

# BOTTINI FUEL

FALL/WINTER 2009

## PERSONALLY SPEAKING

### Helping You Take Control of Your Home Energy Choices

Dear Friends,

**G**reat news! Our new online system puts you in the driver's seat when it comes to your home energy decisions.

Now you can log on to [bottinifuel.com](http://bottinifuel.com) and see our current market price and cap price, choose the pricing plan that's right for you and enroll at your convenience. I also encourage you to read our price protection FAQs page, which contains important information about the games some dealers play when they offer "no-fee" price caps. (See page 3 to learn more about this.)

When you're on our website, you can also pay bills online, find out about our service plans and learn about all of our heating oil and propane products and



*Rick Bottini*

services. You can also have a live online chat with one of our account experts. By the way, while you're on our website, be sure to enter our Blu-ray disc player contest. See the article below for details.

Of course, if you need to talk with us over the phone, we welcome your calls. During business hours, our account specialists can answer your questions about price protection, EZ Pay, EZ Debit and more.

It is my hope that these changes will make your life easier. Thank you to all of you, our loyal Bottini Fuel customers, for your continued trust in us.

Warmly,

Rick Bottini  
President



Go to [bottinifuel.com](http://bottinifuel.com) for a private live chat with one of our account experts.

### Improvements That Pay Off

**H**ere are a few ways you can invest in efficiency and receive big returns with the money you'll save.

**Get regular tune-ups.** Because a tune-up improves a heating system's efficiency, you can lower your annual heating costs by as much as 10%. That means if you spend \$2,000 a year on heat, a tune-up could save you as much as \$200!

**Upgrade your oil burner.** With the fuel savings you'll get from upgrading to a new oil burner with electronic controls, the burner can pay for itself. These sophisticated new burners are as much as 15% more efficient than older burners.

**Install a new system.**

If your heating unit is more than 15 years old, replacing it can cut your annual fuel bills by as much as 30%! With savings like this, it won't be long before your new system has paid for itself.



## WIN a Blu-ray Disc Player!

**Enter to win** this amazing Blu-ray Disc Player! You not only get unmatched picture and audio quality; you can also wirelessly tap into streaming entertainment, direct to your TV from the Internet. There's no need to replace your DVD collection—they just look better on Blu-ray.

**Read this newsletter and answer the questions on the reply card. All cards received by 1/31/10 with the correct answers will be entered in a drawing. Five prizes will be awarded!**

**\$400 value!**



**The LG BD390 Network Blu-ray Disc Player** features integrated Wi-Fi Connectivity, Net Cast™ Entertainment Access and LG SimpLink™ Connectivity.

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

# Ask the Expert



**Q:** You already deliver my oil. Why should I become a propane customer too?

**A:** For starters, we can consolidate your billing into one monthly statement for both oil and propane. We will also install a new propane tank for you and perform a pressure test at no charge. (See the enclosed flyer for more about this.)

**Q:** Can you give me good propane service?

**A:** Absolutely. We'll give you the same reliable service you already get as a Bottini oil customer. We have more technicians than any other propane provider in the area and the largest fleet of propane service vehicles in the region. Besides that, our propane experts can give you great advice about using propane more efficiently, so you'll save money.

Want to know more? Call 800-836-3835 and ask for John or our other propane experts, Steve King and Matt Feldman. You can also send an email to [info@bottinifuel.com](mailto:info@bottinifuel.com).



John Quinlin



**PROPANE**  
EXCEPTIONAL ENERGY™

**ARE WE YOUR PROPANE PROVIDER?**

**CALL US TODAY if you would like to LEARN MORE about how WE CAN SAVE YOU MONEY with our PROPANE PRODUCTS AND SERVICES.**

## Safety First for Propane

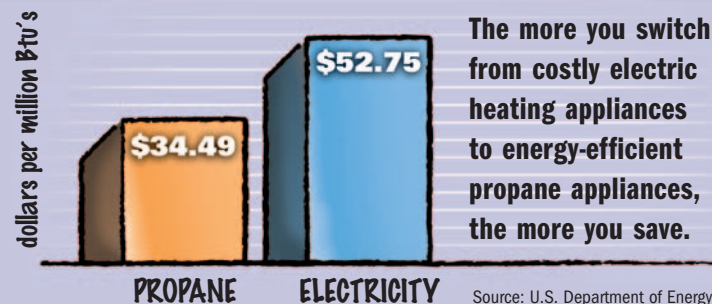
**P**ropane has a fantastic safety record, thanks to strict regulations developed by the propane industry and the National Fire Protection Association. Here at Bottini, we address every aspect of using propane in the home—installation, storage and tank filling—to make sure your propane equipment gives you worry-free operation.

For instance, whenever we install a new propane tank, we perform a pressure test. This means checking the tank and all connecting lines, valves and regulators in order to rule out any leaks.

We also recommend annual tune-ups for propane heating systems, not only for safety but also for saving money. See the related article on page 4.

## Propane Beats Electricity Hands Down

### Average costs in New York



**W**hen you compare the average cost of using propane versus electricity for a family of five, propane comes out 35% cheaper. And with electric rates rising almost everywhere, the gap will keep growing.

That's why more and more people who are building a new home or adding on to an existing home are choosing propane over electricity.

As a full service propane dealer, we are proud to offer this remarkable—and versatile—fuel resource to our customers. With so many indoor and outdoor uses, propane makes life more convenient and comfortable. Propane saves you money too!

