

NORA releases training on DVDs

DVD available for \$4.⁰⁰ plus fulfillment; [Fuel Delivery](#) and [Environmental Response](#) titles bring visual training media up to four; more on the way

NORA is keeping pace with media technology with the introduction of a single DVD containing the entire training sessions that are featured on the first three video tapes.

A systematic guide to the response to a no-heat call, the proper tune-up procedure for both a warm air and hydronic system, plus an instructional video on fuel oil delivery can now be obtained on a single DVD. The DVD is presently available at \$4.00 apiece via the NORA Fulfillment Center. An order form for all products is within this newsletter. Order forms can also be obtained from the NORA training website www.noraed.org and the industry site, www.nora-oilheat.org.

In addition, NORA has announced that both "Fuel Oil Delivery" and "Environmental Response" (spill prevention and response procedures) are available as separate videos at \$4.00 each. Of note, drivers and related fuel handling personnel who view these training sessions and successfully complete and return an accompanying short exam will receive a certificate of recognition from NORA.

Scenes from NORA's new environmental response training video (NORAED-V4) show emergency cutoff switch at the back of truck; simulated curbside spill and subsequent remedial action.



DOT Modifies Driver Hours-of-Service Rules

Rear Panel

NORA Product Order Form

Inside Overleaf Panel

"99.9% clean, 100% warm" Oilheat image aims for debut on cable TV networks this fall

Given the advancement of both low sulfur fuel and heating system technology over the last decade, the industry knows that "Clearburn Science" is for real.

Enhancing that Oilheat virtue this fall will be a 30-second information spot that allows the essence of Oilheat to tell its own story in a most visually informative and dramatic fashion. There is no spokesperson, other than "Oilheat," which you can envision from a description of the script below.

Using a contemporary household as a backdrop, the message creates a visual icon for today's warm, clean burning Oilheat.

In the spot, viewers will see a family in their home. We'll find them in a series of scenes that feel like moments we've all experienced in our homes. But for the first time ever, the dynamics of Oilheat that makes their lives warm and comfortable will be visualized in a 30-second broadcast message.

Just as in real life, the family won't react to or notice Oilheat in their home (it's just always there and always wonderful). But the heat will interact with them in impressive and dynamic ways.

Presently under development by a creative team, the heat is conceptually portrayed as a pure, transparent sheen. It will move in many ways throughout the house and will take different forms as it interacts playfully, protectively, and sometimes dramatically with the family.

By doing all of this it aims to visualize heat in a way that is beautiful, magical, and human. *(continued, over)*

Oilheat will wrap comfort around an entire household this fall, as NORA embarks on a new consumer information campaign.



NORA 782 Forms Now Reflect Low Sulfur Product

FYI / Rear Panel

Oilheat Management Workshop Announced

Center Panel



Welcome to today's Oilheat.

Oilheat marketers and consumers have reason to be most enthusiastic about the progress being made on behalf of fuel quality and Oilheat technology in general.

We will introduce a new consumer information message that is upbeat, and embodies the inner comfort that Oilheat provides for an entire household. NORA is in the production stages of a TV spot that lets the "heat" be its own spokesperson in a most effective way. We rely on the visual comfort of Oilheat to make a statement that is obvious, timely and vibrant. "99.9% clean, 100% warm. Oilheat."

Our drive for quality clean product is supported by the growing ability of marketers to secure dyed low sulfur heating oil product in major market areas. Tests undertaken by Brookhaven National Laboratories and leading burner manufacturers have provided conclusive analytical data that shows low sulfur product (at or about the .05% by weight concentration) burns cleaner than conventional product. This is a positive trend for the industry, consumers, and the environment.

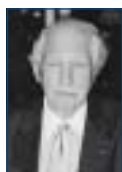
On the warmth front, Adams Manufacturing, with the aid of a NORA grant, will bring to market an ultra high performance, oil fired condensing furnace with the capacity to attain combustion efficiency approaching 98%, aided by very low stack temperature. Use of a PVC composite for exhaust piping will be acceptable. This is a major achievement for Oilheat; essentially this is the world's most efficient furnace.

