



From **Westmore**
FUEL CO., INC.

SPRING 2009

PERSONALLY SPEAKING

keeping you warm, helping you save

Dear Friends,

As a full service company, Westmore Fuel is large enough to meet your family's needs while providing the personal care that has been the foundation of our company for over 71 years.

That means we're always there for you when you need us the most—like we were there for the Hindman family this past winter.



Richard C. Bologna

When their heat shut off, they called us for help and a Westmore technician was at their home in 30 minutes. "Your technician had all the parts in his truck to make the repair and fix the problem right away," the Hindmans told us.

Stories like the Hindmans' are not uncommon for us. From November through February, we responded to more

than 2,000 emergency "no heat" calls. Our average response time was less than two hours. On behalf of our entire company, I want to thank our technicians for their extraordinary effort and performance during a very cold winter.

Besides giving you prompt emergency service, Westmore is also your home energy expert. We have the resources and experience to offer the most cost-effective and energy-efficient solutions possible—including equipment upgrades, tune-ups, monthly payment plans and service plans. See the related articles in this newsletter.

I also want to thank you, our customers, for your continued trust in us. It is an honor that you trust my family to keep your family warm, give you good advice, help you to conserve your energy dollars and do things the "right" way.

Energy prices will go up and down, and unreliable heating oil companies will come and go, but Westmore Fuel's commitment to our loyal customers will never vanish.

Again, thank you for trusting us to be your energy partner.

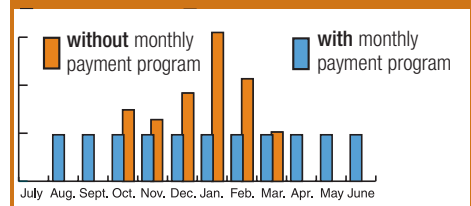
Warmly,

Richard C. Bologna

ease bills and chills next winter

Why pay for all of your fuel in "one fell swoop"? Instead, sign up for Westmore's monthly payment program. With predictable **monthly payments**, your fuel bills will be easier to manage.

monthly payment program comparison



For example, if your total fuel costs and the cost of your service plan are projected at \$1,800 for the coming heating season, we'll divide the \$1,800 into 11 equal payments of \$163. If our estimate turns out to be too high or too low, we'll adjust the amount during the heating season (as we did last year when prices dropped from last summer's record highs).

automatic payments

To make your monthly payments even easier, you can enroll in our **AutoPay** program, which allows us to automatically deduct payments from your bank account, or charge them to your credit or debit card.

If you'd like to enroll in AutoPay, visit WestmoreFuel.com/form/autopayform.

WIN a Mini-Laptop!

HERE'S YOUR CHANCE to enjoy the latest in computer technology.

The **Asus EEE PC 1000** weighs less than 3 lbs., features a large screen and keyboard, provides battery life of up to seven hours and offers high-speed connectivity. Multiple colors available!

Enter to win a 10-inch "netbook" mobile Internet device with the power of a full-sized laptop! **Five prizes will be awarded, so your chances of winning are greater than ever!**

To enter, read this newsletter and answer the questions on the enclosed card. Correct answers received by 7/3/09 will be entered.

\$400 value!

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

HOME CSI

HOME COMFORT
SYSTEM INVESTIGATION

Our Home Comfort System Investigation team is on the job every day, using their skills and diagnostic tools to solve comfort problems. As you read about their investigations, look for clues to see if you can crack the case before they do.



the case of the missing heat

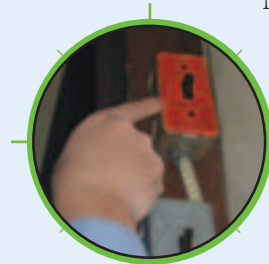
Susan J. calls to report a loss of heat. Our investigator begins by interviewing the only witness. He asks Susan:

- **How was your system running before it stopped?**
- **Was it making any odd noises or emitting unusual odors?**
- **Have you done anything to the system?**

Susan confesses she pressed the system's reset button twice, but each time the system ran for only a few minutes before shutting off.

After explaining why the reset button should not be pushed more than once (see Exhibit A), our investigator next rules out the "usual suspects" for heat loss. He finds that:

- **power switches and circuit breakers are in the "on" position.**



emergency switch

- **the thermostat is functioning properly and its setting is above room temperature.**

- **there is fuel in the oil tank.**

Now he gives the system a thorough examination and discovers a dirty cad cell eye (see Exhibit A) and a clogged nozzle. After cleaning the cad cell eye and replacing the nozzle, he gets the system running again.

Amateur investigators might stop at this point but not our CSI expert!

He knows if he doesn't learn *why* the system became clogged in the first place, the same problem will happen again.

Clue # 1: The system had been serviced a few months before. A properly maintained system **should always** burn



oil tank gauge

cleanly. Our investigator needed more information from Susan. "Have you made any changes in your home recently?" he asks her.

