

NORA Launches “OilheatAmerica” Website

Strategy provides information platform for consumers across USA; part of marketing thrust complemented by brochures and Oilheat sales aids

Thanks to the startup of www.oilheatamerica.com, the power of 24/7 access to information is now supporting Oilheat’s cause.

Up and running for several weeks, this site is very easy to navigate and provides a consumer-friendly answer to many questions about Oilheat — often asked by experienced customers, as well as new users and inquiring minds.

The website provides an immediate reference to what Oilheat is all about, and is ideal for situations where you can’t respond in person right away or devote time on the phone to answer generic questions.

The home page entry provides the option of taking a brief tour through the industry or linking to specific explanations about how modern Oilheat systems work. Safety, ecology and “Clearburn” technology that’s in the works are among the topics. Special attention is given to buying or selling an Oilheated home and selection of a new Oilheat system.

Energy saving tips, frequently asked questions (FAQs), and a section devoted to indirect hot water storage round out the consumer focus.

The reading copy is designed to inform, without the burden of technical information that is best explained by a local Oilheat dealer. Emphasis is placed on Oilheat’s high-efficiency operation and value that are available here and now, plus the consumer satisfaction gained by working with a local heating oil provider.

Additional pages encourage builders to utilize Oilheat in new homes and realtors to understand and sell the many positive aspects to Oilheat.

NORA’s commitment to our industry involves many levels: the development and implementation of education and training materials to strengthen our ranks; research and development initiatives to position Oilheat as the fuel of choice; and consumer education to make the general public aware of the many advantages Oilheat has to offer.

With PriMedia’s creation of oilheatamerica.com, we’ve made a huge stride forward in improving Oilheat’s image with homeowners and business people alike.

We encourage you to log on to this site; there is a PowerPoint presentation on Clearburn ScienceSM you can download. Oilheat dealers with their own website and NORA associations are welcome to create a direct link to www.oilheatamerica.com from their respective web pages.



Have you ordered truck and van decals?

NEW Oilheat Technician’s Manual is now available!

NEW Insurance Guide For Oilheat Cos.

...see order form for these and a host of other Oilheat support products.

An active home page coupled with “click to” options as shown below provide a warm welcome to www.oilheatamerica.com

THE OILHEAT STORY

HOMEOWNERS

HOW YOUR SYSTEM WORKS

SAFETY

ECOLOGY

ECONOMY CONSERVATION

SAVE EVEN MORE

CHOOSING A NEW SYSTEM

BUYING OR SELLING A HOME

ENERGY SAVING TIPS

FAQS

SELLING AND BUILDING WITH OILHEAT

HOME

Did you know that the venerable Statue of Liberty guarding New York harbor keeps staff and visitors warm with Oilheat? That and other Oilheat dynamics can be found on this innovative site.



The third quarter of 2002 for NORA continued to advance the cause of Oilheat.

The Build With Oil program was released in August. For the first time, heating oil dealers and their employees will have professionally prepared materials that highlight the many advantages of Oilheat. The materials educate builders about Oilheat, "the clear choice."

Among the more exciting developments is the release of "Oilheat, The Clear Choice" kit. This kit is being sent to every Oilheat industry participant. It includes an outstanding video that highlights many of the benefits of using Oilheat, and describes the storage of Oilheat, the safety of Oilheat, and most importantly, the comfort. For many in the industry who are not aware of the tremendous strides that have been made (or never really thought about the many changes over time) this video captures the movement. It provides guidance on what dealers can do to improve their public presentation. Also included are brochures that can be distributed to customers, and a booklet that summarizes the consumer information researched for NORA, and its implications for the heating industry and Oilheat customers.

Another NORA initiative is the release of the new Oilheat technical training manual and NORA's first training video. The long awaited manual paves the way for improved training for service technicians. Additionally, a new test for the Oilheat certification program has been developed and will be used in all future training. New shirt and hat patches have been designed to function as Oilheat identities for the years ahead.

We also wish to report that the National Oilheat Research Institute (NORI) has conducted its first meeting. Peter Carini, executive of Champion Energy, Stamford, Conn., was elected Chairman. One priority is to develop an electronic smoke tester. A second is to continue work on fuel quality in an effort to ensure that the product quality component to heating oil is at the uniformly optimum level that technology can achieve today.

