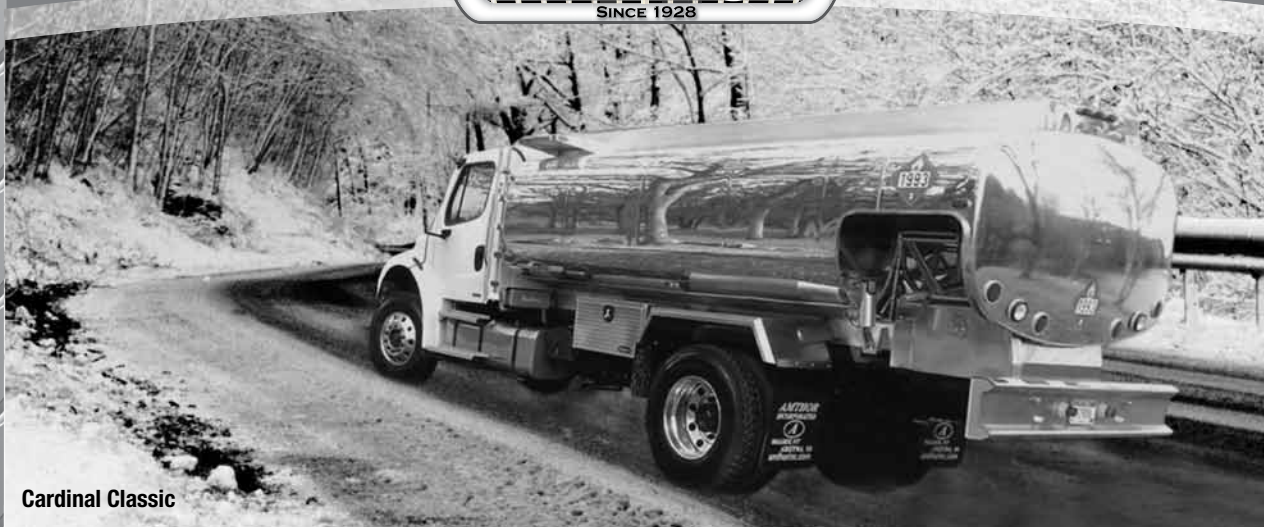
CH: We are updating our Web site to make it more user-friendly. We are adding bill payments online, scheduling of preventative maintenance services and oil deliveries to make it easier for our customers to interact with us after business hours. This will also free up customer service and the service department to be more productive in other areas. We actively promote our Web site on all customer statements, newsletters and direct mail pieces. We are also building a list of customer e-mail addresses to keep them aware of promotions and items of interest.

In the service department, we are installing GPS units in the service vans to better track and schedule our technicians. This will lead to shorter response time for our customers and hopefully cut back on overtime that is not necessary. ☒

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U.S. DOT ROADSIDE INSPECTION SWEEP SCHEDULED FOR JUNE 8-10

Petroleum marketers, heating oil dealers and propane dealers who transport product in commercial motor vehicles should be prepared for stepped-up U.S. Department of Transportation (DOT) roadside enforcement in June when a nationwide roadside truck inspection sweep is scheduled to take place.



The Commercial Vehicle Safety Alliance (CVSA), a group of federal, state and local transportation enforcement agencies is preparing to put 10,000 inspectors at 1,500 sites nationwide to conduct approximately 75,000 roadside inspections from June 8-10.

The CVSA "RoadCheck" inspection sweep is an annual event designed to highlight common violations of state and federal motor carrier and HAZMAT transportation regulations. The goals of RoadCheck are to take unsafe drivers and vehicles off the road, increase awareness of inspections and their function, educate drivers about maintenance and gather data. Drivers who are stopped during the RoadCheck enforcement sweep should be prepared to undergo a full Level 1 roadside inspection.

Level 1 inspections include the following: examination of driver's license; medical examiner's certificate; alcohol and drug use; driver's record of duty status; hours of service; seat belt use; vehicle inspection report; brake systems; coupling devices; exhaust systems; frame; fuel systems; lighting devices (turn signals, brake lamps, tail lamps, head lamps and lamps/flags on projecting loads); safe loading; steering mechanism; suspension; tires; wheels and rims; windshield wipers; and compliance with applicable HAZMAT requirements such as placards and markings.

RoadCheck inspection results will be used to determine which transporters will be selected for a more comprehensive safety review under the Federal Motor Carrier Safety Administration's (FMCSA) new Comprehensive Safety Analysis (CSA 2010) initiative which takes effect Nov. 30.

EPA CLARIFIES DISPENSER LABEL REQUIREMENTS FOR CHANGE TO 15 PPM ULSD

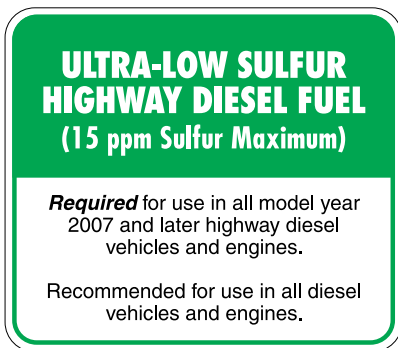
The upcoming June 1 deadline for refiners to transition from 500 ppm non-road low sulfur diesel to 15 ppm non-road ultra low sulfur diesel (ULSD) has raised many questions regarding the timing and proper labeling of dispensers.

Unfortunately, the original EPA low sulfur diesel regulations issued in 2006 contained an error that initially required retailers and wholesale purchaser-consumers to comply with new dispenser labeling requirements by June 1.

The original June 1 dispenser label deadline coincides with the date that all refiners in the Northeast Mid-Atlantic Area (NEMA) must convert to non-road 15 ppm ULSD product. However, retailers and wholesale purchaser-consumers are not required to convert from 500 ppm non-road diesel to 15 ppm non-road ULSD until Oct. 1.

The EPA recently corrected this error by changing the date by which retailers and wholesale purchaser consumers in the NEMA area must affix the new dispenser labels for non-road 15 ppm ULSD from June 1 to Oct. 1.

Retailers and wholesale purchaser consumers who convert tanks from 500 ppm non-road diesel to 15 ppm non-road ULSD between June 1 and Oct. 1 may leave the 500 ppm label on the dispenser until Oct. 1 at which time it must be changed to a 15 ppm non-road label.



In addition, the compliance deadline for the new EPA 15 ppm highway ULSD label for retailers and wholesale purchaser-consumers has also been moved from June 1 to Dec. 1.

The bottom line is that retailers, wholesalers and wholesale purchaser consumers are not required to change any dispenser labels on June 1.

NEFI has plans to issue a comprehensive compliance guide for the new dispenser labeling requirements as the Oct. 1 deadline for 15 ppm non-road ULSD labels and Dec. 1 deadline for the new 15 ppm highway ULSD labels draw near.

SENATE VOTES TO PROCEED WITH DERIVATIVES REFORM BILL

NEFI and its coalition allies have heavily engaged in efforts in the U.S. Senate, where financial services reform is now being debated. The coalition was successful in advocating for the inclusion of stronger derivatives reform language in the broader derivatives bill (S.3217). The "Dodd-Lincoln" derivatives bill would bring transparency, oversight and speculation limits to currently unregulated and opaque derivatives markets.



However, the broader legislation has stalled over Republican opposition to a number of measures in the broader package—mainly a \$50 billion bank-funded program that supporters believe would help ease failed banks in closing their doors, but which Republicans feared could be interpreted in such a way as to result in additional bailouts. They were also unhappy over what they saw as abandonment by Democrats of efforts to come up with a bipartisan compromise or agreement on the details of the broader bill.

Republicans (joined with one Democrat, Sen. Ben Nelson of Nebraska) were able to defeat motions to proceed to debate and consideration of the legislation and prevent a filibuster (a procedure known as invoking cloture).

It was rumored that several moderate senators, including Sens. Snowe, R-ME, Collins, R-ME, and Scott Brown, R-MA, might break with their party and vote against a filibuster. It should be noted that the two senators from Maine have been, and continue to be, strong advocates for derivatives reform. However, these senators like others had concerns with other aspects of the bill and also the legislative process, and so voted in solidarity with their party.

Late in April, however, it seems that an agreement was reached to drop the "bailout" fund, and so cloture was invoked by unanimous consent. This allows the broader bill to move forward to general debate and the consideration of amendments, which could take weeks.

A SERVICE MANAGER IN 2010 HAS MORE RESPONSIBILITIES THAN EVER, KEEPING TRACK OF

evolving technologies, often helping with equipment sales and making sure technicians are trained in numerous fields. They must make sure knowledge of older systems is retained while also looking forward to the Oilheat systems of tomorrow.

Worley & Obetz has been on the forefront of offering biofuels, home energy audits and other renewable fuel services. *Oil & Energy* recently spoke with Gary Hess, service manager at Worley & Obetz of Pennsylvania, about how he juggles his responsibilities and has helped guide the company through changing technologies, consumer attitudes and a tough economy.

started delivering a B5 blend to our complete customer base.

We've had 99 percent of our customers behind us all the way. When we started advertising about using B5, we picked up accounts because of that. We also have three of our techs and a handful of customers using B99 for the past two years with very little problems or modifications to their burners.

What are some common myths about biofuel that you've encountered in the industry or from customers? How do you dispel them?

We had some issues with the older pump seals and the fiber oil filters would break down at times. We have since gone to the cartridge type filter and that issue has gone away.

How did you prepare to offer solar heating or geothermal solutions? What kind of training is necessary for technicians?

Our company CEO Jeff Lyons is always looking to be ahead of the curve. Three years ago, he asked me to look into solar and if I thought it could be a fit for our company. I started doing some research on the Internet and going to "green shows" and found that I thought it could be a fit.

Jeff made a commitment by hiring a salesperson to do mostly "renewable energy sales" two years ago, and it has worked out well for us. We offer both thermal and photovoltaic (PV) solar installations. We had always done geothermal but never really advertised that much. Marketing has played a major role in getting the word out.

Does Worley and Obetz offer home energy auditing services? If so, what kind of certification does that require?

Yes, we offer home energy auditing as well. Our renewable energy salesperson does this as well. He took a two-week course and a test to get his Building Performance Institute (BPI) certification.

What changes do you anticipate for service managers in the next five years and how can they prepare for those changes?

I expect more of the same as in the last 5 years. Technology is changing constantly. We must keep abreast of what is happening and try to look into the future at the same time. Part of preparing for change is the willingness to change and staying ahead of the competition. ☐

Can you briefly describe how you got into the Oilheat business and how you became a service manager?

