

HouseCalls

from **Westmore FUEL CO., INC**

PERSONALLY SPEAKING

we'll help you weather any storm

Dear Friends,

Doesn't it seem like extreme weather events are becoming the norm? First, there was last winter's record snow fall; over the summer came a hurricane, a tropical storm and even an earthquake.

Mother Nature's latest treat was to trick us with a freak snowstorm right before Halloween.

The heavy snow brought down trees and power lines, closed roads and knocked out power for thousands, including my own home. Many of our employees' homes were also in the dark. Fortunately, our backup generators enabled us to keep our office open and kept our operation running at full steam.

During this time, we responded to **30 times more** emergency "no heat" calls than normal. To meet this high demand, our team worked around the clock to help our customers. Sure, we ran into a lot of obstacles, but we know that you rely on us to keep your family safe, warm and comfortable through all kinds



of weather, and we take this responsibility VERY seriously.

As another winter sets in, we want you to know that you can depend on Westmore Fuel to be there for you when it matters the most—regardless of the next trick Mother Nature plays on us.

Warmly,

Richard C. Bologna

and the award goes to...

The Independent Connecticut Petroleum Association (ICPA) recently honored **Rick Bologna**, general manager of Westmore Fuel, with its 2011 **Marketer of the Year** award.

"This is ICPA's highest award for personal and professional achievement," said Gene Guilford, ICPA president. "Rick is an outstanding example of a person who embodies a tremendous dedication to his customers, his community, his company and its employees, and his industry."

Rick has just completed two terms as chairman of the ICPA Board of Directors. During that time, the association successfully advocated for legislation that advanced the industry's movement toward cleaner-burning renewable fuels. (Read about BioHeat® fuel on this page and page 4.)

"It's great to be recognized because I'm personally committed to the enhancement of oil heat," Rick says. "And Westmore will continue to be at the forefront in leading our industry to greener products, energy conservation and the latest technologies."



Rick Bologna and his father, Dick

B-20 is here!

Westmore Fuel has upgraded its marine storage terminal, allowing us to deliver B-20, a blend of 80% oil and 20% biodiesel fuel. What does this mean to you? If you live in New York state, you can receive a **20¢-per-gallon tax credit**. Plus, B-20 fuel, also known as BioHeat®, is cleaner burning and better for our environment; it also increases U.S. energy security. (See page 4 for more details.)






Don't gamble with your comfort

Keeping your home comfortable without losing your shirt comes down to smart decisions that minimize risk. To help you come out a winner this winter, we offer some advice.

choose your winners in the race to save money

Suppose you had four choices for saving money on heat. Which ones will pay you back with energy savings? Check the board below to place your bets. Beware of choosing the "long shot." They hardly ever pay off!

RACE ENTRIES	ODDS
1 Turn thermostat down to below 60°.	30 - 1
2 Replace old equipment.	3 - 2
3 Enroll in a level payment plan and automatic delivery.	3 - 1
4 Turn off heating system; use electric space heaters instead.	75 - 1



race results (answers for above)

- 1 **Loser.** Any savings from setting the temperature this low could be wiped out if your water pipes freeze. Depending on how low outdoor temperatures go, water pipes near poorly-insulated outside walls can freeze if the temperature inside stays below 60° long enough.
- 2 **Winner.** Installing a high-efficiency system is your best bet for saving money. And the payback can be enormous! Annual fuel costs can be cut by 30% or more and you'll eliminate costly and inconvenient repairs.
- 3 **Winner.** Spreading out your payments and getting your fuel delivered automatically eliminates

unexpectedly high bills or running out of oil. Fuel run-outs can leave you vulnerable to frozen pipes, an emergency delivery fee and a service charge for restarting your burner.

- 4 **Loser.** Depending on its efficiency, a central heating system will provide about 20 times as much heat as a portable electric heater for a lot less. Space heaters also pose a fire risk; they should be used with extreme caution.

bet the farm on high efficiency

Sometimes, you don't have to replace an entire system to get great gains in efficiency.

For instance, modulating aquastats or outdoor reset controls can be added to your boiler system. These controls automatically adjust burner firing patterns and boiler water temperatures based on how cold it is outside. This can reduce your annual heating costs by as much as 10%. This investment can pay off in big fuel savings in just one year!