Research will be directed at homeowner tanks, an important subject for both companies and our customers. Much of the concern stems from our lack of understanding what causes storage tank failures and the true costs associated with a failure. This project should develop information that will enhance the acceptance of storing Oilheat at residences.

As always, each quarter we try to set goals to continue to move the industry forward. In the coming months, we aim to complete several training videos, develop additional consumer education materials and a real estate information program, and release the first research report on how to improve Oilheat as a consumable product.

Robert Greenes, Chairman

John Huber, President

NORAcalendar

Along with all the state and regional events scheduled for 2003, three major Oilheat trade shows and industry conventions will occupy April, May and June. For those who like to mark their calendars and Palm Pilots well in advance of events, they are:

- AREE (Atlantic Region Energy Exposition) held at the end of April, Atlantic City, NJ again opens up the Oilheat trade show season.
- NAOHSM (National Association of Oil Heating Service Managers) will celebrate its 50th Anniversary with a week long event and trade show, May 18-22 in Hershey, PA. A vintage truck and Oilheat mechanical museum will be a special attraction.
- NEFI (New England Fuel Institute) brings the biennial Heating & Energy Expo back to Boston June 10-11. This event includes a major trade expo as well as business sessions.

NORA MEETINGS

- Consumer Education Committee
November 15, 2002
Hartford, CT
- NORA Board of Directors
April 2003 at the Atlantic Region Energy Exposition
Atlantic City, NJ



Oilheat Recruitment Efforts Continue

As reported earlier, the National Association of Oil Heating Service Managers (NAOHSM) has produced both a CD and accompanying pamphlet that focus on the Oilheat industry. Designed for use at high school career days and similar job fairs, these handouts serve as an excellent introduction to Oilheat for consumers and job seekers alike. Both the CD and pamphlet distribution are supported by NORA funding.

NAOHSM has since created a career "banner stand" that can be loaned out to your company or association for use at an event.



The stand weighs about 7 lbs. and can be set up just like a portable movie screen by one person in 2-3 minutes.

To arrange for use of the stand, please send an e-mail to ly.greystone@verizon.net or phone 978-927-0188. There is a \$100.00 processing fee, which includes "ship to" costs. Please plan ahead if you want to use the stand. Several are now in circulation. (A limited number of CDs and pamphlets remain available. Inquire at the same time.)

First Ever “Oilheat Visions” Conference Shows The Potential of Clearburn Science Projects

Unique mix of NORA, PMAA, NEFI and Dept. of Energy joint sponsorship draws over 600 Oilheat marketing and engineering professionals to Providence meeting

The many facets to the Oilheat industry and the growth initiatives undertaken since the formation of the National Oilheat Research Alliance (NORA) took center stage during the recent three-day Oilheat Visions conference in Providence, R.I.

In August, NORA teamed with the New England Fuel Institute (NEFI), Petroleum Marketers Association of America (PMAA) and Brookhaven National Laboratory (BNL) and its parent, the U.S. Dept. of Energy, to provide Oilheat with its most embraced educational conference ever.

The event provided NORA an opportunity to communicate and exhibit many of the projects and objectives now underway in terms of marketing and industry education. Over six hundred attendees bore witness to how Clearburn Science can infuse an entire industry.

The annual Oilheat Technology Symposium conducted by Brookhaven National Laboratory was a concurrent program to the Visions Conference. Evaluation of a number of fuel and air quality studies conducted (and planned for), NOx reduction in residential burners, flame quality, and Oilheat equipment that addresses environmental issues were among the technical presentations. While supply lasts, a printed compendium of this year’s symposium with accompanying charts and data is available via Brookhaven National Laboratory. Direct requests to mcdonald@bnl.gov.

- The new “Clearburn Science” identity for Oilheat made its introductory mark via signage and vehicle decals. By using this circle logo, a heating oil company expresses its commitment to the future. Dealers are encouraged to display the logo to give a modern and consistent look to Oilheat.

- A comprehensive report by market research firm Ipsos-NPD provided insights to public attitude toward Oilheat. Related seminars offered sales and communications guidance as to how consumer misperceptions about Oilheat could be overcome.

- On the education front, NORA Industry Education and Training Chairman Robert Boltz, presented a new training video titled “Action Response to a No-Heat Call,” which is now available from NORA. The informative 22-minute videotape treats a no-heat call as a perplexing situation that a service technician must confront. The script presents a specific no-heat situation, and then, step-by-step, reviews how to assess the problem and bring it to a resolution. Copies of the video are now available. Other training videos, covering such topics as tune-ups, the benefits of Oilheat, and proper oil deliveries are in production. See order form, this newsletter.

