

# BOTTINI FUEL

SUMMER 2010

## PERSONALLY SPEAKING

### Coming Through When It Matters

Dear Friends,

**T**hey say a company shows its true character when things get tough. Well, last winter our team went through one of the greatest tests we've ever faced—and came through with flying colors.

During those back-to-back blizzards in February, we ran our business around-the-clock, responding to hundreds of calls for service and making thousands of deliveries. Among the customers we helped was Warwick resident John G., who was running low on fuel the morning of the storm.

"I was concerned because I live with my wife, who was eight months pregnant,

and two kids," John told us. "Around 10:30 a.m. I heard a beeping sound and looked outside to see where it was coming from. To my surprise and relief, I saw the Bottini truck in our driveway under the falling snow, filling our propane tank."



*Rick Bottini*

During the blizzard, we also did our part to prevent the Hudson Valley from coming to a complete standstill. We supplied fuel to food stores for their refrigerated trucks, fuel to retailers for their generators and fuel to several municipalities that kept emergency vehicles and generators running. Some other things we did to power

the Hudson Valley include:

- **set up fuel stops** so utility company vehicles could stay on the road and respond to emergencies.

- **delivered fuel several times a day** for more than a week to a medical distribution company, which needed to deliver supplies to clients in urgent need.
- **delivered fuel to noncustomers** whose fuel dealers couldn't come to their aid.

I want to thank our entire Bottini team. They take pride in coming through for you and taking your worries away. Our job is to deliver peace of mind to you—even if we have to go through a couple of feet of snow to do it.

Warmly,

Rick Bottini  
President

**STAY  
CONNECTED:**

Please go to [bottinifuel.com/update](http://bottinifuel.com/update) and update your contact information. This ensures that, if needed, we will be able to reach you.

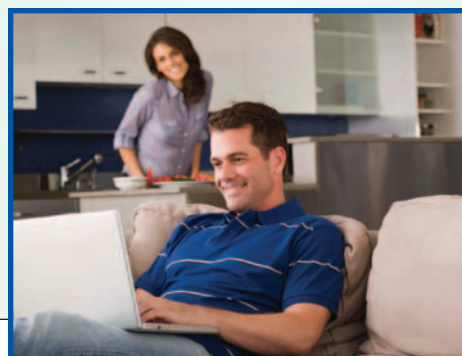
### How Do Our Prices Stack Up?

**W**hen it comes to helping you control your heating costs, our role is to provide choices to you and then honor what you want us to do. Keep in mind that there are many different ways to purchase your heating oil and protect your price, but there is no perfect program guaranteed to save you money year after year.

At Bottini, we're transparent about our pricing. All you have to do to check our prices is visit our website ([bottinifuel.com](http://bottinifuel.com)) and click the Today's Prices link. While you're on our site,

look for our Buyer Beware news articles, which document the pitfalls of doing business with a company that doesn't provide true price protection.

Rest assured, Bottini's prices are still an



excellent value. And you can always count on us for **Guaranteed Fair Pricing**. For the eighth year in a row, our average price has been below the average price in New York state as posted by NYSEDA. **We're the only fuel service company in the Hudson Valley that allows our customers to check their prices online.** We're that confident about our prices.

If you have questions, please call and talk to one of our customer service representatives. Ask them about enrolling in our EZ Pay program too (see article on page 4).



Main Office:  
**2785 West Main Street**  
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**845-297-5580**

Fuel Oil • Propane • Heating and Air Conditioning Sales & Service

Visit Us! [bottinifuel.com](http://bottinifuel.com)

**Call Us! Branch Offices:**

Kerhonkson ..... 845-626-7766  
 Margaretville ..... 845-586-1867  
 Port Jervis ..... 845-856-7831  
 Red Hook ..... 845-876-3835  
 Saugerties ..... 845-246-4931  
 Wappingers ..... 845-297-5580  
 Washingtonville ..... 845-497-5000  
 Cairo ..... 518-622-9512  
 Tannersville ..... 518-589-5222

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you could win an iPad  
 OR  
 \$100 of FREE  
 heating fuel!

**Ask the Expert**



**Q:** *Should I get a heating tune-up now or wait until fall?*



Vince Eagan III  
 Service Manager

**A:** Many people think the only time to get a heating tune-up done is when the weather gets cold. In fact, the **best time** for your tune-up is spring or summer. You can get an appointment that's convenient for you because you'll beat the fall tune-up "rush."

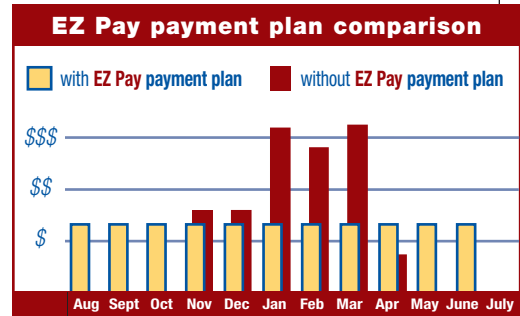
Annual tune-ups restore your equipment to peak efficiency, which can cut annual energy consumption and fuel payments by as much as 10%. Tune-ups can also prevent a system breakdown and expensive repairs.

Once we tune up your system, it will be ready for the cold weather—even as it "rests" for a few months over the summer.

To schedule your tune-up, call us, return the enclosed card or go to [bottinifuel.com](http://bottinifuel.com).

**"Flatten Out" Big Fuel Payments**

**B**ottini doesn't think it's fair for you to have to pay for 80% of your fuel in just three or four months in the winter. Fortunately, we have a solution: it's called **EZ Pay**. We spread your fuel payments over 11 months, making it easier to fit fuel costs into your household budget.



We calculate your fuel costs for the year—based on your past usage and a projected price for the year—and divide this amount into 11 equal payments. You'll know up front how much you'll be paying each month, and you won't get any unpleasant surprises.

Even if it gets really cold and you need two deliveries in a month, you'll still receive one bill that month. EZ Pay is our most popular program for helping customers manage their fuel costs **because it virtually cuts winter payments in half.**

So if you want to flatten out those big winter fuel payments, please call us or return the enclosed card today.

**Schedule a Tune-up Now and You Might Win an iPad**

**Here's another good reason** to schedule an "early bird" tune-up. We'll enter the names of everyone who schedules a heating tune-up before Aug. 21 into a drawing to win an iPad. If you schedule your tune-up online, we'll enter your name in the drawing twice.



**Win \$100 of Heating Fuel from Bottini**

**Customer service experts**

have a favorite expression: "If you can't or don't measure it, you can't improve it." Your feedback helps us do just that—improve.

That's why we invite you to complete our **online survey** at [bottinifuel.com](http://bottinifuel.com). We'll thank you for your time by entering your name in a drawing to win \$100 of free fuel.