In addition, Thermo Products has commenced research under a NORA grant initiative to develop an efficient 2-stage firing warm air furnace powered by oil. Over 130,000 oil-fired furnaces are sold each year in the U.S. under single stage operation. The ability to offer two-stage firing should improve the comfort level experienced by the homeowner, particularly during off-peak seasons. Adapting a very efficient ECM motor (direct current) will be advantageous.

As we approach the heating season, industry training continues to grow. Technicians enrolled in the NORA certification program are benefiting from an increase in the number of continuing education programs available to the industry. Distribution of the *NORA Oilheat Technician's Manual* will soon surpass 4,000, a significant milestone for this updated publication since its introduction last September.

I'd also like to encourage you to take advantage of the speed of electronic communications. It's very easy to sign up for NORA's new "e-letter" service at www.nora-oilheat.org. Just click on the link right on the home page. This is a free e-mail service, designed to provide a format for questions, answers, and discussions about NORA programs. I trust you'll find it helpful.

On behalf of the NORA Board, we extend our best wishes for a hearty and healthy heating season ahead.



Robert Greenes, Chairman



John Huber, President



The creative drive for the new Oilheat message "99.9% clean, 100% warm," is led by NORA's account team at The Martin Agency, Richmond, VA. Shown left to right: John Adams, CEO; Sydney Norton, VP and NORA Account Supervisor; and Steve Basset, Creative Director.

"99.9% clean, 100% warm"

(continued from front panel)

Here are descriptions of potential scenes in the framework of a 30-second broadcast message. There will be light, upbeat music in the background as a thematic way of linking the image frames to one another.

- > Open on a man coming in from the cold. The heat slides down the entryway hall towards the man. It slowly serpentine around his neck and body.
 - > Overhead shot of woman brushing her hair. She is warmed by the heat surrounding her.
 - > Glass filled with ice that has been left sitting on a table. Heat wraps around the glass and we see the ice begin to melt.
 - > Woman turns up her thermostat a notch. We see the heat dramatically rise out of a modern radiator, up the wall and across the ceiling.
 - > A young boy swings a toy sword throughout the air. The heat is almost playful in its interaction with the boy's motions.
 - > Heat emerging from a vent and wafting up a staircase.
- For a final visual frame, the heat imagery moves in front of the camera and we see this greeting imposed on the screen. "Welcome to today's Oilheat."

The message closes with an emphatic and appropriate consumer-focused tagline: 99.9% clean, 100% warm. Oilheat.

The spot is destined to air on a select group of cable television networks with appropriate demographics to reach younger, value conscientious homeowners in major Oilheat markets. HGTV, Lifetime, and CNN are potential candidates for scheduling. The spot was created by The Martin Agency, Richmond, Va., and will air via the support of NORA's Consumer Education Committee. It will also be aired by NORA-affiliated state and regional Oilheat associations.

NORA To Hold Management Workshop This October

The National Oilheat Research Alliance (NORA) will present an intensive Oilheat Management Workshop this fall during the first week of October.

The executive retreat, modeled on the successful Harvard University Management Workshops, will be held at the Simsbury Inn (www.simsburyinn.com), convenient to Bradley Airport in Simsbury, Conn. The program begins Monday, October 6 at 8:30 p.m., and concludes at 5:30 p.m., on Friday, October 10.

Workshops will be conducted by several of today's most prominent Oilheat educators and consultants. The centerpiece of this inaugural workshop will be a case study that focuses on an Oilheat company in operating trouble and how to best resolve its problems.

This workshop is designed for anyone in a management position in an Oilheat company or anyone who has serious management aspirations and goals. The seminars cover all topics critical to running a successful Oilheat business. The seminars are arranged by areas of expertise, allowing participants to attend a particular area of interest in lieu of the entire 4-day workshop.

For example, sessions on credit and collections, risk management, cash flow, financial analysis and valuation will be grouped on two concurrent days so Chief Financial Officers, Accountants, Bookkeepers and Office Managers may attend only those seminars if they wish.

