

HOT Ideas

Energy tips for our customers



This newsletter brought to you in association with the National Oilheat Research Alliance

"JOIN THE EVOLUTION"



Have you seen or heard the new "Join the Evolution" advertising campaign?

Sponsored by NYOHA (the New York Oil Heating Association) – the organization that brings you this newsletter – and the National Biodiesel Board, these hard-hitting radio, subway, bus and railroad ads describe the benefits of eco-friendly Bioheat®. Renewable Bioheat is making our city a cleaner, greener place to live ... read more about it at bioheatonline.com.

How Much Do You Really Know about Heating Oil?

You are receiving this – and every – issue of *Hot Ideas* because you are a heating oil customer. But how much do you really know about your fuel? Here are 9 reasons why Oilheat remains a great choice for New York City homes.

- 1. Oilheat is competitive:** Oilheat remains a value-packed choice, and Oilheat dealers price their oil competitively and work hard to satisfy their customers (see #8).
- 2. Oilheat is safe:** Oilheat has a great safety record. It is not explosive, and it won't even burn if a lit match is dropped into it. (An oil burner heats oil to 140 degrees and atomizes it to make it ignite.) Oilheat is perfect for long-term storage in a home or building, and it's also safe when in use because it rarely generates dangerous levels of carbon monoxide in the home without first emitting visible warning signs of a system malfunction.
- 3. Oilheat is clean:** Today's Oilheat burns 95% cleaner than in the 1970s. Heating oil, in fact, burns so cleanly that its emissions aren't regulated by the Federal Clean Air Act, and the latest fuel formulations integrate renewable biofuel and ultra-low sulfur heating oil, both of which are mandated in New York City.
- 4. Oilheat is efficient:** Oilheat equipment is constantly evolving to incorporate advancements in efficiency and comfort. Today's boilers and furnaces use two-stage burners, variable-speed motors, sophisticated electronics and weather-responsive controls to reduce fuel usage.
- 5. Oilheat is dependable:** You can count on plenty of fuel from both the U.S. government and your local Oilheat dealer. The United States' Strategic Petroleum Reserve is the world's largest



emergency oil stockpile, with a capacity of 727 million barrels. The U.S. government also maintains a 2-million-barrel Northeast Heating Oil Reserve to be used in case of supply shortages or delivery problems.

- 6. Oilheat dealers offer conservation advice:** Local dealers provide expert conservation assistance to help customers reduce fuel consumption and save on energy bills.
- 7. Oilheat gives you full service*:** A full-service Oilheat dealer supplements fuel delivery with a variety of valuable services – such as automatic delivery, emergency service, maintenance contracts, and equipment installations and repairs.
- 8. Oilheat means personal service:** Oilheat dealers are traditionally family owned and operated businesses that are active in the local community. They know their customers and their heating systems, and can customize their services to meet individual customer needs.
- 9. Oilheat billing is easy to understand:** Heating oil usage is measured in familiar gallons, and oil bills are simple, straightforward and easy to understand.

* Not all Oilheat dealers offer all the services mentioned here. Please check with the individual dealer as to specific services offered.



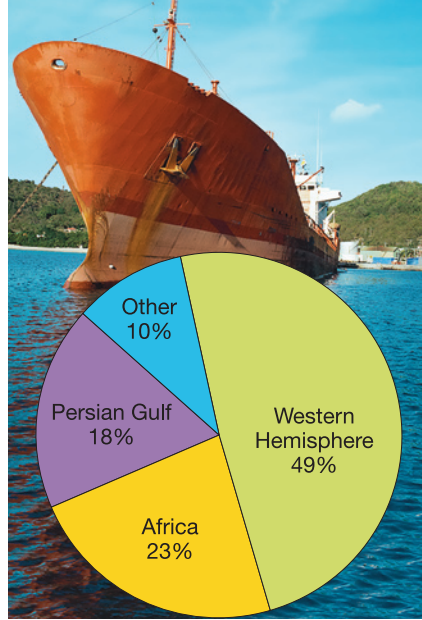
How Dependent Are We on Foreign Oil?

When you hear the words “crude oil,” chances are, you picture an oil derrick surrounded by desert sands somewhere in the Middle East. In fact, according to the U.S. Energy Information Administration, **the United States imported about 49% of the petroleum**, which includes crude oil and refined petroleum products, that we consumed during 2010. About **half of these imports came from the Western Hemisphere** (25% of which came from our largest supplier, Canada).

America’s dependence on imported oil has dramatically declined since peaking in 2005. This trend is the result of a variety of factors including:

- a decline in consumption
- shifts in supply patterns
- the economic downturn after the financial crisis of 2008
- improvements in Oilheat equipment efficiency
- changes in consumer behavior

Sources of U.S. Net Petroleum Imports, 2010

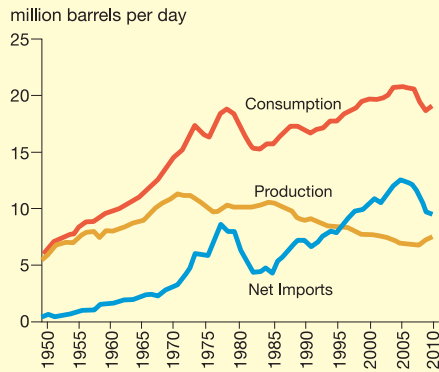


Source: U.S. Energy Information Administration, *Petroleum Supply Monthly* (February 2011), preliminary data

About Half of U.S. Petroleum Imports Come from the Western Hemisphere

You may be surprised to learn that in 2010, 49% of US crude oil and petroleum products imports came from the Western Hemisphere (North, South, and Central America, and the Caribbean including US territories). About 18% of our imports of crude oil and petroleum products come from the Persian Gulf countries of Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia, and United Arab Emirates.

Petroleum Consumption, Production, and Import Trends (1949-2010)



Note: Production includes crude oil and natural gas plant liquids only.

Source: U.S. Energy Information Administration, *Monthly Energy Review* (May 2011), preliminary data, and *Annual Energy Review 2009*, Table 5.1 (August 2010).

At the same time, **increased use of domestic biofuels like Bioheat®**, and strong gains in domestic production of crude oil, expanded domestic supplies and reduced the need for imports.

In addition, **most petroleum products (heating oil, diesel, jet fuel, etc.) consumed in the United States were refined here**, with only 2% being imported in 2010.

THIRD PARTY NOTIFICATION

Would you like someone to receive notices relating to your Oilheat account?

Please complete the form below and send it back to us if you or someone you know would like to select a “third party,” such as a relative or friend, to receive all notices relating to service termination or credit actions regarding your Oilheat account. The third party must agree in writing to accept those notices and contact us on your behalf, but is NOT responsible for paying your bills.

Third Party Notification Enrollment Form

Your Name _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

Signature _____ Date _____

Name of Third Party _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

Signature _____ Date _____

Reminder to Our Customers:

Heating Assistance Is Available

HEAP, the Home Energy Assistance Program, helps low-income people pay their energy bills. Funds are limited, so if you or someone you know is interested in the program, please apply early.

Applications will be available at the start of the program, November 16, 2011.

You can check your eligibility for HEAP at www.MyBenefits.ny.gov. For more information on HEAP, call 311 or New York City’s HEAP Line, (800) 692-0557.