My father-in-law had a small fuel business and he got me involved in the '70s. We did mostly service work but did some installing of HVAC in the new home construction market. The business was sold in the mid-1980s, and after a year of doing mostly installs, I was promoted to head up that department. That business was sold in 1990 and it was then with the new company I was asked to manage both departments.

are down, however our sales dollars are up. This is because of us getting into the solar market a couple of years ago. The government incentives have been great for solar, but I can't say it has a tremendous impact on equipment sales. People are only changing out systems when they have to. There are not changing out systems to increase efficiencies unless their system has died.

We communicate to our customers with "statement stuffers" and a biannual newsletter.

What kind of educational requirements do you have for technicians and how do you keep them up to date on all the products and services your company offers?

All of our service techs are trained through Pennsylvania Petroleum Marketers & Convenience Store Association (PPMCSA) and the ultimate goal would be to have everyone Gold Certified. Our solar lead installers went through two one-week courses and had to pass a test for certification, which is needed for customers to get their grant money. We also have two lead installers that are International Ground Source Heat Pump Association (IGSHPA) certified.

As far as keeping our techs up to date, we have a meeting every other month and invite the vice president of marketing to keep them in the loop of product and marketing changes. We also have a monthly employee newsletter that the CEO, VPs and managers write articles to keep the employees abreast of what is happening.

When did your company begin to offer biofuel? What has the customer reaction been like and do you see it as a growing product offering?

I think it was the fall of 2001 that we first tried biofuel. We tried it with two businesses for a couple of years, then with a few customers the following year. In the fall of 2004 we

What are some of the specific ways you've seen the job change since you've been involved? What training or education is necessary to stay up to date in your role?

There are a lot of ways the job has changed. The technicians need much more training as the equipment has become more sophisticated. We have gone to electronic dispatching, where the techs receive the work order on their laptop, and when the job is complete they leave the invoice with the homeowner. That was challenging for some of the older techs.

Do you assist in equipment or service sales for Worley and Obetz? Has your role changed due to the tough economic climate in regards to sales techniques or in general?

Yes, I do assist in both equipment sales and service, as well. There are times we could use another salesperson but with the present economy we are very hesitant to add another sales person so I'm handling any overflow, whether it's helping with the estimating or going out on the appointment.

What is your general sense of the economy's recent impact on equipment sales? Have government incentives helped? How does your company communicate those incentives to customers?

Our heating and A/C equipment sales

Alaska

2010 NEFI SPRING ENERGY CONFERENCE EXPLORE ALASKA – THE LAST FRONTIER

JUNE 16 – 24, 2010

OPTIONAL EXTENSION TO VANCOUVER, BC, JUNE, 24 – 28

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.



Educators and Trainers Pack 2010 HVAC Excellence Conference



Photo courtesy www.hvacexcellence.org


provided an overview of grants, and explained that there are no specific grants for HVACR programs, but there are grants available for programs that incorporate green training into their curriculum. Grants may be available to add solar, wind, photovoltaic, or energy auditing to a current program. For additional information, visit www.hampden.com.

There was a great deal of interest in learning about a national energy auditor training and certification program developed for the federal government. Jerry Weiss, executive director of the ESCO Institute, provided an overview of the 800-contact hour curriculum. The program consists of 13 individual modules, containing a total of 27 classes. This allows instructors to partially integrate the program into their curriculum or offer it as a standalone energy auditing program.

Bill Johnson has been a leader in HVACR for more than 50 years. Nearly 70 percent of all HVACR programs use the textbook he authored, "Refrigeration and Air Conditioning Technology." While long retired, he made a rare appearance to share his knowledge with the next generation of HVACR instructors. The classroom, which can seat 120, was packed with people lining the walls to hear Johnson.

He discussed some of the training techniques that work for educators and trainers who need to drive occupation information into the long-term memory and create active participation in the process of learning HVACR.

HVAC Excellence took the time to acknowledge the schools that recently had their HVACR programs accredited. In addition, they discussed the role of accreditation in the improvement of HVACR education over the last decade. During the conference, more than 100 people took the time to take various educator exams in an attempt to earn the title of Certified Master HVACR Educator (CMHE). Eugene Silberstein, co-author of "Refrigeration and Air Conditioning Technology," recently had the title of CMHE conferred upon him and was presented a plaque during a special presentation.

In addition to all of the nonstop training that was going on, a large expo provided attendees the opportunity to see firsthand many of the new books, tools and equipment available to enhance their training programs. Upon conclusion of the conference, many of the exhibitors gave away prizes to attendees. Appion Inc. gave away 85 recovery units to schools in attendance. The full conference program, photos and some of the Power Point presentations are available online at www.hvacexcellence.org. 

NEARLY 500 HVACR EDUCATORS AND TRAINERS

representing approximately 900 training centers packed the HVAC Excellence National HVACR Educators and Trainers Conference from March 14 to 16 at the Tropicana Convention Center in Las Vegas.

The conference is an annual conference dedicated to providing continuing education exclusively for HVACR educators and trainers. The train-the-trainer boot camp had more than 40 breakout sessions and 50 exhibiting companies for attendees to visit.

Sessions covered included: new and changing technologies, changes in federal legislation, energy efficiency, best practices, training techniques that work, and green and sustainable technologies.

David Boyd, vice president of education for Appion Inc., discussed the impact of a green HVACR industry. He shared a short history of the electrical power grid in the United States to demonstrate how the HVACR industry's lack of quality installations and service are affecting the electrical grid and costing Americans millions of dollars. Boyd declared that the majority of equipment installed today is improperly size and charged, while poor evacuation of refrigerants is dramatically affecting system performance.

In the end, millions of dollars are being wasted through excessive energy usage caused by improperly installed and serviced HVACR equipment. He said a "green America" can be achieved by maximizing the efficiency of all mechanical systems and training the next generation of technicians to properly size, install and service HVACR equipment.

Christina Spaulding, the senior account manager for DuPont ISCEON Refrigerants, provided an important market update on the

status of refrigerants including a regulatory update on the phase-out of HCFC-22. She covered climate change legislation and the probable impact on HFCs, and the next generation of refrigerants including HFOs. She further discussed HCFC-22 retrofit issues and the pending carbon tax legislation. Spaulding's Power Point presentation is available for download at www.hvacexcellence.org on the 2010 conference link.

Chris Haslinger, of the United Association, discussed how green and sustainable technologies can be integrated into training programs. New people entering the industry need to be taught concepts and terminology related to green mechanical systems, sustainable HVACR, electrical, energy efficiency concepts, energy management and alternative energy systems.

Haslinger outlined what the United Association and their employer partners are doing to prepare technicians for the challenges of the new green economy and asked educators and trainers to join them on their quest. Learn more about the UA and their Green Commitment at www.ua.org.

Green is on the move in the HVACR industry, and the United Association can visually demonstrate that. They have built two green and sustainable technologies mobile classrooms that travel around the country. The first-generation mobile training center was at the National HVACR Educators and Trainers Conference allowing attendees to see firsthand the many ways in which a building can become more energy efficient, use fewer natural resources and have minimal impact on the environment. Learn more about the training at www.hvacgreen.net.

Keith Avery of Hampden Engineering



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...Super Career Builder: Free NORA Certification Testing.

...Super Education: Free NORA and NATE CEU's - Learn in the morning and visit the trade show in the afternoon.

...Super Dan Holohan X 2: Everyone's favorite presenter will offer two unique seminars.

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New Jersey FMA MONITORS LEGISLATIVE ACTIVITY IN TRENTON

Fuel Merchants Association of New Jersey (FMANJ) Executive Vice President Eric DeGesero reports that there have been a number of recent initiatives that impact members' businesses that have been introduced or are under active consideration in Trenton.

Governor Christie's Fiscal Year 2011 Budget Proposal—There has been much attention to the Governor's proposed reductions in school and municipal aid in his Fiscal Year 2011 Budget. While these proposed cuts have garnered much public attention the Budget is full of hundreds, if not thousands, of individual accounts and revenue line items.



DeGesero noted one item in the fiscal year (FY) 2011 budget in particular.

"The governor is proposing an \$18 million increase in revenue for FY 2011 by moving the point of collection of the diesel fuel tax to the rack. This will require a legislative change," DeGesero said. "In the early-2000s FMA met with the New Jersey Division of Taxation and the New Jersey Petroleum Council to work on draft legislation to effectuate this change."

Additionally, a bill that would require consumer complaints against any professional licensee be resolved by the board that oversees that license within 120 days of the complaint being filed, unless certain conditions are met, has unanimously passed both the Senate and Assembly is awaiting the governor's signature.

The provisions of this act will impact FMA members if they are licensed as HVAC contractors and Licensed Site Remediation Professional (as soon as those boards are functioning), as well as those who are plumbers or electricians.

CLEAN ENERGY PROGRAM SEEKS SUPPORT TO REACH CUSTOMERS

Officials with the New Jersey Clean Energy Program have determined that in lieu of sending flyers regarding the federally

funded incentives currently being offered through the program, it would be more efficient to send the information to customers via company communications, i.e. newsletters, e-mail blasts, bill inserts and/or on Web sites for customers.

The following is suggested language for companies to use to promote the program:

"As a municipal electric, oil or propane customer you may now be eligible to receive incentives for home energy efficiency improvements from New Jersey's Clean Energy Program. Funding through the American Reinvestment and Recovery Act (ARRA) is now available, so that all New Jersey residents who make qualifying energy efficiency improvements to their residences may benefit. This is a great opportunity to save money and energy, while making your home more comfortable and energy efficient. Here are the residential energy efficiency programs currently offered:

Home Performance with Energy Star:

Home Performance with Energy Star offers comprehensive, "whole house" solutions for greater energy efficiency. You may be eligible to receive cash back and a low-interest loan, based on the estimated heating savings of the improvement package you choose to install. Visit New Jersey's Clean Energy Program's site at www.NJCleanEnergy.com to locate a Home Performance contractor.

WARMAvantage: Through this program, you may be eligible to receive incentives up to \$300 for installing qualifying residential heating systems. Incentives are available for the purchase of Energy Star qualified water heaters, furnaces and boilers.

COOLAdvantage: Customers interested in COOLAdvantage may be eligible to receive incentives up to \$400 for purchasing central air conditioning, heat pumps, ductless mini-splits, or geothermal heat pumps, on or after April 1, 2010.

Tax Credits: You may also qualify for a 30 percent federal tax credit up to \$1,500 when you make energy efficient upgrades to your home.

For more information call 866-NJSMART or visit www.NJCleanEnergy.com.

Pennsylvania ENERGY REBATE PROGRAM UNVEILED

Gov. Ed Rendell has announced that a new rebate program designed to help consumers save money and energy by making it more affordable to upgrade a home heating system is expected to open April 21.

