

Technical education takes center stage with support from NORA initiatives

Growing participation in technician certification; state/regional programs; tune-up video; renewed demand for technical training.

Oilheat is rapidly making up for lost ground in the realm of technical training and proficiency, as evidenced by the number of hands-on training programs and educational products introduced during NORA's two years of operation.

- The technician Silver and Gold certification program is in full operating mode, and a Bronze apprentice recognition is now available. All technicians who had earned certification under the former PMAA program (since adopted and now managed by NORA) have been issued NORA certificates and wallet-sized ID cards. Information about maintaining certified status and the entire training program is available on the web at www.noraed.org. Technicians can lookup their status and training history on the site.

- Certified patches and caps are available for ordering via the NORA website, as are educational products mentioned below.

- NORA has issued several educational products, including:
 - A revamped "Basic Oilheat Technician's Manual" which is already scheduled for a 2nd printing due to heavy demand.
 - Two training videos "Response to a No-Heat Call" and "Tune-Up Procedures." A third video, to be released this spring, will focus on delivery procedures.

- Eighty Oilheat senior managers and technical training instructors met in Baltimore last month for a 2-day session to receive guidance in contemporary Oilheat training and to assess future training needs.

- The National Association of Oil Heating Service Managers (NAOHSM) is providing a lift to education with its "Adopt a High School" program (see story herein).

- Several associations are using a portion of their NORA funds to purchase the new Oilheat manual and videos and distribute them free of charge to Oilheat companies in their state/region. All told, these and related education efforts represent a sound and vital investment in the future of Oilheat.

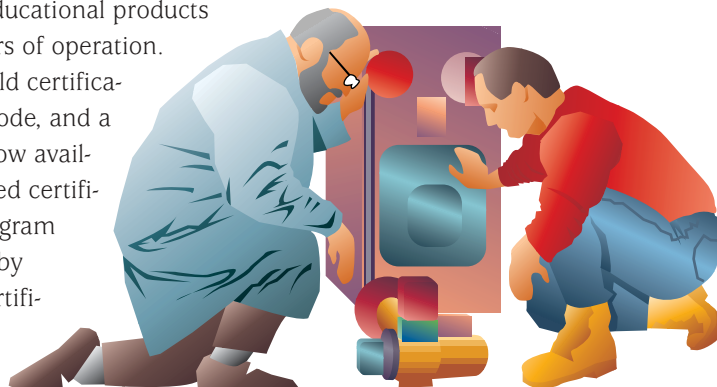


Illustration courtesy of New England Fuel Institute

NORA Would Like to Hear From You

NORA plans to initiate an Email service to strengthen Oilheat industry communications. This service is being designed to aid the heating oil industry in understanding world events, and will provide a format for questions, answers, and discussions about NORA programs. Please register at www.nora-oilheat.org/join if you would like to take advantage of this service.

Martin Agency Makes Debut for NORA

NORA has selected The Martin Agency, Richmond, VA as its national agency of record. The agency is responsible for developing and producing a multimedia education campaign including print, out-of-home, TV and radio. The agency will also handle media planning and buying.

Via the efforts of The Martin Agency, NORA aims to ensure that the public knows the benefits of heating with oil. The first work from the agency is due later this year.

"The Martin Agency has the right combination of strategic thinking and creativity that we need to best articulate our brand," said John Huber, president of NORA. "We established a terrific rapport from the very start and we look forward to working with them to further develop and communicate our brand identity."

"It's clear that the small and medium sized businesses that NORA represents are passionate about what they do," said John B. Adams, Jr., Chairman and CEO of The Martin Agency. "We believe that passion will help lead us to some great work on their behalf." In addition to NORA, clients include ALLTEL, AXA Financial, Champion Mortgage, Coca-Cola, Dominion, GEICO, Hanes, Olympus, PING, and Radisson Seven Seas.

