

AGENDA
November 8, 2006
10 a.m. Board Meeting
Holiday Inn, Linthicum, MD, 866-886-5735, 8816810

- I. Introductions
- II. Approval of Minutes
- III. Financial Review
 - a. Statement of Activities and Balance Sheet through September
 - b. State Grant Remaining Balance Report as of September 30, 2006
 - c. Review of Weather and Downgrade of Budget
 - d. Approved 2007 Budget
- IV. Research and Development
 - a. Brookhaven
 - b. December 1 and 2 Meeting
 - c. Projects Underway
- V. Consumer Education Report
 - a. Internet Advertising
 - b. Revisions to Oilheatamerica.com/Intelligentwarmth.com
 - c. Current Campaigns – Radio and Print
- VI. Education and Training Report
 - a. Revisions to Database for Education Site
 - b. Revision for Silver Manual
 - c. Vermont Fund Transfer Resolution
- VII. Tank Program
- VIII. Transition in Board Members in 2007
- IX. Executive Committee Appointments
- X. Adjournment

Roll Call November 2006

Company	First Name	Last Name	Phone	Attending
Adams Petroleum Co	Brett	Adams	(800) 445-4088	
NYSERDA	Raymond	Albrecht	(518) 862-1090	
E T LAWSON & SON INC	Don	Allen	(757) 722-3490	
Heating Oil Partners, LP	Mike	Anton	(203) 655-8290	
Crystal Flash Petroleum Co.	Debbie	Baker	(317) 879-2849	
REINHARDT HOME HEATING	Rudy	Ballard		
Frame Oil	Richard	Baran	(570) 454-3523	
R.W. Beckett	John	Beckett	(440) 353-6237	
WOOD'S HEATING SERVICE, INC.	Carl	Benker	(401) 434-1487	
First Call Heating & Cooling	Molly	Brady	(503) 231-3311	
Irving Oil	Ned	Bulmer		
Burch Oil Company, Inc	Donnie	Burch	(301) 373-2131	
Brookhaven (BNL)	Thomas	Butcher	(631) 344-7916	
TRACEY & SON LTD	Ralph	Carlo	(203) 777-5747	
Christoff & Christoff	Rusty	Christoff	(814) 378-7621	
GENESEE FUEL & HEATING CO INC	Steve	Clark	(206) 722-1545	
Anchor Oil Company	Bob	Durham	(502) 241-4221	
Palmer Gas Co. & Ermer Oil	Charles "Bill"	Ermer	(603) 898-7986 ext. 519	
Sunoco Inc.	Boyd	Foster	(610) 859-5780	
Berico Fuels	John	Fuquay	(336) 273-8663	
Sprague Energy	David	Glendon	(603) 430-7239	
PIRF	Larry	Goldstein	(212) 686-6470	
Farm & Home Oil Co.	Daryl	Hackman	(215) 257-0131	
Energy Conservation Group LLC, The	Allison	Heaney	718) 353-7000	
Jacobus Energy	Gene	Jacobus	(414) 359-1100	
Owner Services Inc.	Chris	Keyser	(802) 459-3349	
Augusta Fuel Company	Marc	Lacasse	(207) 623-3851	
Lawes Fuel Corp.	Will	Lawes	(732) 741-6300	
Consumers Energy	Anthony	Losquadro	(718) 497-4491	
Lykins Oil Company	Jeff	Lykins	(513) 965-6229	
ALLIED WASHOE	Jon	Madsen	(775) 323-3146	
Webber Energy	Dave	Martin	(207) 786-4288	
Abbott & Mills Inc	Ralph	Mills	(845) 561-0462	
NOONAN ENERGY CORP	Ed	Noonan	(413) 734-7396	
Carrol Independent Fuel Company	Richard	Phelps	(410) 261-5360	
QUARLES PETROLEUM INC	Doug	Quarles	(800) 758-4742	
Castle Oil Corp.	Michael	Romita	(914) 381 6500	
Gulf Oil, Lp	Ron	Sabia	(617) 889-9089	
Santa Energy	Tom	Santa	(203) 362-3332	
Scott Oil	Ed	Scott	(978) 526-4929	
Combind Oil Corp	Larry	Scuder	(718) 892-1500	
Total Energy Solutions LLC	Frank	Sestito	(877) 436-9812	
Global Companies	Richard	Slifka	(781) 894-8800	
C K SMITH & CO	Judy	Smith	508-753-1475	
W B STEWARD & SON	Don	StewardSr	(856) 845-9117	
NEFI	Jack	Sullivan	(617) 924-1000	
TOWNSEND OIL CO	Jim	Townsend	(978) 927-1715	
Suburban Propane	Denny	Trautman	(315) 385-4404	
Van Varick & Son, Inc	Rob	VanVarick	(973) 694-2776	
Duck Island Terminal , Inc.	Gene	Waldman	(800) 325-3835	
E M SERGEANT	Jim	Woodruff	(269) 343-1363	
WOOLLEY FUEL CO	Norman	WoolleySr.	(973) 762-7400	
Leffler Energy Richland Partners LLC	Douglas	Woosnam	(717) 653-3420	
Southern States Cooperative	Ray	Works		
Total Directors 54				

National Oilheat Research Alliance
August 21, 2006
Providence, Rhode Island
Vision Conference
1:00 pm to 4:00 pm

I. Introduction

Mr. Jim Townsend called the meeting to order at 1:00 pm and directed Mr. John Huber to call the roll. Mr. Huber called the roll and the following members of the Board were Present. At 1:08 a quorum was established.

Brent Adams	Anthony Losquadro
Ray Albrecht	John Madsen
Don Allen	Ralph Mills
Debbie Baker	Ed Noonan
Carl Benker	Doug Quarles
Ned Bulmer	Michael Romita
Tom Butcher	Ron Sabia
Peter Carini	Tom Santa
Ralph Carlo	Ed Scott
Rusty Christoff	Larry Scuder
Charles Ermer	Frank Sestito
David Glendon	Judy Smith
Daryl Hackman	Don Steward
Allison Heaney	Jack Sullivan
Chris Keyser	Jim Townsend
Marc Lacasse	Rob Van Varick

II. Approval of Minutes

Mr. Townsend moved the approval of minutes of the meeting held on May 3, 2006 as submitted to the Board of Directors.

The following motion was moved, seconded, and approved by voice vote

The Board of Directors of the National Oilheat Research Alliance approves the minutes of the meeting held in May as submitted to the Board of Directors.

III. Education & Training Report

Mr. Bob Boltz reported on the results of the 2006 tests administered to date. Only 59% of people who took the Bronze test passed. The Bronze students are in High School and do not have the real world experience to aid in them understanding the material. This is an indicator that the Bronze curriculum may need to be reorganized or another curriculum should be developed. 84% of people who took the Silver test passed and 59% of people who took the Gold test passed. There are three new certified schools that open this year. Every year the program expands and becomes better.

Mr. John Levey reported on the status of the Technician Look up Website. The database will be very useful for Insurance Industry and Homeowners. Currently, the database has individuals who have passed the Tank Inspector Course. The next step is to have certified (Bronze, Silver, and Gold) Technicians as a searching capability. Both the service managers and the technicians will be able to associate and disassociate from a company.

The New Tank Book has just been released. The revised edition has more pictures and diagrams for better comprehension. The book will sell on the NORA Store for \$25. In addition to the new book there are also two more videos that will be released. The first video is on Static testing and the second video is on Inspecting Tanks and Heating Units. Both are expected to be completed in 8 weeks. The Silver Book is being revised to includes more illustrations, images, and color.

IV. NORI Report

Mr. Peter Carini advised NORA must plan for the future today. The competitive pressures and the advantages that Oilheat once had a firm grip on is starting loosen. While other advantages are fading; new incentives are emerging. For instance, one of our biggest achievements is the Condensing Furnace & Boiler. Mr. Carini announced the multi-year planning meeting that will meet tonight to discuss the roadmap of where Oilheat is going in the next ten years. He warned the Directors that the issue is just not to throw money at it but to select the right projects and spend the funds wisely.

V. Grants to States

NORA distributes most of its funds to the states for action. Pursuant to this, the following grants have been posted for public comment, have received no adverse comment. The following resolution were presented to the Board and submitted for approval

RESOLUTION G-1

The Virginia Petroleum, Convenience & Grocery Association has submitted a grant application to cover both consumer education and education and training. This grant has been reviewed by the Finance Committee and was found to provide sufficient detail to meet the requirements of the law, that there is commitment to comply with the title in using the requested funds, that the grant has been made public and not received adverse comments, and will directly benefit the Oilheating industry.

Be it therefore resolved: That the NORA Board approve a grant to the Virginia Petroleum, Convenience & Grocery Association for \$458,007, of which \$373,276 will be used for consumer education, and \$84,731 will be used for education and training. These sums include an administrative fee within the Board specified amount.

RESOLUTION G -2

The Mid-Atlantic Petroleum Distributors Association has submitted a grant application to cover consumer education. This grant has been reviewed by the Finance Committee and was found to provide sufficient detail to meet the requirements of the law, that there is commitment to comply with the title in using the requested funds, that the grant has been made public and not received adverse comments, and will directly benefit the Oilheating industry.

Be it therefore resolved: That the NORA Board approves a grant to the Mid-Atlantic Petroleum Distributors Association for \$507,820.00, of which \$507,820 will be used for consumer education.

The following motion was moved, seconded, and approved by voice.

**The Board of Directors of the National Oilheat Research Alliance
approves the above resolutions for State Grant Allocations.**

VI. Financial Review

Mr. John Maniscalco reported on the Financials through 2nd Quarter 2006, State Allocations, and Proposed Amendment on 2007 Budget. The 2nd Quarter Financials indicated normal operation and the expenditures were as expected. The 2007 total State Allocations will be \$10,733,673.61. Mr. Maniscalco commented that the break down of the State Allocations are a true read of what the actually funding will be. The 2007 Proposed Budget would decrease by \$ 200,000.00. The following items that will be affected

<u>Item</u>	<u>Budget Revised</u>
State Rebates	\$10,733,674
Internet	\$ 900,000
R & D	\$ 580,114
Education Allocation	\$ 645,114

The following motion was moved, seconded, and approved by voice.

**The Board of Directors of the National Oilheat Research Alliance
approves the Proposed Amendment on the 2007 Budget.**

VII. Consumer Education Activities

Mr. Larry Scuder reported on revisions & launch of the Oilheatamerica.com website. He explained the new layout and functionality of the new site. The Interactive campaign has

brought NORA much success to direct customers to Oilheatamerica.com. The Martin Agency reported 7600 hits in one month just on the Soy Leaf Interactive ads.

IX. Special Items

Mr. Huber opened a roundtable discussion on the role Brookhaven plays in NORA. The agreement is to step in if Brookhaven doesn't receive funding from DOE. A meeting will be set up later this month to plan for a long term arrangements.

Mr. Bob Hedden shared his plan to help NORA states that have low market share.

X. NORA Reauthorization

Mr. Huber reported on Mr. Ed Newberry's findings and opinion to assess whether and how we should consider changing the statute.

XI. Unfinished Business

There was no unfinished Business

XII. New Business

That National Biodiesel Board will be sending out letters to those companies who are using the trademark and have not signed the NORA Sublicense Agreement.

XIII. Next Meeting

The next Board Meeting will be on November 8, 2006 at the Holiday Inn BWI Airport Conference Center from 10am to 1pm.

