



warm thoughts and cool ideas

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

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PERSONALLY SPEAKING

thank you for your patience

Dear Friends,

It doesn't make sense to run a business in the computer age and not take advantage of the technology that's available—especially if it's going to improve customer service. One thing I've discovered, however, is that it sometimes takes a lot of hard work and patience before you start seeing the rewards of new technology.



Although I'm excited about the benefits you will see because of the new computer system we installed in October, I'm troubled that the effort to implement this system has caused a temporary interruption in the quality of service you have come to expect from us.

Because it takes extensive training to ensure that our office staff can properly use the new system, we haven't been as prompt as usual in answering daytime calls, some of which get "bounced" to our answering service. On top of this, our most seasoned customer service rep, Lois Matthews, was out for three months. She underwent

emergency triple bypass surgery. She is doing better and we welcome her back, on a part-time basis.

We've also been working overtime to correct printing inconsistencies in our new billing statements.

I realize this has been frustrating, but we are closing

in on solutions to these challenges. I apologize for the inconvenience and extend my thanks to you for your patience during this time of transition.

We are doing all we can to provide you with better service, more savings and greater value than any other company in the area. If you have any concerns or questions, please feel free to contact us.

Wishing you a Happy New Year,

David, Betsy, Meredith, Lauren and Patrick O'Connell

24-hour access

Using the Internet for online banking, travel reservations, catching up on the news and ordering merchandise can be great fun. Now we'd like you to bookmark our website too!

Log on to www.wilsonoil.com to see all that we can do for you. And keep coming back! We're in the process of redesigning our website, with improvements that make it more useful to you. You'll soon find lots of helpful information, such as energy-saving tips and industry news.



And in the future, you will be able to go to our website and pay bills or check on your account any time of the day or night!

we have winners!



Congratulations to **Ben Hall of Wallingford**, our grand-prize winner of a terrific new Lentek mosquito trap valued at \$380.

His propane-powered mosquito trap uses advanced technology, combined with the five most effective mosquito attractants known, to prevent biting insects from spoiling outdoor activities.

Congratulations again to Ben, and thank you to everyone who entered our contest!



Congratulations to our second-place winners too. **Mr. & Mrs. David J. Humphrey of New Town Square** won a FREE dinner for two.

pointing your comfort compass

This summer, you may have driven around searching for the lowest gasoline price. If you try to do something similar for your home heating fuel, there's a good chance you could take a wrong turn and become lost. Here's why you should keep your "comfort compass" pointed at us.

When you buy heating fuel — unlike gasoline — it's important to consider more than price. You need to be able to depend on the dealer, so it's smart to choose a full service heating company that has shown it can keep you and your family warm and safe.

you get what you pay for

The largest component of the price you pay for heating fuel is the prevailing cost of the fuel itself. The next biggest component is the cost of compensation, benefits and training for our extraordinary employees, including:

- ▶ professional drivers who not only deliver fuel but respect your property.

- ▶ certified technicians who will leave *their* families in the middle of the night so they can help *your* family.
- ▶ courteous office personnel who set the wheels in motion to get a service technician to your home as quickly as possible in an emergency.

buyer beware

You can almost always save a few dollars on a preseason delivery that's tied to a below-market "teaser" price for fuel.

But you'll soon be back to regular prices, which may be higher than what you had before switching. And what happens when

you lose heat during the coldest night of the year? Will your new dealer be there to help?

We hope you agree that a few extra dollars a month are worth the confidence that our drivers, technicians and office staff will be available when you need help.



couple feels right at home with oil heat

Mr. and Mrs. Grosvenor Hanlin recently replaced their 1960s oil-fired furnace with a modern high-efficiency system. They're astonished at the difference they've seen in both comfort and savings.

"We stayed within our budget despite higher energy costs and that long, bad winter," says Mrs. Hanlin. "We used less oil even though it was much colder. The heat also seems to circulate better than before."

Mr. Hanlin says the couple briefly considered switching to another fuel, but after doing some research they realized that oil remained their best choice.

"Oil heat is good heat. It keeps

us very comfortable. We feel safe too," says Mr. Hanlin.

According to the U.S. Environmental Protection Agency, one in four furnaces is more than 20 years old. Replacing your system can save you as much as 40% on heating costs. What's more, the higher efficiency of modern heating equipment reduces fuel use and, therefore, helps decrease air pollution.



Mr. and Mrs. Hanlin

why people ask for automatic delivery

Woody gauged it wrong.

"My wife, Sheila, said we needed to get more fuel and I kept telling her the gauge said we had a half tank. I found out later that the gauge was



broken and the needle was stuck. Sheila had gone ahead and called in an order for a delivery. The driver said we would have run out of fuel the next day. That's when Sheila asked for automatic delivery."

Vic became an out-of-towner.

"I took my family to Disney World last January and forgot to check the tank before we left. When we got back, the home was ice cold and the pipes had frozen because we had run out of fuel. I went on automatic delivery because I didn't want to have to worry about this ever happening again."



Jaclyn feared high bills.

"When it got really cold, I was worried about having to pay for additional deliveries in a given month. But with automatic delivery and the level payment plan, I never have to worry



about unexpectedly high bills or running out of oil again!"

As these stories show, different situations prompt people to ask for our free automatic delivery service. But the end result is always the same: With automatic delivery you never have to worry about running out of fuel. Call us today to find out more.