The Pennsylvania Home Heating Equipment Rebate Program could help as many as 33,000 households to purchase Energy Star-rated, non-electric residential hot water heaters,

furnaces and boilers. The \$11 million program is being funded through the American Recovery and Reinvestment Act.

Details are available on the program's new Web site, www.paheatingrebates.com.

"There has been tremendous consumer interest since the U.S. Energy Department announced last fall that federal funds would be available to help homeowners reduce their ever-rising energy costs," said Rendell. "We designed this program to complement the conservation programs that electric utilities offer for upgrading household appliances."

Rebates will range from \$100 to \$500, depending on the equipment's efficiency rating.

"Heating and water heating account for more than half of a typical household's energy consumption," noted the governor. "By offering an incentive to make those two aspects more efficient, we are making the biggest impact possible on reducing energy use, which will translate into a greater financial savings for the consumer."

Consumers can apply for and receive their rebates by following three steps:

1. Reserve a rebate by completing an online application. Residents without Internet access can call (877) 592-2061 to make a reservation;
2. Purchase and have a contractor install a qualifying product. Purchases made before April 21 will not be eligible; and
3. Submit the completed rebate application within 30 days of the reservation date.

Resource Solutions Group—the company selected through a competitive bid process to manage the program—will mail rebate checks directly to consumers.

Rendell added that by increasing the demand for heating equipment and related installation work, the rebate program is expected to create jobs for the heating oil industry.

New Hampshire HEATING EQUIPMENT INCENTIVES APPROVED

As part of the American Recovery and Reinvestment Act (ARRA), the New Hampshire Office of Energy and Planning received approval from the federal government to offer New Hampshire residents incentives for the purchase and installation of high efficiency home heating systems and/or domestic water heaters.

This program provides rebates for replacement installations of high efficiency home heating systems and/or water heaters in existing homes for current New Hampshire residential electric, propane, oil and natural gas customers.

To be eligible, customers must purchase, install and operate a heating and/or domestic water heater that meets all applicable efficiency requirements.

Due to the limited availability of ARRA funds, the program must terminate when funds are exhausted. Program termination information will be posted on the NHSAVES.com Web site.

The ARRA Home Heating System Rebate Program incentives are effective as of April 19, 2010. Purchases made prior to this date are not eligible for the incentives. For information, go to www.nhsaves.com/HeatingRebate.

Vermont

PCF FEE INCREASE POSSIBLE

The Senate Finance Committee recently discussed the status of the Petroleum Cleanup Fund. A bill passed by the House increases the fee on heating oil and dyed diesel by a half cent per gallon.

The funds would pay for heating fuel cleanups that were put on hold last year when the Petroleum Cleanup Fund teetered on the brink of insolvency. If signed into law, the PCF fee will go from half a cent to 1 cent on July 1, 2010.

The Vermont Fuel Dealers Association (VFDA) successfully lobbied for a trigger that would allow dealers to stop collecting the fee if the account balance tops \$3 million. The Douglas administration is opposed to the fee increase and had recommended a transfer of \$500,000 into the PCF from the state's General Fund, however, the legislature cut the money from the budget.

WOOD BOILERS TO BE RETIRED

Lawmakers are putting more money into retiring outdoor wood boilers. The legislature approved spending \$500,000 from a recent court settlement to retire the more than 4,000 outdoor wood boilers in Vermont.

State officials will decide later this year how much money homeowners will receive as an incentive to recycle their outdoor wood boiler. The incentive money could be spent on a cleaner burning system, including oil and propane. The rules for the switch are still under consideration.

Lawmakers also passed legislation permitting the installation of boilers and pressure vessels that are not ASME approved—but are approved by the European Committee for Standardization and are less than 250,000 BTU. Boilers that don't meet ASME standards and are higher than 250,000 BTU must be approved by the Vermont Commissioner of Public Safety.

FUEL ASSISTANCE BILL PASSES

The House and Senate have agreed that federal fuel assistance dollars should be distributed to more Vermonters, even though that will mean those currently receiving aid will get a smaller amount in the future.

The House added one change—requiring the fuel assistance office to work with the home energy assistance task force before finalizing payment allocations. VFDA is a member of the home energy assistance task force.

As the number of qualifying recipients increases, the average benefit will decrease—from \$1,136 to \$840. The legislation also eliminates the current asset test, meaning whether or not a recipient qualifies for benefits is based solely on income.

The most significant change for fuel dealers is that the benefits will be paid after the delivery is made, instead of a lump sum payment to dealers in November. Under a payment-after-delivery system, dealers would still receive funds electronically in their bank accounts, but would no longer have to submit end-of-year reports.

VFDA Executive Director Matt Cota recently participated in a conference call about the payment-after-delivery system. A working group is now being assembled, however implementation will probably be delayed until the 2011-12 heating season.

VFDA PREPARES FOR ANNUAL CONFERENCE

VFDA's annual meeting will take place this

year at the Stowe Mountain Resort on May 26 and 27.

VFDA's conference business seminars will include information to keep energy retailers in compliance. The registration fee covers not only the business seminars and trade show, but a breakfast and lunch prepared by Stowe Mountain's award-winning culinary staff.

Topics at the seminars include:

- Low-Sulfur Biofuel Blended Oilheat: Is this the future of Oilheat? How will it impact your business?

- Testing Rules: Oilheat companies are required to have a written drug and alcohol company policy. Is yours in compliance?

- SPCC: Is another delay on its way? Find out the latest;

- CF-111: How the latest revision to the law impacts propane dealers;

- Fuel Assistance: Why the state wants to pay you after you deliver;

- DIMP: How propane companies can implement a Distribution Integrity Management Program;

- Spill Prevention: Consumer oil tanks will soon be required to meet code—who is responsible for compliance?

See www.vermontfuel.com for information.

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*Jim Horan
Horan Oil
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Let's do something **SUPER** together. Call Joe Ciccarello today to find out how we can help your oilheat business to reach new heights.

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50 hours each week devoted to refueling. And many of those hours are overtime hours costing time and a half or double time rates.

What do your drivers earn per hour? It adds up to tens of thousands of dollars in lost time productivity. Now, think about what you get for all those hours spent filling up, other than fuel. Nothing.

Today, many companies have come to the conclusion that time spent refueling can be recouped and put back into their bottom line when utilizing Total Fuel Management or TFM. This solution has been pioneered, developed and fine-tuned by 4Refuel Inc., the only company in the world to look at logistics, refueling and fuel management from your perspective.

TFM includes everything from fuel procurement and delivery, to the measurement and management of fuel consumption data. Clients no longer have to search for fuel during shortages. No more wasted driving time. Waiting time is eliminated and you get the information you need to manage your fleets better available at your fingertips.

Fuel Management Online, or FMO, is delivered via e-mail and includes data captured from each truck. This information allows you to figure out where consumption is wasted and productivity can be improved to give you better profitability for each dollar spent on fuel.

Your drivers appreciate the change to this system because they are no longer responsible for maintaining fuel levels, as all refueling is done at your location while trucks are parked, usually outside of normal business hours.

Hugh Sanders, vice president at Roff Logistics, the company responsible for transport needs for Supply Chain Management and Walmart Canada, says "It's about the money." Roff Logistics has 135 trucks on the road at any one time, with another 15 in their yard.

"We've been using 4Refuel for the past 10 years and based on our current fuel usage, it would take us 93 man-hours each day... that's right, each day, to refuel at card-locks" he said.

Sanders further explained that with 4Refuel, they have been able to save more than \$2,200 every working day. That works out to more than \$500,000 in saved labor costs each year.

Total Fuel Management eliminates the growing labor costs associated with refueling, plus delivers valuable and timely information to make your operations run more smoothly, while also increasing profits. I'd say that's pretty good advice from a guy who used to be worth only a buck and a half an hour. ☐

Time to Rethink Fleet Refueling

By Jack Lee, 4Refuel Inc.

I REMEMBER WHEN STARTING MY WORKING career as a kid; my employers told me what I was worth. And I think it was a buck and a half an hour.

As time went on, my working-worth increased until I became an entrepreneur and then my value was directly proportional to profitability and how well I managed my growth as well as controlled costs. I had to work smarter given the limited hours I had each day. Today that challenge continues for me, our suppliers and our clients.

The clock starts when the truck leaves its route to find a fueling station, waits in line, adds fuel to tanks, and completes the transaction, then returns to its route. During this time, you are paying for the labor, maintenance, insurance and administration but making no deliveries, moving no goods and earning no return on your considerable investment.

There are some costs you can't control but they can all be managed better. For example, high labor costs can be contained, particularly when it comes to refueling. In a recent study of major transport companies across Canada, the average time to fuel at commercial stations had increased by 50 percent over two years.

What used to take truckers 30 minutes now takes those 45. I know this number is low for bigger cities where you sit in traffic longer

and it's not always easy to account for the drivers spending additional time making a phone call, using the restroom or stopping for coffee.

But for the purposes of this discussion, let's stick with 45 minutes per refueling session; 15 minutes longer than it used to take. That's a 50 percent increase in time, and a 50 percent increase in hourly labor costs.

There's no return on paying for unproductive time. It's as simple as that.

The 45 minutes measure considers the total time spent getting fuel per truck per day. The clock starts when the truck leaves its route to find a fueling station, waits in line, adds fuel to tanks, and completes the transaction, then returns to its route. During this time, you are paying for the labor, maintenance, insurance and administration but making no deliveries, moving no goods and earning no return on your considerable investment.

This study was conducted by 4Refuel, the only company in the world to develop systems for automatically tracking fuel transactions and reporting them online, through personal and telephone interviews. They spoke with senior executives, owners and fleet managers of businesses in transportation, logistics and freight operating in major urban centers in Canada.

Let's do the math to show what the real cost of refueling is when you do your own fleet filling up at card-locks. For a fleet of 20 trucks you can expect to spend approximately

OPW Names Charles Liebal as Product Manager

OPW Fueling Containment Systems, a division of OPW Fueling Components, recently announced that it has named Charles Liebal as product manager.

Liebal, a graduate of Virginia Tech University with a mechanical engineering degree, as well as an MBA from UNC Greensboro, has held key positions in product development and project management within the petroleum business throughout his career.

Liebal will report directly to OPW Fueling Containment Systems President Mike McCann.

OPW Fueling Containment Systems, located in Smithfield, N.C., designs and manufactures secondarily contained fuel delivery systems. OPW Fueling Containment Systems is known for the industry's first totally integrated "plug and play" underground fueling system known as The Loop system, which provides solutions that offer a higher level of environmental protection, and a lower cost fuel delivery system, according to the company.