\$300

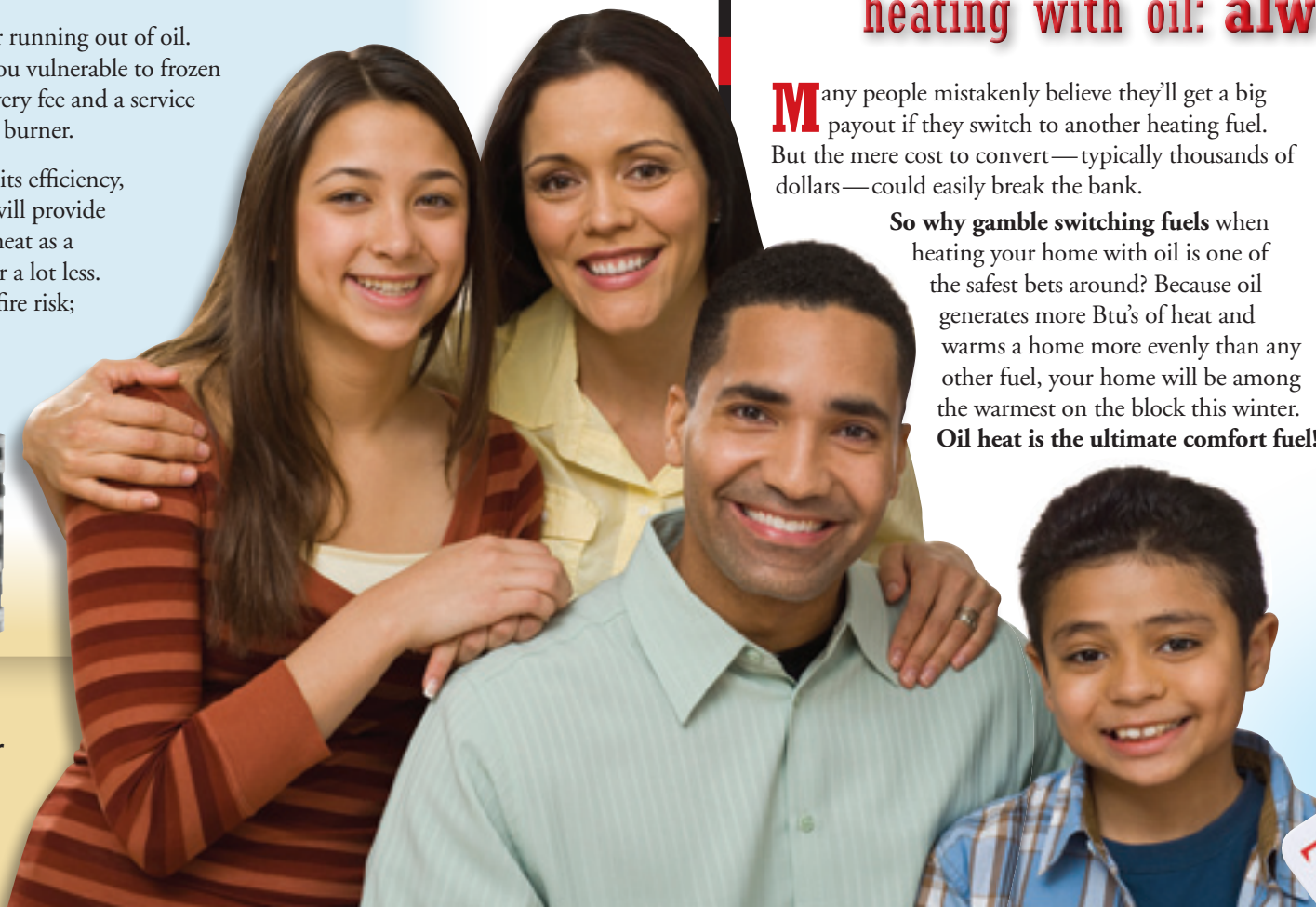
typical investment for boiler controls



\$900

typical 3-year return*

* Based on 800 gallons annual usage at current fuel prices. Savings will vary by household.



increase the odds of restoring your heat

If your heat stops working on a cold night, try pushing the reset button on your burner and you may get your heat back.

Here's how to do it. Push the reset button—**once only**. If your heating system still doesn't start, **do not push the button again**. This can "flood" the system, because too much oil may be pumped into the combustion chamber, resulting in a lengthy and costly repair.

