

FALL
2011

Hot Ideas!

Fuel Dealers of
Tidewater

ENERGY TIPS FOR OUR CUSTOMERS

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



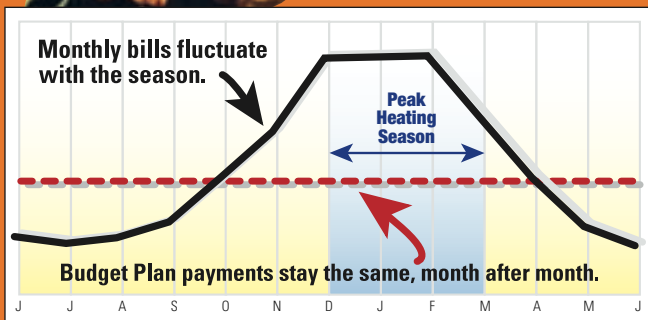
Tidewater Oilheat Consumers ♥ Their Budget Plans!

Although Tidewater winters are mild compared to the rest of Virginia, it can still get pretty cold ... and the lower the mercury falls, the higher your heating oil bills can rise. That's why we encourage all our customers to enroll in a budget plan.

A budget plan helps you "divide and conquer" by taking your yearly energy cost and dividing it into equal monthly payments throughout the year. No matter what happens weather-wise or otherwise, you'll have the peace of mind and convenience of knowing exactly what you'll pay every month – something you can

feel good about when those winter holiday bills start piling up.

Take control of your energy expenses and sign up for our budget plan today.



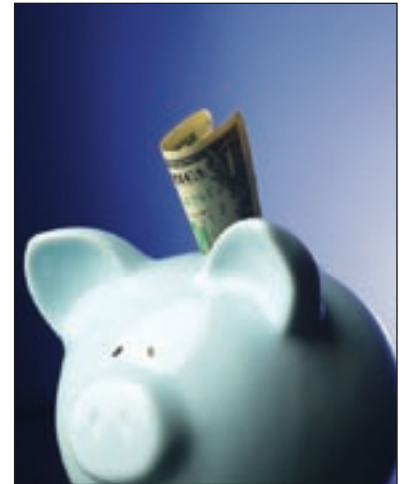
With a budget plan, your fuel payments are spread evenly throughout the year.

Use Less Oil

As your local Tidewater Oilheat dealer, we want you to use less oil and spend less money. We are your conservation partner, helping you find ways to cut energy consumption and save some much-needed cash.

* **Consider investing in new, high-efficiency equipment.**

If your boiler or furnace is more than 15 years old, this is a wise move that could lower your energy costs by up to 30% or more. Newer systems burn fuel more efficiently than those installed "back in the day" – that means you can use less oil.



* **Get your boiler or furnace tuned up annually.**

Preventive maintenance ensures that your boiler or furnace performs as cost-effectively as possible. NORA (the National Oilheat Research Alliance) says that annual tune-ups can shave up to 5% off your fuel bill. Guess what that means? You may use less oil.

* **Enroll in a service plan.** It will protect you against costly equipment repairs or even breakdowns. Heating systems that are "healthy" could use less oil.

* **Listen to our advice.** We really care about your comfort – and we are always here to offer simple steps to lower your energy bills ... and help you to use less oil.

Use less oil – with our good wishes! After all, when you conserve energy, you save money – and you contribute to a greener planet.

Fall Is a Great Time to Go Green



With the leaves turning orange, red and yellow, fall is a great time to go green – and going green means saving energy and money. When it comes to conservation, here are just a few ways to “turn over a new leaf”:

Long-Term Advice

- ♥ **Upgrade your heating system** to a more energy-efficient one and lower your energy bills by up to 30% or more.
- ♥ **Replace your burner** with a modern flame retention burner, which can lower energy costs by as much as 17%.
- ♥ **Install a programmable thermostat** and set it to lower the temperature at night and whenever the house is unoccupied. Lowering your thermostat by 10 degrees at night can reduce your heating bill by 10% to 20%.
- ♥ **Get a humidifier** to add moisture to the air. Moist air feels warmer, so a humidifier can help you feel comfortable even though your thermostat is set at a lower temperature.

Short-Term Advice

- ♥ **Get your heating system tuned up annually.** This could lower energy bills by up to 5%.
- ♥ **Keep doors and windows closed** as much as possible. (That includes overhead doors on attached garages.)
- ♥ **Open south-facing window curtains, drapes and blinds** during the day. Close window coverings at night to keep the heat in.
- ♥ **Weather-strip and caulk windows.** Check window frames for cracks and fill them with caulk that contains silicone.
- ♥ **Check all exterior doors for air leaks** and weather-strip and caulk as needed.

They Don't Make Them Like They Used To ...

They Make Them Better!

From high-tech housing to low-profile designs, new heating systems are made way better ... and more efficient!

The latest heating system innovations include:

Multi-Stage and Modulating Burners, which alter the intensity of their flames automatically to match the demand for heat.

Condensing Boilers and Furnaces, which circulate the combustion gases more thoroughly until virtually all the heat is absorbed by heat exchangers.

Combined Heat/Hot Water Boilers, which can reduce energy consumption by as much as 40% when replacing conventional heat and hot water equipment.

Hybrid Systems, which integrate renewable solar or geothermal energy.

Smart Microprocessor Controls, which continuously adjust the system's run cycles to match the building's true heat load.

Vaporizing Technologies and High-Flow Atomization Burners, which use advanced combustion strategies to reduce emissions.

High-Tech Designs, which make modern heating equipment more durable, energy-efficient, quiet and more compact than ever before.



Heating Assistance Is Available

Assistance is available for those of our customers who need help paying their heating bills, as well as crisis and weatherization assistance.

To obtain an application, please contact your local department of social services before November 11, 2011. Applicants should expect notification of their eligibility determination by mid-December.

For more information, visit the Virginia Dept. of Social Services website, www.dss.virginia.gov/benefit/ea.



So, is it time for you to upgrade to a new, super-efficient heating system?

If your current unit is 15 to 20 years old, is not heating your home as evenly or quickly as it should, and is breaking down far too often, **call us now!**