Clue # 2: Susan remembered that she had recently had exhaust fans installed in the kitchen and bathroom. Our investigator now had the solution to the problem. *Can you guess what it was?*

Exhibit A: reset button

The reset button is a **safety control** that shuts the burner down if a problem is detected. In this case, the dirty cad cell eye could no longer "see" the burner's flame, which

tripped the reset. The **reset button should never be pushed more than once** or your system will flood with oil, which would require a costly repair.



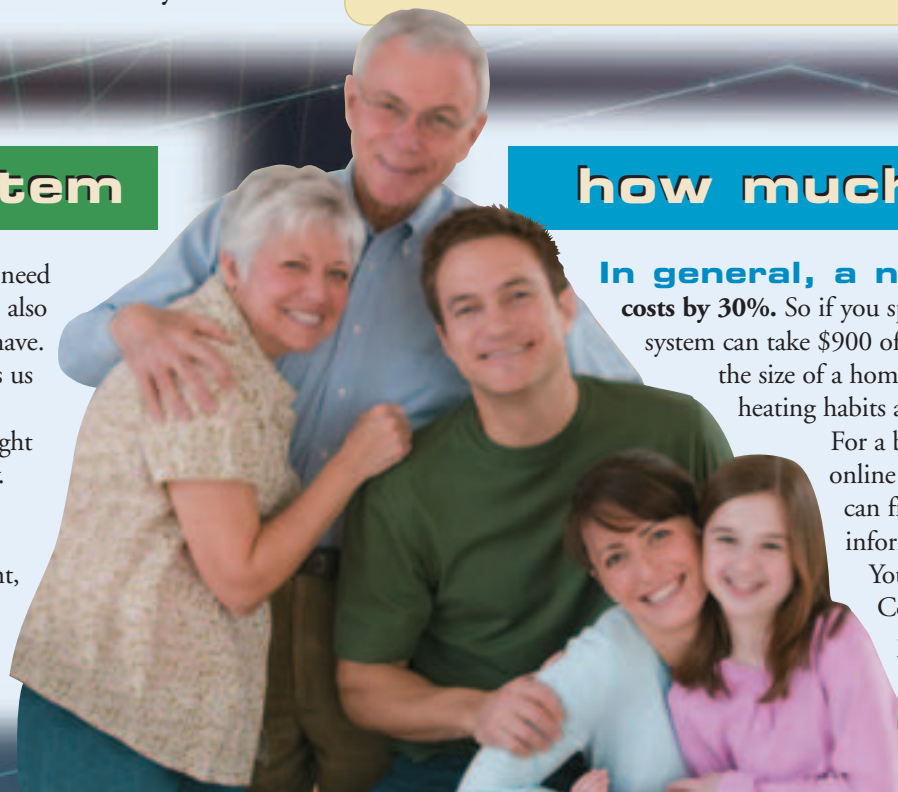
reset button

choosing a new system

To choose the right system for you, we need to know how big your home is and how many people live there. We also need to factor in other variables, such as the type of insulation you have. With this information, we determine a **load calculation**, which tells us how much heat your home loses during cold weather.

The **right system** will deliver the right amount of warm air at the right time to balance out heat loss—and will do it in the most efficient way. You'll be able to feel comfortable without paying a fortune!

Some dealers make "rule of thumb" guesses about your system, and that can cost you. If they guess wrong and install the wrong equipment, your new system could fail prematurely. And you **won't get the higher efficiency** you were promised—or paid for. With the help of our CSI team, we give you what you pay for—and much more!



how much can I save?

In general, a new system can **reduce annual fuel costs by 30%**. So if you spend \$3,000 a year to heat your home, a new system can take \$900 off the bill. But this varies widely depending on the size of a home, the age and condition of a system, personal heating habits and other factors.

For a better idea of your potential savings, use an online **energy saver calculator** (like the one you can find at www.hes.lbl.gov) to input specific information about your home.

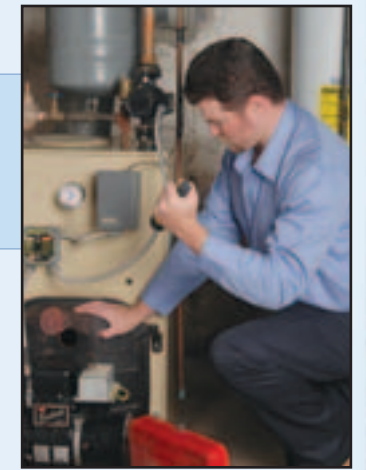
You can also call us. We'll send out our Home Comfort System Investigator to pay you a personal visit. He'll help you get ready to **start saving money on next winter's fuel bills!**

the "invisible" leak

Tom B. contacts our investigator because he smells oil. He's sure his heating system must be leaking. Our investigator arrives, checks all of the fittings on the burner, filter, oil tank and oil line. There is no sign of a leak.

