

HouseCalls

from **Westmore FUEL CO., INC**

PERSONALLY SPEAKING

this storm put everyone to the test

Dear Friends,

Hurricane Sandy and its aftermath sorely tested us all. My heart goes out to everyone whose lives were affected. I've never seen anything like it in my lifetime.

I want to take this opportunity to **thank all of our employees** for their efforts during and after the storm. Many of them worked remarkably long hours trying to keep up with the needs of our customers. In many cases, our hands were tied because we couldn't restore heat to homes without power. (Oil burners—and gas burners too—cannot operate without electricity.)

But we were able to get fuel to everyone who needed it—including those with backup generators—because of our large

storage capacity (see article below).

I think this past storm experience shows the difference between utility companies and family-owned fuel dealers like us. Utilities have been conditioned to think more about numbers than about people, in large part because they are monopolies that are more focused on financial and operational aspects than on customer service. In this respect, they are the antithesis of local fuel oil dealers like Westmore. It's another reason why heating with oil is your best choice.

Looking ahead, I think we're all hoping for a drama-free winter. But these days that's far from a certainty. Whatever happens, you can count on all of us here at



Richard C. Bologna

Westmore to put your needs first and do whatever we can to **keep your family safe and comfortable.**

Warmly,

Richard C. Bologna

Richard C. Bologna

insurance against fuel interruptions

It seems like every year, crippling storms cause damage and interfere with heating fuel supply and distribution.

As a Westmore customer, you can rest assured that we always have plenty of fuel in storage to meet your needs. Few fuel dealers have a supply as large and reliable as ours. We own a marine storage terminal that can hold more than 1 million gallons of heating oil!

This storage capacity really paid off in the aftermath of Hurricane Sandy. We were one of only two terminals in our area still operating, and many fuel dealers had to suspend deliveries because they couldn't get more oil.

That's just one more reason it's worth it to be a Westmore customer!



be a pathfinder

No matter the season, it's always important to keep your fill pipe unobstructed. Please make sure fallen branches or leaves are not hiding your fill pipe or making it difficult for drivers to reach it. If we have a snowstorm, please take a few minutes to clear a path to your pipe. **Our drivers really appreciate this!**

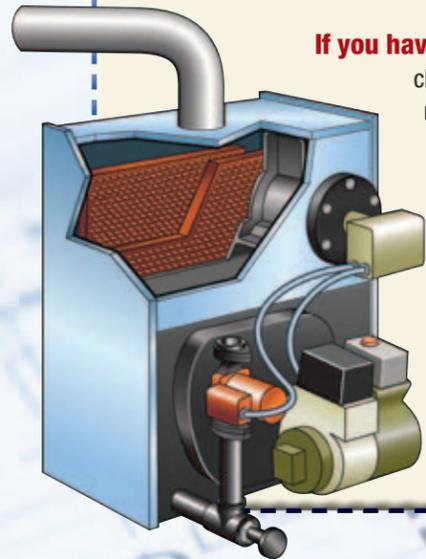


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What keeps you warm: water or air?

Knowing how your home is heated helps you understand what is going on if there is a problem. And by knowing how your system works, you'll have better ideas about how you can increase your comfort and save money. On these pages, you'll find descriptions of the two major types of heating systems. **Which one do you have?**

a boiler pumps it up



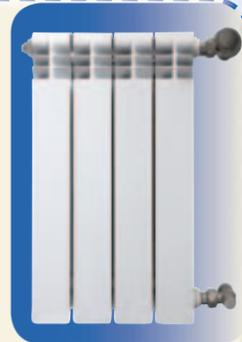
If you have a hot water (hydronic) system, water circulates around your boiler's combustion chamber. A circulator pumps the hot water through pipes to heat baseboards or radiators. Eventually the water returns to the unit to begin the cycle again.

Steam systems work similarly except they generate steam, which rises up to radiators (no circulators are needed). A low water cut-off shuts down the boiler if water levels drop too low, preventing boiler damage.

use your boiler to cut water heating costs

With a boiler, you can cut your water heating costs and have as much hot water as you want by installing an indirect-fired oil water heater.

An indirect water heater uses the water heated by your oil boiler to heat the water in your water heater's storage tank. (The boiler-heated water never comes in contact with the water in the tank.) An indirect water heater heats water super-fast and it saves you money!



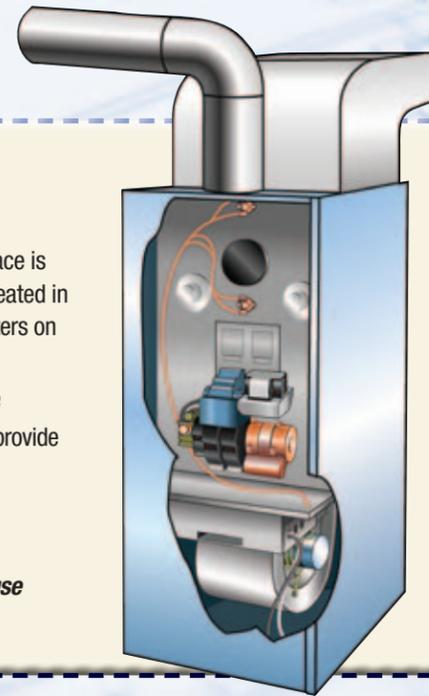
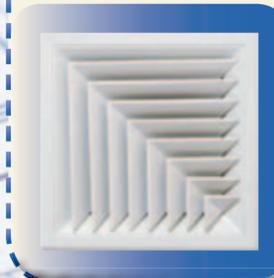
a furnace airs it out

