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One of NORA's initiatives of last year was to expand our outreach efforts on the internet. We were very pleased that the campaign was well received by the public. Hundreds of thousands of customers and potential customers have visited oilheatamerica.com and got clear, accurate and positive information about oilheating as a choice for their home.

The wonderful thing about the internet is that it provides complete control to our customers. They can go to our website and find out exactly what they want, when they want, and then leave the site when they are satisfied.

NORA's challenge for the coming year is to ensure that our customers are aware of the site and find it when they want information on Oilheat or their home. For NORA, that means we need to have an active presence on the major search networks such as google or yahoo. It also means trying to have our site on other sites where homeowners may be when they are thinking about their home and their heating system.

NORA this year is now working on developing new communications materials for use on various websites. NORA will be changing our outreach materials to better communicate the advantages of Oilheat to anybody viewing the spots, to better highlight some of the unique attributes of oil such as great hot water heating.

NORA will also use the internet to develop direct communications with real estate agents. We are designing a special piece for use on real estate sites that would directly communicate with this constituency.

Our communications committee headed by Larry Scuder also wants to explore how to communicate more effectively with our next generation of consumers. Our competitors have clearly positioned themselves with schools, and identified themselves as the fuel of the future. However, we have created and will continue to create new opportunities for these communication activities. These include biofuels, better efficiency measures, and now high efficient equipment.

Additionally, diesel is beginning to be seen as the fuel of the future. Well understood automotive diesel technology yields significant improvements in mileage in cars and performance. The military continues to move towards all diesel technology, which means that many innovative diesel products will be delivered for their use, which will then be translated to commercial products.