Before you report a no-heat problem to us, you should also check to see if:

- ♦ you tripped a **circuit breaker** (or blew a fuse).
- ♦ you have **oil in your tank**.
- ♦ the **thermostat is set correctly** to call for heat.
- ♦ the heating system's **power switch is turned on**.



call their bluff

Some full service fuel companies play rigged games that trick unsuspecting customers. They lure you in with a really good price—but never tell you that it won't last very long.

Once you've signed on the dotted line with them, they start stepping up your price until you are paying much more than you would with us.

If you want to call them on their game, ask that "low-price company" to tell you their posted price for existing customers for a few seasons. You can bet that the posted price is **much higher** than the "teaser rate" they're offering you.

If you don't want to waste your money on this game, stick with us. Our **superior service**—and integrity—saves you money, reduces your aggravation and gives you real peace of mind.

heating with oil: always a SAFE bet

Many people mistakenly believe they'll get a big payout if they switch to another heating fuel. But the mere cost to convert—typically thousands of dollars—could easily break the bank.

So why gamble switching fuels when heating your home with oil is one of the safest bets around? Because oil generates more Btu's of heat and warms a home more evenly than any other fuel, your home will be among the warmest on the block this winter. **Oil heat is the ultimate comfort fuel!**

Today's oil heating systems are also much more reliable and efficient than older systems, and they're cleaner burning too. Oil heat also makes you feel safe, because you don't have to be afraid about explosions or carbon monoxide leaks.

And don't forget about service! You can expect to get fast service—even in the middle of the night—if you should ever lose your heat.

Contrast that to a neighbor's home with gas heat. When your neighbor loses heat, he usually has to call an outside contractor (like a plumber) to do the repair. Getting a busy contractor to make a service call could take days—making your neighbor's home the coldest on the block!





WestmoreFuel.com

Follow us at:

Facebook.com/WestmoreFuel



Twitter.com/WestmoreFuel



PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
MPI

- BioHeat® • Diesel Fuel
- Heating Sales & Service

P.O. Box 1350 • Port Chester, NY 10573

Call Us! **203-531-6800**
914-939-3400

- ▶▶▶ get a \$50 reward
- ▶▶▶ save 20¢ a gallon

what's the fuss about fracking?

Environmental concerns are being raised about hydraulic fracturing — also called fracking — a method of drilling for and extracting natural gas from the ground. The fracking process blasts underground rock with water, sand and chemicals in order to maximize the flow of gas to the surface.



According to the U.S. Environmental Protection Agency, as much as 40% of the fluids used in fracking stay in the ground, which means that toxic fluids could, over time, seep into groundwater and water wells.

To find out more about this issue and how it may affect you, go to the *Discover* page on our website and click on *The Truth about Gas*.

\$50 for your referral

This is a great time of year to **share the wealth** with your family and friends!

Share the Wealth is our customer referral program. If you refer someone to us and they become a Westmore customer, **we'll give you a \$50 credit** on your account, which you can use toward your next fuel delivery.*

We'll give the customer you refer a \$50 credit as well.

To make a referral, call our salesperson, Christine Bayles, at **203-964-7282** or **914-939-3400**.

Or you can visit WestmoreFuel.com or return the reply card.

* Some conditions apply. Contact us for details.



ask the expert

Q: *I just switched to your company. Will BioHeat® fuel cost me more?*

A: Absolutely not. We don't charge you any more for our BioHeat® fuel. In fact, customers who have switched from conventional heating oil to BioHeat are actually saving money. That's because BioHeat is clean burning, which improves heating system efficiency, so less fuel—and money—is needed to heat your home. BioHeat also keeps oil filters and tanks cleaner. Since we've been delivering BioHeat fuel, our records show we've had fewer service calls. Our New York customers can save even more with a 10¢-per-gallon tax credit for their 2011 oil consumption. In 2012, we began delivering B-20, which will increase the tax credit to 20¢ per gallon.



Darren LeDoux
sales manager

Q: *What does B-20 mean?*

A: It means a BioHeat® blend of 20% biodiesel and 80% low-sulfur heating oil. Since we began delivering BioHeat fuel in 2008, we have steadily increased the biodiesel percentage in the blend. As a result, the number of service calls we receive has been reduced.

Q: *Do I have to make any changes to my heating system before I can use this fuel?*

A: No modifications are necessary.

SAVE 20¢ per gallon for 2012

New York state residents who use Westmore Fuel qualify for a 20¢-per-gallon credit on their 2012 taxes. You can download the form for the credit from the BioHeat® page on our website.