- Mike Markarian, administrator at the NORA Education Center, reviewed the work being done on NORA Certification Programs.

The Center has developed a master list of Silver/Gold accredited courses (which can be found at www.noraed.org) and is building a network of certified trainers. The Education Committee has published a new version of the basic Oilheat Technician’s manual for basic training and has released it for distribution.

Markarian noted that dealer participation in the certification program can result in lower call-back rates and satisfied customers, in turn creating a more successful company with higher profits.

- “Build With Oil” (BWO) founder and prime motivator Don Farrell reported on recent efforts to reach out to builders, home designers and realtors. With the assistance of a NORA grant, BWO has undertaken a nationwide advertising program to custom builders. They have also created a support program containing materials needed to convince builders and realtors about the merits of Oilheat. Training materials, sample letters, data sheets and brochures are available to interested parties.

Of note: NORA’s success in the United States heating oil market has influenced dealers to the north. Canadian Oil Heat Association (COHA) President John Butt revealed that NORA provided the inspiration for COHA to explore a heating oil check-off program for Canadian dealers and oil heating contractors.



Oilheat Visions



A 32-page booklet, “A National Oilheat Roadmap” discusses many of the challenges facing Oilheat in both technical and marketing areas, and provides a running commentary on how these situations might be addressed for future growth.

A PDF file that can be printed out is available at www.nora-oilheat.org. Several workshops have been attended by Oilheat dealers and industry professionals, leading to publication of this booklet. The “Roadmap” program was conducted by Energetics, Inc. specifically for Oilheat under a grant from the U.S. Dept. of Energy.



“Build With Oil” Program Targets Builders, New Home Buyers On Two Fronts

National presence in builder magazines is reinforced by local Oilheat dealer participation as a “Build With Oil” partner

On the national front

In the spring of 2002 “Build With Oil” (BWO) launched a program aimed directly at the custom and luxury home builders.

BWO will appear on a monthly basis in the two most influential builder trade publications, *Custom Home* and *Luxury Home Builder*.

The messages carry the NORA advertising theme “Powered by Clearburn Science” while calling the dealer to action to “spec,” “build” and then “sell” their homes with oil heating and hot water. They emphasize oil’s cleanliness, efficiency, and economy. In essence, they portray oil heating and hot water as the modern fuel of choice.

Along with this effort, BWO will be running a direct mail postcard campaign to builders across the Oilheating states. The cards will repeat the theme appearing in the magazines.

This past February, BWO featured oil heating and hot water in a “zero energy” display home at the International Builders Show in Atlanta. In addition, BWO will represent Oilheat at various builder and custom builder shows throughout the year.

At the Oilheat dealer level

The local component offers Oilheating companies the Exclusive “Build With Oil Marketing Kit” containing “in-house” training materials, sample sales letters, advertising slicks, brochures, direct mail postcards and brochures, CD-ROM and video presentations etc. (Available via the order form in this newsletter.)

To become a Build With Oil partner, an interested heating oil dealer needs to register with Build With Oil. This allows BWO to pass along active builder leads generated by the advertising and postcard mailings as well as keep the partners up-to-date on new developments with the program.

A BWO partner form is enclosed when you order any of the Build With Oil items via the NORA Fulfillment Center; pgs. 6-7. A website form can be obtained at www.oilheating.com/bwo.html. Don Farrell, publisher of *Oilheating Journal* and a prime motivator behind the entire program, can be reached via email to info@oilheating.com or 973-331-9545.

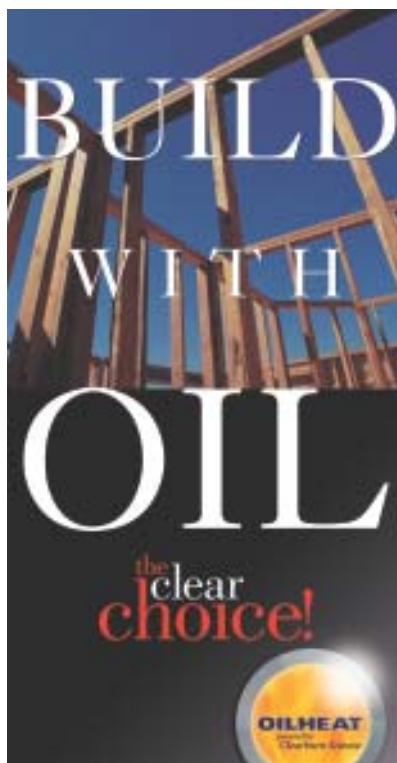
BWO was founded ten years ago by Don Farrell, *Oilheating Journal*. It is currently funded by NORA, Oilheat Manufacturers Association (OMA), and *Oilheating Journal*.

