

Minutes  
September 25, 2007, 11 A.M.  
Teleconference 866-886-5735, 8816810

- I. Call to Order – The meeting was called to order at 11. a.m.
- II. Introductions The following members or guests were in attendance
- |                |                 |
|----------------|-----------------|
| Jim Townsend   | Allison Heaney  |
| Leonard Lipton | John Maniscalco |
| Peter Carini   | Will Lawes      |
| Don Allen      | Eric Slifka     |
| Larry Scuder   | Bob Boltz       |
| Jim Woodruff   | Molly Brady     |
| Sean Cota      | Ed Newberry     |
| Bob Hedden     | John Beckett    |
- III. Approval of Minutes  
The minutes of the previous meeting were approved as submitted
- IV. Consumer Education and Internet – Release of New Radio

NORA's Consumer Education Committee has approved the NEW radio ad campaign and is ready to be air now. The NEW radio ads' premise is a mythological theme with a twist of humor. All ads reveal oilheat's value and make the listener chuckle in sixty seconds with a sharp witty punch line. There are three major spots, Vulcan, Old Man Winter, and Mother Nature, and Mother Nature and Vulcan have two alternatives, one referencing bioheat® directly, the other not. These spots can be trafficked at any time.

John Huber reported on September's online hit report which is over 60,000 this month. Jim Townsend thanks everyone for all their strong efforts.

- V. Education Report
- a) Late Summer Conference
- The Vision Trade Show committee is looking for a new location other than Providence or Boston. The committee is currently looking into Saratoga and Mohegan Sun Casino Hotel.
- VI. Research and Development

John Huber and Jim Townsend reported on the NYSERDA and NORA partnership. They both attended a meeting with NYSERDA. John Huber reported on the slow nature of working with NYSERDA. Depending on the coming months, we may start looking into other facilities. But Jim Townsend reported his thoughts about their meeting more optimistically and believes NYSERDA is on the same page with us to accomplishing this joint venture.

## VII. Fuel Quality Issues

While the debate on sulfur has been active for decades, the debate has moved beyond our industry and it appears that governmental entities are preparing to close debate and reach a decision. Leading environmental regulators are now poised to sign a consent agreement that would limit the sulfur in fuel to 500 ppm in 2012 in the region from Greater New York City to Delaware, including Philadelphia and New Jersey, and the remainder of the northeast in 2014. These levels of sulfur would fall further to 15 ppm in 2016 in the first area, and to 15 ppm in 2018 for the remainder of the northeast.

In New York and New Jersey the regulators wording needs to be changed. Currently the regulation states it “must be completed by”.

The Industry needs to prepare and develop strategy for Low Sulfur oilheat. The approach must come from a world perspectives and understanding. The goal is to have maximum flexibility to adapt to any changes in Supply and Demand in the World Market place. Eric Slifka, John Huber, and Peter Carini will gather the necessary data and information to start formulating the strategy. Also, Dr. Tom Butcher is setting up a meeting for manufacturers; this meeting will start the dialogue about low sulfur fuel and their equipment.

## VIII. Changing Economics for Oil Distribution

The current industry model needs to be revamped for today’s market. The committee will gather information about hiring a consultant group or business school to evaluate this industry.

## IX. Finance Report

John Maniscalco reported on the financial reports. He commented that the Accounting fee have increased due to allocating more work to Mike Buzas, the accountant. He is assured that NORA will reach the collection needs for the year. The administrative cost will still be under 4% for the year.

Leonard Lipton moved the motioned that the 5% suspended to the states be reallocated. The motion was seconded by Sean Cota and approved by voice vote.

X. Executive Committee Makeup for 2008

John Huber thanks the following members whose term has reached their limit:  
Allison Heaney, John Beckett, and Jim Townsend.

The following people are candidates for 2008 Officers:

Bob Boltz  
Sean Cota  
Tom Tubman  
Sean Sweet

Don Allen moved the motion for the 2008 candidates to become nominees as submitted to the Executive Committee. The motion was seconded by Will Lawes and approved by voice vote.

John Huber then put forward recommendations for the board.

Chairman..... Bob Boltz  
1<sup>st</sup> Vice Chairman.....Leonard Lipton  
2<sup>nd</sup> Chair ..... Sean Cota  
Secretary .....Jim Buhrmaster

XI. Adjournment

12:54pm