The National Oilheat Research Alliance (NORA) is subsidizing the direct costs of the workshop. Tuition for the entire schedule is only \$160 per person, or \$40 a day for those wishing to attend only a portion of the workshop. The fee includes all handouts and buffet lunch daily.

Registration for this workshop will be limited. Early registration is encouraged.

Faculty members for this NORA-sponsored event include:

FINANCIAL SERVICES:

John H. Nardozi, CPA, MST, Partner, Gray, Gray, & Gray, LLP

A recognized fuel oil business authority, John has 25 years of service as an accountant and advisor to fuel oil dealers, distributors and organizations. He developed the critically acclaimed FuelTrack management analysis program for Oilheat dealers and founded FuelExchange, a clearinghouse for mergers and acquisitions in the Oilheat, petroleum and C-store industry. He is the author of "How Full is Your Tank?"—a highly regarded "how to" guide on the valuation of Oilheat businesses.

COLLECTIONS:

Kathy Boyle, The Boyle Company
Since 1989, Kathy has provided seminars and consulting services to petroleum firms and related associations to help professionals succeed in conflict situations such as debt collection. The American Society of Certified Public Accountants published Kathy's first credit and collection book in the winter of 2000; the Credit Union Executives Society has published her second book.

INSURANCE:

Craig F. Stanovich, CPCU, CIC, AU, Austin & Stanovich Risk Managers, LLC
Craig is co-founder and principal of a risk management consulting and insurance advisory firm specializing in Oilheat insurance and risk manage-

ment. A respected expert in his field, Craig has published articles in various journals and magazines in both the insurance and business fields, including the NORA-sponsored *Model Insurance & Risk Management Policy: A Manual for the Oilheat Industry*.

HEDGING & HOW TO BUY PRODUCT:

Richard M. Larkin, et. al., Hedge Solutions
Richard M. Larkin is a 22-year veteran of the heating oil industry. His emphasis on hedging has been instrumental in protecting the profit margin of many retail firms. In their seminar Rich and an associate will identify the challenges in dealing with today's volatile markets, cover hedging cap programs, fixed prices and pre-buys and why they are so different and how hedging in a volatile market can actually improve your margin.

CASH FLOW:

Betsi Lueth, Meridian Associates, Inc.
With her "Money Matters" column in the PMAA Journal and industry newsletter, *Meridian Financial Advantage*, Betsi is the most widely read "cash flow strategist" in oil, propane and C-store industries. Her company features equipment and cash flow tracking software and on-site strategic team planning, plus the successful Business Valuation and Brokerage division. Her "Focus on Finance" forum attracts the most innovative companies annually.

CUSTOMER RELATIONS:

Bob Hedden, Oilheat Associates
Bob is the President of The Hedden Co. and Oilheat Associates, Executive Director for Oilheat Manufacturers Association (OMA), and NORA Senior Project Manager for Research and Education. He is an Oilheat consultant and educator with over 35 years of Oilheat industry experience in customer retention, marketing, sales and service department operations. His company, Oilheat Associates, is a full service management consulting, research, and education firm dedicated to strengthening the Oilheat industry.

CUSTOMER SERVICE:

John Levey, Oilheat Associates
John is a consultant and educator with more than 30 years experience in the Oilheat industry. Starting as a helper in the 1960s he has served as driver, technician, salesperson, sales manager and service manager. John founded and later sold a fuel oil company on Long Island, NY, later joining some of Oilheat's biggest firms in the '90s as a sales and marketing executive. He is regarded as an expert in service department operations and profit and fuel oil delivery efficiency.

THIS SEMINAR IS AN OUTSTANDING OPPORTUNITY IN THE REALM OF OILHEAT MANAGEMENT EDUCATION.

ATTENDANCE FEE IS ONLY \$160 FOR ALL FOUR DAYS, OR SELECT INDIVIDUAL DAYS @ \$40 PER DAY.

Here is the agenda:
(Sessions are two hours each and do not overlap.)

