

From the President's Desk



Dear Valued Customer,
What a Winter! It may not have been the coldest winter on record, but it was one of the most challenging thanks to the copious amounts of snow. Storm after storm came to the area, making for dangerous driving conditions and endless shoveling. It is winters like this that make us appreciate those who are able to keep their driveways open and clear a path to their fill pipe. What a difference it makes to our delivery team! A big THANK YOU for all your efforts.

We also want to thank you for your business and hope our service met or exceeded your expectations. Please let us know how we did by submitting your thoughts at our website through the "Contact Us" page, or call anytime and speak to us in person. We love hearing from you!

Very truly yours,

Douglas Cottle, President



We make warm friends.

WHY OUR PRICE PROGRAM IS BETTER

Proven Track Record

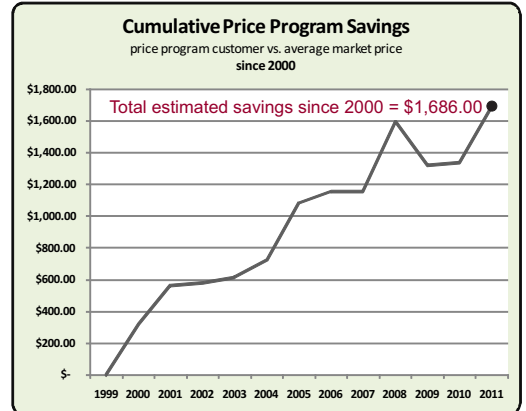
We have been offering price programs for over 20 years. Using averages, if you have been a price program customer over just the last 5 years, you have saved approximately \$530 vs. the customer that paid the average market price. That adds up to real savings and meaningful insurance. **We offer price programs because they work.**

No Up-Front Fees

Many other companies require price program customers pay an up front fee or "subscription" fee to participate. These fees are often based on how many gallons you use, and average fees for a typical household account are around \$250. But why pay more in fees up front? You may not use as much fuel next year and should not be punished for doing so. **We don't charge any up front fees to our program customers.**

No Hidden Limits

Some companies limit how many gallons you can use and still get their price 'protection.' Others stop their price protection after March or April. Just because it is a colder than average winter, or you take a delivery in May, doesn't mean you should lose your price protection. We don't play games. **You sign up, and as long as you stay current in your payments, you get the ceiling price or better.**



Great Service

All our customers get great service. After all - "we make warm friends" and seek at every level to listen and respond to our customers needs and concerns. We offer 24-7 emergency repair service and handle all kinds of installation work. Price Program customers are put on automatic delivery so they don't have to worry about running out of fuel, and they are on our budget plan which divides their payments into even monthly amounts. **Providing great service is our number one priority.**

Customer Approved

We wouldn't keep offering a Price Program if there were not a high demand for it. Join the program called a "life saver" and "best thing yet" for helping plan out energy costs and limiting higher fuel prices. The proof is in the pudding. **More than 65% of our customers choose to be on a price program. Once they get on, we see a nearly 100% renewal rate.**

Service Department News Service Department News Service Department News Service Department News Service Department News

Certified to help you Save Energy



Did you know Reese-Marshall is a BPI Certified contractor, able to provide complete building analysis to determine your energy usage and identify areas of energy loss in your home.

Using the house-as-a-system approach, we can conduct comprehensive whole-home assessments that go beyond a traditional energy audit to establish performance levels and trace problems to the root cause. Then we prescribe and prioritize real solutions based on proven building science. At the end of each job, a second assessment will confirm that the desired performance improvements have been achieved.

The result is work that's done right – the first time. Energy efficiency is enhanced for the long-term, while occupant comfort, health and safety are not just protected, but often dramatically improved. Call us for more information or to make an appointment.

Investing in Efficiency: Air Conditioning System Maintenance

Summer is nearly here and it won't be long before your air conditioning system will be put into regular use. Before you switch over to cooling your home, it is important to get your system cleaned and tuned.

A/C systems are precise mechanical units with tight tolerances. Any variance can result in poor efficiencies and more wear and tear on your equipment.

Our 20 point preventative maintenance addresses many items including refrigerant charge pressures, motor bearings, contact points and control specs insuring you get maximum output and efficiency.



We also pay close attention to cleaning the coils and draining systems since they can plug up with sludge and dust that has passed through the filter and accumulated on the evaporator coil. Often standing water in the condensate pan can harbor harmful bacteria which can become airborne when the system is running.

A full Air Conditioning Maintenance will address all of the above issues resulting in a unit that will safely and efficiently cool your home. Call our Service Department to set up an appointment.

So much for Supply and Demand ...