XIV. Adjourned

The meeting was adjourned at 4:05pm

Respectfully Submitted,

Jack Sullivan
Secretary

National Oilheat Research Alliance				
Statement of Activities				
For the Month Ending September 30, 2006				
	YTD		YTD	
	2006	%	2006 Budget	%
COLLECTION REVENUES, NET:				
Remittance Revenue *	9,633,945	101.45%	10,633,945	101.72%
Less: Assessments and Collection	(137,649)	(1.45%)	(180,000)	(1.72%)
Cash Available for 2006	9,496,296	100.00%	10,453,945	100.00%
Total 2006 Revenue for Allocation	9,496,296	100.00%	10,453,945	100.00%
Projects and State Rebates:				
Research and Development-Tanks	478,397	5.04%	478,397	4.58%
Education and Training	497,147	5.24%	497,147	4.76%
State Rebates	6,968,415	73.38%	6,968,415	66.66%
Consumer Education Production	673,500	7.09%	673,500	6.44%
Internet Communications	750,000	7.90%	750,000	7.17%
Total Grants and State Rebates	9,367,459	98.64%	9,367,459	89.61%
OPERATING EXPENSES:				
Administrative Expenses:				
Salaries and Consultants	229,190	2.41%	225,000	2.15%
Employee Taxes	11,641	0.12%	8,250	0.08%
Health Insurance	12,702	0.13%	11,250	0.11%
Retirement Plan	14,400	0.15%	14,400	0.14%
Rent and Telephone	22,776	0.24%	22,500	0.22%
Office Supplies	4,573	0.05%	11,250	0.11%
Equipment Maintenance	3,342	0.04%	3,750	0.04%
Insurance (D & O, L)	24,012	0.25%	22,500	0.22%
Dues, Memberships & Subscriptions	10,656	0.11%	15,000	0.14%
Public and Staff Travel	32,581	0.34%	33,750	0.32%
Meeting Expense	41,222	0.43%	26,250	0.25%
Legal	32,644	0.34%	37,500	0.36%
Bank Fees	2,508	0.03%	0	0.00%
Accounting Fees	73,280	0.77%	75,000	0.72%
Professional Travel	7,528	0.08%	15,000	0.14%
Total Administrative Expenses	523,055	5.51%	521,400	4.99%
Special Studies and Mailings				
Printing Annual Report & Other	56,265	0.59%	30,000	0.29%
Postage/Special Mailings	36,337	0.38%	30,000	0.29%
Total Special Studies & Mailings	92,602	0.98%	60,000	0.57%
Other (Income)/Expenses:				
Interest Income/Expense	(244,404)	(2.57%)	(30,000)	(0.29%)
Depreciation and Amortization	1,659	0.02%	3,750	0.04%
Other Income	(77,054)	(0.81%)	0	0.00%
Other Expense	64,568	0.68%	0	0.00%
Total Other Expenses	(255,231)	(2.69%)	(26,250)	(0.25%)
TOTAL OPERATING EXPENSES	360,426	3.80%	555,150	5.31%
TOTAL EXPENDITURES	9,727,885	102.44%	9,922,609	94.92%
INCREASE/(DECREASE)				
IN NET ASSETS	(\$231,589)	(2.44%)	\$531,336	5.08%

National Oilheat Research Alliance
Statement of Financial Position
September 30, 2006

2006

ASSETS

CURRENT ASSETS:

Cash and cash equivalents	\$6,937,994.32
Assessments receivable, net of allowance	2,085,966.00
Prepaid expenses	12,841.50

Total current assets	9,036,801.82

PROPERTY AND EQUIPMENT, Net	4,911.74
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Other assets	477,552.49

Total noncurrent assets	477,552.49

TOTAL ASSETS	\$9,519,266.05
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Accrued expenses	33,018.02

Total current liabilities	33,018.02

OTHER LIABILITIES:

Accrued state rebates	3,548,855.81
Accrued grants - research and development	1,582,830.55
Accrued grants - education and training	246,996.73
Accrued grants - consumer education	5,500.00
Accrued Internet Communications	750,000.00

Total Other Liabilities	6,134,183.09

Total liabilities	6,167,201.11

UNRESTRICTED AND RESTRICTED NET ASSETS:

Unrestricted net assets	1,722,768.94
Board designated net assets	1,629,296.00

Total net assets	3,352,064.94

TOTAL LIABILITIES AND NET ASSETS	\$9,519,266.05
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National Oilheat Research Alliance					
STATE GRANT STATUS					
For the Nine Months Ending September 30, 2006					
		Disbursed	Disbursed	Disbursed	
	APPROVED	in '04	in '05	in '06	REMAINING
CONNECTICUT					
R & D '06 Grant	54,709.00	0.00	0.00	20,000.00	34,709.00
CONS-ED '06 Grant	765,933.00	0.00	0.00	488,868.06	277,064.94
E & T '06 Grant	273,821.00	0.00	0.00	136,865.11	136,955.89
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TOTALS FOR CONNECTICUT	1,094,463.00	0.00	0.00	645,733.17	448,729.83
IDAHO					
E & T '03 Grant	21,741.55	2,894.00	0.00	13,661.86	5,185.69
CONS-ED '04 Grant	16,380.49	0.00	0.00	0.00	16,380.49
E&T '06 Grant	16,402.26	0.00	0.00	0.00	16,402.26
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TOTALS FOR IDAHO	54,524.30	2,894.00	0.00	13,661.86	37,968.44
INDIANA					
CONS-ED '04 Grant	101,262.75	90,697.04	0.00	9,450.00	1,115.71
CONS-ED '05 Grant	13,421.66	0.00	0.00	11,949.95	1,471.71
CONS ED '06 Grant	32,082.43	0.00	0.00	3,331.74	28,750.69
E & T '06 Grant	4,103.00	0.00	0.00	0.00	4,103.00
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TOTALS FOR INDIANA	150,869.84	90,697.04	0.00	24,731.69	35,441.11
KENTUCKY					
CONS-ED '06 Grant	120,028.36	0.00	0.00	75,386.62	44,641.74
E & T '06 Grant	39,785.00	0.00	0.00	18,885.38	20,899.62
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TOTALS FOR KENTUCKY	159,813.36	0.00	0.00	94,272.00	65,541.36
MASSACHUSETTS					
R & D '04 Grant	14,449.50	13,574.79	0.00	0.00	874.71
CONS-ED '05 Grant	398,790.50	0.00	137,516.95	261,273.55	0.00
E & T '05 Grant	105,643.59	0.00	38,608.00	67,035.59	0.00
CONS-ED '06 Grant	1,012,000.00	0.00	0.00	516,804.55	495,195.45
E & T '06 Grant	347,782.51	0.00	0.00	173,430.74	174,351.77
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TOTALS FOR MASSACHUSETTS	1,878,666.10	13,574.79	176,124.95	1,018,544.43	670,421.93
MARYLAND (MID-ATL)					
E & T '03 Grant	67,837.77	35,697.09	10,878.44	5,060.00	16,202.24
CONS-ED '04 Grant	510,926.61	385,280.64	23,036.52	102,609.45	0.00
E & T '04 Grant	72,247.50	0.00	13,692.15	0.00	58,555.35
CONS-ED '05 Grant	188,392.10	0.00	184,910.76	3,481.34	0.00
CONS-ED '06 Grant	507,820.00	0.00	0.00	173,189.68	334,630.32
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TOTALS FOR MARYLAND	1,347,223.98	420,977.73	232,517.87	284,340.47	409,387.91
MAINE					
CONS-ED '05 Grant	163,003.36	0.00	132,032.43	30,970.93	0.00
E & T '05 Grant	92,028.71	0.00	74,543.26	17,485.45	0.00
CONS-ED '06 Grant	411,460.80	0.00	0.00	200,000.00	211,460.80
E & T - '06 Grant	276,000.00	0.00	0.00	102,482.76	173,517.24
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TOTALS FOR MAINE	942,492.87	0.00	206,575.69	350,939.14	384,978.04

National Oilheat Research Alliance					
STATE GRANT STATUS					
For the Nine Months Ending September 30, 2006					
		Disbursed	Disbursed	Disbursed	
	APPROVED	in '04	in '05	in '06	REMAINING
MICHIGAN					
CONS-ED '06 Grant	79,985.00	0.00	0.00	0.00	79,985.00
E & T '06 Grant	46,975.00	0.00	0.00	0.00	46,975.00
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TOTALS FOR MICHIGAN	126,960.00	0.00	0.00	0.00	126,960.00
NORTH CAROLINA					
CONS-ED '05 Grant	128,357.11	785.00	109,774.98	17,797.13	0.00
E & T '05 GRANT	32,678.14	787.00	27,394.97	4,451.16	45.01
CONS-ED '06 Grant	365,375.00	0.00	0.00	203,320.00	162,055.00
E & T '06 Grant	64,477.95	0.00	0.00	38,172.00	26,305.95
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TOTALS FOR NORTH CAROLINA	590,888.20	1,572.00	137,169.95	263,740.29	188,405.96
NEW HAMPSHIRE					
CONS-ED '05 Grant	112,478.44	0.00	85,764.81	26,713.63	0.00
E & T '05 Grant	28,119.61	0.00	28,119.57	0.00	0.04
CONS-ED '06 Grant	308,879.00	0.00	0.00	0.00	308,879.00
E & T '06 Grant	70,113.00	0.00	0.00	0.00	70,113.00
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TOTALS FOR NEW HAMPSHIRE	519,590.05	0.00	113,884.38	26,713.63	378,992.04
NEW JERSEY					
E & T '05 Grant	385,996.20	0.00	323,061.04	62,935.16	0.00
CONS-ED '06 Grant	822,338.91	0.00	0.00	451,894.92	370,443.99
E & T '06 Grant	218,145.00	0.00	0.00	147,634.14	70,510.86
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TOTALS FOR NEW JERSEY	1,426,480.11	0.00	323,061.04	662,464.22	440,954.85
NEVADA					
CONS-ED '04 Grant	12,638.38	0.00	0.00	1,664.58	10,973.80
E & T '04 Grant	7,706.40	0.00	0.00	0.00	7,706.40

CONS-ED '05 Grant	1,330.42	0.00	0.00	1,330.42	0.00
E & T '02&'05 Grants	11,237.60	10,000.00	0.00	0.00	1,237.60
CONS-ED '06 Unassigned	6,922.00	0.00	0.00	0.00	6,922.00
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TOTALS FOR NEVADA	39,834.80	10,000.00	0.00	2,995.00	26,839.80
OHIO					
E & T '04 Grant	69,660.91	68,660.91	0.00	1,000.00	0.00
E & T '02 & '05 Grants	17,369.07	13,330.52	0.00	4,038.55	0.00
CONS-ED '06 Grnt	276,518.00	0.00	0.00	36,771.42	239,746.58
E & T '06 Grant	69,130.00	0.00	0.00	67,178.24	1,951.76
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TOTALS FOR OHIO	432,677.98	81,991.43	0.00	108,988.21	241,698.34
OREGON					
CONS-ED '05 Grant	16,504.32	0.00	16,504.32	0.00	0.00
CONS-ED '06 Grant	41,815.00	0.00	0.00	26,245.56	15,569.44
E & T '06 Grant	2,669.00	0.00	0.00	0.00	2,669.00
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TOTALS FOR OREGON	60,988.32	0.00	16,504.32	26,245.56	18,238.44

National Oilheat Research Alliance					
STATE GRANT STATUS					
For the Nine Months Ending September 30, 2006					
		Disbursed	Disbursed	Disbursed	
	APPROVED	in '04	in '05	in '06	REMAINING
PENNSYLVANIA					
CONS-ED '05 Grant	521,579.20	0.00	140,770.00	380,809.20	0.00
E & T '05 Grant	101,323.68	0.00	0.00	101,323.68	0.00
CONS-ED - '06 Grant	1,343,011.00	0.00	0.00	277,280.27	1,065,730.73
E & T- '06 Grant	336,076.00	0.00	0.00	100,000.00	236,076.00
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TOTALS FOR PENNSYLVANIA	2,301,989.88	0.00	140,770.00	859,413.15	1,301,806.73
RHODE ISLAND					
CONS-ED '05 Grant	109,749.06	0.00	88,896.88	20,852.18	0.00
E & T '05 Grant	13,804.30	0.00	11,181.48	2,622.82	0.00
R & D '06 Grant	8,326.00	0.00	0.00	8,326.00	0.00
CONS-ED '06 Grant	212,485.00	0.00	0.00	90,780.82	121,704.18
E & T '06 Grant	112,237.00	0.00	0.00	87,377.18	24,859.82
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TOTALS FOR RHODE ISLAND	456,601.36	0.00	100,078.36	209,959.00	146,564.00
VIRGINIA					
E & T '03 Grant	82,923.34	0.00	9,592.77	20,490.29	52,840.28
CONS-ED '04 Grant	380,777.08	323,711.67	18,063.08	30,132.20	8,870.13
E & T '04 Grant	95,194.27	52,176.91	17,172.36	0.00	25,845.00
CONS-ED '05 Grant	144,216.05	0.00	31,506.32	21,856.01	90,853.72
E & T '02 & '05 Grant	33,250.79	0.00	7,555.23	0.00	25,695.56
CONS-ED '06 Grant	373,276.00	0.00	0.00	0.00	373,276.00
E & T '06 Grant	84,731.00	0.00	0.00	0.00	84,731.00
	-----	-----	-----	-----	-----
TOTALS FOR VIRGINIA	1,194,368.53	375,888.58	83,889.76	72,478.50	662,111.69
VERMONT					
CONS-ED '03 Grant	17,076.75	(5,399.46)	0.00	0.00	22,476.21
CONS-ED '04 Grant	192,660.00	117,110.17	(580.16)	0.00	76,129.99
CONS-ED '05 Grant	58,284.02	0.00	0.00	54,493.67	3,790.35
CONS-ED '06 Grant	139,233.00	0.00	0.00	0.00	139,233.00
E & T '06 Grant	56,870.00	0.00	0.00	56,870.00	0.00