"On the road" with NORA and Martin Agency (page 3)

Low sulfur and biofuels studies (page 4)

New products target realtors (page 5)

New product order form (page 6)



Congratulations are due the industry on a superlative performance this past winter.

Supplies from Venezuela were disrupted, the weather was nearly 30 percent colder than the previous year, the military buildup put stress on kerosene supply and many customers converted from natural gas to oil as tempera-

tures dropped and gas supplies were stretched. The industry answered every call and product was delivered to every customer. Very few industries in America can respond so efficiently to such events. This year's performance is just another demonstration of the strong, efficient system that we have in place.

As this newsmemo goes to press, the price of oil is actually falling. It is important that your customers understand that a war premium to energy prices is beginning to taper off. As a result, prices should be returning to more normal levels. As this situation stabilizes, NORA will post information on the website which will help put the pricing and cost of oil in perspective.

NORA begins its second foray into consumer education later this year.

We are adjusting our strategy to reflect world events, including increased prices, war in Iraq, and a cold winter. While important, these events do not alter our need to educate the American public to the fact that Oilheat is now much cleaner and more modern than ever before. NORA's consumer education campaign will focus on those issues.

Another area of vital interest involves the professionals who impact household decision makers,

such as realtors and home inspectors. Unfortunately, until now the Oilheat industry has not had an organized effort to educate these professionals. Thus their knowledge is often limited to anecdotal information — sometimes negative — that gets passed on to consumers. We must uphold our side of this equation to ensure that they receive accurate information about today's Oilheat. The brochures included with this newsletter are tools for you to use in this effort. They can be obtained in quantity via the NORA Fulfillment Center.

In March we conducted the first "Train-the-Trainer" program in the industry. Technical service is one of the best values we offer; we were encouraged by 80 trainers who sought new Oilheat training methods and better ways of educating technicians.

We will soon release our "How to Deliver Oil" video — a detailed presentation on delivery techniques to ensure that every gallon of oil is delivered safely and efficiently.

We trust that all these activities and information via NORA are of value to your business and we look forward to the activity ahead. Your comments and suggestions are always welcome.

Robert Greenes, Chairman

John Huber, President

NORA Training Workshop Draws USA Oilheat Educators

NORA hosted its second Education and Training Workshop in Baltimore in early March, attracting some 80 Oilheat industry trainers from across the U.S.

Highlights: The NORA Education Committee intends for the new Technician's Manual to serve as a foundation and starting point for trainers to develop more detailed seminars. With that in mind, noted HVAC author and trainer Dan Holohan presented an updated version of his seminar, *How to Teach Technicians Without Putting Them to Sleep*.

NORA's latest educational offering, the NORA Oilheat Technician's (Silver) Manual Teacher's Guide was provided to all attendees. Participants reviewed the Guide and discussed ways it can be used for both the "long" Silver Certification course and also for the 8 to 12 hour Silver Exam Review Course. Procedures for proctoring the Silver and Bronze test, as well as the reporting requirements for continuing education courses, were determined.

Education progress to date, future needs and budgeting, plus the need to reinvigorate the Gold training program were also discussed by the participants.

