

Application

How Fuel Dealers Can Survive and Thrive in These Difficult Times

Instructor: Bob Hedden

Friday, March 27, 2009


**New England Fuel Institute, Education Foundation
20 Summer Street, Watertown, MA 02472**

9:00 a.m. – 3:00 p.m. (register by March 20, 2009)

I, the undersigned, have read this notice (3 pages) in its entirety, and understand and agree to its terms and conditions. If you want the entire 3 page notice faxed to you, check this box: []

Company:	Contact person for this Registration:
Title:	
Address:	
City: State: Zip:	
Phone:	Fax
Email:	

See Directions at nefi.com. If you want directions faxed to you, check this box: []

Please attach list or copy this application form to register more than 4 students. Please PRINT. Check date - if applicable - for each student. Student Name ↓	\$150 – Members \$200 Non-Members 9:00 a.m. – 3:00 p.m. (Total amount includes a 5% non-refundable application fee)	
	<input type="checkbox"/> 1 March 27, 2009 – Watertown	
	<input type="checkbox"/> 2 March 27, 2009 – Watertown	
	<input type="checkbox"/> 3 March 27, 2009 – Watertown	
	<input type="checkbox"/> 4 March 27, 2009 – Watertown	

Calculate Gross Amount Due: Number of Students: _____ multiply by \$200 =	\$ _____	G
Calculate Discount (if NEFI member): Number of Students: _____ multiply by Check at least one: We are a member of [] NEFI and/or [] Massachusetts Oilheat Council Any new company joining NEFI on or before seminar date may take discount. Enrollment form at www.nefi.com or email school@nefi.com for a copy	\$ _____	D
Net Payable to "NEFI" – subtract D from G \$Grand Total >	\$ _____	G less D

This school is licensed by the Massachusetts Department of Elementary & Secondary Education, Office of Proprietary Schools. Any comments, questions, or concerns about this school's license should be directed via email to proprietaryschools@doe.mass.edu, phone 781-338-6048 or by mail to 350 Main Street, Malden, MA 02148-5023.

Payment Information () Check Enclosed
Credit Card Info () Visa () MasterCard
() AMEX Card

Number _____
Exp. Date _____ (i.e. "11/98")
Cardholders Name _____
Card Billing ZIP _____

Fax first to 617-924-5962

For further Information, please contact Andrea at 617-923-5019 or email school@nefi.com



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9:00 a.m. -3:00 p.m.

Advance registration is required. You must register by the deadlines shown above.

Cancellation: NEFI reserves the right to cancel any and all seminars for lack of registrations, and pre-registered students will be notified using the contact information contained in the completed Registration Form. Firms prepaid for cancelled seminars will receive a full refund. Classes may be rescheduled if delivery of books and/or tests, if applicable to this course, are delayed for reasons beyond our control.

Classroom format - this course is a discussion format and the room will be set up as a “hollow square”

Deadline – Registration is required by the deadline noted. If late registering, contact New England Fuel Institute (nefi.com) to confirm your registration

Directions: NEFI will email or fax you directions upon request

Documentation – there are not documentation requirements for this class

Email – This notice is available electronically by emailing school@nefi.com. It will be sent to you in Microsoft Word format but is also available in Adobe Acrobat Portable Document Format (PDF) upon request.

Exam – There is no exam for this class

Hand-outs: will be supplied

Instructor - Bob Hedden is a consultant and educator with over 30 years of Oilheat industry experience in customer retention, marketing, sales, and service department operations. His company, Oilheat Associates, is a full service management consulting, research and education firms dedicated to strengthening the Oilheat industry. Bob is very active in industry associations and is one of the founding members of the Metropolitan Energy Council, the East Coast Energy Council, the Oilheat Manufacturers Association, and the National Oilheat Research Alliance. Bob currently serves as the Executive Director for OMA and NORA Spokesperson. Author of the Efficient Oilheat, and Energy Conservation Guide (The Gold Manual). Bob consults and teaches for over 200 oilheat companies and most of the industry associations in the U.S. and Canada.

Late Arrival/Early Departure – Please be on time for class. Certificate will only be issue to students completing all aspects of the class.

Lunch is “on your own”. Lunch may be obtained on premise (depends on facility) or at nearby eating establishments during the Noon break. Ask the instructor for specifics.

Mailings: In addition to lists maintained by third parties, NEFI maintains its own database of those persons who wish to receive Oilheat course notices. Companies will be added to NEFI’s Oilheat – or propane - course notification list upon request. Individual interested in receiving course notices are urged to provide NEFI with their e-mail address.

Maximum Students for this seminar: 30 (typical)

No Shows: Firms registering students and failing to attend without notice to NEFI on or before the registration deadline date will be billed for and liable for the full amount of tuition.

NEFI – NEFI is a New England 1000-member fuel marketer trade association. See us at www.nefi.com

Pages in this Notice. This complete course notice should include 3 pages: If you do not have 3 pages, contact NEFI

Payment: Checks may be made payable to “NEFI” and must accompany registration form(s). NEFI accepts MasterCard and VISA and American Express.

Pre-Registration Deadlines–Advance registration is required. Registrations must be received by the date(s) noted. NEFI urges you to fax early to reserve seats. We cannot guarantee accommodations for walk-in students.

NORA – The National Oilheat Research Alliance (NORA): Contact the NORA Education Center via NEFI at 617.924.1000.

Questions? : Contact Andrea at NEFI at 617-923-5019 or school@nefi.com

Registrations are processed on a first come, first serve basis. Paid Registrations are given priority over registrations received without payment.

Schedule: 8:45 a.m. Seminar starts at 9:00am Coffee/Danish if available at the facility// 12:00 p.m. Lunch Break - on your own // 3:00 p.m. class will end.

Sign In: Students attending must sign in with the instructor in order to receive a certificate. We ask that you please print clearly, as illegible written names will delay issuance of certificates.

Specific Issues: We will forward any specific training questions submitted in writing to our instructor prior to the class.

Sponsor: NEFI and Massachusetts Oilheat Council

Walk-ins – Walk-ins are discouraged, as we cannot guarantee accommodations for walk-in students.

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It seems the only constant for Fuel Dealers these days is change. We are constantly confronted with new challenges. Our old ways of doing business are not working as well as they used to. We must figure out how to succeed on less gallons per customer. Bob Hedden has based this new seminar/brainstorming workshop on NORA's Strategic Planning Initiative begun in Princeton last Spring. It is designed for current and future Owners and Managers.

Course covers how to:

- Create a strategic agenda for your business.
- Identify Customer Segmentation and Customer Value Propositions
- Identify Existing and Desired Competencies- get a solid understanding of your current capabilities and those that need to be added in order to pursue strategic transformation in order to serve customers most effectively
- Create a Strategic Business Agenda: identify and prioritize all of the critical strategic tasks that the business has to accomplish
- Discover New Sources of Profitability
- Hang on to your current customers and create new ones.
- Analyze Possible Synergistic Diversifications
- Become a more effective leader
- Finally, we will identify performance indicators that will allow us to monitor implementation

At the workshop you will be able to get away from the day-to-day grind and gain a fresh perspective on your company and your job. Bring your whole Management Team.

Education & Training New England Fuel Institute (nefi.com)
PO Box 9137
Watertown MA 02471

617-923-5019 Phone
617-924-5962 fax
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