Monday, October 6 / early evening

Welcome Reception, get acquainted.
Introduce case study, set up teams

Tuesday, October 7

8:00 AM Customer Service
10:15 AM Oil Price Risk Management, How to set up a "price cap"
1:15 PM Credit and Collection
3:30 PM Model Insurance and Risk Management
8:30 PM Survival Exercise, a leadership lesson

Wednesday, October 8

8:00 AM John Nardozi, Finance
10:15 AM John Nardozi, Finance / cont.
1:15 PM Betsi Lueth, Cash Flow
3:30 PM Betsi Lueth, Cash Flow / cont.
8:30 PM Teamwork Exercise

Thursday, October 9

8:00 AM How to create new Oilheat customers
10:15 AM Increase profitable equipment sales
1:15 PM How to profit in your service dept.
3:30 PM Profitable service / cont.
8:30 PM Teamwork on the case study

Friday, October 10

8:00 AM Efficient Oil Delivery
10:15 AM Oil Delivery / cont.
1:15 PM Case Study Presentations
3:30 PM Exam and Workshop Review

Registration is a two-step procedure. To register for the workshop contact Phyllis Richardson at NORA. Phone 703-519-4213 or e-mail: prichardson@nora-oilheat.org
To register for your hotel room call the Simsbury Inn at 860-651-5700. NORA has negotiated a special hotel room rate of \$149 per room per night for single or double occupancy. All Guest rooms are subject to a 12% state occupancy tax. This rate includes a continental breakfast. Lunch is included in the workshop fee; dinner is on your own. Dress for the workshop will be business casual.

Get proud. Get certified. Get recognized for your technical knowhow!

Well-educated technicians are a pathway to satisfied Oilheat customers. Technicians who are better trained can do the job correctly the first time, leading to fewer callbacks.

Reach your full potential. Gain a sense of pride and achievement, and keep up-to-date with the latest in home heating technology as a certified technician.

It's easy to join the nationwide NORA Oilheat Certification Program. We recognize your prior training and experience, and most courses are available at low- or no-cost to you. Inquire today: 1-866-924-1100, e-mail to info@noraed.org, or visit www.noraed.org.



NORA
NATIONAL OILHEAT RESEARCH ALLIANCE
National Oilheat Research Alliance
Alexandria, VA 22314

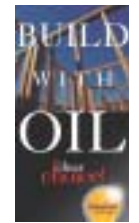
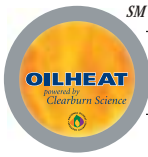
NORA encourages all retail Oilheat dealers with service operations to have technicians certified. This training is a very low cost program that can enhance retail Oilheat image and dealer profitability. Information can be obtained from the NORA Education Center at 1-866-924-1100, or e-mail info@noraed.org. See form on reverse for manuals, etc.



Oilheat Promotion and Technical Training Products Order Form

Please checkmark items being ordered.

Post Office Box 314 • Watertown, MA 02471-0314 Ph: 1-866-924-1100 / Fax: 1-866-924-1200 / e-mail: info@noraed.org



SM	ITEM#	DESCRIPTION	PRICE	QTY.	TOTAL \$ PER ITEM
	<input type="checkbox"/> CBS-1D	Decals for trucks, vans, etc. 15" Diameter; Self-adh.	\$5.00 for lot of ten		
	<input type="checkbox"/> CBS-2D	Circle Decals for indoor applications. 4" diameter	\$3.50 per dozen		
	<input type="checkbox"/> CBS-PATCH	Shirt or pocket patch, 3.5" circle heat seal iron-on	\$4.20 per dozen		

"BENEFITS OF OILHEAT" ITEMS

Consumer Video and Booklet explains Oilheat. Ideal for consumers, builders, realtors, dealer staff... anyone.

<input type="checkbox"/> NORA-BOOH1	Video and 50 Consumer Brochures	\$20. ⁰⁰		
<input type="checkbox"/> NORA-BOOH2	Consumer Brochures (50) Only	\$7.50		

BUSINESS EDUCATION

<input type="checkbox"/> NORA-INSM	Oilheat Industry Insurance Manual	\$11. ⁰⁰ ea.		
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How to better understand insurance and how to manage risk. Practical business insurance guidelines.