JOHN M. SIBARIUM

JOHN M. SIBARIUM, BORN JUNE 16, 1920, IN Montreal, Canada, died March 30, 2010, in Orlando, Fla. Sibarium led a colorful career as an engineer, educator, editor and marketing expert, and was one of the heating and cooling industry's top proponents of educational programs, serving as chairman of the National Old Timers Association of the Energy Industry.

As chairman of the petroleum industry's Hydraulic Systems Committee, he oversaw systems that revolutionized fuel delivery throughout the industry, thereby dramatically cutting delivery costs. As technical editor for *Fuel Oil News*, *Master Plumber & Heating Contractor*, *The Heating Merchandiser* and publisher of *Oil Heating* and *Air Conditioning Age* magazines, his industry editorials and technical articles set patterns leading the industry into new paths long before it was popular to do so.

A clean air and preventive air pollution advocate, his articles and published works have been used worldwide in the heating, cooling, maintenance, environmental and related fields. A long-time resident of Long Island, Sibarium served as a member of the

State University of New York Advisory Council and chairman of the Heating & Cooling Industry Commission. In addition, he held the positions of Chairman of the Advisory Council of the Vocational Education & Extension Board of Nassau County (VEEB), Vocational Education and Fire Service and was a member of the Advisory Engineering Conferences of Hofstra University's Plant Management Conferences.

Sibarium also served as a special consultant to the Continental Air Force Command USAFF and the US Postal Department setting up their training programs on fuel management and preventive air contamination in 1955. He served on similar programs for the City of New York Air Pollution Department and helped in setting up customer training programs. He is survived by his wife Margaret, sons Alan and Michael, daughters Karen James and Janet Sibarium, stepson Michael Kiernan, and several grandchildren and great grandchildren. In lieu of flowers, donations may be sent to: The National Shrine HQS, Children's Burn Program, 2900 Rocky Point Drive, Tampa, FL 33607. ☞

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Renewables on the Rise

Long-term EIA Report Projects Biofuel Increase Through 2035

WITH MANY CURRENT INITIATIVES AIMING TO reduce consumption of fossil fuels and encourage the use of renewable fuels, the recently released *Annual Energy Outlook 2010* from the Department of Energy's Energy Information Administration (EIA) still forecasts about 78 percent of United States energy use in 2035 to be from petroleum-based fuels.

This would be a fall from about 84 percent in 2008, with the difference being made up by a blend of renewable and other fuels. This decrease would also come despite an expected increase in power consumption of about 14 percent by 2035.

Our projections show that existing policies that stress energy efficiency and alternative fuels, together with higher energy prices, curb energy consumption growth and shift the energy mix toward renewable fuels.

— EIA Administrator Richard Newell

For the first time, the EIA extended its long-term outlook to 2035, five more years than in previous versions. The new version also takes into the impact of legislation such as the American Recovery and Reinvestment Act (ARRA) and the Renewable Fuel Standard II (RFS II), but does not include any possible provisions from the government's expected energy bill.

There are obviously unanticipated fluctuations in the economy and fuel prices, but the report forecasts that the gross domestic product (GDP) will grow by 2.5 percent per year from 2008 to 2030 in the

report, which is similar to the 2009 report, and by 2.4 percent per year from 2008 to 2035. It expects the country's population, labor force and productivity to grow at annual rates of .9 percent, .6 percent, and 2 percent, respectively, from 2008 to 2035.

Total energy consumption in the country in the new report is expected to grow more than 14 percent between 2008 and 2035, rising from 100.1 quadrillion Btu to 114.5 quadrillion Btu. This is a lower projection than was given in the 2009 version of the report because of greater expected use of more efficient appliances and vehicles, as well as more stringent federal transportation requirements.

CRUDE OIL

The long-term outlook anticipates that along with a decline in overall petroleum-based fuel in the country, international imports of such fuels will also drop. Total consumption of liquid fuels, including both fossil liquids and biofuels, will grow from 19 million barrels per day in 2008 to 22 million barrels per day in 2035, according to the report. Biofuels account for all of the growth, as consumption of petroleum-based liquids is essentially flat. As a result, the report forecasts that reliance on imported oil would decline significantly over the next 25 years.

There would also be an increase in domestic crude production, according to the report, because of new potential on- and off-shore drilling locations, as well as advanced technologies that will allow greater extraction from current fields. The expected increase would be relatively modest, from just

over 5 million barrels per day in 2008 to just more than 6 million barrels per day by 2030 and keeping that pace through 2035.

With this rise in domestic production would also come a decline in overall crude imports, according to the report. While imported crude accounted for 60 percent of the country's share in 2005 and 2006, it is forecast to fall to 45 percent by 2035.

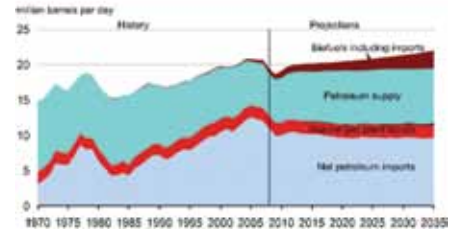
The price of oil is also predicted to continue a steady rise in price for the next 25 years after experiencing wild fluctuations within just the last two years. After rising and falling sharply in 2008 as the economy slowed, the price recovered in 2009 and has continued to climb.

With global demand expected to continue to climb, the EIA forecasts an average price of \$133 per barrel in 2035, which would equal about \$224 in today's dollars. The long-term report also includes potentially different scenarios for U.S. energy consumption depending on where the price of oil ends up over the next 25 years.

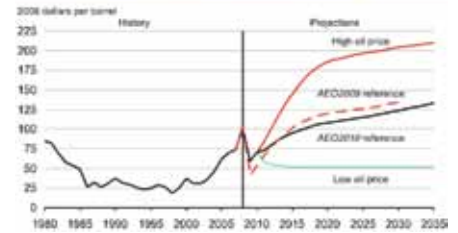
In addition to technological and economic scenarios, the report also has to make forecasts about political situations and assumes that Organization of the Petroleum Exporting Countries (OPEC) will continue to hold about a 41 percent share of the world's crude production.

The report also cannot forecast exactly how much oil countries in the Organization for Economic Cooperation and Development (OECD), such as Russia and Brazil, will export in the future or whether they would limit exports for political reasons, but it does

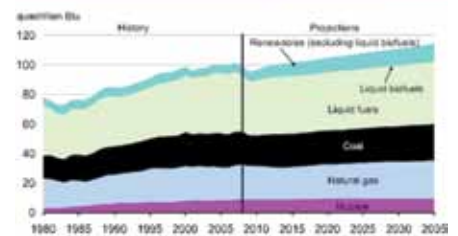
Biofuels meet most of the growth in liquid fuels supply



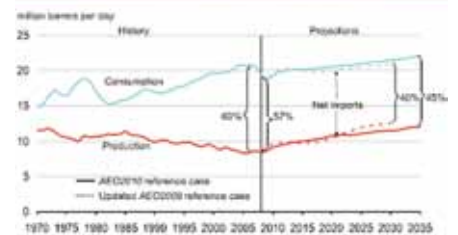
Oil prices in the reference case rise steadily; the full AEO2010 will include a wide range of prices



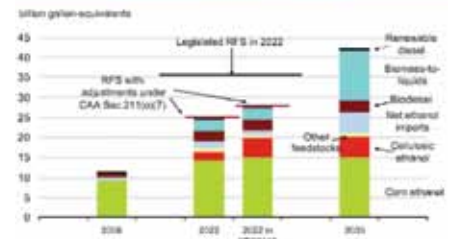
Non-fossil energy use grows rapidly, but fossil fuels still provide 78 percent of total energy use in 2035



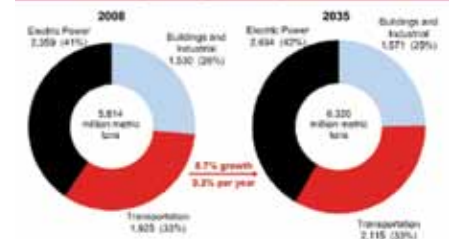
U.S. reliance on imported liquid fuels is reduced by increased domestic production and greater fuel efficiency



Biofuels grow, but fall short of the 36 billion gallon RFS target in 2022, exceed it in 2035



Assuming no new policies, growth in energy-related CO₂ is driven by electricity and transportation fuel use



see them producing more if price and supply demand it. There is also a forecast that with advances in production technology, Canada's oil sands could reach 4.5 million barrels per day by 2035.

LIQUID FUEL USE

The most growth in total U.S. liquid fuels consumption is expected to come from the use of biofuels in a variety of markets, while petroleum-based liquid fuel use is projected to remain fairly flat. The increase in biofuel use is expected to be driven by the implementation of the RFS II for transportation fuels and state renewable portfolio standards (RPS) programs for electricity generation.

The report forecasts total liquid fuel use to rise from 38.4 quadrillion Btu in 2008 to 42 quadrillion Btu in 2035, which is the equivalent of 22.1 million barrels of oil per day. Most of the liquid fuels are expected to be used in the transportation sector, which currently account for 71 percent of that market. The new report expects transportation to be responsible for 75 percent of all liquid fuels use by 2035.

Despite this, prices for gasoline and diesel are lower in the new report than the one issued in 2009. Prices are expected to be, in 2008 dollars, \$3.68 per gallon for gasoline and \$3.83 per gallon for diesel in 2030. Those prices would climb to \$3.91 per gallon and \$4.11 per gallon for gasoline and diesel, respectively, in 2035. Diesel prices are expected to be higher than gasoline prices through the next 25 years because of more demand for the fuel.

Ethanol is expected to be more than 17 percent of gasoline consumption. In 2022, the report forecasts that the price of a gallon of gasoline will be \$3.41 per gallon while E85 will cost \$2.63 per gallon. However, this equates to a similar price per mile traveled, because the projection is based on an energy-equivalent basis instead of a volumetric one, per the rules of RFS II.

In all, total consumption of renewable fuels is expected to grow 2.8 percent per year through 2035, according to the report. Those fuels include wood, waste and biomass for end-users, as well as hydroelectricity, geothermal, waste, biomass, solar and wind for electric power generation. This growth also includes ethanol and biomass that would be used in the transportation sector.

Though the EIA admits the situation is uncertain, both from a technological and marketing standpoint, it projects the available volume of cellulosic ethanol available before 2022 to be insufficient to meet the new RFS targets. This would trigger waivers and a modification of the applicable volumes,

reducing the target from 36 billion gallons in 2022 to 25.8 billion gallons.

EMISSIONS

The report also forecasts the rate of growth of carbon dioxide (CO₂) emissions over the next 25 years if no policies are enacted that would influence them. Overall, it expects total energy-related CO₂ emissions to increase 8.7 from 2008 to 2035, which is an average of .3 percent per year.

