



warm thoughts and cool ideas

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

late winter 2007

PERSONALLY SPEAKING

as a ServAssure dealer we have to be the best

Dear Friends,

As a certified **ServAssure** dealer, we are dedicated to giving you **100% satisfaction.**

When you make a significant purchase, you want a guarantee. That way, if your expectations aren't met, you're assured your needs will be addressed at no additional cost.

Our ServAssure designation is your *guarantee* of quality workmanship and the best service. It also means that we're **reviewed regularly** by a third party and that we must live up to ServAssure's exacting standards for customer service.

You might be asking yourself why being a ServAssure dealer matters. Simply put, it's a seal of approval. It also gives you a third party to call should you ever have a problem. Of course, we always do everything we can to ensure your satisfaction, but it is good to know you can



David O'Connell

contact ServAssure as a fallback. (Visit them at ServAssure.com.)

new, 24-month guarantee

We are so committed to your satisfaction that we are pleased to announce that ServAssure is backing us with a 24-month, money-back guarantee on all heating and cooling system installations. We

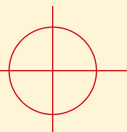
are the only company in the area that can offer this to you. And since we always go to great lengths to satisfy you, it's one more way we can back up our promises.

Thank you for trusting us with your family's home comfort. We will continue to do our utmost to live up to that trust.

Warmly,

David O'Connell

ask the expert



Q: *My homeowner's insurance doesn't cover oil tank leaks. What are my options?*

A: If you have an **aboveground tank**, you can sign up for our exclusive, **TankSure**® protection program. In addition to annual testing of your tank walls, TankSure provides you with a \$1,000 replacement warranty if our test determines you require a new tank. TankSure may even entitle you to a discount on your homeowner's insurance. If you currently have an **underground tank**, you might want to consider our **ProGuard** program. We can handle all of the details for you.

If you have a service plan, congratulations. You already have TankSure protection. If not, call us to find out how to enroll.



Ed Horn
service manager

Q: *Your office called and told me the vent alarm on my fuel tank wasn't working and I couldn't get a delivery until it was fixed. Why?*

A: A vent alarm is part of the piping that vents air from your tank as it's filled. The alarm makes a whistling sound, which tells the delivery person when the tank is full. New insurance laws mandate that all oil tanks be equipped with a working vent alarm. If your vent alarm isn't "whistling," we will contact you to repair it.

win the ultimate washer and dryer set

The grand prize winner receives this ultramodern washer and dryer set with extra large capacity.

The answers to the questions on the enclosed reply card can be found inside this newsletter. All entries received by 4/30/07 with the correct answers will be entered into

our drawing.
Total prize value: \$2,748!

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



The LG Electronics front-loading washer and dryer can be stacked to save space, and provide superb washing and drying performance, excellent energy efficiency and intelligent fabric care.

congratulations

to John C. Logan, winner of the Maytag refrigerator and \$250 gift card in our fall newsletter contest.

Oil “Jackpot” Found in Gulf

While the U.S. Geological Society says there is only enough oil that can be extracted from traditional sources to last 30 to 40 years, there has been a movement toward tapping the wealth of many nonconventional sources.

As one example, the recent discovery of a vast oil deposit about five miles below the floor of the Gulf of Mexico is expected to

boost U.S. oil reserves by 50% and will yield an additional 750,000 barrels a day to domestic crude oil production.

Daniel Yergin, author of an award-winning history of oil production, calls the discovery “the frontier for world oil” and

predicts a positive impact on prices could come in about five years [*United Press International*, 9/06]. Since the price of oil

is based on global supply and demand, greater U.S. output will help lower the price of oil.

Besides the Gulf of Mexico discovery, sand oil deposits in Alberta, Canada and oil shale deposits in Colorado, Utah and Wyoming could yield an estimated three trillion barrels of crude oil.

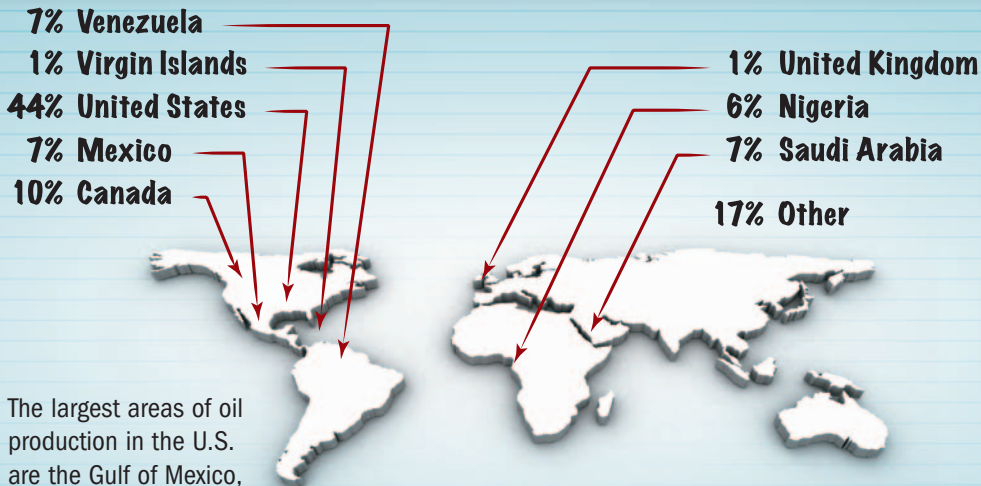
Once crude oil is extracted from the earth, it's shipped to