	-----	-----	-----	-----	-----
TOTALS FOR VERMONT	464,123.77	111,710.71	(580.16)	111,363.67	241,629.55
WASHINGTON					
CONS-ED '04 Grant	67,016.05	59,039.78	0.00	7,976.27	0.00
CONS-ED '05 Grant	26,359.56	0.00	18,100.00	8,259.56	0.00
CONS-ED - '06 Grant	65,531.20	0.00	0.00	32,718.17	32,813.03
E & T - '06 Grant	5,520.00	0.00	0.00	0.00	5,520.00
	-----	-----	-----	-----	-----
TOTALS FOR WASHINGTON	164,426.81	59,039.78	18,100.00	48,954.00	38,333.03
WISCONSIN					
CONS-ED '05 Grant	24,091.68	0.00	19,514.26	0.00	4,577.42
E & T '05 Grant	8,033.07	0.00	0.00	0.00	8,033.07
CONS-ED - '06 Grant	86,595.71	0.00	0.00	0.00	86,595.71
	-----	-----	-----	-----	-----
TOTALS FOR WISCONSIN	118,720.46	0.00	19,514.26	0.00	99,206.20

National Oilheat Research Alliance					
STATE GRANT STATUS					
For the Nine Months Ending September 30, 2006					
		Disbursed	Disbursed	Disbursed	
	APPROVED	in '04	in '05	in '06	REMAINING
ESPA (NEW YORK)					
E & T '03 Grant	62,200.80	58,114.00	0.00	4,086.80	0.00
CONS-ED '04 Grant	2,035,867.49	1,677,914.35	88,432.45	5,000.00	264,520.69
E & T '04 Grant	510,014.96	184,862.09	20,000.00	28,320.20	276,832.67
CONS-ED '05 Grant	554,988.30	0.00	45,171.75	412,012.00	97,804.55
E & T '05 Grant	353,160.90	0.00	211,328.00	0.00	141,832.90
CONS-ED '06 Grant	146,316.00	0.00	0.00	1,430.70	144,885.30
E & T '06 Grant	67,284.00	0.00	0.00	0.00	67,284.00
	-----	-----	-----	-----	-----
TOTALS FOR ESPA	3,729,832.45	1,920,890.44	364,932.20	450,849.70	993,160.11
NYOHA					
CONS-ED '06 Grant	706,785.00	0.00	0.00	302,012.10	404,772.90
E & T '06 Grant	81,956.00	0.00	0.00	35,684.35	46,271.65
	-----	-----	-----	-----	-----
TOTALS FOR NYOHA	788,741.00	0.00	0.00	337,696.45	451,044.55
EASTERN					
CONS-ED '06 Grant	157,659.00	0.00	0.00	0.00	157,659.00
E & T '06 Grant	92,593.00	0.00	0.00	92,593.00	0.00
	-----	-----	-----	-----	-----
TOTALS FOR EASTERN	250,252.00	0.00	0.00	92,593.00	157,659.00
WESTERN					
CONS-ED '06 Grant	95,856.00	0.00	0.00	0.00	95,856.00
E & T '06 Grant	27,036.00	0.00	0.00	0.00	27,036.00
	-----	-----	-----	-----	-----
TOTALS FOR WESTERN	122,892.00	0.00	0.00	0.00	122,892.00
CENTRAL					
CONS-ED '06 Grant	130,478.00	0.00	0.00	0.00	130,478.00
E & T '06 Grant	59,446.00	0.00	0.00	0.00	59,446.00
	-----	-----	-----	-----	-----
TOTALS FOR CENTRAL	189,924.00	0.00	0.00	0.00	189,924.00

HUDSON VALLEY					
CONS-ED '06 Grant	225,495.00	0.00	0.00	119,227.00	106,268.00
E&T '06 Grant	33,695.00	0.00	0.00	33,695.00	0.00
	-----	-----	-----	-----	-----
TOTALS FOR HUDSON VALLEY	259,190.00	0.00	0.00	152,922.00	106,268.00
LONG ISLAND					
'06 Grant - Unassigned	41,298.00	0.00	0.00	0.00	41,298.00
CONS-ED '06 Grant	419,693.00	0.00	0.00	247,618.87	172,074.13
E & T - '06 Grant	162,406.00	0.00	0.00	95,819.54	66,586.46
	-----	-----	-----	-----	-----
TOTALS FOR LONG ISLAND	623,397.00	0.00	0.00	343,438.41	279,958.59
TOTALS FOR NY STATE	5,964,228.45	1,920,890.44	364,932.20	1,377,499.56	2,300,906.25
	-----	-----	-----	-----	-----
	=====	=====	=====	=====	=====
TOTALS FOR REPORT	19,489,932.17	3,089,236.50	1,932,542.62	6,203,037.55	8,265,115.50
	=====	=====	=====	=====	=====

National Oilheat Research Alliance
Recommended by Finance Committee

	2006 Revised (MI)	2007
Net Assets - January 1	0	
COLLECTION REVENUES, NET:		
Collection Revenues, net of refunds	\$15,638,154	\$14,187,102
Less: Assessments and Collection	(240,000)	(180,000)
Weather Reserve	0	0
Net Collection Revenue	15,398,154	14,007,102
Net Allocable Revenues		
Grants and State Rebates:		
State Rebates	11,502,558	10,733,674
Internet Communications	1,000,000	900,000
Total	12,502,558	11,633,674
Total Grants and State Rebates		
Project Accounts		
Web Site	40,000	
Printing Annual Report & Other	40,000	40,000
Research Allocation -	637,862	580,114
Postage and Mailings	40,000	
Michigan Referendum	6,672	
Professional Travel	20,000	
Education Allocation	662,862	645,114
2005 Consumer Education Production	858,000	568,000
	2,305,396	1,833,228
OPERATING EXPENSES:		
Administrative Expenses:		
Salaries and Consultants	300,000	290,000
Employee Taxes	11,000	11,000
Health Insurance	15,000	15,000
Retirement Plan	19,200	19,200
Rent and Telephone	30,000	30,000
Office Supplies	15,000	15,000
Equipment Maintenance	5,000	5,000
Insurance (D & O, L)	30,000	30,000
Dues and Memberships	15,000	15,000
Subscriptions	5,000	5,000
Public and Staff Travel	45,000	5,000
Meeting Expense	35,000	35,000
Legal	50,000	50,000
Accounting Fees	50,000	50,000
Total Administrative Expenses	625,200	575,200
Other (Income)/Expenses:		
Interest Income/Expense	(40,000)	(40,000)
Depreciation and Amortization	5,000	5,000
Other Income		
Total Other Expenses	(35,000)	(35,000)
TOTAL OPERATING EXPENSES	590,200	540,200
TOTAL EXPENDITURES	15,398,154	14,007,102
INCREASE/(DECREASE) IN NET ASSETS	\$0	(\$0)

Budget 2007

June, 2006

The National Oilheat Research Alliance Act of 2000 (Public Law 106-469) requires the National Oilheat Research Alliance (the Alliance) to publish a budget for public comment before August 1st of each year. That budget shall include the probable costs of all programs, projects, and contracts and other agreements.

Following public review and comment, the Alliance is required to submit a proposed budget to the Secretary of Energy and to the Congress.

Part I. Assessment Rate and Income

The Alliance has two sources of income. The federally authorized assessment on Oilheat sold in the states participating in NORA at \$.002 per gallon. In addition the Alliance receives interest income on the investment of assessment funds.

Assessment Collections

The Alliance estimates that revenues from assessments will be **\$14,387,000**. The Alliance estimates interest to be \$40,000. This income number was reduced by 8 percent compared to the previous year to accommodate reductions in consumption which occur due to higher than normal prices.

Part II. General Expenditures and Capital Investments

Administrative Expenses in 2007 are anticipated to be \$ 575,000 at the national office, and 325,000 at the state level, for a total of \$900,000. This is less than 7 percent of anticipated assessments. By statute, the combined administrative expenses of the states and national office are not to exceed 7 percent in any year.

Assessments and Collections.

The Alliance anticipates expenditures of **\$180,000** for collection expenses. These costs include processing of collections, publicizing the collection system, and providing attorney's fees to ensure that the system is effective.

Depreciation Expenses. The Alliance anticipates depreciation expenses for furniture and equipment to be **\$5,000**.

Part III. State Rebates

The Alliance has endeavored to ensure that the funds generated benefit consumers and the oilheat industry. The limitation on Administration contained in the Act and the current status of the industry also indicates that allowing local decision-making is the best way to maximize value. To that end, the Alliance therefore intends to return a substantial portion of the funds for use in the state where they are generated. In 2007, this is anticipated to be \$10,825,072.

Part IV. Program and Project Expenditures

The Act requires the Alliance to develop programs, and projects and enter into contracts or other agreements with other persons and entities for implementing this title.

The Act is designed to benefit consumers of Oilheat by allowing the industry to develop the proper mix of consumer education, research and development and education and training to benefit consumers.

The Alliance has established three advisory committees to develop programs in research and development, education and training, and consumer education and review any proposals developed independently. All funding decisions are subject to the approval of the Alliance; however, the Executive Committee has limited authority to initiate expenditures.

The programs described below are programs that have been developed by the advisory committees and are currently in process. 2007 will be the fifth full year of operation for the Alliance, and its major challenge will be ensuring that the projects which have been developed and prepared in previous years are utilized by the industry to improve consumer value.

Education and Training.

The Act requires the Alliance to enhance consumer and employee safety and training. The Education and Training Advisory Committee has met on a number of occasions to accomplish this goal. The following describes the goals and tasks that are envisioned to occur over the next eighteen months.

It is anticipated that the central office will spend \$649,415 for education. The states have typically dedicated 25 percent of their grant to education activities, or \$2,706,000, for a total expenditure of \$3,355,415.

The Alliance is exploring and developing multiple training approaches for technicians that include video, developed seminars and classroom instruction.

Of particular interest is the development and distribution of commercial burner materials, new videos on installing equipment, and in-person training.

Technician Certification Program

The Alliance will continue to improve its Technician Certification program. Recognizing excellence is a vital part of improving employee training which leads to improved consumer value and safety. To this end, the Alliance assumed the Technician Certification Program previously operated by the Petroleum Marketers Association of America.

In 2001, the Alliance entered into a long-term agreement with the New England Fuel Institute to administer the technical education programs, specifically the Silver and Gold Technician Certification Program. In 2002, NEFI established an online resource for this program which provides technicians and companies the ability to track the education that they have received. NEFI will continue to serve as a repository and distributor for all of our educational offerings, as well as a primary provider of training. In 2007, the Bronze Certification Program will be extended, and will become the primary method of certifying new technicians.

NORA will be revamping its website and technician database to integrate trained technicians and service people with their companies.

New Training Materials.

The Alliance will continue to develop training materials and course materials for the industry. NORA will continue to develop training videos and NORA will continue to conduct Train-the-Trainer programs for the Gold and Silver program.

Catalog and Calendar

The Alliance will continue to maintain a catalog of Oilheat Education resources. It includes a list of the industry trainers, and the courses they offer, it lists all the manufacturer's trainers, and the courses they offer, it will also include a listing of all the books, videos, CD-ROM's, "seminars in a box," and Oilheat websites, as well as a listing of all the training facilities, labs, and scholarships. In 2007, the Alliance will work to expand this catalog and improve its accessibility by maximizing interactive resources and its website.