However, due to factors such as currently enacted emissions policies, higher prices and more efficient technology, per capita CO₂ emissions are forecast to fall by .6 percent per year. The increase of nearly 9 percent is also lower than the overall predicted energy increase of 14 percent because of the increased use of renewable fuels.

Residential energy consumption is expected to grow from 11.3 quadrillion Btu in 2008 to 11.9 quadrillion Btu in 2030, which is .3 quadrillion Btu lower than the amount forecast in the 2009 report. This is due to new regional standards for heating and cooling equipment and a general move toward more efficient appliances.

Much of the emissions increase actually has to do with which methods of electricity generation the country uses over the next 25 years and not because of fossil fuels used for heating or transportation. The report forecasts an increase of electricity production of 1 percent per year from 2008 to 2035.

The electrical generation is expected to come from rising use of natural gas and coal in that sector. The new report forecasts lower prices for natural gas through 2035 than in the previous year's report, along with more domestic production. While it forecasts natural gas consumption to fall to 21.3 trillion cubic feet in 2014, the report then predicts a gradual climb to 24.9 trillion cubic feet in 2035.

Coal generation, meanwhile, is expected to steadily grow for the next 25 years, from 22.4 quadrillion Btu in 2008 to 25.6 quadrillion Btu in 2035. Coal's share of electric generation is more than 1 quadrillion Btu lower than in the 2009 report due to a relatively lower price for natural gas through 2035. The report also expects about 1 quadrillion Btu of coal energy to be generated by the coal-to-liquid (CTL) process by 2035.

The largest beneficiaries of uncertain greenhouse gas (GHG) regulations in electricity generation are biomass and wind plants, according to the report. With current federal tax credits and state RPS programs, renewable energy for electricity is expected to grow from 1.2 quadrillion Btu in 2008 to 4.3 quadrillion Btu in 2035. ☐



should provide the customer with a specific follow-up time and assure that the customer was helped appropriately. Take a moment to jot down some notes on how the entire process felt and whether or not this customer experience met the full-service standards of your organization, including the level of “caremanship” provided by the CSR.

Make another call, and another, to your company. If your first CSR call went spectacularly well and you are feeling confident and well cared for as both an owner and a customer, remember, the customer experience has to be replicated among all of your CSRs, and during all times of the business day, week and season.

Therefore, make multiple phone calls during different times of the day and week. Or hire a professional firm to make the calls for you and they will be able to collect and record data. Do not use this technique to catch your CSRs in a “gotcha moment,” rather, this is a simple technique to collect data relevant to your company’s customer experience.

The better the customer’s experience is, day in and out, the faster you are developing a loyal full-service customer who is less likely to jump to a lower-price discounter. This technique will also convince you to recognize the power of a consistent process. Having a good, consistent, process for your CSRs will provide them the confidence needed during high stress, peak times. Process should never be taken for granted. While it is the foundation of consistency, each CSR should weave in their personality to provide a positive, memorable customer experience.

CSR training and empowerment is key. After multiple phone calls during different times of the day and week with different CSRs, you have the responsibility to share this customer experience data with your CSR crew. Be prepared, willing and able to offer the necessary training to improve the entire process. Additionally, provide a positive CSR feedback forum, and if this type of forum is not your specialty, include other managers or hire a firm to assist.

Be open and willing to hear whether there are any barriers for the CSRs that may keep them from providing their best service. Ensure that all marketing materials, communications, and any program terminology are completely consistent between your Web site and printed materials. Also, check regularly that all terminology is shared and understood by the entire CSR crew.

Lastly, institute a daily 5-minute power meeting each morning with your CSRs to reinforce the process, any new program news or customer feedback that could benefit the whole crew. ☐

Make the Call ... To Your Company

Full Service Starts with CSRs

By Kris Magnusson, Hedge Solutions

RECENTLY A CLIENT SENT ME AN ARTICLE FROM a regional newspaper reporting on his discount nemesis, who had been stealing customers last season with low pre-pay prices.

It was difficult not to conclude that this discounter was collecting customer cash without hedging those obligations. Not surprisingly, when the investigative newspaper reporter finally connected with the discounter and asked why he had not made good on promised deliveries, the discounter replied that he, in fact, was getting “caught up”, but that his problems stemmed from not having anyone in the office to answer the phone.

He further reported that some of his prepaid customers were not scheduled for automatic deliveries and should call when they needed oil. He also said he didn’t get all of the messages. “I can’t afford to pay somebody \$300, \$400 a week to answer the phone,” the discounter said. Seriously?

My full-service client used this incident as a marketing opportunity to redefine full service. He emphasized, front and center, that his customer support representatives (CSRs) were not only available to take calls, but were also trained to answer questions and match customers to the best delivery, service and payment options to fit their needs. Fortunately, my full-service client has more than a receptionist because his full-service CSR crew has been busy with many new and “old” customers signing on for this upcoming heating season.

The story of the full-service retail energy dealer competing with the local discounter is common, but consider this new twist. Many of us have always thought full service

meant having 24-hour delivery and service technicians, correct? This article will focus on three essential steps you can take to ensure that you are providing your customers with a full-service experience from the moment your customer picks up the phone to contact you.

Make a phone call to your company. Call today, after reading this article, and as a customer (you are a customer, correct?) consider how your front-line experience felt. If there is an automatic call system in place, the system should easily and painlessly get you, the customer, to the appropriate department or to a live CSR. If the process of getting connected was painful, there are a multitude of phone answering and messaging consultants who are able to collect data on both incoming and outgoing calls, peak times, routing call configurations and hold messaging.

When connected to a CSR, the CSR should be pleasant, professional, efficient and knowledgeable for each and every customer call. The CSR is your ambassador for making that first impression of the full-service experience to your customer. Did the CSR make you feel confident that you, the customer, were making a smart decision to buy your products and services?

The CSR should be knowledgeable enough to offer guidance and options, and if not, is efficient enough to transfer you to a more specialized CSR, or manager, with a warm handoff. This handoff should entail contacting the specialist and providing the customer’s name and needs directly to your specialist to avoid the frustration and impersonal exercise of repetition.

If the specialist is not available, the CSR

DOE SETS STANDARDS FOR WATER HEATERS, OTHER HEATING PRODUCTS

The Department of Energy (DOE) announced in April that it finalized higher energy efficiency standards for a key group of heating appliances that will together save consumers up to \$10 billion and prevent up to 164 million metric tons of carbon dioxide emissions over the 30 years after they take effect.



The new standards apply to residential water heaters, pool heaters, and direct heating equipment such as gas fireplaces, increasing the stringency of the existing minimum conservation standards for these three types of residential heating products. The new standards will cut the energy use of large electric storage water heaters by 47 percent and of large gas-fired water heaters by more than 30 percent.

The standards for water heaters will go into effect in 2015, while the standards for pool heaters and direct heating equipment—including gas-fired wall, floor and hearth heaters—will apply to products manufactured in 2013 and beyond. On average, these products account for about 18 percent of the energy use in U.S. homes.

Under the Obama administration, DOE has accelerated the pace for finalizing new appliance standards and has placed new resources and emphasis behind the enforcement of these important standards. Since Obama came to office, DOE has issued or codified new efficiency standards for more than 20 different products.

ULSD ACCELERATED CORROSION SURVEY COMPLETED

The results are in on a nationwide survey on accelerated corrosion events in tank systems handling ultra-low sulfur diesel fuel (ULSD). The survey, initiated by the Petroleum Equipment Institute (PEI) and promoted by petroleum industry stakeholders including the Petroleum Marketers Association of America (PMAA), was designed to determine the scope of accelerated corrosion events that some tank owners have experienced since the conversion to ULSD fuel was initiated in 2006.

Overall, the survey revealed the majority of respondents experienced no accelerated

corrosion events associated with ULSD. In addition, while it is clear accelerated corrosion occurs in some tank systems, the cause of these events remain unclear.

Of the 1,192 respondents to the survey, 58 percent reported no problems associated with the conversion to ULSD. The remaining 42 percent of respondents reported a variety of problems, some pertaining to accelerated corrosion and others with no relation to such events. Respondents who reported problems were geographically dispersed and represent a small fraction of the overall fuel distribution system. By far, the largest problem reported in the 30 pages of survey comments reviewed by industry stakeholders was an increase in clogged filters. However, the majority of these complaints did not report evidence of metallic coffee ground-like particles in filters, an important indicator of accelerated corrosion. Other respondents found evidence of metallic particles in filters and reported accelerated corrosion in tanks, tank equipment, including drop tubes, line leak detection sensors and flow meters as well as deteriorated gaskets and seals.

EIA FORECASTS \$3 GASOLINE FOR MOST OF SUMMER

The retail price of gasoline has already passed \$3 per gallon in some places and will likely keep rising during the summer driving season, federal forecasters at the Energy Information Administration (EIA) said recently. The EIA also predicted that prices will not get much higher than \$3 for the rest of the year.



The average price per gallon at the pump will climb by 48 cents above last summer's prices, and the average price over the course of the summer will stay just below the \$3 threshold at \$2.92. While spot crude oil prices are fluctuating, the average of about \$81 a barrel will hold steady, according to EIA. Diesel fuel will rise to an average of \$2.95 for this year and \$3.12 next year.

EPA POSTS SPCC TEMPLATE FOR SMALL BULK PLANT FACILITIES

The EPA recently posted a Spill Prevention, Control and Countermeasure (SPCC) plan template on its Web site that may be used for qualified bulk plant facilities. Bulk plant

owners with facilities that qualify for the SPCC template may self certify the completed SPCC template rather than hiring a professional engineer for plan certification.

Use of the template is limited to very small bulk plants defined as "Tier I" facilities. In order to qualify as a Tier I facility and use the SPCC template a bulk plant must:

- Have an aggregate aboveground storage capacity of 10,000 gallons or less; and
- Have had no single discharge exceeding 1,000 U.S. gallons or no two discharges each exceeding 42 U.S. gallons within any 12 month period in the three years prior to the SPCC Plan self-certification date, or since becoming subject to this part if the facility has been in operation for less than three years.

The template complies with every SPCC Rule requirement necessary for a Tier I qualified facility that must be addressed and implemented. The owner or operator may complete the template either electronically or by hand on a printed copy. This template may be used to comply with the SPCC Rule or used as a model and modified as necessary to meet facility-specific needs.

The template is available at www.epa.gov/emergencies/content/spcc/tier1temp.htm.

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DOE TO INVEST NEARLY \$18 MILLION FOR ADVANCED BIOFUELS USER FACILITY

The Department of Energy (DOE) has announced that its Lawrence Berkeley National Laboratory will build an advanced biofuels process development facility using \$18 million in American Recovery and Reinvestment Act funds.