refineries, which turn it into petroleum-based products, such as gasoline, jet fuel and heating oil. U.S. refineries produce most of the heating oil that Americans use.

Supply in Hand

The federal government maintains the Strategic Petroleum Reserve, the world's largest emergency oil stockpile. Last summer, Congress approved a wide-ranging energy bill that included a 300-million-barrel expansion of the reserve, boosting capacity to one billion barrels. The U.S. has also established a two-million-barrel reserve of heating oil. [A barrel is equal to 42 gallons.]

Where Do We Get Our Oil?



The largest areas of oil production in the U.S. are the Gulf of Mexico, west Texas, California and Alaska.

Source: U.S. Dept. of Energy, 3/06

Energy Markets Remain in Flux

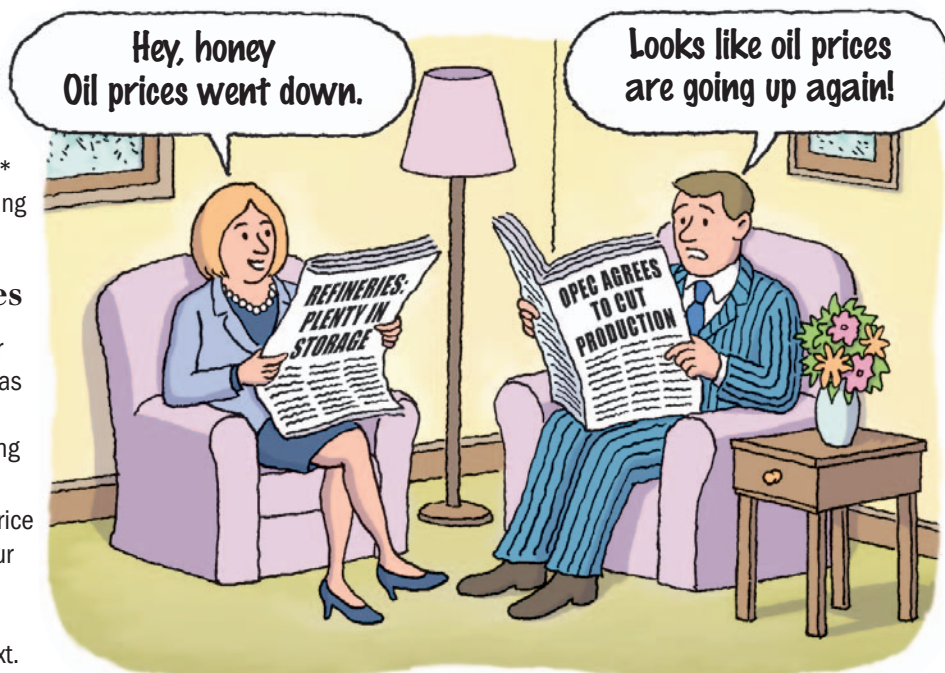
Whether it's heating oil, propane or natural gas prices, a great deal of volatility continues in the energy markets. As the heating season began, fuel supplies were up, which contributed to a drop-off in energy prices.

Given the roller coaster ride that fuel prices have been on in recent years, it's impossible to predict where prices will be in a few months because of unforeseeable changes in the market. For instance, any discussion about the OPEC* oil cartel cutting production (or raising it) can increase trading volume in the commodities market, causing price swings.

Heating Oil Prices vs. Crude Oil Prices

Heating oil, like diesel fuel and gasoline, is a “finished” or refined product that is usually derived from crude oil that was secured earlier, when crude prices may have been higher. Consequently, heating oil prices tend to lag what's happening with prices in the crude oil markets.

Your heating oil price is more affected by the wholesale price of heating oil, which changes day to day. Although we try our best to offer programs to keep your heating costs as low as possible, in this volatile market we can't predict whether wholesale prices will go up or down from one day to the next.



* Organization of Petroleum Exporting Countries

We Know When to Deliver —So You Don't Have to Go “Shopping”

It happens every year. A winter storm is forecast, and you have to wait in a long line at your local supermarket because everybody, including you, is filling up shopping carts, stocking up on food. We get pretty busy too, fielding calls from frantic customers who are afraid they will run out of heating oil.