TECHNICAL AND SERVICE EDUCATION

<input type="checkbox"/> NORAED-OTM	NEW Basic Oilheat Technician's Manual	\$28. ⁰⁰ ea.		
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For introductory Oilheat burner and service training; for Silver Certification.

<input type="checkbox"/> NORAED-OTMIG	Instructor Guide for above manual (for trainers only)			
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Binder w/overhead transparencies @ \$90.⁰⁰ / CD runs via Acrobat reader @ \$28.⁰⁰



TECHNICAL/SERVICE VIDEOS: \$4.⁰⁰ ea.

<input type="checkbox"/> NORAED-V1	No Heat Call: 22 minutes; a systematic guide			
<input type="checkbox"/> NORAED-V2	Tune Up: Proper way to tune up an Oilheat system			
<input type="checkbox"/> NORAED-V3	Fuel Oil Delivery Instructional video with HM-126 training.			
<input type="checkbox"/> NORAED-DVD123	Contains videos 1, 2 and 3 all on a single DVD at \$4. ⁰⁰ for each DVD			
<input type="checkbox"/> NORAED-V4	Heating Oil & Our Environment Avoiding spills, spill response procedures			

FOR NORA CERTIFIED TECHNICIANS (visit www.noraed.org for information)

<input type="checkbox"/> SPATCH1	SILVER CERTIFIED CIRCLE PATCH	<input type="checkbox"/> SPATCH2	POCKET PATCH	\$20. ⁰⁰ for 25 of same patch
<input type="checkbox"/> GPATCH1	GOLD CERTIFIED CIRCLE PATCH	<input type="checkbox"/> GPATCH2	POCKET PATCH	\$20. ⁰⁰ for 25 of same patch
<input type="checkbox"/> TECHCAP	OILHEAT CERTIFIED CAPS indicate <input type="checkbox"/> Silver or <input type="checkbox"/> Gold front patch			\$6. ⁰⁰ each cap



NEW: INFORMATION PAMPHLETS FOR HOMEOWNERS, REALTORS, ETC.

<input type="checkbox"/> NORA-RE1	The "Real Estate Agent's Guide to Oilheat" 50 brochures	\$24. ⁰⁰ for fifty		
<input type="checkbox"/> NORA-HO1	The Homeowner's Guide to Oilheat	\$24. ⁰⁰ for fifty		
<input type="checkbox"/> NORA-HOEFF1	"Open The Door To A More Energy Efficient Home"	\$9. ⁰⁰ for fifty		

BUILD WITH OIL — a cooperative project of NORA, Oilheat Manufacturers Association, and *Oilheating Journal*.

Information about "Build With Oil" can be obtained from Don Farrell at info@oilheating.com or ph: (973) 331-9545

PROMOTING OILHEAT ITEMS

<input type="checkbox"/> BWO-1	"Build With Oil" Jumbo Postcards/ 50 ea. of three	\$50. ⁰⁰ for set		
<input type="checkbox"/> BWO-2	"Build With Oil" brochures; builder, homeowner folders; 50 of ea.	\$70. ⁰⁰ entire set		
<input type="checkbox"/> BWO-3	Multiple ad slicks and logos / items for advertising	\$20. ⁰⁰ for all		

PRESENTATION AND SALES TRAINING FOR DEALERS AND STAFF

<input type="checkbox"/> BWO-5CD	Presentation package on a CD; supplied with 25 Sales Training Brochures	\$80. ea. CD =		
<input type="checkbox"/> BWO-5VHS	Video Presentation package; supplied with 25 Sales Training Brochures	\$80. ea. VID =		
<input type="checkbox"/> BWO-WS	Custom Site Sign (2 x 3 ft.) Show either your name or builder/developer / \$200 first sign; \$150, each successive sign; phone for this item			

PROCEED TO TOTAL \$ COST FOR ALL ITEMS ORDERED / SHOW HERE **LINE A**

Please check your math. Thank you.

Please use this form to order all items. Payment to the 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.

All items distributed at cost and include shipping within lower 48 states. There is a separate fulfillment charge. Compute and include at the end of order. Prices subject to change.

