

APRIL 15, 2002

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Minutes
National Oilheat Research Alliance
October 2, 2001
Washington, DC
Patton Boggs
2-5 P.M.

I. **INTRODUCTION**

Mr. Bob Greenes called the meeting to order at 2 p.m. Mr. Greenes directed Mr. John Huber to call the roll, and report a quorum was present. Mr. Huber called the roll; the following members of the Board were present.

Mr. Don Allen	Mr. Peter Lombardi
Mr. Debbie Baker	Mr. Marc Lacasse
Mr. John Beckett	Mr. Bob Luby
Mr. Marc Bingham	Mr. Jon Madsen
Mr. Mark Boltz	Mr. David Maestes
Mr. Peter Carini	Mr. William McCarthy
Mr. Steve Clark	Mr. Roger McDonald
Mr. Charles Ermer	Mr. Ed Miller
Mr. Don Farrell	Mr. Ed Noonan
Mr. Bill Flynn	Mr. Jim Pierson
Mr. Boyd Foster	Mr. Mike Pitts
Mr. John Fuquay	Mr. Tom Santa
Mr. Joe Glick	Mr. Ed Scott
Mr. Bob Greenes	Mr. Frank Sestito
Mr. Daryl Hackman	Ms. Allison Heaney
Mr. Chris Smart	Mr. Michael Hopsicker
Mr. Jack Sullivan	Mr. Chris Keyser
Mr. John Huber	Mr. J. Blacklock Willis, Jr.
Mr. Tom Hunton	Mr. Doug Woosnam
Mr. Anthony Losquadro	Mr. Gene Jacobus
Mr. Ray Works	

Mr. Don Craft participated as a non-voting representative for Irik Sevin.

II. **APPROVAL OF MINUTES**

Mr. Greenes moved that the minutes of the meeting held in June be approved as submitted to the Board of Directors. The motion was seconded and approved by voice vote.

III. CHAIRMAN'S REMARKS

Mr. Greenes spoke about the tragedy that took place on September 11th. He requested a moment of silence from the Board. Mr. Greenes informed the Board that NORA, with the consent of the Executive Committee, had run a condolence piece at cost in the *New York Times*, *Washington Post*, *Newark Star Ledger* and the *Boston Globe*.

Mr. Greenes stated that NORA has been on schedule and he gave special thanks to Michael Hopsicker for the collections procedures and the Grants Committee for organizing the procedure. He also stated that while NORA should be involved in a public relations way, it would be best served by association personnel. He indicated that Mr. John Huber sent out a memo on stocks in inventory and an explanation of the regional reserve.

IV. PRESIDENT'S REMARKS

Mr. Huber reported that NORA was performing in accordance with expectations. Although only two collection cycles had been completed, the expected collections were on schedule. Additionally, the expenditures for the Alliance were currently under expectations. He also stated that when NORA starts the Education and Training, Consumer Education, and Research and Development programs, it will have money to achieve the goals of the Alliance. He also reported that NORA is imposing fees on dyed kerosene effective 10/1/01.

Mr. Huber gave particular thanks to the ability of members of the Consumer Education Committee to attend meetings with little notice. In particular, Jim Townsend, Bob Boltz and Allison Heaney were available for meetings, even at the last minute.

V. REPORT ON THE FINANCE COMMITTEE

Mr. Don Allen reported that NORA's finances were in good shape. He also stated that expenses have been less than projected and amounts budgeted for 2001 are being validated by the collections.

John Maniscalco reported that NORA will not see collection revenues for July, August, and September for another month. At that point, NORA will have the ability to begin making substantial rebates to the states.

Mr. Don Allen reported that at the end of August, NORA had \$4,066.34 total cash available in bank. Mr. Allen also indicated that to ensure that NORA could perform its tasks, the Board should consider allowing NORA to contract

for a \$2 million line of credit which would allow it to better manage its operations. The cost for this would be \$10,000.

The following motion was moved and seconded.

The finances of the National Oilheat Research Alliance are in very good condition. To date, in excess of \$5 million has been collected.

Arthur Andersen on behalf of NORA has obtained a commitment from Merrill Lynch to issue a line of credit of up to \$5 million.