Hey, Mom and Dad, look what happened while you were away

Michele gave her parents a weeklong cruise for their 25th wedding anniversary. As soon as the ship steamed out of the harbor, she raced back to her parents' house and contacted the diligent duo of Hugh R. Warm and Shirley Cozi, leading energy-efficiency experts and TV show hosts.

"Mom and Dad keep complaining about their high heating bills, but they won't do anything about it," Michele told the duo. "I need you to tell me what I can do to make their home more energy efficient. I want to make improvements before they get back."

Take a tour of the house to see what they find and play along as Hugh and Shirley quiz Michele.

Hugh R. Warm and Shirley Cozi, TV show hosts and leading experts on energy efficiency.

the basement

Hugh and Shirley: What do you think your parents would say about this 40-year-old heating system?

Michele: They would say, "If it's not broken, don't fix it."

Hugh and Shirley: That is a very common and **very costly** opinion. Older systems are poorly insulated and have low efficiency ratings. This means they use more oil and run longer than today's systems to keep a home at a comfortable temperature. As a result, Michele's parents have been burning a lot of fuel

and seeing some high heating bills.

first floor

Hugh and Shirley:

How often do your mom and dad adjust the setting on their old thermostat?

Michele: Oh, they fight over it constantly. Mom turns it up whenever she feels cold and then Dad sneaks over to turn it down to save money on heating bills. I think that's why Dad always gives Mom a sweater on her birthday.



Michele shows her parents how easy it is to program their new thermostat.

Hugh and Shirley: It's difficult to strike a satisfactory balance between comfort and savings with older manual thermostats. A simple solution for greater comfort and economy is a new programmable thermostat. Michele's mom and dad could set the thermostat

at 68°–72° when they're active in the home, and have it automatically set back to 60°–65° when they're asleep (or away on a cruise). They'll use less fuel and save money.

second floor

Hugh and Shirley: What would your parents say about these cold drafts coming from the bedroom windows?

Michele: Mom would say, "When are we going to fix that?" Then Dad would tell her to put on a sweater.

Hugh and Shirley: If you combined all of the gaps around the windows and doors of an average home, they would make a nine-square-foot hole in your wall! Nearly half of a home's heat escapes through gaps around doors and windows. That's a lot of money going out the window!



Old systems are poorly insulated and have low efficiency rates, forcing them to use more oil and run longer to keep you warm.

High-efficiency systems use less fuel and provide more heat for greater savings and comfort.



One week later...

Michele had:

- installed a new heating system that was 30% more efficient.
- installed a programmable thermostat.
- installed weatherstripping to stop the drafts around the bedroom windows.

Michele's parents were completely surprised and:

- both thanked her for being so thoughtful.
- Dad was so excited about the money he'll save on heating costs, he booked another cruise!
- Mom told Dad she didn't need any more sweaters.





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- ★ new heating system, FREE water heater
- ★ how we ensure your comfort and safety

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we invest in training to ensure your comfort and safety

When a Wilson service technician comes to your door, you can be sure he has the knowledge and the skills to solve your problem. Our technicians are also well qualified to do expert diagnostic and safety checks when they perform annual maintenance on your system.



We can make this pledge to you because our technicians have years of training and experience under

national standard for technician training

their (tool) belts.

going for the gold

Right now, all Wilson service technicians have obtained their silver certifications from the National Oilheat Research Alliance (NORA) and are working to achieve their gold certifications. This ongoing education program represents a

and covers oil heat, natural gas and air conditioning systems. It's designed to add credibility and recognition to the high-level skills of master technicians (silver certificate) and advanced master technicians (gold certificate).

To maintain their certificates, technicians need to attend training classes **every year** to keep their skills sharp.

Some heating oil companies may think these education and training requirements are a bit excessive and too expensive to support. At Wilson, we view them as a good start.

FREE water heater with new heating and cooling system

Energy prices are high these days and some experts predict they'll continue climbing. That's why it's more important than ever to save energy and save money wherever you can.

One of the best ways is to replace your older equipment with a high-efficiency system. How old is the system you use now? We all appreciate antiques, but when it comes to boilers, furnaces and central air systems, *oldies are definitely not goodies.*

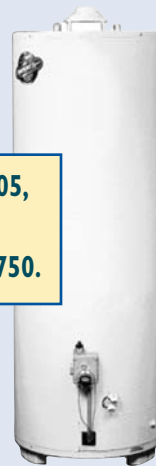
Today's reliable systems can save you as much as **40% on your energy bills. And when you order a new heating and cooling system by Feb. 28, 2005, you can get a 40-gallon gas or electric water**

**Order by Feb. 28, 2005,
and get a FREE
water heater worth \$750.**

heater absolutely FREE.

You will also get guaranteed satisfaction. Every system we install comes with this guarantee: **You'll be 100% satisfied with your new equipment or we'll do whatever it takes—until you are.**

Call us to see how much you could save. We'd be happy to discuss your specific needs—with no obligation.



helping you save with a tune-up

Because the annual tune-up is the cornerstone of your service plan coverage, we've been working extra hours, including Saturdays, to try to make sure that none of our customers missed out on this important preventive maintenance.

As a result, we've completed *1,200 more tune-ups* this year than last year. More of our customers' heating systems will run efficiently this winter, saving them money on fuel bills. Systems that have been tuned up are also less likely to break down.

If you still need your tune-up, call us. We have appointments available and, in most cases, we can get to you much sooner.