

Looking for a leg up...or a lifeline?
\$100 Crude and the Impact on Home Heating Oil Retailers: Assessing Opportunities and Threats for Companies in Transition

March 27, 2008: 1:00 p.m. to 3:00 p.m.

Offered via interactive TV at sites throughout the Northeast and Mid-Atlantic

You must register with the Oilheat Association in your state in order to attend.

Fuel Marketers across the country continue to express concern about volatile markets that impact the current and coming heating seasons. To address these concerns, we have assembled a panel of wholesale suppliers, accountants, financial experts and others who will discuss why markets are volatile, how such volatility flows down the supply chain to retailers, what has and will happen to markets this coming year, how to assess cash needs for financing wholesale purchases in these markets, and what you can do to be prepared to protect your company and your customers.

What Moves the Wholesale Price of Oil? - Thomas Santa, Inland Fuel Terminals, Inc.

- Fundamental, technical, and emotional factors
- Short-term irrational changes vs. long-term rational outcomes
- Inelasticity of both supply and demand in oil markets
 - Implications for marketers

A terminal operator's perspective on the current market conditions, Bob Fraczkwioz, Senior VP for Credit, Global Companies

- * Credit 101, need to work your receivables daily
 - * Stretched Credit Limits
- * Know your customer, and your customer's customer
- * Being Credit Creative to make the credit sale as secure as possible
 - * Keep those Credit Files updated, at least annually

Surviving? Or Thriving? Where do we go from here? John Nardozi, Nardozi Consulting

- * Where did we go wrong?
 - * Did I get caught in the squeeze? Did I know better?
- * What was my real margin? What should it have been? What should it be going forward?
 - * What have I learned? What mistakes did others make?
 - * What is in the cards - Bonding? Government intervention?
- Selling the company? Buying opportunities? Competition from Utilities?
- * Solutions: Courage! Margins!!, Secure Financing early! Supplier relationships! Supply Cost Protection, Lock in customers with contracts, Cost savings and efficiencies!
- * Thoughts: Don't chase competition, know your overhead cost, and Buy what you sell! Learn from mistakes.
 - * Know what impacts the value of your company and focus on increasing that value.

Using Financial and Technology Tools to Respond to Rapid Changes in Market Conditions. We will conclude with a discussion of financial contingency planning - Matt Ide of Citizens Bank

- Cash flow and extending your lines of credit.

Necessary ingredients for success in volatile markets, Taylor Hudson, Senior Account Executive, Hedge Solutions

- * Competition versus common sense
- * Short-term concerns versus long-term realities
 - * Budget planning
- * Forward P&L vision. Assessing risks and opportunities.
- * Risk management and control - everyone's business
 - * Learning new technologies
- * Focusing on the customer rather than the NYMEX

Your association's antitrust counsel will be present to protect participants from crossing any antitrust boundaries during the presentation. Your association, in its regular course of business, conducts meetings and other cooperative activities for and between competitors. Your association emphasizes its commitment to comply strictly and in all respects with the antitrust laws of the United States and its State. As a practical matter, such compliance is almost always a safeguard against violation of state or federal antitrust statutes.