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Chairman: Robert Boltz
President: John Huber

Minutes
October 30, 2007
1 p.m. Board Meeting
Washington, D.C.

Introductions

Mr. Jim Townsend called the meeting to order at 1:15pm and directed Mr. John Huber to call the roll. Mr. Huber called the roll and the following members of the Board were Present. Mr. Huber indicated a quorum was present.

Raymond Albrecht	Ralph Carlo	Barry Knox	Ted Noonan
Nancy Allen	Jon Day	Will Lawes	John Peters
Mike Anton	Tom Devine	Leonard Lipton	Michael Romita
Debbie Baker	Charles "Bill" Ermer	Jon Madsen	Tom Santa
John Beckett	Louise Giguere LeBlanc	Dave Martin	Larry Scuder
Tom Berry	David Glendon	Bill McKibbin	Don Steward, Sr.
Molly Brady	Larry Goldstein	Ralph L. Mills	Jim Townsend
Dr. Thomas Butcher	Allison Heaney	Mike Neish	Rob Van Varick
			Jack Woodfin

II. Approval of Minutes

Mr. Townsend moved that the minutes of the meeting held on June 12, 2007 be approved as submitted to the Board of Directors. The motion was duly seconded and approved.

III. Financial Review

Mr. John Maniscalco reported on the financials through September 2007, state grants, the reversal of the 5% suspension of the State Allocation for 2007, 2008 Budget, Nevada's Grant approval, and Vermont and Rhode Island internal fund transfer. Mr. Maniscalco clarified that the Year to Date on the Statement of Activity are on an accrued bases so this reports explains the income when earned and expense incurred. He continued the financial report section by reporting a loss in Net Assets of (\$937,730). He stated the loss is within NORA's anticipated 2007 third quarter budget guidelines. On the Financial Position Statement, Mr. Maniscalco commented that the 3rd Quarter deficit is in line with NORA's budget. Thus, our expectation is that 4th Quarter collections will eliminate that deficit and leave NORA with either a slight gain or loss for the year, which will then

allow both the restricted and unrestricted net assets to end the year as they began the year. The following motion was moved, seconded and approved by voice.

The Board of Directors of the National Oilheat Research Alliance approves the Financial Report as submitted to the Board.

Mr. Huber explained collections are able to support the full 2007 fund budget so the state may receive the suspended 5% in February 2008. The following motion was moved, seconded and approved by voice.

The Board of Directors of the National Oilheat Research Alliance approves the restoration of the 5% of the State Allocation for 2007.

Mr. Maniscalco reviewed the 2008 Budget

The following motion was moved, seconded, and approved by voice.

The Board of Directors of the National Oilheat Research Alliance approves the 2008 Budget as submitted to the Board.

National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and the effective use of their resources will help advance the goals of NORA.

The Board in compliance with the internal budget adjustments has decided to approve this grant.

A1

Resolved: The grant request identified as CE-06-VT-001 is hereby decreased from \$31,317.52.00 to \$00.00 and that the grant request identified as ET-06-VT-001 is hereby increased by \$31,317.00.

Be it further resolved: That the President of NORA enters into a contract with the grant application identified in the grant application to effectuate the purpose of the grant.

A2

Resolved: The grant request identified as ET-07-RI-001 is hereby decreased from \$93,000.00 to \$48,000.00 and that the grant request identified as CE-07-RI-001 is hereby increased by \$45,000.00.

Be it further resolved: That the President of NORA enters into a contract with the grant application identified in the grant application to effectuate the purpose of the grant.

RESOLUTION G-1

Nevada Petroleum Markets has submitted their 2006 & 2007 Grant Application. This grant has been reviewed and was found to provide sufficient detail to meet the requirements of the law, that there is commitment to comply with the title in using the requested funds, that the grant has been made public and not received adverse comments, and will directly benefit the Oilheating industry.

Be it therefore resolved: That the NORA Board approved a grant to the Nevada Petroleum Markets for \$13,703.96. The sum of \$13,703.96 will be used for consumer education. This sum includes an administrative fee within the Board specified amount.

IV. Industry Issues

Mr. Allen reviewed the Industry Strategic Plan for a sustainable future of efficient, renewable, and alternative Oilheat.

A representative from Morse Company, a public relation firm, demonstrated how to combat bad PR in the media.

V. Research and Development

Several of our sponsored projects are in the field and are performing very well in the market. The first is the Bock Space Saver Water Heater with a 20 gallon storage and a .43 gph flow rate for the burner. This unit is suitable for condos and smaller applications; it allows us to deliver water and radiant heat. Bock has indicated that the market is very receptive to this new product. Second, Thermopride 5 Ton Oilheatpak. This unit which was upsized is now being marketed as a rooftop unit for small and light commercial buildings. We now have a combination air conditioner and heating system suitable for these buildings designed for a rooftop. Third, Peerless Pinnacle – This ultra high efficiency unit is making good headway in this high priced market. These are just some of the top performing products that would not be in market without NORA's support.

Additionally, NORA has supported and helped develop smart controls with Honeywell and Carlin. These will be revolutionary in the industry and will affect service intervals, service performance and delivery scheduling. We are now working to ensure this technology integrates into our back office operations.

Finally, we are working on some cutting edge technology. Brookhaven is evaluating a combined Hydronic air conditioning unit to see if it could be converted from gas to oil.

Mr. Huber reviewed the Statement of the Mid-Atlantic/ Northeast Visibility Union (Mane- Vu) report concerning a course of action towards assuring reasonable progress, and their efforts to reduce sulfur in fuel.