“Dealers might be surprised at how much interest there is from builder audiences outside what we might consider Oilheat’s core marketplace. But those of us who have been involved with the program continue to recognize that Oilheat imparts a lot of comfort and high efficiency throughout regions where homes are designed and built to suit individual tastes. We anticipate even greater draw to the program, thanks to NORA.”

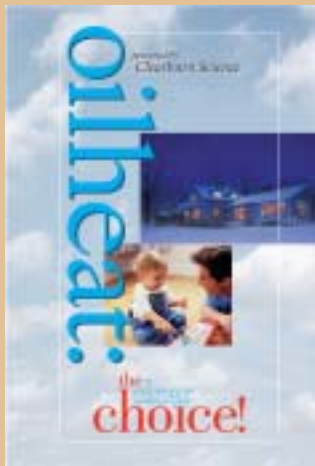
Don Farrell
Oilheating Journal



For the first time in recent memory, Oilheat campaign aimed at the architect/builder and Full-page color advertisements will run in



...and on the consumer front, NORA Oilheat dealers will soon be mailed a free marketing package consisting of:



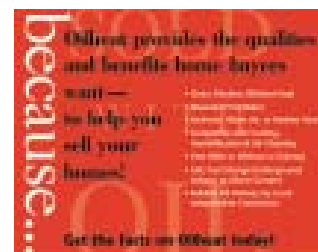
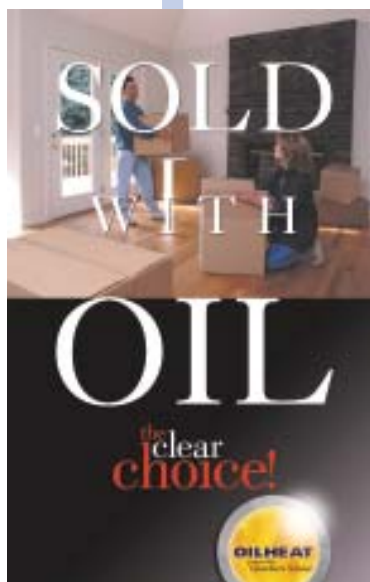
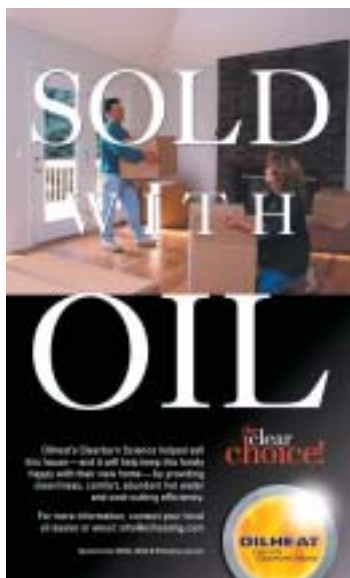
“Clear Choice”
Consumer
Brochure



“Clear Choice”
Consumer
Video



Special
Market Study
Commissioned
By NORA



Oilheat dealers can support this program in their own marketplace with folders and postcards that reinforce the message.

Items are in three categories: General Oilheat Promotion, Business and Technical Education and the "Build With Oil" program. Please print out this form and use it to order all materials. Payment to NORA FULFILLMENT CENTER must accompany this form for your order to be processed. Please allow 2-3 weeks for receipt of your order from the time you mail it. Items are shipped best way, often FedEx ground. We may use the U.S. Postal Service for single books and media. Please remember to provide a physical street location for receipt of your items. Thank you.

Please Note: All items are being distributed at cost and include shipping within continental USA. Prices subject to change. There is a separate fulfillment charge. Compute and include at the end of your order.