The new lab, called the Advanced Biofuels Process Development Unit, is designed to



speed the commercialization of advanced biofuels by allowing researchers and the private sector to test and integrate innovative technologies. Planned capabilities include biomass pretreatment, enzyme production, fermentation for the production of multiple biofuels, and product purification in quantities sufficient for engine testing at partner institutions. The facility will be available for public use when it becomes fully operational in early 2011.

The new facility will contribute to the goals of the DOE's Biomass Program, which has awarded nearly \$718 million in Recovery Act funds to speed the growth of a sustainable U.S. bioindustry. These investments will help industry reach the mandated production requirements for advanced biofuels, which increase from 950 million gallons per year in 2010 to 21 billion gallons by 2022.

USDA EXPERTS SEE ETHANOL BLEND WALL ON HORIZON

Ethanol is getting very close to hitting the blend wall, according to economists with the U.S. Department of Agriculture.

With four months in a row of record ethanol production and stagnant gasoline demand, ethanol stocks are increasing.

"We've seen a sharp drop in ethanol prices," USDA Outlook Board member Gerry Bange said in a USDA radio report, which he says cut returns for ethanol producers dramatically.

USDA officials believe the future for the industry may very well hinge on the decision EPA has yet to make—moving the allowable blend level for ethanol in gasoline up to 15 percent from the current 10.

"Given the fact that gasoline consumption in this country simply is not growing very rapidly and has essentially been flat for some

time now, we are getting to the point where we simply have absorbed as much ethanol as we can under the current E-10 legislation," said Bange.

FEDERAL BUILDINGS GO GREEN WITH \$4 BILLION IN RECOVERY ACT FUNDS

The U.S. General Services Administration (GSA) recently reached the milestone of investing \$4 billion in American Recovery and Reinvestment Act funds for energy efficiency in federal buildings nationwide.

Since the passage of the Recovery Act in 2009, the GSA has awarded construction projects to more than 500 companies, creating jobs in all 50 states, two territories, and the District of Columbia. To accomplish this feat, the GSA streamlined operations to quickly award contracts and begin construction on hundreds of green projects.

The GSA was given \$5.5 billion under the Recovery Act to create green federal facilities.

U.S. WIND INDUSTRY MANUFACTURING EXPANDED IN 2009, SAYS AWEA

U.S. wind energy industry manufacturing continued to grow in 2009 although at a slower rate than in 2008, according to an April report by the American Wind Energy Association (AWEA).

Overall, 10 new manufacturing facilities came online in the United States in 2009, 20 more were announced, and nine facilities were expanded. From 2007 to 2009, the U.S. wind energy industry opened, announced, or expanded more than 100 manufacturing facilities, bringing the total number of U.S. manufacturing facilities for wind turbine components to more than 200. All 50 states now employ people in the wind industry, according to AWEA.

The number of people employed in the U.S. wind power industry is currently about 85,000 workers. The jobs include turbine component manufacturing, construction and installation of wind turbines, wind turbine operations and maintenance, legal and marketing services, transportation and logistical services, and more. AWEA also updated its tally of new wind generating capacity installed in the United States in 2009, raising the total to 10,010 megawatts, up from the 9,922 megawatts reported by AWEA in January.

REPORT: CHINA LED THE WORLD IN CLEAN ENERGY INVESTMENTS IN 2009

China invested \$34.6 billion in the clean energy economy in 2009, making it the world leader in clean energy investments, according to a recent report by The Pew Charitable Trusts.

The Pew report examined the clean energy investments and financing of the Group of 20 (G-20)—the 20 countries that represent all the major economies and the leading developing economies of the world—and found China on top, with nearly double the U.S. total of \$18.6 billion. While the United States remains the leader in venture capital and private equity investments in clean energy, which are essential for technology development, it trailed in asset financing, which is needed to actually build clean energy projects.

Taking the nation's total clean energy investments as a percentage of gross domestic product, the United States invests only one-fifth as much as Spain and only one-third of what China and the United Kingdom are investing.

REPORT EXAMINES WAYS TO MONITOR AND VERIFY GREENHOUSE GAS EMISSIONS

The world has yet to reach a binding international agreement on climate change to succeed the Kyoto Protocol, but a new report from the National Research Council (NRC) has already looked at how independent data may be used to verify the greenhouse gas (GHG) emissions reported by countries.

As noted by the new report, developed countries can generally estimate their GHG emissions fairly accurately just by keeping track of their fossil-fuel consumption



and calculating the resulting carbon dioxide emissions. Tracking emissions of other industrial gases that contribute to climate change yields a more precise estimate. But for developing countries, deforestation and agricultural land-use changes may contribute significantly to the GHG emissions, and these sources are harder to track and tally.

The report estimates that significant improvements in the accuracy of emissions reporting from the 10 highest-emitting developing countries would require an investment of \$11 million over five years. The report also calls for independent verification of fossil-fuel use and of actual emissions, including ground-based monitoring systems near cities and other large emission sources. Ground-based monitoring stations could also measure the isotope carbon-14 to distinguish between biomass and fossil-fuel emissions.



MEMBERSHIP ENROLLMENT

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Phone 617-924-1000 – Fax 617-924-1022 - shane@nefi.com

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Attached find – or I have emailed same to joanne@nefi.com – the contact information for additional company contacts that should receive NEFI's publications, alerts, etc

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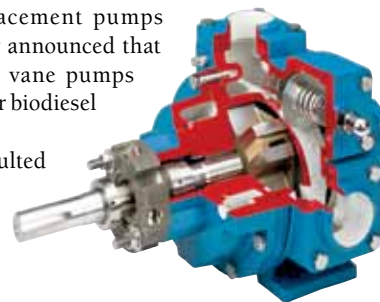
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- Boston Steel & Mfg. Co.**
- Dennis K. Burke, Inc.**
- Cargas Systems**
- Carlin Combustion Technology, Inc.**
- The Creative Companies**
- Crown Boiler Co.**
- Crown Engineering Corp.**
- C&S Scientific Corp.**
- Degree Day Systems**
- DRM, Inc.**
- Energy Kinetics, Inc.**
- Field Controls**
- FISC Solutions**
- Global Companies, LLC**
- Gray, Gray & Gray, LLP**
- Green Energy Products, Inc.**
- Hannay Reels Inc.**
- W.B. Hill**
- Kamco Products**
- div. of Wolverine Tube (Canada) Inc.**
- Kerr Energy Systems**
- Lincoln Laboratory**
- Market Line Computers**
- MID:COM**
- Monitor Products, Inc.**
- MPE Inc.**
- Northeastern Petroleum Service & Supply Inc.**
- Onspot Automatic Tire Chains**
- Peerless Boilers**
- The Powderhorn Agency**
- PriMedia, Inc.**
- Riello Burners**
- Sid Harvey**
- Simpson Dura-Vent**
- Spirotherm, Inc.**
- Taurus Systems Inc.**
- tekmar Control Systems Ltd.**
- Therma-Flow, Inc.**
- Tjernlund Venting Products**
- Total Control Systems**
- Trans-Tech Industries**
- Triangle Tube**
- Trident Insurance Services, LLC**
- Truck & Auto Repair**
- UTILITY**
- Viessmann Manufacturing Company**
- Watts Water Technologies**
- Wehof Forms**
- Weil-McLain**
- Williamson-Thermoflo**
- WILO USA LLC**

BLACKMER NP SERIES SLIDING VANE PUMPS

Blackmer, a manufacturer of positive displacement pumps and reciprocating compressor technologies, recently announced that the designed-in features of its NP Series sliding vane pumps can improve the overall efficiency and performance for biodiesel production plants.



The design advantages of the NP Series have resulted in quieter operation, longer service life and reduced maintenance requirements, while providing significantly reduced energy consumption in several transfer applications within a biodiesel plant, according to Blackmer

NP Series pumps are designed to offer maximum versatility for handling a wide range of clean, non-corrosive fluids. The high volumetric efficiency and low slippage of these pumps means they require less horsepower and up to 50 percent less power when handling viscous fluids.

The pumps are available in five port sizes ranging from 1.5 to 4 inches with flow rates from 5 to 500 U.S. gpm and operating temperatures to 500°F.

The versatility of the pumps allows them to be used in a variety of loading and unloading operations, including the difficult application of top-unloading railcars. The pumps' suction capability also increases efficiency in the process of removing the "heel" out of a railcar or tanker truck.

The key to the NP Series' versatility is Blackmer's unique sliding vane design that provides sustained, high-level performance over a wide viscosity range. NP pumps are self-priming, meaning that they can run dry for short periods of time for priming and clearing lines of residual product.

For more information, see www.blackmer.com.

FIELD CONTROLS INTRODUCES NEW FRESH AIR SYSTEM

Field Controls has developed a new system designed to meet or exceed ASHRAE Standard 62.2 for fresh air changes in residential housing.

The new Fresh Air System (FAS) uses patented technology to engage the central system blower fan to bring fresh air into the home as needed. In addition to increasing fresh air changes, the system improves air circulation, providing better temperature and humidity control and reducing energy costs, according to the company. Better air circulation also increases the effectiveness of whole house filtration and UV air purification efforts.

Two components make up the FAS: the Fresh Air Control and the Fresh Air Damper. The Fresh Air Control is programmed by the installer, based on the square footage and number of inhabitants in the house. Once set up, it automatically opens the Fresh Air Damper on a regular schedule to allow fresh air to enter the plenum where it is mixed with conditioned air and circulated through the home. It conserves energy by utilizing the central fan during the heating/cooling cycles of the system. The Fresh Air Damper includes a heavy-duty motor to rotate the damper blade when opening and closing.

The FAS can be installed in any forced air system, new or retrofit. The system is 24 volt and an electrician is not usually required for installation.

For more information, see www.fieldcontrols.com.

DAYTON FREIGHT DEPLOYS FASTTANK FUEL MANAGEMENT SYSTEM

Mansfield Oil Company's FastTank fuel storage and dispensing system and FuelNet online fleet fuel management system provide automation and controls for both terminal and over-the-road fueling for Dayton Freight.

FastTank is a plant-manufactured system as compared with more typical on-site constructed and assembled fuel systems. This approach allows all of the tank monitoring, card reader, dispenser and environmental controls to be fully integrated, assembled and tested at the factory before the system ships to a customer's location.

FastTank systems are equipped with wirelessly networked fuel dispensers and can be configured for card, pin or RFID dispensing controls. Authorized transactions from FastTank systems are transmitted and combined with over the road fleet card transactions in Mansfield's FuelNet system. By combining all fueling events in one system, fleet operators gain complete control and reporting transparency of every fuel fill of every truck in their fleet. FastTank systems provide 3,000 to 20,000 gallons of storage and are available for delivery anywhere in the U.S. within 10 days of the request.