NORAcalendar

- **AREE (Atlantic Region Energy Exposition)** held at the end of April, Atlantic City, NJ again opens up the Oilheat trade show season. This year, NORA is partnering with the show. April 29-May 1.
- **NORA Board of Directors** meeting at the Atlantic Region Energy Exposition Atlantic City, NJ, April 30.
- **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. NAOHSM has also lined up many management and technical experts for presentations during the week. Visit www.naohsm.org for details.
- **NEFI (New England Fuel Institute)** hosts its biennial Heating & Energy Expo in Boston June 9-11. A special business program and a Brookhaven National Laboratory Oilheat research symposium lead the way on June 9. Business and technical sessions, plus the major trade Expo, follow on June 10-11. Visit www.nefi.com.
- **Maine Oil Dealers Association** Convention/Trade Show, June 22-25, 2003, Samoset Resort, Rockport, ME. Tradeshow takes place on 24th.
- **Midwest Petroleum and Convenience** Tradeshow (M-PACT); four state show held by Illinois, Indiana, Kentucky & Ohio; June 3-5, 2003 at the Indiana Convention Center, Indianapolis. Visit www.m-pact.org.
- **Vermont Fuel Marketers Conference;** May 13-14, Inn at Essex, Essex Junction, Vermont, sponsored by Vermont Fuel Dealers Assn.
- **Washington Energy and Convenience Store Conference** — June 4-6, 2003, Yakima, Washington. Participating associations: Pacific Northwest Oil Heat Council (PNOHC), Washington Oil Marketers Association (WOMA), and Washington Association of Neighborhood Stores (WANS).
- **Empire State Petroleum Association's** Fall Business Meeting will be held September 24-26, 2003 at the Otesaga Resort in Cooperstown, NY
- **PPMCSA** Convention and Annual Meeting; Sept. 29 - Oct 1 at the Seven Springs Mountain Resort, Champion, PA

Voices Across America — The Martin Agency Listens to Oilheat

Executives from the newly appointed Martin Agency accompanied NORA president John Huber on a multi-city, multi-state tour of Oilheat marketplaces earlier this year.

The forums allowed local marketers to voice their feelings about Oilheat and the competitive climate in general. In return, The Martin Agency gained insight to how marketers feel they and their respective Oilheat product/services are viewed by consumers in different regions of the USA.

Common to each forum was the viewpoint that, going forward, it will be important to reach out to the existing customer base for better customer retention.

This report is representative of comments voiced by a majority of marketers and cites the challenges that any consumer outreach program will face.

“An obstacle that they will need to help us overcome is the effect the United States government has had on our industry.

Federal incentive programs such as the Energy Star appliance efficiency program indirectly endorse natural gas by not including Oilheat appliances. Many consumers refer to federal efficiency programs while they do research before major purchases such as heating equipment and exclusion may equal endorsement in the minds of consumers. Oilheat technology and efficiency is rapidly improving; it is imperative that Oilheat be included in this type of program.”

“It hurt our business when President Clinton called us old-fashioned and said we had an old-fashioned pricing system,” There are retailers that have heard politicians declaring natural gas as the fuel of the future.”

“The advancements in efficiency are occurring now. We simply need to get the word out to consumers, the government and the general public—via a direct, professional ad campaign—that Oilheat is the fuel of the future.”

“Oilheat also battles media bias. If the cost of natural gas is up 500 percent over last summer, do we see it in the headlines? Not usually. But if heating oil starts to creep up, chances are, you will read about it in the newspaper.”

“We also face the problem of being associated with ‘big oil’ and issues in the Middle East. Natural gas is never thought of in that way and this problem needs to be addressed.”

Positive aspects of Oilheat were voiced: safety, efficiency, it’s a cost-effective heating fuel; local retail ownership; the full services provided; and budget/fixed pricing programs.

The industry wants The Martin Agency to portray Oilheat as a safe fuel with dependable service — the smart choice of intelligent consumers. Consumers with aging equipment and young, first-time home-buyers are likely to be a focal point of future information campaigns, as they are the most vulnerable within the customer base.

Cleaner and warmer came across as strong starting points — with clearer visions evolving after meeting with dealers from the NORA Oilheat states.

Emma Underwood, chief planner for NORA at the agency, aims to create Oilheat media where consumers’ rational and emotional sides collaborate — rather than conspire against each other. “The emotional side should tap into a consumer’s sense of providing warmth and comfort to one’s family, while the rational side will play up the fact that Oilheat is clean and modern.”

The recent collaboration with dealers has set the pace. The Martin Agency’s creative team is slated to respond later this year.



At a forum of Massachusetts fuel dealers and The Martin Agency: Louise Giguere LeBlanc, Giguere & Marchand Oil Service, Inc., Blackstone, MA, and Marc Bingham, Roy Bros. Oil, Ashburnham, MA, flank Mark Pavia, Marketing VP, and Sydney Norton, Account Executive at The Martin Agency, NORA’s new national advertising firm.