Training Videos

The Alliance believes that developing new video training materials will enhance training in the industry. NORA expects to do videos regarding

tanks and tank installations, installation procedures for boilers and furnaces, and an electricity video in 2007. NORA will continue to dedicate substantial resources to ensuring that heating oil tanks are safe.

Technician Recruiting

Technician recruiting is a major challenge for our Industry and is necessary to ensure that customers have good service that improves safety. A CD was widely distributed in 2001. The Alliance will continue its efforts in this area to ensure that potential workers understand this career choice. Additional outreach to vocational schools and other training centers will occur in 2007. NORA has placed equipment at several vocational schools and training centers which will allow existing educational providers to address Oilheat.

Advanced Programs

NORA has advanced programs in hydronics, tanks, air conditioning, and air-handling. The goal for 2007 is to bring those into the community and make them more available.

State Rebates

A significant portion of the Alliance generated funds will be returned to the states in conformance with the law to accomplish the objectives of the Act. The states are currently developing detailed plans for these expenditures that will be subject to public notice, consideration of the Board, and contractual stipulations.

NORA estimates that that \$2.7 million will be spent on improving education in the Oilheat industry. These expenditures will include development of technical training facilities, and purchases of equipment. Additionally, the need to recruit technicians will be enhanced by lowering the cost of training through scholarships.

Additionally, the states will use the funds provided to increase recruitment of technicians through communications with vocational and trade schools, public schools and other sources of qualified applicants.

Research and Development

The Act requires the Alliance to provide for research, development, and demonstration of clean and efficient oilheat utilization equipment. The Alliance anticipates expending approximately \$584,415 for research and development activities in 2007.

In 2007, the Alliance will continue to focus on efficiency improvements. At high price levels it is particularly important to develop more efficient equipment, to better understand what affects efficiency and how customers make decisions. In 2005, the Alliance began an extended study of sulfur in fuel. The Alliance recognizes the environmental and operational benefits of lower sulfur fuels. However, determining the best sulfur level at the best cost requires further study. The Alliance intends to study equipment and materials issues, and refining capacity in an attempt to provide guidance to the industry on sulfur standards. Additionally, NORA will be working on multi-stage

Tanks continue to require study. NORA will be completing a study on this vital subject. A better understanding of appropriate storage solutions will benefit the environment, and improve oilheat's value for consumers. NORA would like to develop tanks from composite and plastic alternatives.

Consumer Education

The Act authorizes the Alliance to engage in consumer education as Congress found Oilheat to be an efficient and economical energy source. The Alliance will use a variety of techniques for consumer education.

In 2007, the Alliance will continue with its consumer education campaign that was initiated in 2003. The campaign will continue to inform consumers that improvements to the equipment allows them the opportunity to use less oil, to have a greater contribution to the environment and that they should consider taking steps to improve the oilheating equipment that in their residence.

The Alliance expects to utilize the internet in 2007. The internet provides a unique opportunity to educate consumers and provide them information when they are seeking it. In addition to the internet, the states are expected to spend approximately \$8.1 million on consumer materials.

Part V. Allowance

The Alliance in its budget development recognizes that there is significant variability in fuel consumption related to weather events. However, the Alliance at this time believes that it will be unnecessary to fund this allowance in 2007, as the fund is currently full and there are unrestricted net assets that could be used in case of warmer than normal weather.

Part VI. Budget Summary

Revenues:

Assessment Collections	\$14,387,102
Interest Income	40,000

Expenditures

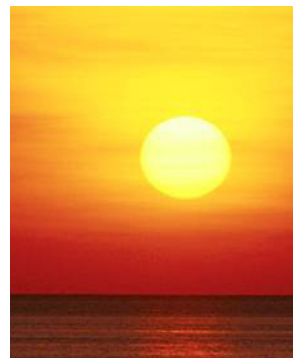
Central Office Administrative Expenses:	\$ 575,200
Annual Report	40,000
Depreciation	5,000
Assessments and Collections	180,000
Research and Development	584,415
Education and Training	649,415
Consumer Education	568,000
Grants to States	10,825,072
Internet Communications	1,000,000
Total Expenditures	\$ 14,387,102

The Future of Residential Sustainability and Energy Preparedness

Exploring the Convergence of Oil, BioEnergy and Solar Thermal Integration

A one day summit to explore the future role of oil, bio and solar energy in America's Energy Future.

December 1, 2006
Sheraton Crystal City Hotel
Arlington, Virginia



con-ver-gence: merging of distinct technologies or devices into a unified whole

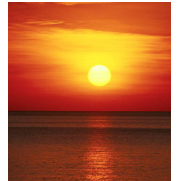
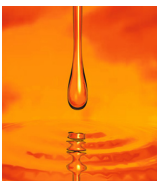
9:00 - 9:30 am	Logical convergence of heating oil, biofuel and solar thermal energy.	John Huber, President of the National OilHeat Research Alliance
9:30 - 10:00 am	Technology Convergence and the Home of the Future	Michael Luzier, President of the National Association of Home Builders Research Center
10:00 - 10:30 am	Networking Break	
10:30 - 11:00 am	Solar Thermal Home of the Future	John Archibald, President American Solar, Inc
11:30 - 12:00	BioEnergy and the home of the future	Paul Nazzaro, National Biodiesel Board (NBB)
12:00 - 1:00 pm	Lunch	
1:00 - 1:30 pm	The politics of energy	James Greenwood, President, Biotechnology Industry Organization - Invited
1:30 - 2:00 pm	FutureGen - Liquid Fuels for Military Applications	Selma Mathews, Army Power Systems, US DOD
2:00 - 3:00 pm	Discussion of convergence of energy, agriculture and the Home of the Future	Alexander Karsner, Assistant Secretary for Energy Efficiency and Renewable Energy, U.S. Department of Energy - Invited Thomas Dorr, Under Secretary for Rural Development and Chairman, Energy Policy Committee, U.S. Department of Agriculture - Invited
3:00 - 3:30 pm	Break	
3:30 - 5:00 pm	Reaction time	Dialogue

The Future of OilBased Stationary Energy Solutions

Energy Efficiency, Seasonal Efficiency Standards, Advanced Venting, Engineered Plastics, Diverse Burner Tips, Thermoelectrics, BioEnergy, Coal to Liquids, CHP, and Solar Thermal Integration, etc.

Developing a Global Integrated Research Roadmap for the US OilHeat Industry

December 2, 2006
Sheraton Crystal City Hotel
Arlington, Virginia



Strategic planning tries to create more desirable future results by influencing the outside world and adapting current programs and actions so as to have more favorable outcomes in the external environment.

8:30 - 8:45 am	US Industry Overview	John Huber, President of the National OilHeat Research Alliance
8:45 - 9:30 am	Technological Baseline	Tom Butcher, BNL
9:30 - 9:45 am	Roadmapping Logistics	Rich Sweetser, NORA
9:45 - 10:30 am	Question 1: What industry changes (dealers, manufacturer, association, etc.) will be required for the Oilheat industry to grow in the future?	Group
10:30 - 10:45 am	Break	
10:45 - 11:30 am	Question 2: What products will be required for the Oilheat industry to grow in the future?	Group
11:30 - 11:45 am	Break	
11:45 - 12:30 pm	Question 3: What market, regulatory or policy changes will be required for the Oilheat industry to grow in the future?	Group
12:30 - 1:30 pm	Lunch	
1:30 - 1:45 pm	Morning Recap	Rich Sweetser
1:45 - 2:15 pm	Prioritization and timing	Group
2:15 - 3:00 pm	Roadmap Development	Group
3:00 pm	Adjourn	

NORA Online Media Mid-Campaign Analysis November 8, 2006

11/6/2006

1

Summary to Date: The campaign is reaching NORA's objectives

- Reached our target audience nearly **48 million** times
- Spend is on track at **\$475k** out of \$725k investment
- Drove more than **63,000 consumers** to OilHeatAmerica.com
- **Tripled** the existing traffic to the site
- Beat Industry cost-per-click by **25%**



Note: Industry Average cost per click = \$10, based on \$15 average CPM and 0.15% average click-through rate
Source: Atlas, 7/26/06 – 10/29/06

11/6/2006

2

NORA's online advertising is designed to reach consumers as they search for solutions for their home

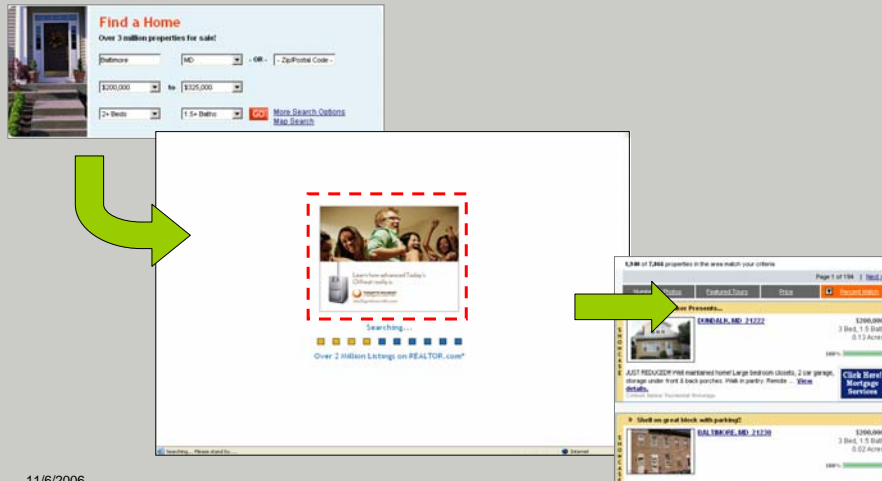


11/6/2006

3

Online Media Mix – Branding: Some sites and placements are chosen because they cut through the clutter

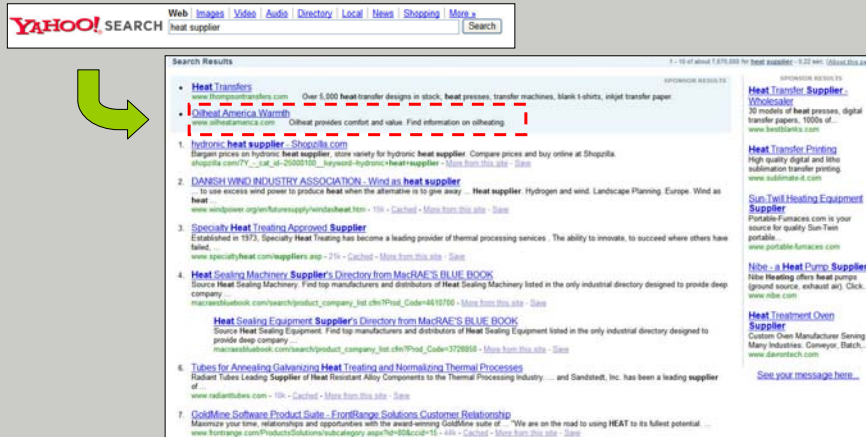
Realtor.com "Interstitial"



11/6/2006

Online Media Mix – Response: Other sites and placements specialize in driving consumers to OilHeatAmerica.com

Yahoo Search



Search Results

1. **OilHeat America Warmth**
OilHeat provides comfort and value. Find information on oilheating.

2. **DANISH WIND INDUSTRY ASSOCIATION - Wind as heat supplier**
To use excess wind power to produce heat when the alternative is to give away... Heat supplier: Hydrogen and wind. Landscape Planning. Europe. Wind as heat...

3. **Specialty Heat Treating Approved Supplier**
Established in 1973, Specialty Heat Treating has become a leading provider of thermal processing services. The ability to innovate, to succeed where others have failed...

4. **Heat Sealing Machinery Supplier's Directory from MacRAE'S BLUE BOOK**
Source Heat Sealing Machinery. Find top manufacturers and distributors of Heat Sealing Machinery listed in the only industrial directory designed to provide deep company...

5. **Heat Sealing Equipment Supplier's Directory from MacRAE'S BLUE BOOK**
Source Heat Sealing Equipment. Find top manufacturers and distributors of Heat Sealing Equipment listed in the only industrial directory designed to provide deep company...