Call us, return the enclosed card or visit our website to learn about the many uses for propane in your home.

## Customer Forum



Dana Capriano  
Customer Account Expert

**Q:** How can other companies advertise a price cap with a lower fee than yours—or even no fee?

**A:** A true price cap protects your price when oil prices rise and also allows you to benefit if prices drop—no matter how low they drop. When you see the words “no fee,” it means one of two things: either the company didn't buy enough “insurance” protection to “hedge” their price, or the actual cost of the protection—the “fee”—is already built into their oil price, which will cost you if prices start to drop.

When oil prices dropped last year, those no-fee companies were charging 40¢ to 50¢ per gallon more than Bottini.

The way we see it, it all comes down to a question of honesty, and whether you want to do business with a company that is less than honest about what they promise. Some fuel dealers in our area have been charged by the state attorney general for improper practices. You will never see our name in the newspaper in connection with any scandal.

At Bottini Fuel we are vigilant about telling our customers the truth, even when the truth may be tough to hear.

Times are tough, and you need solutions to help you use less fuel and save money. Bottini can help. When it comes to keeping your home and family warm, you want to do business with a company you can trust. You can count on Bottini Fuel to be there when you need us, to go the extra mile for you and to always—always—tell you the truth.

## Daughter Steers Dad to Us

We've met and helped many new customers this year who called us because their fuel dealer didn't come through for them.

Mike Long was one of them. His oil burner had been malfunctioning and he couldn't get any hot water. When he asked his fuel dealer to fix the problem, the company told him it would be three weeks before they could send out a technician!

That's when Mr. Long's daughter, a Bottini customer, suggested he call us.

We sent a service technician to his home the same day he called, and fixed the problem.



### Office Updates

We've relocated our Margaretville office to 42822 Route 28 in Arkville. We're also pleased to welcome Vinny Dorio to our Cairo office. Vinny invites all of his former Fabrizio Fuel customers to stop in and say hello!

## Total Price Transparency

**B**ecause our goal is total transparency, we post our oil price on our website everyday. In fact, you can go online right now to [bottinifuel.com](http://bottinifuel.com) and see our current market price and cap price.

You can also see how our price compares with the average fuel price in the state by reading the report, posted on our site, from the New York State Energy Research and Development Authority, [nysrda.org/energy](http://nysrda.org/energy). No other dealer in our area provides customers with price transparency like this!

Last year, our daily price was below the state average for the entire year. To see how our price stacks up against today's state average, visit

[bottinifuel.com](http://bottinifuel.com) and click the “today's prices” link on the home page.

While you're online, you can also enroll in our price cap program and EZ Pay, which lets you pay your bills monthly instead of paying for each delivery all at once. You can also save money: EZ Pay customers who choose a price cap get a lower cap, 10¢ per gallon lower than our regular cap price!

Our account specialists will be glad to answer any of your questions about price caps or EZ Pay. Just call them or chat online at our website.





Main Office:  
**2785 West Main Street**  
**Wappingers Falls, N.Y. 12590**  
**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

PRESORTED  
 STANDARD MAIL  
 U.S. POSTAGE  
**PAID**  
 MPI

→ Win a Blu-ray Disc Player\*

→ Win a \$100 Gift Card

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

## We Give You Comfort, Not Just Equipment

A big mistake people make when they purchase new equipment is using the wrong contractor.

Installing a new heating or cooling system that incorporates the latest technology requires skilled technicians

with specialized training. It's important to choose a company that has the expertise and commitment to install your system the right way—someone like us.

It's also important that a system be specifically designed to fit your home and its needs based on a computerized "load calculation." This room-by-room scientific test determines the proper size—measured in Btu's of heating or cooling output—of the equipment that's right for your home.

Call us or return the enclosed card if you would like us to evaluate your equipment.

**SAVE \$100!**  
 when you buy  
 a new heating system  
 by Jan. 31



## Still Time for a Tune-up

In this weak economy, the last thing you need is a big unexpected repair bill, or spending more on heating than you need to because of an inefficient system that wastes fuel. That's why we encourage everyone to get an annual heating tune-up.

A tune-up restores your equipment to top efficiency, which can cut your annual fuel bills by as much 10%. Tune-ups can also prevent costly repairs because we can find and fix any small problems before they become big ones

For just a little more than the cost of a tune-up alone, you can invest in one

of our service plans, which includes a tune-up. You also get free repairs and priority emergency service, 24 hours a day, 7 days a week.

Call today or return the enclosed card to schedule a heating system tune-up and to learn more about our service plans.



## You Could Win a \$100 Gift Card with EZ Debit!

Making your monthly fuel payments is easy and convenient with our EZ Debit program.

When you use EZ Debit, we send a copy of your bill directly to your bank, and they deduct your payment directly from your checking or savings account. You still receive a statement telling you what was charged and for what, but you don't need to sit down, write a check and mail it.

With EZ Debit you will know exactly when your bill is paid each month while you eliminate the hassle of bill paying. Plus, you save time and money—for checks, stamps and envelopes.

It doesn't cost you a penny to make payments through EZ Debit! In fact, if you sign up by Dec. 31, we'll enter you in a drawing to win a \$100 gift card. We'll notify the winner by email.

Give us a call, return the enclosed card or visit our website today!

