



warm thoughts and cool ideas

from **WILSON** The People You Can Trust.
Heating Oil • Propane Air Conditioning • Heating

fall 2010

PERSONALLY SPEAKING

continuing to make changes for the better

Dear Friends,

We continue to work hard to improve our service offerings so we can stay on top of ever-changing energy demands, make your home more comfortable and save you money.

That's why we made a major investment in training for our service technicians, who are now certified by the Comfort Institute, an international indoor comfort research, training and consumer protection organization.

Thanks to this initiative, our technicians are fully trained to perform a Whole House Comfort Checkup. We are one of the few home comfort companies in our area to offer this cutting-edge service.

This checkup is much like

an MRI for your home. We use specialized equipment to "see" inside your home so we can measure your home's comfort level and energy efficiency. After this, we recommend "treatment" options. (See article at right for more details.)

giving back to the community

Another exciting new development is our partnership with the Susan G. Komen for the Cure. We are the first propane company in the greater Philadelphia area to be working with this organization, the world's largest grassroots network of breast cancer survivors and activists. See page 3 for more details.

Best wishes,

David O'Connell



give your home a checkup

Thanks to our affiliation with the Comfort Institute, we are now certified to perform a **Whole House Comfort Checkup**. This is a thorough evaluation of your home.

A specially trained Wilson comfort and indoor air quality consultant visits your home and, using advanced diagnostic instruments and testing procedures,



identifies problems that affect your indoor living environment. After finishing the checkup, we'll give you a computerized report of how we can make your home more energy efficient and comfortable.

For example, we can help you:

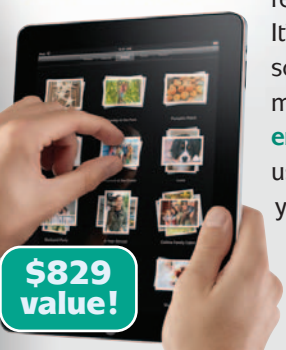
- ✓ achieve even comfortable temperatures throughout your home.
- ✓ maintain healthy comfortable humidity levels year-round.
- ✓ reduce dust, noise and repair bills.
- ✓ save money on your energy bills, anywhere between 10% and 40%.

To get started on your checkup, give us a call or mark the appropriate box on the enclosed survey.

Win an iPad

Here's your chance to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more. It's hard to believe a device so thin and light can pack so many features! **Complete the enclosed survey** and return it to us by 1/18/11 and we'll enter you in a drawing. Two prizes will be awarded!

- 64GB capacity
- 1.5 pounds
- only 0.5 inches thick
- 9.7-inch LED backlit display
- a multi-touch screen
- Wi-Fi and 3G connectivity



\$829 value!

No purchase necessary. A purchase will not improve chance of winning. See enclosed survey for details.

7951-11336

FREE pressure leak check and tank swap out when you become a **Wilson propane** customer!

propane keeps you **safe** at home

Here are a few quick facts about propane:

- Propane won't ignite when combined with air unless the source of ignition reaches 940°.
- Propane is nontoxic, produces minimal emissions and is not harmful to soil or water.

Want to learn more about this remarkably safe fuel? Just go to:

WilsonOilandPropane.com/PropaneSafety.asp.



SNAPSHOT

Developing and maintaining customer accounts are among the daily responsibilities recently taken on by Gregg Fields, our new propane manager. Gregg knows a lot about keeping a business running smoothly while ensuring customer satisfaction, thanks to his 15 years of experience in the propane industry.

"I worked at the branch management level in three different states, taking care of everything from sales and deliveries to equipment service," he says.

"I'm excited about the opportunity of working for Wilson Oil and Propane. They've been a family-operated company for more than 80 years. They know how to take care of their customers."

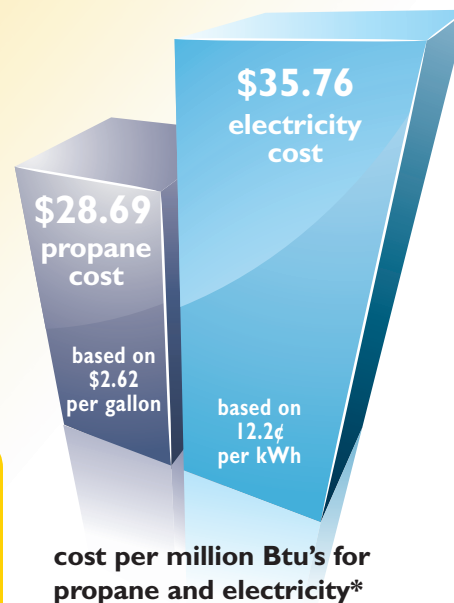
Off the job, Gregg enjoys golfing and fishing. He is the father of three grown children, who range in age from 18 to 23.



Gregg Fields
propane manager

propane vs. electricity? **no contest!**

Because heating fuels are measured in different units (such as gallons, therms or kilowatt hours), the best way to compare prices is to look at the cost for each fuel to produce a given amount of heat. The standard method is to use dollars per million Btu's, as shown in this chart. (Btu stands for British Thermal Unit, which is a measure of heat.)



cost per million Btu's for propane and electricity*

* based on U.S. Energy Department data as of March 2010

For more information about propane, go to WilsonOilandPropane.com and click the **propane services link**. Or, indicate your interest on the **enclosed survey**.



lower your water heating bills

We've helped a number of customers lower their water heating bills and get all the hot water they need. Here are some examples of the types of water heaters we sell, service and install.