Note: If order is to be shipped outside of USA lower 48 states, we will advise of the additional transportation charges if they apply.

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

SUB-TOTAL **LINE C.**

ADD IN AT THE FOLLOWING RATE FOR HANDLING/FULFILLMENT

IF YOUR ORDER TOTAL ON **LINE A** IS: \$0 up to \$25... add in \$7.⁰⁰; over \$25 up to \$50... add in \$14.⁰⁰
For orders over \$50, add in \$10.⁰⁰ plus 15% of **LINE A TOTAL** (ex: if order is \$100 from Line A, add \$25.⁰⁰)

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 _____ E-mail _____

IF YOU WISH TO PAY BY CREDIT CARD: MC, VISA, AMEX. IF PAYING BY CREDIT CARD, MAIL FORM OR FAX TO: 1-866-924-1200

Name on Card _____ Authorized Signature & Date _____

Card Type: MC VISA AMEX Your Direct Line Phone Number _____

Card Number _____ Card Expiration Date _____



NATIONAL OILHEAT RESEARCH ALLIANCE

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Fax: 703-519-4205

e-mail: info@nora-oilheat.org

Industry website: www.nora-oilheat.org

Oilheat education and training: www.noraed.org

Consumer education: www.oilheatamerica.com

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DOT Announces New Hours-of-Service Regulations

The Department of Transportation's (DOT) Federal Motor Carrier Safety Administration (FMCSA) recently announced the first substantial change to the hours-of-service (HOS) rules since 1939.



The new rule raises the maximum number of driving hours from ten to eleven, but also raises the required off-duty time from eight to ten hours.

Also, the driver is now limited to 14 hours on-duty time instead of 15. The 60 hours on-duty in seven consecutive days, or 70 hours on-duty in eight consecutive days remains the same, but the new rules allow the driver to "restart" the seven or eight day period by taking at least 34 consecutive hours off.

FMCSA is allowing an exception for short haul drivers, defined as those who routinely return to their place of dispatch after each duty tour (this includes residential fuel oil delivery drivers). It allows them to have an increased on-duty period of 16 hours once during any consecutive seven-day period. Most heating oil states will follow this policy for intrastate drivers.

Reform of the HOS regulations has been underway for several years. In 1995, Congress directed the FMCSA to begin a rulemaking to increase driver alertness and reduce fatigue-related incidents. FMCSA analyzed research, convened expert panels, held hearings and reviewed over 53,000 individual comments during the process.

The rule takes effect on January 4, 2004. In the interim, FMCSA will be conducting state and regional training sessions on the new rule. The new rule can be found on the web at: www.fmcsa.dot.gov. A pocket guide and brochure are posted at the site as well.

FYI

Low Sulfur: NORA has produced a 4-page pamphlet that discusses the virtue and benefits associated with end use consumption of low sulfur heating oil. Available as a PDF file download from www.nora-oilheat.org, a limited number of printed copies are available from the NORA office.

Promotional and Training Items: As you will see by the order form inside, NORA has a full complement of marketing aids and training media. These items are sold at the cost of production and represent tremendous value for what they can achieve for your business.

Updated 782 Forms: The entire series of 782 collection forms now includes a provision to allocate the NORA assessment for low sulfur code product code 151. The forms can be obtained as a PDF file from www.nora-oilheat.org.

Our October Management Training has an impressive lineup of instructors and topics. We encourage early registration. (See center panel.)

Fuel Delivery Training: NORA's video for fuel delivery is a learning guide that demonstrates the safe, clean, and spill-free handling of fuel oil. The instruction stresses the need to pay attention to details, verifying addresses and fill pipe locations, as well as a thorough knowledge of safety procedures and DOT regulations. This is NORAED-V3 and can be ordered using the form in this newsletter.



NORA's Education Website has been upgraded to enable technicians participating in the nationwide certification to look up their present CEU (NORA Education Credit) status. Log onto www.noraed.org. Questions can be e-mailed to info@noraed.org. In addition, there is a table of Oilheat courses that award CEUs, including dates and relevant contact information.