The Propane Gas Association of New England is proud to announce the inaugural

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| CHS, Inc. | Rural Computer Consultants |
| Dennis K. Burke Inc. | Sid Harvey Industries, Inc. |
| Edward R. Stephen Co. | Tank Solutions |
| Energi Insurance Services, Inc. | Tarantin Tank & Equipment Co. |
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Brought to you by The Propane Gas Association of New England with assistance from the New England Fuel Institute.



Setting the Record Straight

By Joe Rose, Propane Gas Association of New England



IT HAS BEEN ALMOST 2 AND A HALF YEARS since I became the president of the Propane Gas Association of New England (PGANE). From the beginning, my goals were simple: improve communication, work for favorable regulatory and legislative outcomes, and do whatever it took to serve the members.

Overall the reaction has been positive, membership has increased by 10 percent and we continue to evolve as an organization.

Over the winter, New England Fuel Institute (NEFI) President Shane Sweet approached me and we began to discuss doing a Northeast Propane Show (NPS) as a joint venture. PGANE members, especially the technicians, drivers and frontline supervisors, have been asking for a regional tradeshow since I started.

I knew PGANE couldn't do such a show with our limited staff and NEFI definitely knows how to run a first-class trade show (They had nearly 10,000 attendees at their 2009 North American Heating and Energy Exposition in Boston). So I thought, why not do the show as a joint venture?

My motives were simple. Serve member requests, provide a free trade show and continuing educational technical sessions for the technicians during a slow summer month, demonstrate all the latest propane technologies and send everyone home motivated and excited going into the fall season! Who could find fault with that logic?

Well let me tell you, this one initiative has created more of a firestorm than everything else I have done or failed to do put together. The industry fell into one of three groups when I presented the concept to the board of directors for their thoughts and approval. The divide continued even after the show was announced.

The first group included those marketers who had been asking for a show and think it will be productive, educational, motivational and all the great things I had in mind.

The second group were the vendors, who I thank deeply for being respectful in their disagreement with the need for another show, but who have for the most part signed on to participate and have taken a "let's see" approach.

The third group is a number of marketer members who think that by doing this show I am inviting the fuel oil industry to jump into the propane business, and they are mad as heck with me. Let me set the record straight on that one.

All of the green, clean, new technologies that have the propane industry so excited have the attention of these business owners, who are also reinventing their fuel businesses in order to survive in this brave new world. Propane is not unique as a new avenue. Many are entering other sectors, including biofuels, home monitoring and building energy services, to name a few.

What I was thinking was that we should provide a forum for everyone in the propane business to network, learn and get everyone on the bus to success.

For our hardworking technicians, drivers, office staff and front-line supervisors, the coming fall will be full of the usual challenges, and with emerging technologies come many new opportunities. How will they know about these opportunities and how to react and sell them to their customers without this show?

The Propane Education and Research Council (PERC) has agreed to participate and will be holding a new technologies training session on Aug. 10 from 8 a.m. to 2 p.m. This new class will give sales and operations

folks a good basis for selling what is new out there.

The trade show will feature an innovation area full of emerging technologies such as lawn products, motor fuel, power generation and the latest in high-technology boilers and furnaces. One-hour training sessions for the technicians will allow them to come away with certificates for continuing education—required in several states—and knowledge on this new equipment.

A lineup of business sessions for management, sales and office personnel will also deal with timely topics, including customer service, knowing what to do and empowering managers to action, zooming out and bundling packages for salespeople, and entering the home inspection energy auditing business including a great success story from one Connecticut propane marketer (yes, he sells fuel oil, too!).

For those of you who are upset with me, I am sorry, and of course I would welcome the chance to hear what you have to say one-on-one. To the vendors, thank you for your respectful reservations and willingness to make this a special event.

To everyone else, please visit the show's Web site at www.northeastpropaneshow.com, sign up to get ongoing updates as the schedule is finalized and attend! We expect well over 1,000 attendees from the Northeast. I am working on a great keynote speaker, a name you will all know and want to hear from, for our awards luncheon to end the show on Aug. 11.

If you have ideas or would like to serve on the show committee, simply send me an e-mail at jrose@pgane.org. It is an honor and privilege to be the PGANE president. I am here to serve all the members, and as I have said many times, I welcome your feedback. ☺



Fifth Oilheat Charity Event Planned in Providence

OIL HEAT CARES IS A NOT-FOR-PROFIT FOUNDATION THAT ASSISTS NEEDY people and organizations with the replacement of their oilheating appliance. Funds are raised to purchase heating equipment and National Association of Oil Heating Service Managers (NAOHSM) chapters and members identify those within their neighborhoods that need a temporary helping hand by installing the equipment at no cost to the homeowner.

Members of NAOHSM chapters identify the needs in their local communities, and then submit the proposed projects to Oil Heat Cares for approval. Once approved, Oil Heat Cares provides the major materials for the job, while volunteers from the NAOHSM chapter do the work on a Saturday or a Sunday.

On the day of the job, competitors show up and work together to complete the project together. With Oil Heat Cares signs on the front lawn and often coverage by the local press afterwards, Oilheat is represented in a favorable light.

Throughout the year, NAOHSM chapters compete for the Oil Heat Cares Cup, a trophy awarded, along with bragging rights, to the chapter that has accomplished the most good, and presented Oilheat in the most positive way during the previous year. The trophy is presented at the annual NAOHSM convention.

In Hershey, Pa., last year, the sun was shining and spirits high for those that participated in the fourth Care to Ride event. Thanks to the generosity of the Care to Ride sponsors and participants, the event grossed just shy of \$50,000 for Oil Heat Cares. Participants walked, ran, rode bicycles and motorcycles to help raise money for the event.

Now it is time to kick off the 2010 event that will be held Monday, May 24, in Providence, R.I., rain or shine. The 2010 sponsors are lined up, the organization has gotten the routes prepared and now Oil Heat Cares is looking for additional support.

Participants are now needed to walk, run, ride a bicycle or motorcycle for a good cause. All it takes is a minimum pledge of \$100 to participate. For more information about the program or to make a donation, see www.oilheatcares.com.



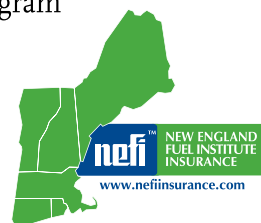
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New England Fuel Institute Education Foundation, Inc.

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80-Hour Course of Study

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Expenses for education including application fees, travel, meals and lodging, undertaken to maintain and improve professional skills, provide an income tax deduction. (See Treasury Regulation 1.16205, Coughlin vs. Commissioner, 203F, 2d, 307.)

Please note: The New England Fuel Institute Technical Training Center will accept tuition payments by American Express, VISA or MasterCard.



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Fill out application form completely and mail to: New England Fuel Institute Education Foundation, Inc., PO Box 9137, 20 Summer Street, Watertown MA 02471-9137, Or fax to: 617-924-5962 or register online at www.nefi.com/training

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- February 8—March 5
- March 8—April 2
- April 5—April 30
- May 3—May 28
- June 1—June 25
- June 28—July 23
- (School Vacation July 26—August 6)
- August 9—September 3
- September 7—October 1
- October 4—October 29
- November 1—November 24
- November 29—December 24
- (School Vacation December 27-December 31)

Evenings 6:00—10:00pm (20 weeks)

- February 9—June 24, Tues & Thurs.
- September 7—January 27, 2011, Tues & Thurs.
SPRINGFIELD, MA
Mon., Tues., Wed. Evenings 6-10 pm

January 19—May 5 (15 weeks)

September 7—December 15 (15 weeks)

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Evenings / February 2—June 17, Tues. & Thurs. 6-10pm

Days / June 28—July 23, Mon.—Fri. 7am—3:30 pm

WHITE RIVER JUNCTION, VT

Evenings / February 2—June 17, Tues. & Thurs. 6-10pm

Days / July 6—August 2, Mon.—Fri. 7am—3:30pm

CLAREMONT, NH

Evenings / Oct 4—Feb 16, 2011, Mon & Wed. 6-10 pm

WARWICK, RI

Evenings / September 9—February 7, 2011,

Mon. & Thurs. 6-10pm

Days / June 7—July 2, Mon—Fri, 8am—4pm (4 weeks)

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Evenings/September 7—November 11, Tues & Thurs,
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Evenings/February 2—April 8, Tues & Thurs,
6:00—10:00pm

Evenings/September 7—November 11, Tues & Thurs,
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www.nefi.com/training

New classes added throughout the year so check back often.

NORA Education Credits



As you may be aware, the National Oilheat Research Alliance (NORA) administers the Silver and Gold Certification program for Oilheat technicians. This program is designed to acknowledge skill levels attained in both the field and continuing education classes by working Oilheat technicians and other participants.

Successful completion of NEFI's Basic 160-Hour Oilheat Technician course satisfies the educational requirement for Bronze apprentice status.

The Oilheat Masters Program, the Air Conditioning, Electrical Procedures courses and others qualify for NORA Continuing Education Credits (NORA CEUs).

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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Technical Training Center
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FAX (617) 924-5962

E-mail: school@nefi.com

Visit our website at www.nefi.com



MEIBES SOLAR COLLECTORS RECEIVE OG-100 CERTIFICATION

Meibes Inc., a manufacturer of hydronic and solar thermal solutions, recently announced that it has received OG-100 certification from the Solar Rating and Certification Corporation (SRCC) for both its MFK flat panel and MVK evacuated tube solar collectors.

Equipment must be certified for performance by the Solar Rating Certification Corporation (SRCC) to qualify for most state and federal rebates and incentives. Those rebates and incentives can offset a substantial percentage of the overall cost of a solar thermal system. Currently, the federal incentive for residential solar water heaters is 30 percent, with no upper limit. Most states offer additional rebates or tax credits that can add to the overall system savings.

Meibes MFK flat panel and MVK evacuated tube collectors are suitable for a wide range of solar thermal applications. They are engineered to achieve maximum efficiency and set the standard for performance and reliability. Both are backed by a full 10-year warranty from Meibes.

For information, see www.meibes.us.com.

MERIDIAN ASSOCIATES PROMOTES ANN PITTS TO VICE PRESIDENT

Meridian Associates Inc., a resource for cash and profit-producing solutions for the challenging petroleum environment, recently announced the promotion of Ann Pitts to vice president.

She has the primary responsibility of successfully bringing buyers and sellers together in the brokerage division. Pitts has been with Meridian for seven years.

Pitts joined the company in 2003 as a marketer specialist and later was selected to specialize in Meridian's brokerage division. Prior to Meridian, Pitts was in the field of commercial banking for more than 15 years. She later moved to commercial insurance, where she became acquainted with Meridian.