New Hampshire meeting: (l. to r.) Carl Maryland, Viking Oil; Bill Ermer, Palmer Gas/Ermer Oil; Paul Predaris, Sprague Energy; and Arthur Burns, Dead River Oil Company; discuss getting the appropriate Oilheat message across to consumers with Carolyn Brink, The Martin Agency.

NORA Pamphlets Target Realtors, Homeowners, Home Inspectors

Series of pamphlets inform realtors, new and transferring homeowners, emphasize fuel efficiency and energy conservation among benefits of Oilheat.

NORA is publishing a series of pamphlets designed to influence the home buying process, and establish more accurate and credible impressions within the minds of realtors and home inspectors. The pamphlets are the work of Warm Thoughts Communications, Secaucus, NJ, which has a presence in the industry working with associations on literature promoting Oilheat.

Samples of each pamphlet accompany this newsletter. Pamphlets can be ordered via the NORA Fulfillment Center using the order forms in this newsletter.

The home buying process, whether first-time, or via a move, is regarded by some as the industry's Achilles heel. Generally speaking, more oil-heated homes are lost to competing fuels when properties change hands than any other consistent event.

Factors that contribute to these impressions:

- People transferring into an area may be unfamiliar with Oilheat, and enter with false perceptions; and they've had no relationship with an oil company to whom they might look to for advice;
- Homeowners who renovate their homes bring in outside contractors who may affect the design and decision process;
- There are misunderstandings about regulatory requirements.

Much of the problem stems from misunderstandings about our product, particularly about prices, improvements in our fuel, and advances in Oilheat system technology. While it appears that Realtors and Home Inspectors make life more difficult, the Oilheat industry has a weak track record of educating these audiences in particular about the merits of Oilheat.

The pamphlets work to correct and counter-act perceptions within the realty and inspection field, and provide the home buying public with an up-to-date profile of the comfort, satisfaction and personal service that Oilheat provides.

The [Real Estate Agent's Guide to Oilheat](#) is a 16-page full-color pamphlet (fits into a regular business envelope). It's easy to follow and substantive to be truly helpful.

The Real Estate Agent's Guide references Clearburn Science, hydronic vs. warm air systems, fuel efficiency, safety and discusses how retail dealers can assist a Realtor in selling an Oilheat property. The Guide can be distributed through mailings to realty offices, as inserts in Realtor newsletters, at realty board or individual office presentations, at real estate trade shows, etc. They have been used as part of a comprehensive statewide association program, as well as purchased by individual oil companies to help build stronger relationships.

[The Homeowner's Guide](#) emphasizes cleanliness and efficiency as well as alleviating concerns over storage (highlights the benefits of on-site fuel supply). It diagrams how most Oilheat systems work today. Dealers and associations have provided this piece to Realtors and Home Inspectors

free of charge, so that these professionals have an immediate resource by which they can answer questions and hand out to prospects who are touring an Oilheat property.

[Open The Door To A More Energy Efficient Home](#) gives new and existing Oilheat customers suggestions for saving money, positions Oilheat as the efficient fuel choice and their local oil dealer as a partner in efficient heating comfort. The pamphlet can be used in a homeowner Welcome Package and/or as an envelope insert to existing customers.



The Transition From Today's Distillate To A Clearburn Economy



Don Allen, E.T. Lawson, Hampton, VA has marketed a low sulfur heating oil for the past decade and is a leading proponent. The ULTRA fuel he markets to his customers has resulted in cleaner systems and fewer service calls. "By going to a low sulfur diesel (sic, heating oil) we will do more for clean Oilheat than anything else... it eliminates up to 80 percent of exhaust."

This fall, NORA and NYSERDA will enter the final year of a multi-season trial conducted by Buhrmaster Fuels, Troy, NY, wherein over 1000 homes have received only dyed low-sulfur diesel product for heating fuel. No additive component has been used. Company management is most enthusiastic about the field experience to date.