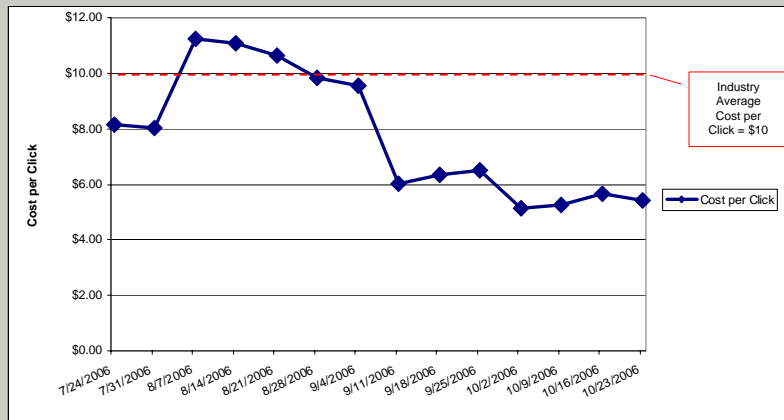
6. **Tubes for Annealing Galvanizing Heat Treating and Normalizing Thermal Processes**
Radiant Tubes Leading Supplier of Heat Resistant Alloy Components to the Thermal Processing Industry... and Sandstead, Inc. has been a leading supplier of...

7. **GoldMine Software Product Suite - FrontRange Solutions Customer Relationship**
Maximize your time, relationships and opportunities with the award winning GoldMine suite of... You are on the road to using HEAT to its fullest potential...

11/6/2006

5

Efficient Response Trend: Optimization is driving the cost per click downward



Source: Atlas, 7/26/06 – 10/29/06

11/6/2006

6

NORA Site Behavior: Visitors seek out the FAQ page after they click on your online ads

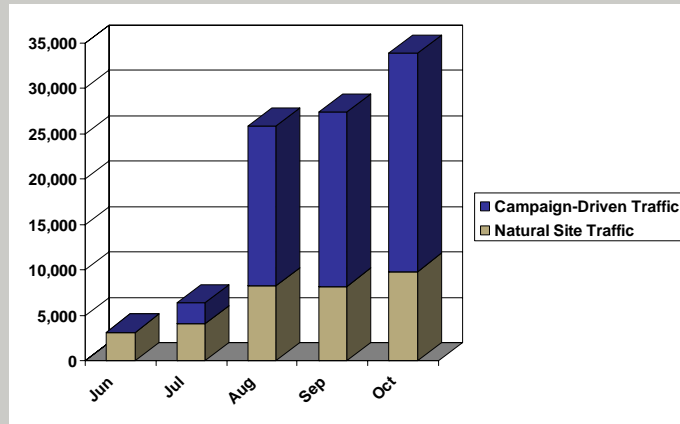


Source: Atlas, 7/26/06 – 10/29/06

11/6/2006

7

OilheatAmerica.com Traffic Impact: Online advertising now generates 72% of all site traffic

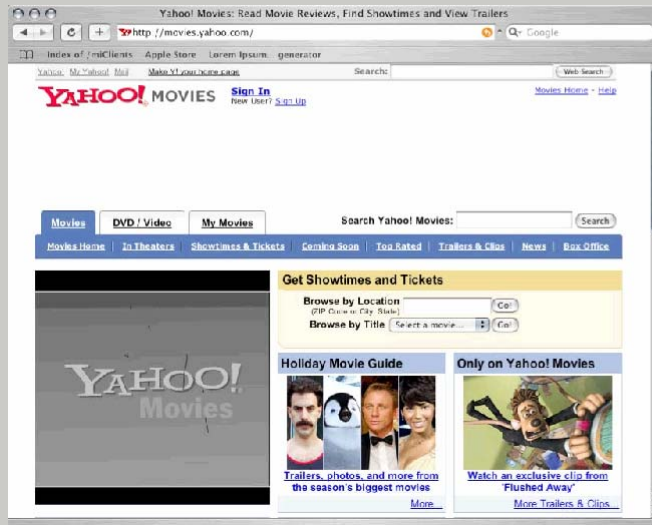


Sources: Primedia, 6/1/06-9/31/06; Atlas, 8/14/06 – 9/31/06

11/6/2006

8

Rich Media: "Snow"

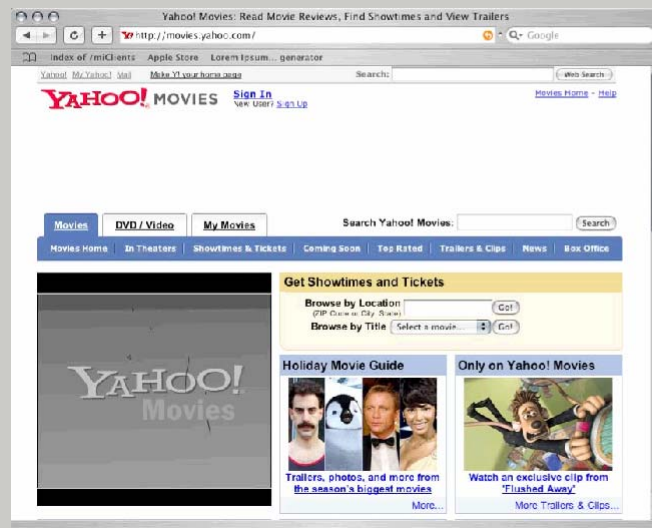


11/6/2006

Note: Rich Media and animation may not be visible on your screen. Please see the appendix for still images.

9

Rich Media: "Soy" – 50% higher click-through than Snow

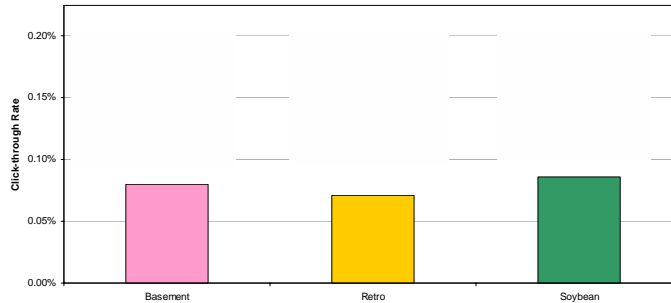


11/6/2006

Note: Rich Media and animation may not be visible on your screen. Please see the appendix for still images.

10

Flash: The three different creative messages are performing about the same



* For non-rich media, DoubleClick, 2005

Source: Atlas 7/26/06 – 10/29/06

11/6/2006

Note: Flash ads and animation may not be visible on your screen. Please see the appendix for still images.

11

Search: Keywords continue to be NORA's most efficient placements. Top 10 keywords drive 91% of all search clicks.

Impressions	Clicks	Click-through Rate	Cost per Click
2,016,271	20,069	0.99%	\$0.63

Top 10 Keywords	Percentage of Clicks
Oil heating	14%
Heating oil	12%
Oil burner	11%
Fuel oil	11%
Home oil heating prices	10%
Furnace	9%
oil heating prices	8%
Furnaces	7%
Heating oil tank	5%
home oil heating	4%



Source: Google, Yahoo Search & MSN AdCenter, 7/26/06 – 10/29/06

11/6/2006

12

Appendix: Screenshots

11/6/2006

13

Yahoo: 300x250 Behavioral-targeted

The screenshot shows the Yahoo Finance homepage with various market data and news sections. A 300x250 behavioral-targeted advertisement for OXHEAT is highlighted with a red dashed border. The ad features a green field of crops and the text: "OXHEAT HAS GOTTEN SMARTER. IT NOW EATS ITS VEGETABLES." Below the ad, there are sections for "Watch Videos", "Today's Average Mortgage Rates", and "Recent Quotes".

Market Summary

SYMBOL	LAST	CHANGE
Dow	11,353.71	▲ 33.66 (0.30%)
Nasdaq	2,673.90	▲ 12.86 (0.48%)
S&P 500	1,268.08	▲ 8.00 (0.63%)
10-yr Bond	5.045%	▲ 0.001
NYSE Volume	2,626,717,000	
Nasdaq Volume	1,954,055,000	

Indices: US - World | Most Active

Breakers: Scottrade - TD AMERITRADE - E*TRADE - eCotrade

Currency Rates

	USD to Yen	USD to Euro
\$1 to Yen	118.95	0.8%
USD to Euro	0.7992	0.8%

See more rates: Currency Converter

Sponsored by: P210: Learn To Trade Currency From Within on OL, Gold, Euro

Investing

- Today's Markets: Overview, Indices, Active...
- Stock Research: Reports, Screens, Financials...
- Financial News: BusinessWeek, SmartMoney, Forbes, FT.com, WallStreet...
- Industries: Autos, Energy, Media, Telecom...
- Education: Growers, Investing 101...
- Mutual Funds

Top Financial News

Dow Ends Up 53 on Late-Day Rebound

As a late-day rebound gave stocks a moderate advance Tuesday as sharply lower oil prices and an unexpected jump in consumer confidence soothed investors' unease over a batch of mixed earnings.

- Hewlett-Packard to Buy Mercury Interactive as Sales of Existing Items Fall in June on...
- Judge Rejects Siding's Request as GM's Earnings to Tonight Turnaround as...
- Market Overview: Tue 4:20 PM ET Investing.com
- More Top Stories...

Investing Ideas

- 7 Options You Need To Know For Wednesday: TradingPartners.com
- Optimize Trades, Here's your hot list.
- Sell Short: On Technical Weakness First: Investor's Business Daily
- Foolish Forecast: Sanford: Muddy Fall: A Ford peers into the near future for you.
- More Investing Ideas...

Popular Stories

- Galapagos awarded EUR 1.8 million grant to accelerate drug discovery: First Look on ET - Market Wire
- Select Comfort's earnings rise 37% for Q2: The Motley Fool ET - BusinessWeek.com
- Sun posts \$303M Q4 loss despite 29% revenue jump: The Motley Fool ET - BusinessWeek.com
- More Popular Stories...

Watch Videos

OXHEAT HAS GOTTEN SMARTER. IT NOW EATS ITS VEGETABLES.

Today's Average Mortgage Rates

Loan Type	APR
30-yr Fixed	6.24%
15-yr Fixed	5.94%
5-1 ARM	5.89%

Sponsored by: Countrywide - Low refi rates. Call 800-643-0542. LendingTree - \$200K Loan for \$447/month. Go to Mortgage Center: Mortgage Calculator

Recent Quotes

SYMBOL	NAME	LAST	CHANGE
Up to 10 of your recent quotes will be displayed here.			

Get streaming real-time quotes - Free Trial
Quote data delayed 15 minutes for Nasdaq, 20

11/6/2006

14

Yahoo: 120x600 Behavioral-targeted

The screenshot shows the Yahoo! Autos homepage. At the top, there's a banner for "LAST YEAR" with a date range of "11/1/2000 - 10/31/2000" and the text "DRIVERS SWITCHED TO ALLSTATE." Below this is a search bar and navigation links. The main content area is titled "Tips & Advice" and features an article about "Auto Financing & Auto Insurance" by Insurance.com. The article discusses the benefits of financing and provides tips for getting the best deal. A red dashed box highlights an advertisement on the right side of the page, which is a 120x600 pixel ad for insurance, featuring a car and the text "RETRO IS COOL."

11/6/2006

15

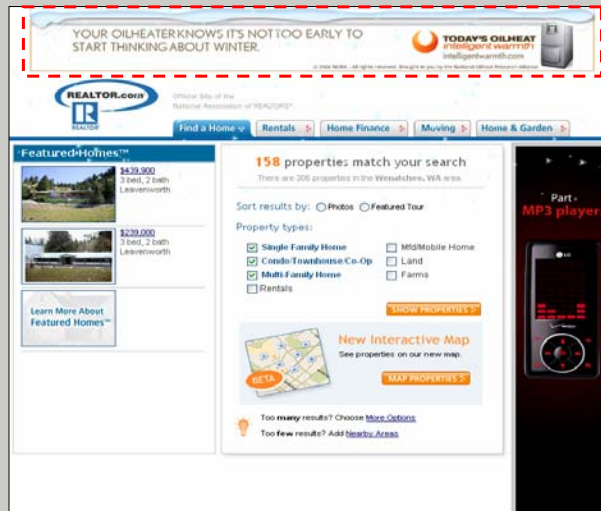
HGTV: Roadblock Simple Home Maintenance

The screenshot shows the HGTV website. At the top, there's a banner for "Seasonal Checkup: 10 Things Your Home Needs Now" with a date range of "11/1/2000 - 10/31/2000" and the text "Is your to-do list a mile long? HGTV's experts have boiled it down to ten simple tips for getting your home in shape for the season—and protecting its value all year round. Take a look!" Below this is a search bar and navigation links. The main content area is titled "Safe and Simple: 10 Top Tips" and lists various home maintenance tasks like Window Screens, Metal Furniture, and Vinyl Siding Repair. A red dashed box highlights an advertisement on the right side of the page, which is a 120x600 pixel ad for home maintenance, featuring a car and the text "Check out our seasonal checklist for simple home maintenance that will keep your house in top shape all year round!"