Rest assured that we do everything possible to ensure you never run out. When we hear that a winter storm is on the way, we speed up our deliveries to make sure our customers have plenty of fuel. However, we don't want to put our drivers at risk, so we don't send them out when driving conditions become dangerous. We can still make emergency deliveries, though, if the situation warrants it.



**We can't stock your fridge,
but we can keep you well supplied with fuel.**

We Know When You Need More

If you're an automatic delivery customer, we can accurately predict when you are likely to need oil. We usually schedule a delivery for you when you have about one-quarter of a tank left.

This may sound low, but if you have a 275-gallon tank, one-quarter of a tank is nearly 70 gallons. Depending on how much fuel you typically use, that much fuel can last a week or more. Average daily usage is 5–7 gallons.

Please remember that if you call for fuel, we need a minimum of 48 hours of advance notice to put you on our delivery route.

Energy Conservation + Energy Efficiency = BIG SAVINGS

These days, you often hear the terms energy conservation and energy efficiency.

Energy conservation means cutting your energy use through such methods as lowering the thermostat setting to save on heating costs, caulking gaps around windows and doors to keep cold air out, and insulating your attic.

Energy efficiency means taking advantage of advances in technology to reduce energy use without having to remember to do it on your own every day. You can do this by installing appliances that get the most productivity from every unit of energy, such as heating and cooling systems that have ultra-high efficiency ratings.

This saves you money, increases comfort and protects the environment. When energy efficiency is combined with smart energy conservation practices, all of these benefits are further enhanced.

Are You an Energy Saver?

To see how well you're applying the principles of energy conservation and energy efficiency, complete this energy audit. Circle the number for each statement that is true, and then add up your score to see how well you're saving energy—and money.

- **My heating system is less than 10 years old.** **30**
- **I get a heating system tune-up done every year.** **15**
- **I have a programmable thermostat.** **15**
- **I have a high-efficiency water heater.** **15**
- **My attic, ceiling and other areas are well insulated.** **15**
- **My radiators/vents/baseboards are not obstructed.** **5**
- **I have plugged leaks around windows and doors.** **5**

Rate Yourself

- 0–25: Roll up your sleeves and get to work on saving a lot of money.**
- 26–50: Keep looking for ways to save on energy.**
- 51–75: You're energy conscious. There are more ways to save, but you're doing well!**
- 76–100: You can start a new career as an energy consultant.**



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

visit our website at
wilsonoil.com

Wilson could pay
your a/c bill
this summer –
find out how!



Turn to the Experts.SM



PRESORTED
STANDARD MAIL
U.S. POSTAGE

PAID
MPI

we'll pay your air conditioning bills this summer

With summer just a few months away, it's time to start thinking about your air conditioning needs. Maybe your old system barely made it through last summer. Maybe it's costing you far too much to cool your home. Or perhaps you're tired of putting up with old, inefficient window units, but you think you can't afford central air.

We have some good news for you. We have just made getting central air more affordable than ever—*by agreeing to pay your cooling costs for the entire summer* when you have us install a new heating and central air system.

enjoy FREE cooling all summer!

Not only will a new comfort system **save you as much as 30%** on your energy bills, but it will also give you a savings bonus. That's because *we will actually pay the first*

summer's a/c bills for you—from June through August, up to \$1,200!

After that, you will continue to save, year after year, thanks to the increase in efficiency you will get with your new system! See how much a new comfort

system can do for you.

To schedule an appointment with us for a **FREE** comfort analysis of your home, just return the enclosed reply card or give us a call. **Hurry! Our special promotion ends April 30.**

Install a new heating & cooling system and WE'LL PAY YOUR A/C BILLS this summer!*

*\$1,200 maximum. Terms and conditions apply. Call for details.



welcome to the winner's circle

Congratulations to **Richard Grischy** of Chadds Ford, the latest winner of our customer satisfaction survey drawing. Richard will enjoy a complimentary dinner for two, with a value of up to \$100, at the Harry Savoy Grill.

Again, our thanks to all of you who have been returning the surveys. We appreciate your help as we look for new and better ways to serve you. Remember, every time you return one of our surveys, you become eligible to win a dinner for two.

earn Loyalty Credits with Service Advantage

We have an important, money-saving reminder for you. When you have Service Advantage, you automatically earn **\$75 in Loyalty Credits** every year. These credits are like money, which you can use to make a big dent in the cost of buying new comfort equipment, such as a central air system.

If you are already a Service Advantage customer, chances are you have accumulated enough Loyalty Credits to help turn your dream of a new central air system into a reality. Call us to check your Loyalty Credits balance today!