Rich Rutigliano from Primedia presented his team's web base efficiency rating program. The program is calculator for sitting down with a customer about energy savings.

Mr. Townsend reported that the Brookhaven & Saratoga relationship is moving along towards a positive outcome.

Mr. Townsend stated he is very pleased with our accomplishments for research and development wing of NORA.

VI. Consumer Education Report

Mr. Larry Scuder report the committee has produced two rounds of creative this year, the first involved internet based materials, and the second involved radio creative.

The internet advertising is a real bright spot. Our website is currently going very strongly with a combination of the advertising and its natural use. September set a record for number of visitors with nearly 60,000 visits, and October is outperforming September, and we should get nearly 70,000 visits by the end of the month. This leads to a cost of approximately \$2 per visit over the course of the year, and will be less than that in September. The committee feels that this is very strong, as we are delivering people to the website who are getting NORA's message at a very reasonable cost and below industry averages.

Later in the year, we did a new radio campaign. This campaign is based on mythology, and ancient legends. The spots are called Mother Nature, Old Man Winter, and Vulcan. Mother Nature and Vulcan were cut twice, one with a BioHeat link, and one without. Unfortunately, BioHeat is not sold in all markets, so many of the local groups wanted to have the option. At this time, we have these three spots in market, and we have the talking oil heater spots also available.

Finally, earlier this year, Tri-State which is comprised of New York, New Jersey and Connecticut needed to switch media placement firms from Martin due to cash flow issues that Martin would not accommodate. Fortunately, we were able to find a new media placement firm. In comparing the media buys between 2006 and 2007, where the funds expended were about the same, this firm delivered approximately 40 percent better. JL Media indicated that they would be able to do this for a charge of 6 percent.

The following motion was moved, seconded and approved by voice.

That NORA shall encourage the state associations to use J and L media for media buying in 2008 in future years. This will increase the media coverage in the states.

VII. Education and Training Report

Mr. Bob Boltz reported it has been a good year for Technician Certification. We have 502 new Bronze Technicians, 376 Silver, and 140 new Gold. There are currently 2,772 Bronze Technicians, 6,594 Silver, and 2,028 Gold, for a total of 11,394 certified technicians. We have trained, tested, and certified 1,448 people into the Tank Certification Program this year. There are 384 NORA certified courses for CEUs, and 114 NORA approved proctors. We also continue to work to upgrade our web-site noraed.org.

As reported at the last meeting we are in the process of totally redoing and updating our best selling product, The Oilheat Technician's Manual. The new version will be 4 colors; spiral bound and feature extensive use of graphics. The manufacturers have reviewed the content to be sure there are no technical errors and we are in the process of joining the text with graphics. It will be finished this winter. We are also creating new Silver and

Bronze tests to go with the new book and a Power Point Silver Review Seminar based on the new book and test for instructors to use will follow.

The newest DVD on how to install above ground fiberglass tanks is finished and we have begun work on Combustion Testing. We also plan to do one on Heat Loss and possibly the new Brookhaven Efficiency Standard.

Many NORA State Associations have identified PHC Contractors as well as remodeling contractors as key players in Customer's perceptions of Oilheat, and their decisions to convert or upgrade when it is time to replace their heating system. "Full service Oilheat companies" service less than half of the oil burners in America. The result is if they are serviced at all they are serviced by PHC Contractors. The Fuel Merchants of New Jersey has started an outreach project to these key people and the NORA E&T Committee is helping.

The contractors reported that tanks are an issue. This confirmed that NORA is definitely on the right track with our Tank Program and we need to continue to treat it as a top priority. Almost all the contractors saw Oilheat Dealers as potential partners. We need to make this happen. It will be the key to our success with the contractors.

This is a new program NORA is doing in conjunction with NAOHSM. This intensive 2-1/2 day workshop will focus on improving the teaching skills of those who do training for the Oilheating Industry. The primary focus of this course will be how to teach using the new NORA "Oilheat Technician's Manual." The class will focus on how adults learn, and all of the basic skills necessary to teach technicians. The class will feature hands-on exercises. These exercises will provide peers with the opportunity to share teaching techniques, thus learning from one another.

NEFI has started planning for the "Visions" Conference. We are looking at new locations and a new structure that will feature a more interactive format.

VIII. Tank Program - Training at IBHS

NORA and State Farm will be presenting a joint presentation during the conference about how State Farm uses NORA's education and research information in their daily operations. Mr. Huber commented that having State Farm in the presentation is a huge accomplishment.

IX. Executive Committee Appointments

On motion duly made, and seconded, the below members were elected to fill positions.

Officers

Chairman.....Bob Boltz
1st Vice Chairman.....Sean Cota
2nd Vice Chairman.....Larry Scuder
Secretary.....Will Lawes
Treasurer.....John Maniscalco
Immediate Past Chairman.....Jim Townsend
President.....John Huber

Executive Committee

	<u>Board Term</u>
Bob Boltz	12/31/2010
Sean Cota	12/31/2010
Tom Tubman	12/31/2010
Shane Sweet	12/31/2010
Bob Boltz	12/31/2010
Larry Scuder	12/31/2008
Will Lawes	12/31/2008
Ralph Carlo	12/31/2008
Jim Buhrmaster	12/31/2009
Jim Woodruff	12/31/2009
Molly Brady	12/31/2009
Eric S. Slifka	12/31/2009
Leonard Lipton	12/31/2009
Dave Martin	12/31/2009
Jim Townsend	12/31/2007

X. Old Business

There was no old business

XI. New Business

There was not new business

XII. Adjournment

The meeting was adjourned

Respectfully Submitted,

Will Lawes
Secretary