



# Warm thoughts

from **Westmore** FUEL CO., INC

winter 2007

## PERSONALLY SPEAKING

### your comfort is our responsibility

Dear Friends,

**T**oday, bargain hunting seems to be a national pastime. But when it comes to your home comfort, saving a few dollars today may not be a better deal in the long run.

The truth is, anybody can provide fuel and service under normal circumstances. But when bad weather hits, you find out just how reliable your fuel company is—whether they'll deliver oil in the middle of a storm, how quickly their technicians will be able to fix your heating system, or even if they'll show up when they say they will.

That's where Westmore Fuel comes in.

We know your equipment inside out and we will always take care of you in an emergency. (See the customer testimonial on p. 4.)

#### always here for you

Since our founding 69 years ago, we have aimed to continuously exceed your expectations by providing the most professional, responsive service in the area. That's why we've significantly increased our technician-to-customer ratio by hiring more technicians and why we guarantee we will respond to emergencies within three hours.

Like a loyal friend or family member, we're the company you can depend on when you need us most. Don't hesitate to call if you need help this winter.

Warmly,

*Richard C. Bologna*

Richard C. Bologna

P.S. Congratulations to Irving Ojalvo of Stamford, winner of the dinner drawing from our fall newsletter.



## win the ultimate washer and dryer set

The grand prize winner receives this ultramodern washer and dryer set with extra large capacity.

The answers to the questions on the enclosed reply card can be found inside this newsletter. All entries received by 4/30/07 with the correct answers will be entered into our drawing.

**Total prize value: \$2,748!**

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.



The LG Electronics front-loading washer and dryer can be stacked to save space, and provide superb washing and drying performance, excellent energy efficiency and intelligent fabric care.

Look in our next newsletter for the announcement of the winner of the Maytag refrigerator contest!

## SNAPSHOT

**O**ne of the ways we provide top-notch service is by hiring people committed to doing their jobs well.

Michael Galarza, our new credit manager, is a prime example of the professionalism, experience and dedication we value in our employees.

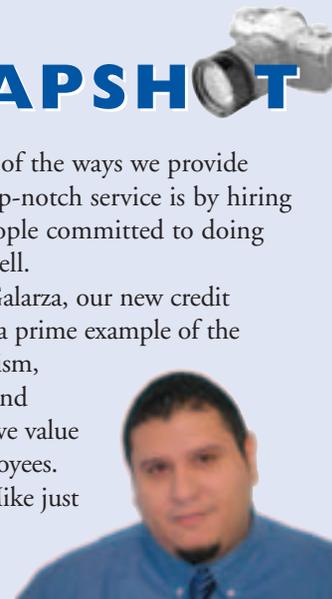
Although Mike just joined us in November, he has several years of experience

in credit management and customer service in the oil and other businesses.

Mike enjoys being a problem solver and looks forward to coming to work. "The day flies by fast," Mike explains. "I wish I had more hours in the day to help people and offer them advice on how to resolve their payment problems."

Although volatility in the energy markets creates challenges for most everyone, Mike explains that we appreciate customers being diligent about getting their payments to us on time. Prompt payments enable us to guarantee that we will continue to be able to offer the excellent service and reliable fuel deliveries customers depend on.

If you're having trouble keeping up with your fuel payments, Mike will be happy to help you. He can be reached Monday through Friday from 8 a.m. to 4 p.m. at (203) 531-5656, ext. 112. Or e-mail him at [mgalarza@westmorefuel.com](mailto:mgalarza@westmorefuel.com).



**Michael Galarza**  
credit manager

# Oil “Jackpot” Found in Gulf

While the U.S. Geological Society says there is only enough oil that can be extracted from traditional sources to last 30 to 40 years, there has been a movement toward tapping the wealth of many nonconventional sources.

As one example, the recent discovery of a vast oil deposit about five miles below the floor of the Gulf of Mexico is expected to

boost U.S. oil reserves by 50% and will yield an additional 750,000 barrels a day to domestic crude oil production.

Daniel Yergin, author of an award-winning history of oil production, calls the discovery “the frontier for world oil” and

predicts a positive impact on prices could come in about five years [United Press International, 9/06]. Since the price of oil is based on global supply and demand, greater U.S. output will help lower the price of oil.