➤ **An indirect-fired water heater** uses the burner in your boiler to heat your water. This oil-fueled alternative heats water much faster than an electric unit and can cut water heating costs significantly.

➤ **A propane-fired tankless unit** also heats water quickly, providing plenty of hot water—but only when you need it. And your hot water is delivered at a consistent safe temperature, a must-have if there are children or older people in the house.

Plus, the tankless design means big savings. It incorporates an on-demand system that stops heating water when the water supply is cut off (when hot water faucets are turned off). It's an ideal solution for smaller homes.

➤ **Solar water heaters** derive heat from solar collectors and transfer the heat to the water.

Solar-power water heaters and tankless water heaters qualify for the 30% federal tax credit.

Call us or visit WilsonOilandPropane.com to learn more.

30%
tax credit on a tankless or solar water heater



COMING SOON:

Leasing program for propane water heaters. Call for details!

oil heat getting greener, **more efficient**

As a strong proponent of the environment, we were honored to have been a representative of the heating oil industry during a Clean Heat event in Springfield on Sept. 14.

During the event, State Senator Ted Erickson discussed legislation he has sponsored that would limit the sulfur content of heating oil to just 15 parts per million and mandate a 5% biodiesel blend.

If approved, the legislation would mark the beginning of a new clean-and-green

era for the entire home heating oil industry.

The combination of lower levels of sulfur in heating oil and a biofuel blend will reduce carbon from the atmosphere, help lower energy consumption and improve equipment performance. The widespread use of cleaner-burning fuel is also expected to save Pennsylvania oil heat customers millions of dollars.



State Senator Ted Erickson outlines his proposal to reduce sulfur content in heating oil and require a biodiesel blend.

By reducing the sulfur content of our fuel, we can exceed heating system efficiencies of 95%!

learning to go green

join us on our drive to find a cure

When you have roots in the area as deep as ours, it makes you think about giving back to the community. That's why, beginning this heating season, you may be seeing our new pink propane truck in your neighborhood. While we realize that pink is not your typical color for a fuel delivery vehicle, we're not just trying to be colorful.

For every gallon of propane gas delivered from our pink truck, **we will donate 1¢** to a local affiliate of the **Susan G. Komen for the Cure**, which is the largest source of nonprofit funds in the fight against breast cancer. To raise additional funds,

we will sponsor a number of events in the future, including a Run/Walk for the Cure next summer. Our goal is to raise \$50,000 in five years.

susan g. Komen
FOR THE **cure**

This is our way of giving back to the community we love. We also want to raise awareness and inspire people to get involved. This is a personal cause for many of our employees, whose lives have been touched by cancer. Everyone here is excited about what we can accomplish!





P.O. Box 185, Wallingford, PA 19086
Call us! (610) 566-7600

visit our website at WilsonOilAndPropane.com



PRESORTED
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Congratulations to the winners of the **iPod touch contest** in our winter newsletter: **Nathan Carter, Lon Quinn, Joyce Kwasniewski, Sheila Arens** and **Richard Baron**.
Enter to WIN an iPad*

*No purchase necessary. A purchase will not improve chance of winning. See enclosed survey for details.

time running out for \$1,500 tax credit

How often do you have a chance to upgrade an old comfort system and save thousands of dollars?

There's never been a better time to invest in energy efficiency because this is the final year for you to take advantage of a \$1,500 federal

tax credit when you install energy-efficient equipment. You may also be eligible for a **Carrier Cool Choice** rebate of up to \$1,200 and a state rebate of up to \$500. Total savings: \$3,200.

Carrier's Cool Choice program gives you the option of trading your cash rebate for a merchandise offer, such as hotel

accommodations, round-trip airline flights or a big-screen TV.

So if your system is more than 12 years old, look into these incentives before they expire! If

you wait until next year, you'll not only miss out on equipment savings, but immediate energy savings and comfort.

To learn more, check the appropriate box on the enclosed survey or visit our website.

up to **\$1,500** federal tax credit
up to **\$500** state rebate
+ **\$1,200** Carrier rebate
\$3,200 SAVINGS

get a HomeAssist— and save money

Our **HomeAssist™** program has become an invaluable resource for home buyers and home sellers in our service area. This program can remove obstacles to the sale of a home—and save money too!

- We give home sellers a **FREE** written service history and evaluation of the heating system, which they can show to buyers. This will help eliminate concerns about the condition of the heating and fuel storage systems.
- A home inspector who is a HomeAssist partner will provide a **\$50 discount** on the price of his services. Contact Christopher Hunt of Homecheck Inc. Home Inspector at 610-517-9003 or homecheck3@gmail.com.
- Home buyers will receive a **\$250 discount** on closing costs when they work with a mortgage broker who is a HomeAssist partner. Contact Glenn Gerber of Allied Mortgage Group at 610-361-0080 or glenn@alliedmg.com.
- At closing, the home seller will receive **\$500 off** commission charges when the listing agent is a HomeAssist partner. Contact John Patrick of RE/MAX Town & Country at 610-675-1151 or johnpatrick@remax.net.

discover our convenient online services

If you haven't visited WilsonOilandPropane.com lately, pay us a visit to find out how convenient it is to do business with us online. You'll also find a wealth of information at your fingertips, about our products and services.

Use our website to:

- **pay** your bills.
- **sign up** for price protection.
- **troubleshoot** equipment problems.
- **learn** about propane products and services.
- **request** a fuel delivery.
- **request** service.

And a whole lot more!