11/6/2006

16

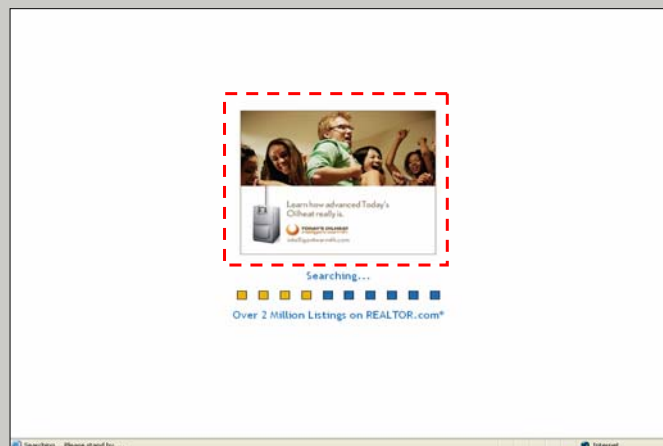
Realtor.com: Geo-targeted Run of Site



11/6/2006

17

Realtor.com: Search Transitional



11/6/2006

18

Realtor.com: 120x600 Homeplans

The screenshot shows the Homeplans website with a clean, organized layout. The header includes the Homeplans logo and navigation tabs. The main content area is divided into sections for searching, promotional offers, and featured products. The right sidebar contains a vertical advertisement for a Chifreel heating system, which is highlighted with a red dashed border.

11/6/2006

19

ValueClick: 120x600 Re-messaging

The screenshot shows the YouTube website with a grid of video thumbnails. The layout includes a navigation bar and a main content area with various video recommendations. The right sidebar contains a vertical advertisement for a Chifreel heating system, which is highlighted with a red dashed border.

11/6/2006

20

Google

Web Images Groups News Froogle Maps more...

Google heat supplier Search Advanced Search Preferences

Web

OilHeat America Warmth
www.oilheatamerica.com Oilheat Provides Comfort and Value Find Information on Oilheating

Tabasco serves more than heat (Supplier Profile) Stagnito's New ...
 Tabasco serves more than heat (Supplier Profile) from Stagnito's New Products Magazine in Business & Finance provided by LookSmart Find Articles
www.findarticles.com/particles/mi_go1511/is_200201/ai_n6721557 - 24k -
 Cached - Similar pages

Heat wave strains US power supply, shuts down MySpace website ...
 Americans are sweating out a searing heat wave that has caused major power outages from coast to coast and briefly knocked out the most popular US website ...
news.yahoo.com/s/afp/20060725/nc_afp/usweatherenergy - 27k - Jul 29, 2006 -
 Cached - Similar pages

Heat wave strains US power supply, shuts down MySpace website
 Los Angeles (AFP) Jul 25, 2006 - Americans are sweating out a searing heat wave that has caused major power outages from coast to coast and briefly knocked out the most popular US website ...
www.terradaily.com/reports/a06072522118_xup83q5o.html - 25k - Cached - Similar pages

Online Ethics Center: Heat Pump, Ethics Problem
 An energy balance on the heat pump reveals this fact. See above solution. B. You need to buy 200 heat pumps. C. The supplier has a very good price on heat ...
onlineethics.org/educases/heatpump.html - 13k - Cached - Similar pages

Heat exchangers suppliers and resources
 Main Supplier of impenious graphite chemical process equipment, including: impenious graphite heat exchangers (shell and tube, block, plate), ...
www.chemindustry.com/category/541.html - 33k - Cached - Similar pages

Channelenewsasia.com
 Heat wave strains US power supply, shuts down MySpace website ... LOS ANGELES : Americans are sweating out a searing heat wave that has caused major power ...
www.channelenewsasia.com/stories/afp_worldnews/22134311.html - 26k -

11/6/2006

21

MSN Search

Web Desktop Tools Images Local Encana

oil heat Search

+ Search Builder Settings Help Español

Web Results
 Page 1 of 4,875,701 results containing oil heat (0.24 seconds)

OilHeat America Warmth - www.oilheatamerica.com
 Oilheat Provides Comfort and Value. Find Information on Oilheating

Oil Heat - www.oilheat.com
 Find, compare and buy products from thousands of trusted retailers.

Need HVAC Installations? - www.respond.com
 Get Quotes from Local HVAC Contractors. Compare and save.

Oil-Heat.com - Products and Services Home Page
 Your resource for oil heat marketing materials. Welcome to oil-heat.com, the online store division of PriMedia — a leading advertising and ...
www.oil-heat.com Cached page: 7/24/2006

Oil-Heat.com - Store
 Your resource for oil heat marketing materials. Click here to order billing insert samples. 50% DISCOUNT ON THIS PRODUCT!
www.oil-heat.com/site20/index.m?screen=shopprod&prodid=meetbarbar Cached page
 Show more results from "www.oil-heat.com"

Oregon Oil Heat
www.oregonoilheat.com Cached page

Oil Heat Cares
 Oil Heat Cares is a Not-for-Profit Foundation that assists needy persons and organizations with the replacement of their oil heating appliance. Funds are raised to purchase heating equipment and ...
www.oilheatcares.com Cached page

Oil Heat Cares
 It takes an industry that is committed to this project to make it successful. There are varying degrees of participation and commitment. Thank you to ALL who have helped get this project off the ...
www.oilheatcares.com/champions.cfm Cached page
 Show more results from "www.oilheatcares.com"

Winter Assistance Program
 OIL HEAT PROGRAM: HOW TO APPLY: PARTICIPATING FUEL ASSISTANCE AGENCIES. CHAIRMAN'S MESSAGE. HOW TO HELP. The Citizens Energy Oil Heat Program has delivered millions of gallons of low-cost ...
www.citizensenergy.com/Oil_Heat_Program.htm Cached page

Welcome to South Jersey Oil Heat Association
 Provides information to the public about oil heat and its efficiency and safety. Lists merchants in southern New Jersey

SPONSORED SITE
Oil Heat
 Information on Oil Heat
www.tooseek.com

oil heat
 Find, compare and buy Craft Supplies from 1,000s of stores.
www.shopping.com

Oil Heat
 Oil Heat online. Save 10% - 20% at Target.com
www.target.com

Free Entrance Guide
 Repair or Replace Your Furnace?
 Furnace Ratings, Types & Filters
furnacehep.com

Oil & Gas
 Search our B2B directory for oil & gas info and data.
www.business.com
[See your message here...](#)

11/6/2006

22

Yahoo Search

Web: Images / Video / Audio / Directory / Local / News / Shopping / More »

heat supplier

Search

Search Results

1 - 10 of about 7,876,000 for heat supplier - 0.22 sec. About this search

ADVERTISEMENT RESULTS

Heat Transfers
Over 6,000 heat transfer designs in stock. heat presses, transfer machines, blank t-shirts, inkjet transfer paper
Oilheat America Warmth
Oilheat provides comfort and value. Find information on oilheating

1. hydronic heat supplier - Shopzilla.com
Compare prices on hydronic heat supplier. Store variety for hydronic heat supplier. Compare prices and buy online at Shopzilla.
shopzilla.com/TV..._cat_262005100...hydronic-heat-supplier - View from this site - Save

2. DANISH WIND INDUSTRY ASSOCIATION - Wind as heat supplier
To use excess wind power to produce heat when the alternative is to give away ... Heat supplier: Hydrogen and wind. Landscape Planning. Europe. Wind as heat
www.windpower.org/en/futuresupply/windasheat.htm - 15k - Cached - More from this site - Save

3. Specialty Heat Treating Approved Supplier
Established in 1973, Specialty Heat Treating has become a leading provider of thermal processing services. The ability to innovate, to succeed where others have failed.
www.specialtyheat.com/suppliers.asp - 27k - Cached - More from this site - Save

4. Heat Sealing Machinery Supplier's Directory from MacRAE'S BLUE BOOK
Source Heat Sealing Machinery. Find top manufacturers and distributors of Heat Sealing Machinery listed in the only industrial directory designed to provide deep company.
macraesbluebook.com/search/product_company_list.cfm?Prod_Code=4410700 - View from this site - Save

Heat Sealing Equipment Supplier's Directory from MacRAE'S BLUE BOOK
Source Heat Sealing Equipment. Find top manufacturers and distributors of Heat Sealing Equipment listed in the only industrial directory designed to provide deep company.
macraesbluebook.com/search/product_company_list.cfm?Prod_Code=372860 - View from this site - Save

6. Tubes for Annealing Galvanizing Heat Treating and Normalizing Thermal Processes
Radiant Tubes Leading Supplier of Heat Resistant Alloy Components to the Thermal Processing Industry ... and Sandstead, Inc. has been a leading supplier of ...
www.radianttubes.com - 10k - Cached - More from this site - Save

7. GoldMine Software Product Suite - FrontRange Solutions Customer Relationship
Maximize your time, relationships and opportunities with the award-winning GoldMine suite of ... We are on the road to using HEAT to its fullest potential ...
www.frontrange.com/Products/Solutions/subcategory.aspx?id=80&cat=10 - 6k - Cached - More from this site - Save

ADVERTISEMENT RESULTS TO

Heat Transfer Supplier...
Wholesaler
30 models of heat presses, digital transfer papers, 1000s of ...
www.heattransfer.com

Heat Transfer Printing
High quality digital and litho sublimation transfer printing.
www.sublimate-it.com

Sun Tilt Heating Equipment Supplier
Portable Furnaces.com is your source for quality Sun-Tilt portable ...
www.portablefurnaces.com

Nibe ... a Heat Pump Supplier
Nibe Heating offers heat pumps (ground source, exhaust air). Click ...
www.nibe.com

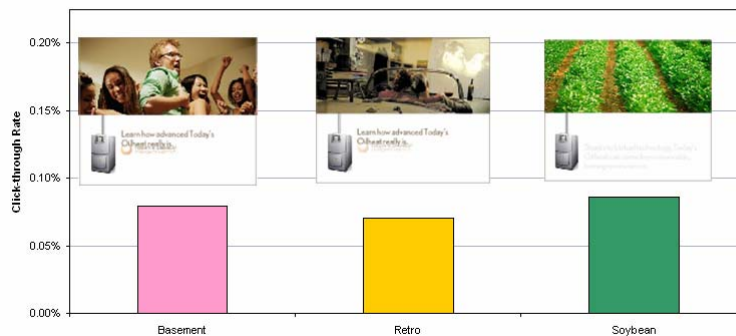
Heat Treatment Oven Supplier
Custom Oven Manufacturer Serving Many Industries. Conveyor, Batch, ...
www.darontech.com

See your message here...