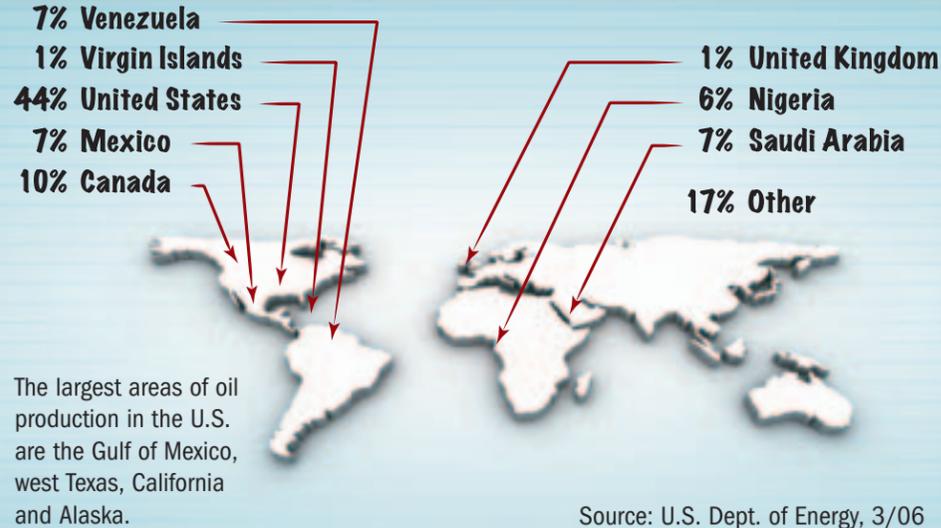
Besides the Gulf of Mexico discovery, sand oil deposits in Alberta, Canada and oil shale deposits in Colorado, Utah and Wyoming could yield an estimated three trillion barrels of crude oil.

Once crude oil is extracted from the earth, it’s shipped to refineries, which turn it into petroleum-based products, such as gasoline, jet fuel and heating oil. U.S. refineries produce most of the heating oil that Americans use.

## Supply in Hand

The federal government maintains the Strategic Petroleum Reserve, the world’s largest emergency oil stockpile. Last summer, Congress approved a wide-ranging energy bill that included a 300-million-barrel expansion of the reserve, boosting capacity to one billion barrels. The U.S. has also established a two-million-barrel reserve of heating oil. [A barrel is equal to 42 gallons.]

## Where Do We Get Our Oil?



# We Know When to Deliver —So You Don’t Have to Go “Shopping”

It happens every year. A winter storm is forecast, and you have to wait in a long line at your local supermarket because everybody, including you, is filling up shopping carts, stocking up on food. We get pretty busy too, fielding calls from frantic customers who are afraid they will run out of heating oil.

Rest assured that we do everything possible to ensure you never run out. When we hear that a winter storm is on the way, we speed up our deliveries to make sure our customers have plenty of fuel. However, we don’t want to put our drivers at risk, so we don’t send them out when driving conditions become dangerous. We can still make emergency deliveries, though, if the situation warrants it.



Editorial cartoons by: R. Sikonyak

We can’t stock your fridge, but we can keep you well supplied with fuel.

## We Know When You Need More

If you’re an automatic delivery customer, we can accurately predict when you are likely to need oil. We usually schedule a delivery for you when you have about one-quarter of a tank left.

This may sound low, but if you have a 275-gallon tank, one-quarter of a tank is nearly 70 gallons. Depending on how much fuel you typically use, that much fuel can last a week or more. Average daily usage is 5–7 gallons.

Please remember that if you call for fuel, we need a minimum of 48 hours of advance notice to put you on our delivery route.

# Energy Conservation + Energy Efficiency = BIG SAVINGS

## Energy Markets Remain in Flux

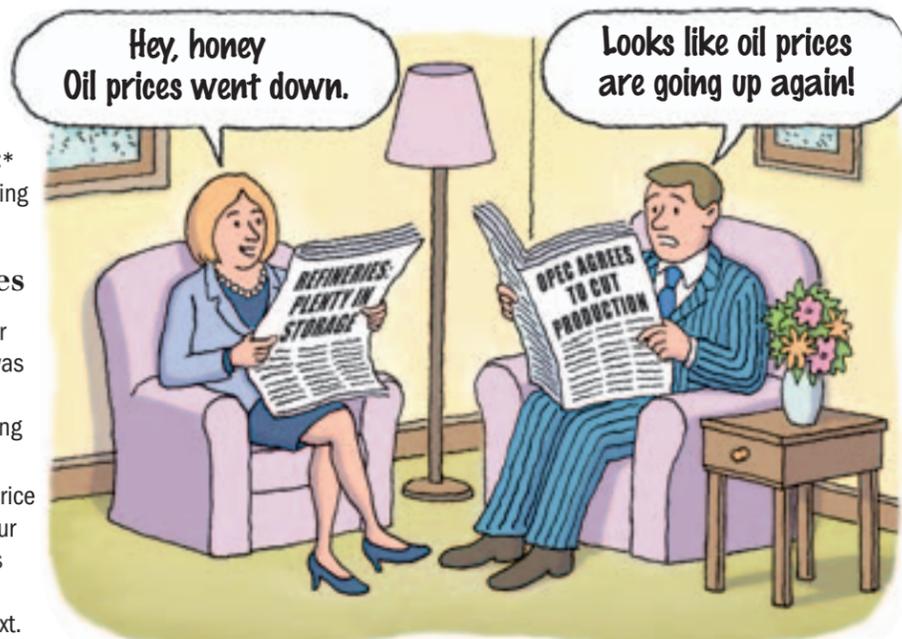
Whether it’s heating oil, propane or natural gas prices, a great deal of volatility continues in the energy markets. As the heating season began, fuel supplies were up, which contributed to a drop-off in energy prices.

Given the roller coaster ride that fuel prices have been on in recent years, it’s impossible to predict where prices will be in a few months because of unforeseeable changes in the market. For instance, any discussion about the OPEC\* oil cartel cutting production (or raising it) can increase trading volume in the commodities market, causing price swings.