A biofuel field trial, sponsored by NORA, NYSERDA, and the DOE, is being conducted by Abbott & Mills in Newburgh, N.Y. Now in its second year, Ralph Mills reports the tests are progressing well. "People have kidded me about using the fuel, saying things like 'I'm burning that fry oil.' But no one has called with a problem."

"Advantages of Low Sulfur Home Heating Oil" by John E. Batey of Energy Research Center and Roger McDonald of Brookhaven National Laboratories lists the benefits and can be downloaded from www.nora-oilheat.org, Technology Research Links.

A prominent vision of the National Oilheat Research Alliance (NORA) is to bring forward a fungible, environmentally-friendly fuel that both Oilheat dealers and consumers will readily embrace.

NORA is making strides on two promising, yet separate fuel enhancement fronts in conjunction with several major industry parties, including Brookhaven National Laboratory (BNL), the New York State Energy Research and Development Authority (NYSERDA), the Department of Energy (DOE), and the New England Fuel Institute (NEFI).

The two fuels under study are low sulfur heating oil (0.05 sulfur content on-highway fuel dyed red) and biodiesel fuel. Consistent use of low sulfur heating oil has received the endorsement of the aforementioned bodies and the Oilheat Manufacturers Association (OMA). Both fuels are now undergoing trials at homes in the Northeast with promising results to date.

Using low sulfur home heating oil, with a sulfur content of 0.05 percent by weight presents many important operational and economic advantages. (The average No. 2 distillate used by many Eastern dealers has a sulfur content generally ranging from 0.15 to 0.25, while Midwest marketers are able to secure low-sulfur on-highway fuel dyed for use as heating oil due to the refining and transportation infrastructure that makes it impractical to segregate distillate strictly as heating oil.)

Low sulfur product at the 0.05 level or less is virtually synonymous with "clearburn science." It's compatible with current distillate product, storage, and delivery operations. No equipment retrofits are required. The perceived benefits are significantly reduced service costs through less frequent vacuum cleaning of heating equipment; lower emissions of sulfur oxides, nitrogen oxides and particulate matter; and improvement in long term fuel stability.

Biodiesel (biofuel) is also receiving attention from NORA. This alternative fuel is derived from combining conventional distillate product with biological materials, such as vegetable oils and recycled cooking oils. Similar to low sulfur heating oil, biodiesel burns cleaner than conventional Oilheat. Heating systems running on this product have exhibited lower NOx and SOx levels during the combustion process. Most biodiesel contains less than 15 parts per million of sulfur and provide a substantial reduction in CO2 vs. conventional heating oil.

A biofuel lab test sponsored by the Massachusetts Oilheat Council (via use of its NORA funds) is underway at NEFI's training laboratory in Watertown, Mass. It aims to substantiate that an 80/20 ratio (distillate/biofuel) blend can provide comfort to Oilheat homes without any major modifications to these systems. Test results are due to be announced by June of this year.

Low sulfur heating oil and biofuels have the potential to create new pathways for Oilheat markets. Efforts are underway to encourage use of low sulfur products among marketers nationwide, spurring refiners and wholesalers alike to migrate to low sulfur product. It's anticipated that a generic product for low sulfur heating oil will be more widespread by the time refiners and suppliers need to provide on-highway fuel with a 0.0015 sulfur specification in 2006.

Please use this form 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 provide a physical street location for receipt of your items. Thank you. This form may also be downloaded and printed from www.nora-oilheat.org and www.noraed.org.