11/6/2006

23

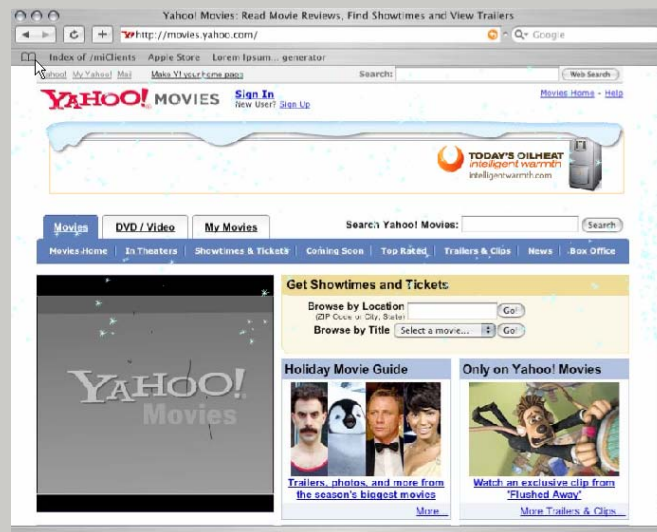
Flash Ads – Still Images



11/6/2006

24

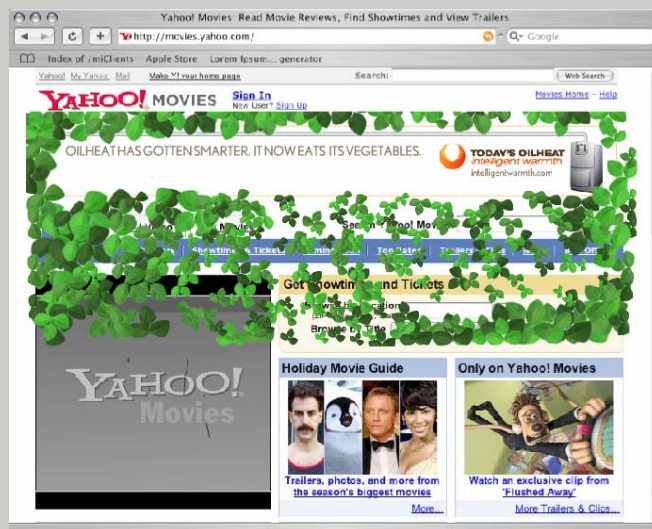
Rich Media: “Snow” – Still Image



11/6/2006

25

Rich Media: “Soy” – Still Image



11/6/2006

26

The New OilheatAmerica: The Challenge

OILHEATAMERICA

- Easy To Find
- Easy To Navigate
- Comprehensive
- Credible
- Contemporary Aesthetics
- Better Than Competitive Industry Sites
- Innovative
- Brand Identity



The New OilheatAmerica: Strategy



- Review Competing Sites
- Research Consumer On-Line Search Habits
- Expand Content To Improve Search Rankings
- Provide Useful Information
- Address Consumers Needs
- Integrate National Advertising Campaign
- Launch To Dovetail With Radio, Print & PPC Rollout



The New OilheatAmerica: Execution



- Develop Keyword Lists
- Leverage Existing NORA Publications
- Create New Content
- Plot Site Map For Optimum Ease-Of-Use & Navigation
- Build FAQ Search Data Base
- Design Contemporary Layout Incorporating Visual Hierarchy
- Create Dynamic Content: Polls And Oilheat Facts
- Test OS And Browser Compatibilities
- Develop Tracking Scripts

The New OilheatAmerica: Launch

September 7, 2006



The New OilheatAmerica: Launch

September 7, 2006

PRIMEDIA

The New OilheatAmerica: Launch

September 7, 2006

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The New OilheatAmerica: Launch

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September 7, 2006

PRIMEDIA

The New OilheatAmerica: Launch

September 7, 2006

Home | General Information | Oilheat Equipment | Energy Conservation | Oilheat Benefits | FAQs | Publications

OILHEATAMERICA search the site here Search

Today's Oilheat ... Warmth and Comfort For Your Home.
Today's Oilheat is Safe and Dependable.
Click here to read all about the benefits of Oilheat.

Energy Conservation - BioHeat™

Oilheat has just gotten smarter - it's eating its vegetables!

BioHeat® heating oil blended with biodegradable, organic materials such as soybean oil is one of the hottest things happening in home comfort. Renewable and non-toxic, BioHeat is not only kind to Mother Earth, it's kind to heating systems, too.

BioHeat Characteristics:

- Domestically produced, soy-based BioHeat can literally be grown at home & helping to support our nation's farmers and reducing our dependence on foreign oil.
- It is **extremely clean burning** with no sulfur.
- It has the **highest Btu content** of any alternative fuel.

Related Links

Energy Conservation
BioHeat
Interactive H.O.U.S.E. Energy Star®

Featured Links

Learn how advanced today's Oilheat really is by visiting our Oilheat Equipment Section.

69 62
CLICK HERE FOR ENERGY CONSERVATION

MADE IN THE U.S.A.
American Industries benefit from Oilheat.



The New OilheatAmerica: Launch

September 7, 2006

Home | General Information | Oilheat Equipment | Energy Conservation | Oilheat Benefits | FAQs | Publications

OILHEATAMERICA search the site here Search

SAVE MONEY BY SAVING ENERGY!
LEARN VALUABLE TIPS IN OILHEAT AMERICA'S ENERGY CONSERVATION SECTION

Frequently Asked Questions

Your source for Oilheat information ... from price issues to tank replacement ... and much more!

We hope we were able to answer your questions about Oilheat throughout the pages of this web site. This section lists frequently asked questions about heating oil, plus what we think will be helpful answers.

If you have specific questions regarding equipment brands, prices, full service benefits or other matters pertaining to home heating oil, please consult with your local Oilheat dealer. Often, these dealers are listed on their state/local Oilheat association web sites. For a listing of those web sites, please [click here](#).

Technical Questions

- What kinds of Oilheating systems are available?
- Do I need a chimney for Oilheat systems?
- Can I determine the age and life expectancies for a heating system?
- What is the oldest furnace that is still in use?
- What is the oldest boiler that is still in use?
- How does Oilheat heat water?
- What is the future of Oilheat?
- What is the future of heating equipment?
- What is the AFUE number on the yellow sticker on my appliance mean?
- What is degree day monitoring?
- How much heat does an oil burner make?
- How does an oil burner work?
- What is the difference between a furnace and a boiler?
- What is a steam boiler?

Featured Links

Complete Comfort
Click here to explore the warmth of Oilheat.

Oilheat Storage Tanks
What you should know

MADE IN THE U.S.A.
American Industries benefit from Oilheat.

Oilheat Fact
Today's Oilheat is 95% cleaner than it was in 1970.



The New OilheatAmerica: Launch

September 7, 2006

Home | General Information | Oilheat Equipment | Energy Conservation | Oilheat Benefits | FAQs | Publications

OILHEATAMERICA search the site here **Search**

TODAY'S OILHEAT
intelligent warmth

You have questions...
And we have answers!
Click here to view our FAQs

Energy Conservation - Interactive H.O.U.S.E.

Open the door to energy conservation.

Our interactive **H.O.U.S.E.** will guide you room by room, from your attic to your basement, towards home energy efficiency. Look for the on appliances, electronics, and all around our H.O.U.S.E., to find valuable tips on how to conserve energy and save money. **Savings are only a click away!**

Now viewing: **Exterior**

Mouse Over To View Room Titles

EXTERIOR ATTIC LIVING AREA BASEMENT GARAGE

Related Links

Below are links related to the section of the house you are currently viewing. As you move to different rooms these links will change.

Windows
[Energy Star](#)
[Tips](#)
[Tax Credits / Incentives](#)
[Energy Conservation](#)

Wood Burning Chimney
[Oilheat Equipment](#)
[Bureaus](#)
[How much smoke is produced in my heating unit?](#)
[Do I need a chimney for Oilheat systems?](#)

Roofing
[Water Sealers](#)
[Boilers](#)
[Tanks](#)
[Choosing A New System](#)
[About Us](#)

PRIMEDIA

The New OilheatAmerica: Launch

September 7, 2006

Home | General Information | Oilheat Equipment | Energy Conservation | Oilheat Benefits | FAQs | Publications

OILHEATAMERICA search the site here **Search**

TODAY'S OILHEAT
intelligent warmth

You have questions...
And we have answers!
Click here to view our FAQs

Oilheat Equipment - Tanks

See what's "in store" with today's technologically advanced oil tanks!

A heating oil storage tank offers an important advantage to a homeowner - the ability to safely store an adequate supply of heating oil that's ready for immediate use whenever cold weather arrives or a need to heat the home arises.

Tank Locations

Oil storage tanks, either aboveground or underground tanks, can be found in three locations:

1. An aboveground tank may be inside the home, usually in the basement, utility room or garage. The most common tank is the inside 275-gallon basement tank.
2. Some aboveground tanks are located outside the home, either in the rear of or at the side of the house. Like inside tanks, these tanks usually hold 275 gallons of oil.
3. Underground tanks are found in various locations outside the home, buried in the yard. They are usually larger than aboveground tanks, holding 550 or 1,000 gallons of fuel.

Related Links

[Oilheat Equipment](#)
[How It Works](#)
[Boilers](#)
[Furnaces](#)
[Bureaus](#)
[Water Heaters](#)
Tanks
[Upgrading Your System](#)
[Choosing A New System](#)

AT LEAST THERE'S INTELLIGENCE IN YOUR BASEMENT.

PRIMEDIA

The New OilheatAmerica: Launch

September 7, 2006

The screenshot shows the OilheatAmerica website. At the top is a navigation bar with links: Home, General Information, Oilheat Equipment, Energy Conservation, Oilheat Benefits, FAQs, and Publications. Below this is the OilheatAmerica logo and a search bar. A central panel features a digital thermostat display showing '69' and 'Set To 62', with buttons for 'AUTO', 'SYSTEM', and 'HEAT'. Below the thermostat, a section titled 'Oilheat Equipment - Furnaces' states 'Today's oil furnaces are more than just hot air!' and lists innovations: Low-mass combustion chambers, Exchangers, Solid-state or microprocessor-based controls, and High-pressure flame retention burners. To the right, a 'Related Links' section lists 'Oilheat Equipment How It Works', 'Furnaces', 'Boilers', 'Water Heaters', 'Tanks', 'Upgrading Your System', and 'Choosing A New System'. At the bottom left is a diagram of a furnace system with labels: Supply Duct, Furnace Supply Air Plenum, Heat Exchanger, Fan Limit Control, and Return Air. At the bottom right, a text box says 'OILHEAT HAS GOTTEN SMARTER. IT NOW EATS ITS VEGETABLES. Thanks to biofuel technology, Today's Oilheat can come from renewable, homegrown sources.'

PRIMEDIA

The New OilheatAmerica: Analysis

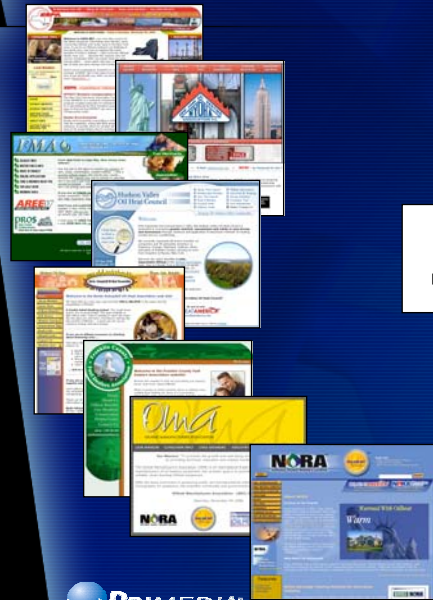
Top 10 OilheatAmerica Pages

- 1) FAQ
- 2) Bioheat
- 3) Furnaces
- 4) Boilers
- 5) Oilheat Equipment
- 6) Tanks
- 7) i H.O.U.S.E
- 8) Price Options
- 9) How It Works
- 10) General Information

- Review Site Traffic
- Where Are Visitors Going
- What Content & Pages Are Most Popular
- How are Visitors Finding Oilheat America
- Compare Search Habits Against Experience Data
- October 2006 76,545 Pages Viewed
- 31,397 Unique Visitors
- Reporting Data To NORA Leadership

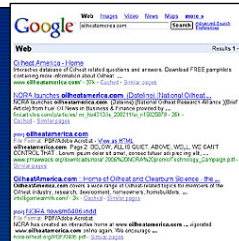
PRIMEDIA

The New OilheatAmerica: Industry Support



- Links To OilheatAmerica
 - Industry Sites
 - Dealers Sites
 - Manufactures Sites
- Leverage Print / Media

OILHEATAMERICA
Learn More About Oilheat at [OilheatAmerica](http://OilheatAmerica.com)



PRIMEDIA

NORA Marketing Summary

The Martin Agency

November 8, 2006

11/6/2006

1

NORA print advertising is being well received. Soybean is preferred.



