

From the President's Desk



Dear Valued Customer,

This morning I went out to my car to find the frost had set in. There is no denying it now. Winter is at our doorstep.

I am here to report we are ready to take on whatever winter throws our way. Our trucks are in tip top shape and our staff is geared up and ready to meet the challenge. Our office hours have expanded and we are now open 7:30am-5:00pm M-F, and 9am-noon on Saturdays for the rest of the heating season.

With the holidays around the corner, let me also take this opportunity to thank you for your business and wish you and yours a happy holiday season.

Very truly yours,

Douglas Cottle

Douglas Cottle, President



We make warm friends.

Preparing for Winter's Chills and Bills
a little planning goes a long way

According to the *US Energy Information Agency's Oct 2011 Short Term Energy Outlook*, heating oil prices are expected to run about 10% higher than last winter. Other sources predict much higher prices, and some say lower prices are on the way. The same ridiculous predictions are made about the seasonal weather forecast. A little searching can find a full range of predictions. One thing we have learned is predictions are always a gamble when it comes to energy prices and the weather.

It is true that prices are higher this year for many fuels, but we don't yet know how that will play out over the course of the heating season. Your overall cost to heat your home will vary depending on the combined effect of global energy markets and weather patterns.

One thing we know for sure is heating a home is not a small expense, and smart consumers plan well ahead to make sure they can cover the cost. "Our goal is to have an informed customer, a customer that has the tools they need to meet the demands of higher energy costs this year," says Doug Cottle. We figure it is better to err on the side of caution, and believe it is never too late to make positive changes.

On our website, you can find lots of information about efficiency and conservation (<http://www.reesemarshall.com/learning-center.php>) Basic efficiency and weatherization strategies can make a real difference in fuel usage rates. Our price program is another tool we offer that has consistently helped our program customers plan for home heating costs by setting a ceiling price and spreading out payments over the year. We can still accommodate additional program customers. Whether you want to be on the price program or not, making regular payments, like a car payment, is often a lot easier for people to manage. Call our office to see what we can set up for you.

Some of our customers may also be surprised to learn they qualify for heating assistance dollars (HEAP) from the State of New York (see below) If you decide to apply for HEAP benefits we urge you to get right on it as funds are more limited this year. Even if you do qualify for HEAP benefits, we also recommend you supplement the HEAP benefit with payments of your own. Start now with a manageable monthly sum, and you'll be ahead of the game however the weather or global oil markets progress over the winter.

Winter may be upon us, but cold weather doesn't mean you don't have a warm friend to help you through it. Please be sure to call our office if we can assist you in any way.

State Announces Home Heating Help Available Beginning November 16th

The State Office of Temporary and Disability Assistance (OTDA) has announced that New York State's Home Energy Assistance Program (HEAP) will open for the season on Wednesday, November 16th. HEAP provides assistance to help low-income and elderly New Yorkers keep their homes warm in the winter months.

"As the cold weather approaches, so do higher energy bills, leaving many New Yorkers looking for help to cover these costs," said OTDA Executive Deputy Commissioner Elizabeth Berlin. "With heating oil prices significantly higher than a year ago, HEAP is providing vital assistance to the many individuals and families who may have difficulty affording the cost of heating their homes this winter."

HEAP is a federally-funded program administered through OTDA to help eligible households in meeting their home energy needs. Last winter, more than 1.4 million households received HEAP benefits.

This winter, the maximum regular HEAP benefit a household can receive is \$500. Eligibility is based on income and household size. For example, a family of four can have a household income of up to \$49,519 annually and still qualify for a HEAP benefit.

Income eligible households in New York can receive one regular HEAP benefit per season and could also be eligible for an emergency benefit if they are in impending danger of running out of fuel or having their utility service shut off. Applications for emergency benefits will be accepted beginning January 3, 2012.

Applicants are encouraged to apply early, as HEAP benefits are awarded on a first-come, first-served basis. March 16, 2012, will be the last day for accepting applications for regular HEAP benefits.

New York residents can check to see if they may be eligible for HEAP, and numerous other benefits, by answering a few questions privately online at myBenefits.ny.gov.

Local Resources

We hope you will save this list as a resource. It may be you find yourself in need or perhaps someone you know. If you are able to give, a number of the organizations below would be happy to accept a donation if you have time or other resources you wish to donate. Either way, you can get or give help through many of the offices and groups listed below.

Chenango County

- Low-Income Heating Assistance Program (HEAP) (607) 337-1500
Will help with fuel costs, cash assistance for unemployed, family services.
- Office for the Aging (607) 337-1770
Will help with fuel costs, updating home heating systems.
- Opportunities for Chenango County (607) 334-7114
Help with food and fuel costs, weatherization (607) 337-1700
- American Red Cross (607) 334-4565
Help with electricity, fuel oil, and propane in an emergency.
- Catholic Charities of Chenango County (607) 334-8444
Food pantry, help with medical prescriptions, emergency utility payments.
- Salvation Army (607) 336-7171
Thrift store (M, T, W, Th, F, Sat from 9-5, Weds 9-9)
- Department of Social Services (607) 337-1700
Help with employment, HEAP, family services or shelter information.
- Rural Services of Chenango County (607) 863-3828
Food Pantry (Tuesdays and Thursdays)
- Sheriff's Department (607) 334-2000