Clue Alert!

Tom says he hasn't had his system serviced in three years. *What is the problem?*



solving the case

Within minutes of his inspection, our investigator could see that the system was badly in need of maintenance. He told Tom that a system that gets regular maintenance **should never** emit an oil smell. Our investigator took out his "forensics kit" and performed a tune-up. (See below.) This included adjusting the burner, which had a delayed ignition. This problem caused the oil odor.

our "forensics" test

We do many tests to measure your system's efficiency. What we find indicates where adjustments are needed. By doing this, we can save you up to 10% on your annual heating costs. These tests include the following:

- **Draft overfire and stack temperature:** These two tests measure the volume of air and amount of heat going up your chimney.
- **Draft at breach:** This measures the draft inside the system; a weak draft won't vent combustion products properly. (The exhaust fans caused a weak draft in Susan's system.) If the draft is too strong, however, heat will be pulled out of your home.



- **CO₂:** We test for carbon dioxide (CO₂) to see how airtight your system is. If we find a high level, we know your system has air leaks. We'll find these leaks and seal them.
- **Smoke reading:** Smoke indicates that not all of your fuel is turning into heat when burned. Smoke also forms a layer of buildup in your system, reducing efficiency.
- **Total efficiency:** This rating combines all of the readings we've taken to give an overall efficiency rating of your system. If the reading is too low, it may be time to replace your system.



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WestmoreFuel.com



PRESORTED
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MPI

- ✓ you could win a mini-laptop*
- ✓ save up to 50% on cost of new heating system

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

new system credits and rebates: it's like getting half off

Installing energy-efficient equipment is one of the smartest investments you can make, and there has never been a better time for you to purchase a new system.

Thanks to the stimulus bill, **you could be eligible for a federal tax credit of as much as \$1,500** on qualifying high-efficiency heating equipment. You would claim the credit on your 2009 federal income tax form.

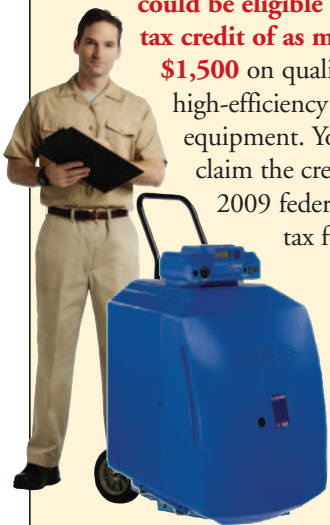
In addition, **we'll give you a discount of our own—up to 10% off the installation**

of a new heating system. You may also qualify for **hundreds of dollars in state rebates.** Add up the potential savings and it's possible to get your new system, in effect, for half-price!

Our customers who upgraded to a new heating system last year, saved an average of \$950 on their energy costs. With these savings and those from the tax credit and other incentives, your new heating system could pay for itself in just two years.

Call us or return the enclosed card today, and one of our home comfort specialists will come to your home, do an energy audit and recommend the best system for you.

If you're thinking about switching to another fuel, please talk to us first. We install all types of heating systems, and we can do a cost analysis to let you know the true cost of conversion.



service plans save \$\$\$

In today's tough economic environment, the last thing you need next winter is to spend hundreds of dollars on unexpected heating system repairs.

To avoid these expenses, enroll in one of our service plans.

Our **WatchGuard Ultra** and **Gold Plus** service plans guarantee you 24-hour emergency service, and both include an annual tune-up, which will restore your system to peak efficiency. Regular tune-ups can decrease your annual fuel bills by up to 10%, reduce the chance of a breakdown and extend the life of your equipment.

Our WatchGuard Ultra plan covers labor and more than \$3,000 worth of parts; the Gold Plus plan covers labor and more than \$5,000 worth of parts, including most plumbing parts.

Remember, without a service plan, one basic service call will cost you \$235, on average. Having a Westmore service plan will save you hundreds of dollars.



Westmore—a leader in BioHeat®

We've begun our second year of providing **EnviroBlend4™**, a **BioHeat®** fuel, which we deliver to all our customers at no extra charge. We keep seeing great results and hearing positive customer feedback.

Heating systems are burning cleaner and equipment breakdowns have decreased. One reason for this success is that we blend EnviroBlend4 at our own marine storage terminal, guaranteeing our customers the highest quality fuel in the industry. Our plans are to gradually increase our BioHeat



blend from B2 to B5, which has a greater proportion of BioHeat fuel. All this will be done without any additional cost to our customers.

As our commitment to this fuel increases, greenhouse gases will be reduced even more. And, since BioHeat fuel is produced in the U.S., our reliance on oil imports will be reduced. BioHeat fuel improves the balance of trade and will make a difference in our energy security.