ITEMS FOR YOUR BUSINESS AND OILHEAT PROMOTION

<u>ITEM#</u>	<u>Item Description</u>	<u>PRICE</u>	<u>QTY.</u>	<u>TOTAL \$ PER ITEM</u>
CBS-1D	Circle Decals for Vehicles, etc. 15" Diameter Self-adh. Prices are for qty. lots as shown.	Remit \$5.00 for every 10 requested.		
CBS-2D	Circle Decals for indoor applications. 4" diameter	\$3.50 per dozen		
CBS-PATCH	Shirt or pocket patch, 3.5" circle/ avail. Dec.2002 heat seal iron-on transfer; Clearburn Science (NORA logo not on patch)	\$4.20 per dozen		
"BENEFITS OF OILHEAT" ITEMS				
Consumer Video and Booklet explains Oilheat. Ideal for consumers, builders, realtors, dealer staff... anyone.				
NORA-BOOH1	Video and 50 Consumer Brochures	\$20.00		
NORA-BOOH2	Consumer Brochures (50) Only	\$7.50		



BUSINESS EDUCATION ITEMS

<u>ITEM#</u>	<u>Item Description</u>	<u>PRICE</u>	<u>QTY.</u>	<u>TOTAL \$ PER ITEM</u>
NORA-INSM	Oilheat Industry Insurance Manual This manual is designed to show owners and operators how to better understand insurance and how to manage risk. Provides practical business insurance guidelines.	\$11.00 ea.		



TECHNICAL AND SERVICE EDUCATION ITEMS

<u>ITEM#</u>	<u>Item Description</u>	<u>PRICE</u>	<u>QTY.</u>	<u>TOTAL \$ PER ITEM</u>
NORAED-OTM	Oilheat Technician's Manual This manual is the basic manual used for introductory Oilheat burner and service training. It has been newly edited and revised by NORA and replaces the earlier PMAA manual.	\$25.00 ea.		
Technical/Service Videos:				
NORAED-V1	No Heat Call Video / Available Now 22 minutes; a systematic guide to addressing a no-heat call.	\$4.00 ea.		
NORAED-V2	Tune Up Video / Available Dec. 2002 Describes the proper way to tune up an Oilheat system.	\$4.00 ea.		



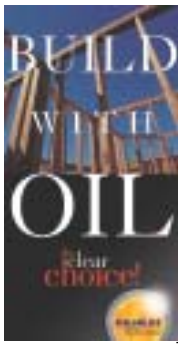
COMING SOON: Homeowner/ Realtor Packages / Available Spring 2003

This collection of materials includes information for realtors, for homeowners, and others on the benefits of Oilheat.

NORAED-V3 Fuel Oil Delivery Video / Available 2003

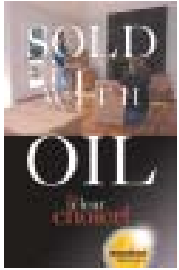
This short video will show the proper way to deliver fuel oil to a residence. Will include HM-126 training as well as proper loading procedures within that video.





BUILD WITH OIL ITEMS

“Build With Oil” is a cooperative project of NORA, the Oilheat Manufacturers Association, and Oilheating Journal. Materials are available to any Oilheat marketers who is interested in attracting the builder, customer builder, developer and related new home market. Complete information about “Build With Oil” can be obtained from Donald Farrell at info@oilheating.com Ph: (973) 331-9545.



MARKETING-TO-BUILDER ITEMS

ITEM#	Item Description	PRICE	QTY.	TOTAL \$ PER ITEM
BWO-1	“Build With Oil” Jumbo Postcards/ 50 ea. of three postcards for new home/builder/architect marketing	\$50.00 for the set		
BWO-2 (All items are in one set)	<ul style="list-style-type: none"> • “Build With Oil” Builder Brochure group of 50 • Builder Folder / group of 50 • Homeowner Folder / group of 50 • Dealer to Builder Letter 	\$70.00 for the entire set		
BWO-3.	<ul style="list-style-type: none"> • Ad slicks and logos / 5 sheets (8.5 x 11 camera-ready items for advertising) • PLUS: Clearburn Science color stick-on circles as 50 peel-offs on an 8.5 x 11 sheet (5 sheets in a set) 	\$20.00 for all		
BWO-5CD	<u>Build With Oil for Builders Presentation and Sales Training for Dealers and Staff</u> (sales training helpful for all types of customers) Each package supplied with Sales Training Brochures (25) Presentation package on a CD	\$80. ea.	show qty. CD =	
BWO-5VHS	Video Presentation package	\$80. ea.	VID=	
BWO-WS	<u>Work Site Sign (24 x 36 inches)</u> This is a custom personalized sign that can show either your name or name of a builder. \$200 first sign; \$150., each successive sign This is not an inventoried item. Allow extra time for receipt of order.			