Note: All items are 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

ITEM#	Item Description	PRICE	QTY.	TOTAL \$ PER ITEM
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 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		



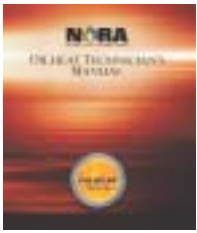
BUSINESS EDUCATION

ITEM#	Item Description	PRICE	QTY.	TOTAL \$ PER ITEM
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

ITEM#	Item Description	PRICE	QTY.	TOTAL \$ PER ITEM
NORAED-OTM	NEW Basic Oilheat Technician's Manual For introductory Oilheat burner and service training; for Silver Certification.	\$25.00 ea.		
NORAED-OTMIG	Instructor Guide for above manual (for trainers only) Binder w/overhead transparencies @ \$90.00 / CD runs via Acrobat reader @ \$28.00			



Technical/Service Videos:

NORAED-V1	No Heat Call: 22 minutes; a systematic guide	\$4.00 ea.		
NORAED-V2	Tune Up: Proper way to tune up an Oilheat system.	\$4.00 ea.		
NORAED-V3	Fuel Oil Delivery Instructional video. Includes HM-126 training as well as proper loading procedures.	\$4.00 ea.		

NEW VIDEOS



FOR CERTIFIED TECHNICIANS

SPATCH1	SILVER CERTIFIED CIRCLE PATCH	\$20.00 for 25		
SPATCH2	SILVER CERTIFIED POCKET PATCH	\$20.00 for 25		
GPATCH1	GOLD CERTIFIED CIRCLE PATCH	\$20.00 for 25		
GPATCH2	GOLD CERTIFIED POCKET PATCH	\$20.00 for 25		
TECHCAP	OILHEAT CERTIFIED CAPS	6.00 each cap		



Circle Patch,
Photo Embroidered

Pocket Patch,
Woven Embroidered



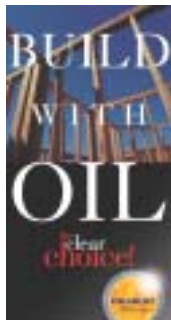
Certified Cap,
Oval Patch Front with
Clearburn Circle to Side
NOTE: Actual Cap Color is Tan



Specify S (Silver) or G (Gold) to designate Certified patch on caps.

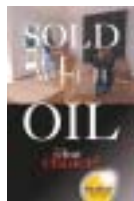


ITEM#	Item Description	PRICE	QTY.	TOTAL \$ PER ITEM
NEW: INFORMATION PAMPHLETS FOR HOMEOWNERS, REALTORS, ETC.				
NORA-RE1	The "Real Estate Agent's Guide to Oilheat" Ideal for realtors, home inspectors, etc. (Fits standard business envelope).	\$24.00 for fifty		
NORA-HO1	The Homeowner's Guide to Oilheat Targeted at new and transferring homeowners.	\$24.00 for fifty		
NORA-HOEFF1	"Open The Door To A More Energy Efficient Home" Gives customers money-saving tips. Positions you, their oil dealer, as their partner in efficiency.	\$9.00 for fifty		



BUILD WITH OIL — a cooperative project of NORA, Oilheat Manufacturers Association, and *Oilheating Journal*.
Materials for Oilheat marketers who wants to attract the builder, customer builder, developer and new home market.
Complete information about "Build With Oil" can be obtained from Don Farrell at info@oilheating.com Ph: (973) 331-9545

MARKETING-TO-BUILDER ITEMS				
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	• "Build With Oil" Builder Brochure / set of 50 • Builder Folder / group of 50 • Homeowner Folder / group of 50	50 of each item; \$70.00 for the entire set		
BWO-3	• Multiple ad slicks and logos / items for advertising	\$20.00 for all		
BWO-5CD	<u>Presentation and Sales Training for Dealers and Staff</u> show qty. Each package supplied with Sales Training Brochures (25)	\$80. ea.	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.			



