



Minutes
Executive Committee
Conference Call
November 14, 2008

The following members were in attendance:

John Huber	Robert Boltz
John Maniscalco	Jim Townsend
Will Lawes	Sean Cota
Shane Sweet	Erick Slifka
Lenord Lipton	Molly Brady
Don Allen	David Martin
Tom Tubman	

Mr. Robert Boltz called the meeting to order at 11 am eastern standard time.

Mr. Boltz made a motion to approve the minutes from the October 2 Chicago Meeting, the motion was moved by Mr. Jim Townsend and it was duly seconded.

Mr. John Huber discussed the leadership issues and moving towards a long term leadership goal. Mr. Peter Carini has been added as a board member and to executive committees and his example will lead the industry overall.

Consumer education, Mr. Larry Scuder resigned from committee duties. NORA just approved a 750,000 dollar budget for a spring internet campaign. JL Media is going to do a campaign that will reach an audience broader than TV, mail, etc., The plan is to make a specialized template for each state which will allow people in VA to open a VA ad and they can look for things in there area. It can be localized or national. The site can ultimately be linked to the state website or Oilheat America. There was a general discussion about how it would work and can both small and big states use the campaign.

Mr. Huber discussed the prices dropping and the new radio campaign that will be launched in the spring. 100,000 dollars has been allocated in the budget for a new campaign due to the changes in the market.

Mr. Huber opened the floor up for a discussion about the consumer education committee. Mr. Shane Sweet want to discuss with Mr. Huber later.

Mr. Huber discussed the new research and development project. There is a low sulfur and ultra low sulfur fuel initiative being discussed. They want to put together a committee of whole sellers, retailers and executives within the industry to get this project launched. Joint agreement enacted in 30 states to regulate power plants, it was dismissed by a court of law.

Mr. Huber also discussed low carbon fuel initiatives. One of the programs was the greenhouse gas initiative; which will allow consumers to receive tax credit if they improve efficiency by converting from oil to natural gas. The second initiative is trying to get to low carbon fuel. NESCAUM had a meeting discussion how to do a low carbon fuel initiative for the Northeast.

There was a general discussion about people not be educated on Oilheat. It was suggested that we should put a comparative together about all the different fuels.

Mr. Huber discussed the education issues regarding contractors converting heating oil.

Mr. Hedden is actively developing an energy audit program for the Oilheat industry. Using the FSA, boiler sizes, air leaks, etc., However it is specializing on the flame side of the house and focusing on helping the customer. We will partner with BPI because they have relationships with states and receive kick backs.

Mr. Huber discussed executive education and that in Chicago it was agreed that we need to become more involved in executive education. NORA needs to look into different options to educate executives. Mr. Huber also discussed the Visions conference and how the seminars seemed to be really successful.

Mr. Huber discussed the NORASTORE/NORA Education Center. He stated that the NORA Store is now an in-house project and we are no longer based out of a Boston warehouse, it is now at NEFI.

Mr. Huber also discussed my NORA Video. He explained that people like the online video and that we are trying to get more people to go online to watch videos and not order them online. Mr. Huber wants the website to be marketed more.

Mr. Huber discussed the NORA Education website and the NORA Ed center. Mr. Huber discussed that the budget has been cut and there are many changes being made. That Mr. Sweet is diligently working to correct some of the main problems are being fixed.

New Business- There will be a session next week regarding the NORA Reauthorization. Mr. Huber discussed that President Elect Mr. Obama wants to do Energy Bills and hopefully the NORA bill will be brought into that bill. This will be discussed in further detail at the 2 pm conference call today.

Mr. Robert Boltz moved to adjourn the meeting at 11:56 am eastern standard time.

Adjourned at 11:56 a.m.