The word "furnace" has become a generic term for heating systems. In reality, a furnace is the heating unit in a warm air system (sometimes called a forced air system). After air is heated in the furnace, a blower forces it into a duct system, and it is released through vents or registers on floors, walls or ceilings.

making your home more comfortable

Besides heat, the ductwork that connects with your furnace can provide other kinds of conditioned air. For example, you can:

- ✓ *stay cool with a central air system.*
- ✓ *eliminate dry air by adding a whole-house humidifier.*
- ✓ *filter out dust, pollen and other particles, which can cause allergic reactions, by adding an air cleaner.*



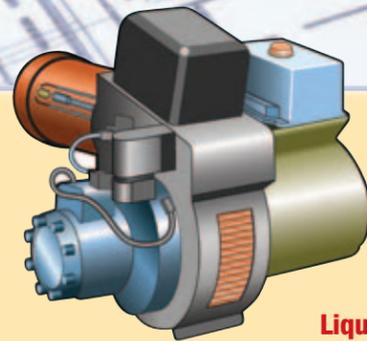
what you should know about oil tanks

A heating oil storage tank offers an important advantage: the ability to safely store an adequate supply of heating oil that's ready for immediate use whenever a need to heat the home arises.

Most oil tanks are now built of corrosion-resistant materials. The newest generation of aboveground tanks generally can be installed in small or unusually shaped spaces.

Although leaks do occur in residential oil tanks, they are extremely rare. A major national study showed that the chance of a leak from an underground oil tank is less than one quarter of 1%.*

* Source: Environ Corp.: Analysis of the potential hazard posed by No.2 fuel oil contained in underground storage tanks.



how your oil burner works

Liquid oil must be mixed with air and turned into a vapor before it can burn. When the oil reaches the burner's nozzle, it's broken into small droplets.

This process is called atomizing. The oil burner takes the droplets, vaporizes them and then mixes them with air.

How efficiently this is done depends on the design of the burner. The newest burners contain electronic pre-purge and post-purge controls to ensure ultra-clean starts and stops. With a new burner, the oil in your system has the capability to burn 99.9% clean. New burners also have an efficiency level that's 5% –15% higher than older ones.

common home heating problems

In an effort to save energy, many people have added insulation in their home and followed other energy-saving strategies. In some cases, these changes can seal up a home so tightly that they prevent heating systems from having enough air to operate efficiently.

Poor airflow can also be caused by these conditions:

- **A fireplace or exhaust fan may be operating at the same time as the burner.** This can result in a smoky odor because a back draft is pulling flue gases through the exhaust system and into the home.
- **A clothes dryer, workshop or a pet's living quarters may be near the oil burner.** Lint, sawdust or animal hair can all be drawn into the air openings of the burner and clog it.

Today's oil heat boilers and furnaces are super-efficient and can save you hundreds of dollars on your annual fuel bills! Call us for expert advice on improving energy efficiency in your home.





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recovering from the storm

meet our Facebook winners

ask the expert

Q: I'm on automatic delivery but sometimes I don't want my tank filled. What can be done?

A: We typically fill the tanks of our automatic delivery customers because it's the best way we can accurately predict our customers' next delivery and it allows us to keep your price lower by improving our delivery efficiency.

Usually, customers request partial deliveries for one of two reasons: 1) they are attempting to receive smaller invoices or 2) they believe they can somehow "time the market" and figure out the price level at which it is exactly the right time to purchase their oil.

Our response to the first reason is pretty simple. Instead of paying for each delivery as you receive it, Westmore has an array of programs that allow customers to spread their annual fuel oil purchases over an 11-month period. These programs eliminate the burden of paying large fuel oil invoices during the winter months, in which the majority of deliveries are made, while allowing our



Raymond Edwards
oil department manager

customers to budget 11 smaller equal payments into their monthly allowances. In fact, almost half of our customers take advantage of these types of programs, many using our **AutoPay** options to bill to a credit card or banking account. That's super easy.

As far as market timing is concerned, all I can say is, "Good luck with that." We've been at this for decades, and we find it difficult to predict from one week to the next what will happen with market prices. Market pricing just doesn't follow a predictable pattern. All that being said, should you need to discuss which of our many programs will fit your particular needs, please contact us and we'll be happy to tailor a plan which is

just right for your needs.

Q: How does AutoPay work?

A: After we perform a billable service or make an oil delivery, we automatically bill your credit card or banking account. AutoPay is fast, easy and convenient, and that's why more than 25% of our customers now use this program.

they "liked" us — and won!

Congratulations to Gloria Rosa-Wendelboe and Jens Wendelboe (pictured at right with their dog Cuba). They were among the nearly 200 customers who entered our "Like Us" promotion on **Facebook**. We drew their names at random and awarded them 100 gallons of BioHeat®.

Please keep visiting our Facebook page (see web address above) to learn about new fun contests, special offers, community events and much more.



please share your story

Have we done something to make you happy? If so, please tell your friends. And then post a positive review on our Facebook page. It's the way small family businesses like ours can get the word out about our service and value since we don't have the budgets to out-advertise the big boys. (And if you are not 100% satisfied with us for any reason, **please call us** so we can make things right.)