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 _____

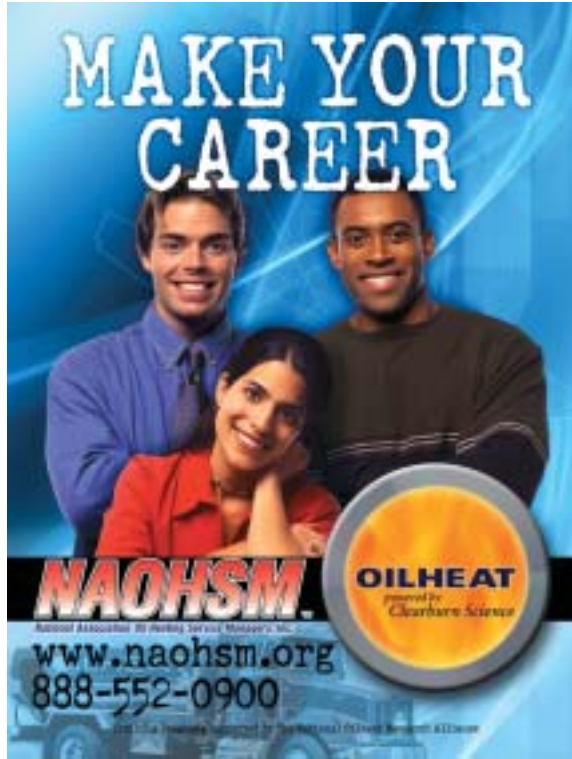
NAOHSM Spurs Education With Innovative “Adopt A School” Program

With support from NORA, the National Association of Oil Heating Service Managers (NAOHSM) is reaching out in a big way to vocational technical schools. Nearly two-thirds of NAOHSM chapters have “adopted” a school in their region, encouraging the advancement of Oilheat training at the grass roots level. In more than one instance, vacant space has been converted into state-of-the-art Oilheat classrooms and hands on heating facilities.

The effort was initiated by NAOHSM’s president and fuel retailer, Scott Hinkley, Claremont, NH, who has long advocated dealer involvement with high school and career school HVAC training. During Scott’s leadership term, NAOHSM released a CD “Introduction to Oilheat” targeted at aspiring technicians, produced supporting brochures and banner stands, all of which are available to fuel dealers who participate in job fairs and school career days.

With a funding assist from NORA, NAOHSM has most recently produced career banners for those schools adopted by NAOHSM’s respective chapters. In addition to classroom visits by chapter members, some students are afforded internships by participating fuel companies. In the Philadelphia area, this relationship enabled Oilheat to be featured as the HVAC segment of a video about local vocational schools.

Details on these career building opportunities can be obtained from NAOHSM via e-mail to Executive Director Judy Garber: info@naohsm.org, or phone 1-888-552-0900.



Second NORA Training Video Gets Widespread Play; Over 2500 “Tune-Up Procedures” Shipped To Date

NORA’s second technical training video, **The Preventive Maintenance Tune-Up (NORAED-V2)**, is now available for purchase through the NORA Fulfillment Center (order form on inside pages).

The video is designed to serve as a learning guide and follows a service technician as he thoroughly tunes up a heating system.

The step-by-step process covers everything from the initial customer interview; through inspection, replacement and adjustment of parts and controls; comprehensive combustion testing; work area cleanup; advising the customer of the work that’s been performed; and completion of all necessary paperwork.

NORA’s tune-up video stresses the importance of three key concepts — Safety, Cleanliness and Efficiency! As Oilheat companies use the video as part of their training programs it is assumed that they too, will stress the importance of these factors.

Each video is supplied with a guide and a self-test exam that can earn technicians CEUs towards NORA Silver and Gold Certification.



Helping inaugurate a new Oilheat instruction program at William Grady High School in Brooklyn, NY are (l. to r.) Kenny Alexander, A&S Fuels and NYC chapter of NAOHSM; Adele Cohen, NY State Assemblywoman; Ivor Neuschtz, school principal; and Dominic Rechia, NY City Council.



Bucks-Mont Service Managers Chapter (northeast of Phila.) presents a new oil-fired boiler to Dr. Michael Erwin, PhD, Administrative Director of the North Montco Technical Career Center, as part of NAOHSM’s Adopt-A-School program.

Above: Career banner will be on display at “adopted” schools.