PROCEED TO TOTAL \$ COST FOR ALL ITEMS ORDERED / SHOW HERE
Please check your math. Thank you.

\$

Massachusetts and Virginia Companies Only. Add In Sales Tax.
Massachusetts = total x .05; Virginia = total x .045

\$

SUB-TOTAL

\$

ADD IN AT THE FOLLOWING RATE FOR HANDLING/FULFILLMENT

IF YOUR ORDER SUB-TOTAL IS:

Note: If order is to be shipped outside of continental USA, we will advise of the additional transportation charges if they apply.

\$15 and up to \$25... add in \$7.00
 over \$25 up to 50... add in \$12.00
 over \$50 up to 100 add in \$18.00
 over \$100 up to \$300 add in \$25.00
 over \$300 add in \$45.00

\$

YOUR TOTAL AMOUNT DUE

\$

MAKE YOUR CHECK PAYABLE TO:

NORA FULFILLMENT CENTER Post Office Box 314 Watertown, MA 02471-0314

MAIL PAYMENT WITH ALL PAGES OF THIS FORM. MAKE A COPY FOR YOUR RECORDS. COMPLETE THE “SHIP TO” DATA IN ITS ENTIRETY.

Your Name _____
 Company _____
 Street Address (no P.O. Boxes, please) _____
 City, State, Zip _____
 Phone _____ Fax _____ Email _____

IF YOU WISH TO PAY BY CREDIT CARD: MC, VISA ONLY

IF PAYING BY CREDIT CARD, MAIL FORM OR FAX TO: 1-866-924-1200

Name on Card _____ Authorized Signature & Date _____
 Card Type: MC VISA Your Direct Line Phone Number _____
 Card Number _____ Card Expiration Date _____

Phone: 703-519-4204
 Fax: 703-519-4205
 E-mail: info@nora-oilheat.org

Oilheat Technician Certification Gets Boost With Intro of New Manual, Training Videos

Manual focuses on skill areas and knowledge to receive Silver Certification; Gold book to follow

The revamping of the standard Oilheat Technician's Manual has come to fruition with the publication of a new manual. The new edition was authored by industry consultant Bob Hedden, with support materials from leading manufacturers throughout the industry.

In tandem with the manual, several education videos are being made available, the first two addressing "no heat calls" and "proper tune-up procedures." The 408-page manual is available through the NORA Fulfillment Center at \$25.00 per copy, and the videos at \$4.00 each.

Users of these materials will find the training material to be most relevant for basic technician training, with the primary focus on burner operation and controls as they relate to the entire heating system.

"Action Response To a No Heat Call" Is Video #1

This video takes a proactive approach to servicing Oilheat systems. The technician answering the call courteously interviews the customer. Using the proper tools, gauges and instruments he professionally troubleshoots the system, finds and fixes the immediate problem and continues the investigation until the underlying cause is found, corrected, and documented.

Information on troubleshooting and service procedures is covered by Chapter 14 of the 2002 edition of the NORA Oilheat Technicians Manual.

The video was conceived and scripted by Don Allen, E.T. Lawson, Hampton, VA; Bob Boltz, V. R. Boltz, Lebanon, PA; John Levey, Oilheat Associates; and Mike Markarian, NORA Education Center.

Serving on the review and editing committee: Dave Alt, Allanson Controls; Charlie Bursley, Hago Nozzles; Peter Cullen, Bacharach; Bob Hedden, Oilheat Associates; Jerry Herron, R.W. Beckett; Rich Simons, Honeywell, and Brent Smith, Suntec.

A thank you to Jeff Moore (who didn't have to act; he really is a great service technician) and Lloyd Glazer, of PVS Video, who ensured that this production was accurate and professional. The video was produced at the Pennsylvania Petroleum Marketers and Convenience Store Association (PPMCSA) Training Center in Highspire, PA. A special credit is due Don Welcomer, PPMCSA, for his timely assistance and site arrangements for this production.



Plans are underway at the NORA Education Center to forward a Certificate of Achievement to all Silver and Gold participants in the NORA Oilheat Certification Program. A Certification card and patch will also be issued.

Certification patches and a cap will be available for purchase via the NORA Education Center at a later date.

Responding to a "no heat" call is covered in detail by the first training video produced under NORA's industry education program. It is available via the NORA Fulfillment Center.