OILHEAT HAS GOTTEN SMARTER. IT NOW EATS ITS VEGETABLES.
Today's Oilheat is so advanced and efficient, it can take advantage of renewable biofuels. Which means that more and more of the energy we use everyday will be homegrown.
Find out more at intelligentwarmth.com



TODAY'S OILHEAT
intelligent warmth



AT LAST! COMFORT AND EFFICIENCY IN ONE PACKAGE.
Today's Oilheat is so advanced and efficient, it can take advantage of renewable biofuels. Which means that more and more of the energy we use everyday will be homegrown.
Find out more at intelligentwarmth.com



TODAY'S OILHEAT
intelligent warmth



WARMTH IS COOL. BUT NOT IN A COLD, COLD WAY.
Today's Oilheat is so advanced and efficient, it can take advantage of renewable biofuels. Which means that more and more of the energy we use everyday will be homegrown.
Find out more at intelligentwarmth.com



TODAY'S OILHEAT
intelligent warmth

11/6/2006

2

NORA radio advertising is also being well received with equal distribution of the campaigns.

“Intelligent + Warmth”

VO: This is intelligent.
SFX: JAZZ.
VO: Intelligent is sophisticated. Intelligent is pure. Intelligent is thoughtful and modern.
SFX: JAZZ STOPS.
VO: Warmth is different.
SFX: TANGO.
VO: Warmth isn't so logical. Warmth is human and passionate. Warmth doesn't think. It feels.
SFX: TANGO STOPS.
VO: What if one bright, chilly day, intelligent met warmth and fell in love?
SFX: MUSIC COMBO.
VO: You'd have Today's Oilheat. Modern technology, unsurpassed comfort. Find out what Today's Oilheat can do for you at intelligentwarmth.com. Brought to you by the National Oilheat Research Alliance.

“Talking Heater”

SFX: BASEMENT AMBIENCE.
HEATER: Hi, Dave.
(SFX STOPS.)
DAVE: What? Who's there?
HEATER: Over here, Dave. Your new oilheater.
DAVE: The oilheater is...talking?
HEATER: Technology, Dave. Oilbeat is changing; we're stepping up. More efficient heating, new fuels; it's an exciting time to be an oilheater.
DAVE: They...uh...they didn't tell me you could... talk.
HEATER: They're scientists, Dave. They forget. But enough about me. I really want to know about you. Heat good?
DAVE: Yes...
HEATER: All the hot water you want?
DAVE: Yes...
HEATER: I'm glad we had our little chat, then. We're going to be friends for a long, long time, Dave. My sensor detects a window open. Second-floor bathroom.

11/6/2006

3

Campaign Summary - Martin

- Six alliances planned and purchased:
 - Massachusetts
 - Pennsylvania
 - Rhode Island
 - Tri-State
 - Vermont
 - Virginia
- Over 260 million A25-49 impressions
- Total advertising spend just over \$4 million

11/6/2006

4

Step 1. Company Enrollment Application

NORA Education Center
NEFT Advanced Tank Certification Company Application

Thank you for your interest in participating in the NORA Advanced Tank Certification Program. Your application will be reviewed shortly and a response will be sent back to you using the contact information you have provided.

Company Name:

Site Telephone: (or Join new user)

Fax Number: (or Join new user)

Contact Name: (or Join new user)
Title: First Name: Last Name:

Contact Email: (or Join new user)
If your email address is given, please will be an electronic correspondence

Company URL: http://www.yourwebsiteaddress.com

Zip Code:

Address:

City:

State: (Select State)

Send Mail: ☐ YES ☐ NO
Send software today, no international mail needed currently.

Administrator Information

The company applies to be part of the program. The link to register a company is http://www.noraed.org/tank_certified_company_register.cfm

Step 2. Activate the company.

NORA Education Center
Certified Company Registration

Company Name: PENNY WISE FUEL CO INC. ☐ Check

Site Telephone: (717) 624-0000 (or Join new user)

Fax Number: (or Join new user)

Contact Name: Mr MICHAEL J A MACALUSO (or Join new user)
Title: First Name: Last Name:

Contact Email: (or Join new user)
If your email address is given, please will be an electronic correspondence

Company URL: http://www.pennywisefuel.com

Zip Code: 19321 (or Join new user)

Address:

City/State: BARTONVILLE Pennsylvania

Send Mail: ☐ YES ☐ NO
Send software today, no international mail needed currently.

Administrator Information
Name: MICHAEL MACALUSO
Email Address: (or Join new user)
Phone Number: (or Join new user)
Username: MICHAEL_MACALUSO

You are currently UPDATING a new Registration. All fields should be done after UPDATE.

Index	Company	Phone	Fax	Username	Pass	Firstname	Email	City	Address	Address 2	State	Zip
<input type="checkbox"/>	IN W SIGNAL & CO	717 624-0000		MACALUSO		MICHAEL		BARTONVILLE	112 BROAD ST		PA	17704
<input type="checkbox"/>	MONITOR OIL SVC CO			MACALUSO		MICHAEL		BARTONVILLE	112 BROAD ST		PA	17704
<input type="checkbox"/>	DRIVING OIL CORPORATION	717 624-0000		MACALUSO		MICHAEL		BARTONVILLE	112 BROAD ST		PA	17704
<input type="checkbox"/>	DEBERT DRUG INC			MACALUSO		MICHAEL		BARTONVILLE	112 BROAD ST		PA	17704
<input type="checkbox"/>	PENCO SERVICES			MACALUSO		MICHAEL		BARTONVILLE	112 BROAD ST		PA	17704

Companies can then be activated by NORA administrators at: http://www.noraed.org/admin/activate_companies.cfm Note this function can also be used to add companies that call in. To activate a company, click the checkbox next to the company, select "Activate Selected" in the action drop down, and click "Go".

Step 3. Track Technicians that Pass the Tank Test

The screenshot shows the NORA Education Center interface. At the top, it says "NORA Education Center" and "Logged in as matt@nortechnical.com (06/12/2006 12:06:01)". Below this is a "Search Technicians" section with a search bar and a table of technicians. The table has columns for Name or Tech ID, First Name, Last Name, Middle Initial, and Company. The table lists several technicians, including ARNOLD, CHRISTOPHER, CORV, JAMES, and ARNOLD. Below the search section is a "Personal Info" tab, which is currently selected. It contains fields for Internal Tech ID, First Name, Middle Initial, Last Name, Username, Password, and Verify. There is also a "CONTACT INFORMATION" section with fields for Telephone, Email, Requirements, Sent To Parent, and Grandfathered. To the right of the personal info section is a "Subscriptions" section with a table for Tech, Description, and Course. The table lists a subscription for "24581 ADVANCED COURSE ON HEAT" on "Thu Sep 8". At the bottom of the page, there is a "Return To Control Panel" link.

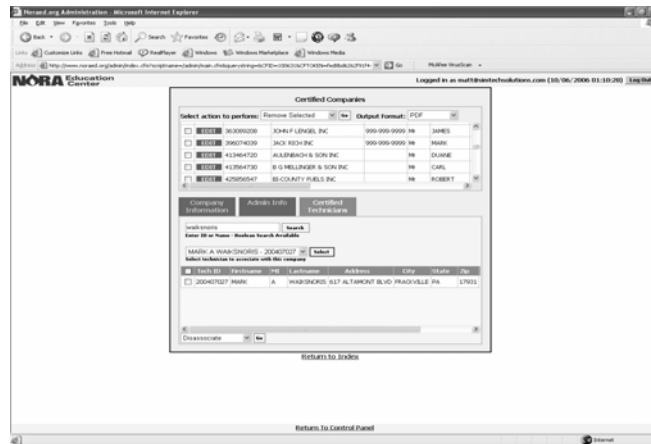
NORA Administrators track all technicians that have taken and passed the Advanced Tank Test using a technician information maintenance application.

Step 4A.) Tech Associates with a Company.

The screenshot shows the "Advanced Tank Certified Companies" interface. At the top, it says "Advanced Tank Certified Companies" and "You are associated with: Express Oil". Below this is a "Search" section with a search bar and a table of companies. The table has columns for Associate, Distance, Company Name, Phone, Title, First Name, and ID. The table lists two companies: "Express Oil" and "adapad". Below the search section is a map showing the location of the selected company, "Express Oil". The map includes a street view and a pop-up window with the company's address, phone number, and email. At the bottom of the page, there is a "Register Your Company" link.

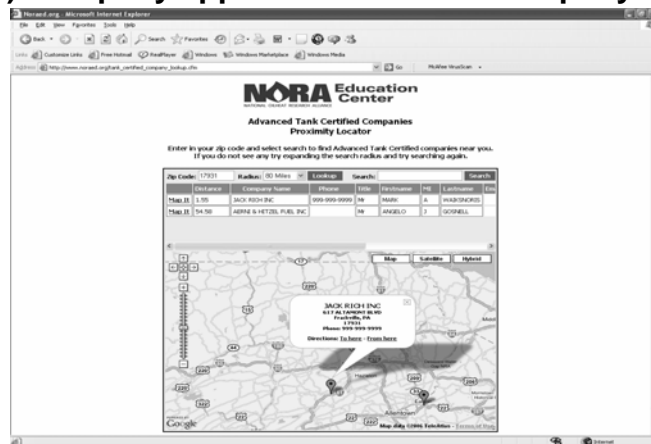
A tech can associate him or herself to the company via the technician's intranet located at <http://www.noraed.org/techintranet/>. You can use any technician that has passed course NOR-22 to test this with the user name and password set up in technician tools. You can access this with James Arnott (tech ID 0810ARNO). Note that technicians can disassociate themselves from a company here as well.

Step 4B.) NORA Associates Tech with a Company.



For technicians that do not have internet access they can call NORA and a NORA administrator can associate them with an enrolled company.

Step 5.) Company appears in Certified Company Lookup.



Advanced Tank Certified companies that have at least one technician associated with them can be looked up via the website located at http://www.noraed.org/tank_certified_company_lookup.cfm

Resolution A1

National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and the effective use of their resources will help advance the goals of NORA.

The Board in compliance with the internal budget adjustments has decided to approve this grant.

Resolved: The grant request identified as CE-03-VT-001 is hereby decreased from \$22,476.21 to \$00.00 and that the grant request identified as ET-06-VT-001 is hereby increased by \$22,476.21.

Be it further resolved: That the President of NORA enters into a contract with the grant application identified in the grant application to effectuate the purpose of the grant.

Transition in Board Members in 2007

Retail

Maine.....John Peters
Massachusetts.....Leonard Lipton
Vermont.....Peter Bourne
New York.....Joe Cavanaugh
Pennsylvania.....Brian Kottcamp
North Carolina.....Tom Berry
Virginia.....Nancy Allen
Ohio.....Kim Ullman

Five From Large States

Connecticut.....Thomas Devine
New York.....Jim Buhrmaster

Five at Large

Bill McKibbin

21 Wholesalers

Jack Woodfin
Eric Slifka
Richard Longacre
Walter Brickowski
Ted Noonan
Michael Anton

Executive Committee Appointments

Chairman.....Jim Townsend
President.....John Huber
1st Vice Chairman.....Allison Heaney
Treasurer.....John Maniscalco

Ralph Carlo
Leonard Lipton
Gene Jacobus
Molly Brady
Jim Woodruff
Jim Buhrmaster
Larry Scuder
Will Lawes
Eric Slifka
Michael Romita
Dave Martin
John Beckett

Meeting Schedule for 2006-2007

Board of Director Meetings

November 8, 2006	Holiday Inn BWI Airport Conference Center 10 am to 1pm <i>Lunch will be served <u>After</u> the Meeting</i>
February 27, 2007	Hilton Philadelphia Airport 1 pm to 4pm <i>Lunch will be served <u>Before</u> the Meeting</i>
June 12, 2007	NEFI Convention Boston, Massachusetts TBA
October 30, 2007	Patton & Boggs Washington, D.C 1-4

Executive Committee Meetings

October 17, 2006	Conference Call Start Time: 11 am
January 9, 2007	New York City 2 pm to 4 pm
April 10, 2007	Conference Call Start Time: 11 am
May 15, 2007	Conference Call Start Time: 11 am
September 25, 2007	Conference Call Start Time: 11 am
December 7, 2007 <i>Chairman Last Meeting</i>	New York City 2 pm to 4 pm