



Warm Thoughts

winter 2011

PERSONALLY SPEAKING

rules on price speculation still pending

Dear Friends,

The price of oil, like the price of most other commodities, is determined by a variety of factors. In the case of heating oil, these factors include supply and demand, geopolitical events, the weather and price speculation.

Although the financial reform law recently passed by Congress provides for stricter oversight of commodity speculation, the exact rules are still being worked out by the Commodities Futures Trading Commission. Until these rules are in place, speculation will continue to play an outsized role in the price of heating oil.

While we can't control fuel prices, this doesn't mean there aren't ways to control or even lower your household energy costs. We know you rely on us to keep you warm and take care of any home comfort issues that may come up, but you also look to us

for solutions that can help you save money.

People who don't know our company might look at our fuel trucks and say, "Burch is in the fuel business." But our customers know better. You know that in addition to buying fuel from us, you are also purchasing a feeling of confidence that we will always keep you and your family warm and take care of any problems quickly and professionally.



Joe Burch

You can rest assured that Burch Oil is always working on your behalf. Every product or service we offer is designed with your comfort or convenience in mind. And you can rely on us to continue offering you innovative solutions, unparalleled service and excellent value.

Warmly,

Joe Burch

we take "service" seriously

Most people call us immediately when they discover that their heat is off. Some companies might just put you in the service queue.

But "good service" doesn't always involve a service call; sometimes there's a simple fix you can do yourself that will get your heat going quickly and save you the expense of a service visit.

If you lose your heat, follow these steps before you call us:

- ➔ Check the fuel level in your tank.
- ➔ Be sure all emergency valves or switches are in their "ON" or start positions.
- ➔ Check fuses or circuit breakers.
- ➔ Make sure that the thermostat is set above room temperature and to HEAT. (For warm air systems, if you adjust the thermostat and the fan doesn't go on, this usually means your burner is not igniting.)
- ➔ Press the reset button on the burner ONCE ONLY.



Make no mistake: "No-heat" calls are a top priority for us. Once we have determined that a service call is required, we will get someone to your home as soon as possible. If you have a service plan, we'll give you top priority. See page 4 for more information on our service plans.

Win a 3D HD home theater package!

Why pay extra to go out and see movies in 3D? Enjoy them at home instead. This 3D HD home theater package from Sony brings together a **46-inch LED 3D HDTV, a Blu-ray Disc Player, a 3D Sync Transmitter and 3D Active Shutter glasses.**

For a chance to bring theater-quality entertainment into your home, read this newsletter and answer the questions on the enclosed reply card.

All entries received by **June 6, 2011**, with the correct answers will be entered in a drawing.

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

- 3D picture
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*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

the sludge buster

Sludge is one of your heating system's biggest enemies. That's why we've added a special "sludge busting" additive called **UltraGuard™** to your fuel at no extra charge.

Here's what UltraGuard does to help keep your heating system running smoothly:

- ⊗ **Reduces fuel degradation** that can occur because of contact with metals in your tank and lines.
- ⊗ **Stabilizes stored fuel and prevents sludge.**
- ⊗ **Cleans the entire system** by removing and dispersing sludge.
- ⊗ **Prevents rust** from forming in the system.



service plans make sense in any economy



When times are tight, it's natural for people to look for ways to trim expenses, but it's a big mistake if you don't renew your service plan.

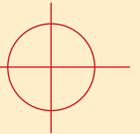
When you let your service plan lapse, you run the risk of having to pay for a big repair that would have been discounted had you renewed your plan. Are you willing to risk that?

Consider this too: The preventive maintenance tune-up included in the plan keeps your system running at optimum efficiency, lengthens the life of your equipment and may catch problems early. **Preventive maintenance can also trim 10% off your annual heating or cooling costs.**

Your service contract gives you priority service too. All you have to do is call Burch Oil any time of the day or night. You will always speak to a real person, not a machine.

With all these good reasons to have a service plan, why would you ever consider not having one?

ask the expert



Q: *Why can't I get an oil delivery the same day I order it?*

A: We set up our delivery schedules days in advance and need at least 72 hours' notice to add a delivery.

In many cases, logistics prevent us from doing a same-day delivery because we may not be delivering

in your area that day. Even if we are, the product on the truck has already been committed to other customers.

Q: *How can I avoid running out of oil?*

A: Don't let your fuel tank get below the one-quarter level. If you don't like having to check your tank, ask us to put you on **automatic delivery.** You never have to call for your fuel because we know just when to schedule your delivery. Our computer system monitors your fuel use patterns and tracks outdoor temperatures.



Ricky McKinney
Leonardtown plant manager

REMINDER!

For faster delivery, always keep your fill pipe clear.