For information, see www.meridianassoc.com.

HVAC EXCELLENCE EXPANDS EXECUTIVE TEAM

HVAC Excellence is proud to announce the addition of Tom Meyer to their executive team as the director of corporate and professional development.

Meyer began his career in the HVACR industry after serving in the U.S. Marines. He has spent the last quarter of a century serving with industry organizations including: ASHRAE liaison to the U.S. Green Building Council, Greenbuild Program Committee, member of the United States

Senate's High Performance Building Council, and IAPMO Green Technical Committee. He has assisted other countries (including India, Turkey and Kuwait) in the development of high performance and sustainable building standards.

His other credentials include: president of Praxis Green (an international sustainability consulting and training firm), former executive director of the Green Mechanical Council (In international non-profit focused on providing education to create and maintain

environmentally sound, high performance and energy efficient structural mechanical systems), and president of Precision Hydronics Corporation (an international design, consulting and training firm).

HVAC Excellence is a not-for-profit organization that provides: student outcome assessments, educator credentialing, programmatic accreditation, professional development and technician certifications.

For more, see www.hvacexcellence.org.



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EPA, DOE Announce Changes to Bolster Energy Star Program

The U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) jointly announced changes to the Energy Star product certification process to ensure that only products meeting the program requirements can receive an Energy Star label.

These changes accelerate steps DOE and EPA have initiated over the past several months to bolster the verification, testing and enforcement aspects of the Energy Star program.

Effective immediately, manufacturers wishing to qualify their products as Energy Star must submit complete lab reports and results for review and approval by EPA prior to labeling. Following a thorough review of the Energy Star qualification approval process, EPA has strengthened its approval systems and is no longer relying on an automated approval process. All new qualification applications will be reviewed and approved individually by EPA.

Additionally, companies applying to be program partners will not be able to access the Energy Star certification mark until EPA has approved a specific Energy Star-qualified product submitted by the company.

EPA and DOE are further strengthening the certification process with a requirement effective at the end of the year that all manufacturers must submit test results from an approved, accredited lab for any product seeking the Energy Star label. Testing in an accredited lab is currently required for certain product categories including windows, doors, skylights and compact fluorescent lighting. The new process will extend the requirement to each of the more than 60 eligible product categories under the Energy Star program.

The Department of Energy is conducting off-the-shelf product testing for some of the most common household appliances and a recent Inspector General audit found that 98 percent of products tested fully complied with Energy Star requirements.

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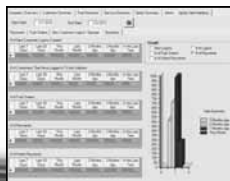
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Jamie Py, President & CEO



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

13 Propane Gas Association of New England (PGANE) Regional Dinner Meeting, Wildwood Steak House, Marlborough, Mass. 5:30 p.m. www.pgane.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

25 PGANE Regional Dinner Meeting, Chowder Pot, Hartford, Conn. www.pgane.org

1 PGANE Regional Dinner Meeting, Makris Lobster and Steak House, Concord, N.H. www.pgane.org

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

14 International Fuel Ethanol Workshop and Expo, America's Center Expo Center, St. Louis, Miss. www.fuelethanolworkshop.com

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

July 2010

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19-20 Pennsylvania Petroleum Marketers & Convenience Store Association Summer Conference, Sheraton Erie Bayfront Hotel, Erie, Pa. www.ppmcsa.org

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EPA Finalizes 2008 National U.S. Greenhouse Gas Inventory

The U.S. Environmental Protection Agency (EPA) has released the 15th annual U.S. greenhouse gas inventory report, which shows a drop in overall emissions of 2.9 percent from 2007 to 2008. The downward trend is attributed to a decrease in carbon dioxide emissions associated with fuel and electricity consumption.

Total emissions of the six main greenhouse gases in 2008 were equivalent to 6,957 million metric tons of carbon dioxide. Though overall emissions dropped in 2008, emissions are still 13.5 percent higher than they were in 1990. EPA prepares the annual report with experts from multiple federal agencies and after gathering comments from a broad range of stakeholders across the country.

The inventory tracks annual greenhouse gas emissions at the national level and presents historical emissions from 1990 to 2008. The inventory also calculates carbon dioxide emissions that are removed from the atmosphere by "sinks," which occurs through the uptake of carbon by forests, vegetation and soils.

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

Ultra-Low Sulfur / 15 ppm and under				Low Sulfur / 15 ppm+ to 500 ppm			
	Week Ending				Week Ending		
District	4/16/10	4/09/10	Year Ago	District	4/16/10	4/09/10	Year Ago
East Coast (PADD I)	19.5	19.1	17.7	East Coast (PADD I)	5.0	5.1	8.5
NEW ENGLAND	1.8	1.8	2.0	NEW ENGLAND	0.2	0.2	0.7
MID-ATLANTIC	9.3	9.1	7.1	MID-ATLANTIC	2.8	2.8	4.4
SOUTH TO FLA.	8.4	8.2	8.5	SOUTH TO FLA.	2.0	2.1	3.3
Midwest (PADD II)	24.7	25.1	28.4	Midwest (PADD II)	2.5	2.8	3.8
Gulf Coast (PADD III)	34.2	33.6	27.2	Gulf Coast (PADD III)	6.6	5.6	7.0
Rocky Mtn. (PADD IV)	3.0	2.7	2.3	Rocky Mtn. (PADD IV)	0.2	0.3	0.3
West Coast (PADD V)	9.0	9.1	9.6	West Coast (PADD V)	0.8	0.7	1.4
U.S. Total	90.3	89.6	85.1	U.S. Total	15.1	14.4	21.0
Greater than 500 ppm (0.05%) Sulfur				TOTAL DISTILLATE STOCKS			
	Week Ending				Week Ending		
District	4/16/10	4/09/10	Year Ago	District	4/16/10	4/09/10	Year Ago
East Coast (PADD I)	33.8	33.4	27.0	East Coast (PADD I)	58.2	57.5	53.0
NEW ENGLAND	7.4	7.2	6.6	NEW ENGLAND	9.4	9.1	9.0
MID-ATLANTIC	23.8	23.5	16.5	MID-ATLANTIC	35.8	35.4	29.1
SOUTH TO FLA.	2.6	2.7	3.8	SOUTH TO FLA.	13.0	13.0	14.9
Midwest (PADD II)	1.7	1.5	2.2	Midwest (PADD II)	28.9	29.3	34.3
Gulf Coast (PADD III)	6.7	6.4	6.7	Gulf Coast (PADD III)	47.4	45.6	40.3
Rocky Mtn. (PADD IV)	0.1	0.2	0.2	Rocky Mtn. (PADD IV)	3.4	3.2	2.7
West Coast (PADD V)	1.2	1.3	1.8	West Coast (PADD V)	11.0	11.2	12.0
U.S. Total	43.4	42.8	36.2	U.S. Total	148.9	146.8	142.3

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 April 24, 2010, has been 1 percent cooler than last year and 1 percent cooler than normal.

Location	Current	Normal	% Change
	7/1/09 thru 4/24/10	7/1/09 thru 4/24/10	Current vs. Normal
Boston	4,899	5,272	-7%
Chicago	5,704	6,139	-7%
Hartford	5,168	5,800	-11%
New York	4,079	4,570	-11%
Philadelphia	4,179	4,585	-9%
Pittsburgh	5,273	5,517	-4%
Portland	5,935	6,736	-12%
Providence	4,846	5,414	-10%
Raleigh	3,374	3,371	0%
Richmond	3,609	3,797	-5%
Washington	3,752	3,943	-5%

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	4/26/10	3/29/10	Change
Ashland Inc.	ASH	62.18	53.74	+8.44
BP-Amoco	BP	58.11	56.89	+1.22
ChevronTexaco	CVX	82.76	75.21	+7.55
Conoco Philips	COP	58.26	51.16	+7.10
ExxonMobil	XOM	69.30	67.40	+1.90
Global Partners	GLP	22.95	22.45	+0.50
Hess Corp.	HES	65.30	61.36	+3.94
LUKOIL	LUKOY	59.45	56.50	+2.95
Marathon Oil	MRO	33.01	31.50	+1.51
National Grid Plc	NGG	50.00	48.41	+1.59
Occidental	OXY	87.48	84.34	+3.14
Royal Dutch Shell Plc	RDSA	61.24	57.57	+3.67
Star Gas	SGU	4.31	4.39	-0.08
Sun	SUN	31.21	28.70	+2.51
Tesoro Petroleum	TSO	13.30	13.77	-.47
Total	TOT	57.03	57.43	-.40
Valero Energy	VLO	20.12	19.86	+0.26

FACING THE FUTURE

WHILE THE DISCUSSION AT LAST YEAR'S

Atlantic Region Energy Expo (AREE) was often about how to deal with the fallout of continued volatility in energy prices facing the industry, this year's conference had a decidedly different approach—looking ahead to the future of the industry and how realistic several large changes can be implemented.

Though biofuels have been an important part of the conversation for years, impending state mandates and the release of the federal Renewable Fuel Standard 2 (RFS2) have brought more urgency for wholesalers, retailers and customers to learn about the topic.

The issue of moving toward an ultra-low sulfur diesel (ULSD) fuel stock for heating oil has also gained traction after several industry-wide meetings that have called for a self-imposed mandate to use the fuel.

Presentations at AREE looked deeper into how realistic it would be for heating oil to become standard with a biofuel and ULSD component, trying to determine a timeframe that would allow refiners time to upgrade the necessary equipment and build a proper supply.

Kevin Lindemer, who worked on a study for the National Oilheat Research Alliance (NORA) on this issue, said that supply is likely to be available as long as there is a market for it, or regulatory action demanding it, as refiners historically are able to produce what the market demands.

Another presentation with John Huber, president of NORA, Paul Nazzaro, president of Advanced Fuel Solutions, and Dr. Tom Butcher of Brookhaven National Laboratory, looked at the future of biofuel beyond a 5 percent mix.

With all of the time and effort put into getting a 5 percent blend approved, the group discussed the possibility of making an even greater leap in the future, with tests currently underway for B20 and B100 fuels that could become a heating oil standard in the future.

AREE also featured presentations on what equipment is likely to be introduced into the industry in the near future that home energy providers will certainly have to be aware of in order to remain competitive and serve the requests of their customers.

Solar, geothermal and even wind systems are now viable options for heating oil and propane dealers to install and service, as federal and state incentives, along with a growing concern over environmental issues, have raised consumer awareness.

For businesses to thrive in the future, they will have to learn more about all of these fuels and systems, to become the ultimate home comfort specialist for their customers. *Oil & Energy* will feature stories in next month's issue to take a deeper look at these and other lessons from the AREE conference. ☐

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