### Heating Oil Prices vs. Crude Oil Prices

Heating oil, like diesel fuel and gasoline, is a “finished” or refined product that is usually derived from crude oil that was secured earlier, when crude prices may have been higher. Consequently, heating oil prices tend to lag what’s happening with prices in the crude oil markets.

Your heating oil price is more affected by the wholesale price of heating oil, which changes day to day. Although we try our best to offer programs to keep your heating costs as low as possible, in this volatile market we can’t predict whether wholesale prices will go up or down from one day to the next.



These days, you often hear the terms energy conservation and energy efficiency.

Energy conservation means cutting your energy use through such methods as lowering the thermostat setting to save on heating costs, caulking gaps around windows and doors to keep cold air out, and insulating your attic.

Energy efficiency means taking advantage of advances in technology to reduce energy use without having to remember to do it on your own every day. You can do this by installing appliances that get the most productivity from every unit of energy, such as heating and cooling systems that have ultra-high efficiency ratings.

This saves you money, increases comfort and protects the environment. When energy efficiency is combined with smart energy conservation practices, all of these benefits are further enhanced.

## Are You an Energy Saver?

To see how well you’re applying the principles of energy conservation and energy efficiency, complete this energy audit. Circle the number for each statement that is true, and then add up your score to see how well you’re saving energy—and money.

- My heating system is less than 10 years old. . . . . 30
- I get a heating system tune-up done every year. . . . . 15
- I have a programmable thermostat. . . . . 15
- I have a high-efficiency water heater. . . . . 15
- My attic, ceiling and other areas are well insulated. . . . . 15
- My radiators/vents/baseboards are not obstructed. . . . . 5
- I have plugged leaks around windows and doors. . . . . 5

## Rate Yourself

- 0–25: Roll up your sleeves and get to work on saving a lot of money.
- 26–50: Keep looking for ways to save on energy.
- 51–75: You’re energy conscious. There are more ways to save, but you’re doing well!
- 76–100: You can start a new career as an energy consultant.

\* Organization of Petroleum Exporting Countries



PRESORTED  
STANDARD MAIL  
U.S. POSTAGE  
**PAID**  
MPI

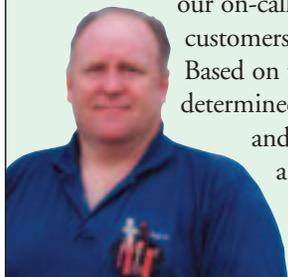
- ✓ you could win a washer/dryer set\*
- ✓ what constitutes an emergency?

\*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## ask the expert

**Q:** Last month I called your after-hours service around midnight. I expected you to come right away but had to settle for an appointment in the morning. Why is that?

**A:** Although we try to respond to all calls as quickly as possible, we must give priority to emergencies. On the night that you called, our on-call technicians were restoring heat for customers whose systems weren't working properly. Based on the information you gave us, we determined that your situation was not dangerous and you still had heat. Taking time to handle a nonemergency call would have delayed service to people coping with a cold home.



**Dwight Eisenhower**  
lead dispatcher

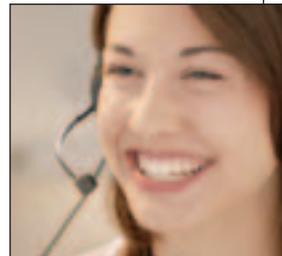
**Q:** What constitutes an emergency?

**A:** Emergencies include losing your heat, having no hot water or smelling oil. (Sometimes a no-heat situation is due to a simple problem you can solve yourself. For suggestions that could save you a service call, see below.) For after-hours emergency calls, we guarantee that a technician will call you back within 30 minutes and he will be sent to your home as soon as possible.

## responsiveness, caring, professionalism

Our tradition of responsive, caring service is the cornerstone of our company today. Our customers can attest to how quickly and professionally we respond to their emergencies.

Take long-time customer **Macy Ann Beha**, whose heating equipment was damaged last winter when two severe storms caused flooding in her



basement. After her basement was pumped out, we had her heating equipment up and running in one day.

**“I can't say enough about Westmore's prompt service.”**

—customer **Macy Ann Beha**

“I can't say enough about Westmore's prompt service,” says Mrs. Beha. “I was impressed with their efficiency

and knowledge. Fernando [a Westmore technician] saved the day.” Westmore is always willing to go the extra mile to keep you safe and warm. We stand ready to help you in an emergency, 7 days a week, 24 hours a day—no matter what Mother Nature does out. “Whenever I've had a problem,” Mrs. Beha explains, “they've always come right away—when they said they would.”

clip and save

## WHAT TO DO IF YOU LOSE YOUR HEAT

- Make sure the thermostat is set above room temperature and to “heat.”
- Check the fuel level in your tank.
- Make sure all emergency valves or switches are in their “on” or “start” positions.
- Check for blown fuses or tripped circuit breakers.
- If you still can't get heat, press the reset button on the burner *once only*.

If you still need assistance, call  
**(203) 531-5656**  
or **(914) 939-2473**.

We're available 24 hours a day.