The price of oil has become a barometer for everything from the outlook on the global economy, to investor responses to political unrest in the Middle East. Producers and refiners rake in profits at the mere whiff of supply issues. Wall Street traders use options to trade on what the price of oil will be in the future. They have no intention of using the oil, but their participation in the markets adds to the volatility and often to the inflated prices. In fact, the future cost of oil is almost always higher than the current price, as traders feed what seems to be a self fulfilling prophecy. Meanwhile the 24-hour

cable media machine creates hype around oil prices, reporting on the slightest moves made on Wall Street.

There was a time when the price of oil was based on supply and demand. That was a long time ago. Beginning with OPEC in the 1970s, markets have been toyed with to help bring the highest profits to the producers, refiners, and commodity traders. This greed is hurting our national and local economies, and more importantly our neighbors and customers. We think it is time for a change.

what is a consumer to do?

The forces that push around the price of oil are well beyond the power of any individual, but there are things you can do to help protect yourself against higher prices, and lower your overall energy costs.

- ☑ **Get on our Price Program** > Our price program protects you from volatility in the oil markets; our ceiling price means you know the *most* you will have to pay per gallon and if prices drop next year, your delivered price for fuel will likely be less than the ceiling price. Price programs include budget plans to help you spread payments out over the year.
- ☑ **Keep your equipment tuned** > This is especially true of your heating equipment. Spring is the time to get the most out of your cleaning and tune-up. Annual preventative maintenance for your A/C equipment is also recommended.
- ☑ **Drive differently** > Little things go a long way in the car; Drive slower, carpool, don't run the A/C, don't idle your car unnecessarily. It all adds up to burning less fuel and saving you money.
- ☑ **Make your home more energy efficient** > with better insulation, zone heating, and programmable thermostats. We are BPI Certified Building Analysts and have the answers. Call our Service Department to get started.
- ☑ **Insist Washington tackle this issue** > How about starting with more efficient automobiles? - Did you know in Europe reasonably priced diesel cars such as the VW Golf, commonly get 75mpg. Hello? Or how about we ask Washington to tackle Big Oil and Wall Street? It all seems impossible, I know, but maybe if we all make a little noise we can be heard. Start at the top and contact the White House: <http://www.whitehouse.gov/contact>

Employee News and Notes John Covell Retires



This May a new adventure begins for one of the best employees Reese-Marshall has ever had. His name is John Covell. Always one to lend a hand, he will be missed by employees and customers alike.

For over 35 years, John has made the safe and efficient delivery of fuel his specialty. That truth came home when, in 1997, John had a minor heart attack and Doug Cottle stepped in to cover John's delivery routes.

This is how Doug remembers it: *I quickly learned how difficult it is to do about 200 deliveries a week with efficiency and accuracy. His knowledge of customers as to where they live, how much they use, how to navigate every driveway and fill in a safe clean way was such a big asset to our delivery team. John was always cordial to the customers and had an awesome safety record. In over 35 years I can't remember a single chargeable vehicle accident. Employees like this don't come very often, and John is among the best.*

We sincerely wish John the very best in his retirement and trust he will still come around and say hello once in a while. Thanks for all you have done for our customers over the years, John!

Get the most out of your heating equipment with our

Burner Service Plans

Are you paying a premium for heat?

You probably are if your burner isn't checked and adjusted by professionals who know how to do it right. Like any fine machine, your burner needs to be serviced regularly. Imagine only getting the oil changed in your car every 30,000 instead of every 3,000 miles? Never! So why treat your burner in the same fashion?

It's all in the numbers.

During the year, your heating system's efficiency will drop approximately 5% because of carbon buildup, and adjustments that may be needed, If you use 900 gallons of fuel annually, this could cost you another \$175 in fuel, or more! Proper servicing will restore efficiency, save you the \$175, and give you the confidence of trouble free heat all winter long, even when the temperature drops to minus 20°F.



Ed Gilbert Service Department Manager

"I grew up in the heating business and have been specializing in burner service since 1976. In the last 50 years I have seen just about every possible scenario play out. I know how much a customer can benefit from being on a service plan. Get the most out of your heating system through proper servicing and the best protection when things go wrong."

Our customers say it best:

We could boast about our service standard, or tell you we are honest and good people to deal with, or we could just let our loyal customers tell you themselves. With comments like these it is not surprising most of our new accounts come from "word-of-mouth" advertising.

"Your service has always been excellent. It is the #1 reason why we have been with you as long as we have!"
J.O., Sherburne, NY

"Your service is outstanding! Thank you all for going the extra mile."
J.F., Morris, NY

OR CURRENT RESIDENT

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

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