Otsego County

- Low-Income Heating Assistance Program (HEAP) (607) 547-1700
- Office for the Aging (607) 547-4232
- Opportunities for Otsego County (607) 433-8000
Help with food and fuel costs, weatherization (800) 986-5463
- American Red Cross (607) 432-5353
Help with electricity, fuel oil, and propane in an emergency.
- Catholic Charities of Otsego County (607) 432-0061
Help with medical prescriptions, emergency utility payments, food pantry.
- Department of Social Services (607) 547-4355
Can help direct you to employment, HEAP, (607) 547-1700
family services or shelter information

Third Party Notice

There are times in life when you may be unable to contact us because you are sick, or disabled in some way. By providing our company with a third party, (i.e. friend, relative, community organization), we can find someone to contact in the event that we are forced to terminate fuel deliveries because of unpaid bills.

This "third party" is not responsible for your bill in any way. You should choose someone who will get in touch with you after receiving the notice, and help you resolve the problem. Just fill out this form and send to our office:

Reese-Marshall Co
6254 County Rd 32
Norwich, NY 13815

I request that any notice stating my heating fuel deliveries may be terminated due to unpaid bills should also be given to the "third party" specified below:

Name: _____ e-mail _____
Address: _____
City, State, Zip: _____
Phone: _____ Acct #: _____
Signature _____ Date: _____

Name of person or organization to be notified:

Name: _____
Address: _____
City, State, Zip: _____

I (we) agree to receive any Notice of Termination for information purposes only, without obligation to pay amounts owed.

Signature _____ Date: _____

Energy \$ should go to fuel - not fees!

As we enter into the heart of the heating season, we thought it would be a good time to remind you some of our key delivery policies. By following these guidelines you can avoid fees.

If you are a **will call customer** you must place your fuel order a full week ahead of when you need it so we can fit you into our delivery schedule. We require a minimum order of 100 gallons. Do not let the tank run dry. Re-start fees may apply (\$25.00).

If you cannot wait and require **emergency delivery**, you will be charged a fee of \$75.00 + tax, or \$120.00 + tax on evenings and weekends. If this seems high, please remember in order to deliver you on an emergency basis we have to make a special trip to your home which may also incur overtime expenses. On average it costs us about \$4.20 a mile to run a delivery truck. **We encourage you to confirm you are out of fuel before ordering on an emergency basis.**

If you are on **automatic delivery**, we will make sure you do not run out of fuel. You do not have to check your tank, place a call, or remember to schedule a delivery. Just relax and stay warm!

Tip: If you really need that delivery, but want to avoid fees, try getting through on a 5 gallon can or two of Kerosene (not gasoline!). Just open fill pipe and dispense fuel from your can. Your fuel oil burner won't mind, and you'll save the special delivery fee.

A Generator can bring Peace of Mind.

We really like these EQ Propane Generators from Eastern Tool. They fit the niche so many of our customers are asking for:

- ✓ small enough to move, yet can keep a refrigerator and either a sump pump or a furnace running.
- ✓ Hooks up to either a 20lbs or a 40lbs grill tank.
- ✓ No electrician is required to hook these up.
- ✓ Perfect protection for power outages, floods, ice storms, etc
- ✓ **Price is under \$600.** Inquire with us today!



For the retailer, higher prices does not equal more profit

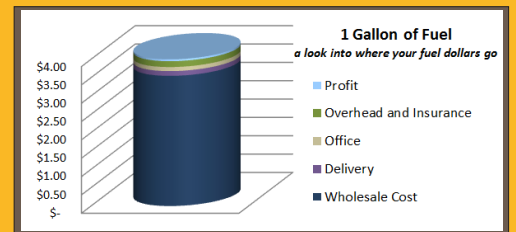
When prices for energy are on the rise it is typical for consumers to blame the local retail outlet for the increase. Most often, however, the very opposite is true.

When wholesale costs are on the rise, retailers end up taking a lower % gross profit, and instead will strive to keep a minimum cents per gallon profit to cover their operating expenses. Amazingly, in surveys of gasoline consumers most people thought the profit for the local station on a gallon of fuel was in the range of \$1.00 per gallon, when profit is closer to \$0.05 - and sometimes less!

The same is often true for a home heating fuel retailer like us. When underlying wholesale costs for fuel are increasing, and since pricing on the street typically lags wholesale price swings, we sometimes struggle to maintain a gross profit that adequately covers our

operating expenses. The last thing we want to do is raise the price to our customers.

The chart to the right shows a breakdown of underlying costs, and the eventual profit we make from a gallon of fuel oil sold based on current market pricing:



If all goes according to plan, only about 1% of sales, or 4 cents per gallon, makes it to the bottom line and becomes profit. Like most retail businesses, we are not trying to make a killing, just a living. Unlike "big oil" companies, we do not increase our profit margins when prices for fuel are on the rise

Next time you are frustrated by the cost of fuel, please remember, your local provider is probably frustrated too.

RESORTED
STANDARD
U.S. Postage PAID
Norwich, NY
Permit No. 104

ADDRESS SERVICE REQUESTED

Reese-Marshall Co.
6254 County Rd. 32
Norwich, NY 13815