The Finance Committee has recommended that NORA enter into a line of credit arrangement with Merrill Lynch for \$2 Million to smooth cash flow and to better serve the states in their grant applications.

Resolved: That NORA enter into a contract with Merrill Lynch for a line of credit of \$2 million and that the Executive Committee decide when and how much should be drawn from that line.

Ms. Allison Heaney was concerned about the \$10,000 origination fee. John Huber informed Ms. Heaney that the \$10,000 was the cost of the loan, and that interest would be in addition. Ms. Heaney requested that NORA ensure that the loan rate be sub-prime.

After no further discussion, Mr. Greenes called for a vote on the motion, and the motion carried.

After discussion, it was moved and seconded that the following resolution be adopted,

Pursuant to P.L. 106-469, the Alliance must undergo an audit of the records, including fee assessment reports and applications for refunds, under section 707(b)(4) at least once each year.

To satisfy the requirement, the Alliance hereby directs the President to enter into a contract with Ross, Langan & Mckendree To perform this audit in accordance with the retention letter enclosed with the Board Book distributed October 2, 2001.

The motion carried.

After discussion, it was moved and seconded that the following resolution be adopted.

The goal of NORA is to direct its expenditures into the participating NORA states. The goal is to have at least 85 percent of all funds collected returned to the state of their origin, and NORA has instituted a procedure to accomplish this. Additionally, under the law, at least 15 percent of funds collected in a state shall be made available to the qualified state association.

Each of the participating states except for Idaho prepared grants that would fulfill this mission. To ensure marketers in Idaho receive the appropriate benefit, the Executive Committee is hereby authorized to expend funds directly in Idaho to accomplish the tasks of NORA after receiving guidance from the Idaho Petroleum Marketers Association. Such expenditures shall not exceed 70 percent of the funds collected in the state, and the remaining 15 percent shall continue to be made available to the state association.

The Executive Committee, in its sole discretion, may decline to make such expenditures.

The motion carried.

VI. REPORT OF RESEARCH AND DEVELOPMENT COMMITTEE

Mr. Bob Hedden spoke about several projects. He expressed that with short term projects NORA should make oilheat cleaner, reduce service intervals, and cut costs for operating a service departments. These steps will save consumers and companies money. NORA is currently working with Brookhaven to achieve those ends.

NORA should also lower sulfur levels, look at fuel toxicity levels, study causes of no heat call back, and what causes equipment to fail. Bob reported that NORA is waiting for proposals on a digital smoke reader and it should be ready in April.

Mr. Ray Albrecht reported that he set up a Fuel Performance Committee over the summer. He has been doing some brainstorming and wants to be added to the list of people involved in setting up research projects.

Mr. Doug Woosnam has worked on Research and Development for several months and is trying to develop a relationship with the Department of Energy. He noted that the Board has authorized a major project on fuel performance issues, and that it was now underway.

VII. REPORT OF CONSUMER EDUCATION COMMITTEE

Mr. Jim Pierson reported that NORA initially interviewed three firms to assist with consumer education. One in Washington, Chicago and New York. Cliff Freeman and Fallon were our finalists. It was extremely difficult to select the firm because they both were wonderful. However, the Committee is recommending to the Board that Fallon be hired.

Jim Pierson noted that NORA had hired IPSOS to be its research agency. They have conducted a series of research projects, the last of which was in New York. He attended that group and was impressed with the information which was conveyed. He noted that many of the attendees were concerned with using oilheat and were unaware of the current state of technology.

The last in-person focus group ended last Wednesday and NORA has received information from the Internet as well. All of that information and the discussions have been provided to the NORA Board in conjunction with their Board packet. Fallon is currently working on three themes for consumer education. Mr. Huber reported that trying to develop a media plan to ensure that consumers are fully aware of the oilheat product was complicated, as expenditures had to be coordinated. However, a unified voice is important, and therefore most states are attempting to work together under the umbrella of NORA.

Bob Greenes indicated that consumer education materials will be ready in March 2002. Mr. Pierson reported that IPSOS was on target with their presentations.

Mr. Huber reported that at the Board meeting in June, the Board directed that a consumer education and research firm be hired. Nearly all the money collected is designated to go back to the states, and NORA will allocate the expenses for these in accordance with a fair share formula.

After discussion, the following resolution was moved and seconded,

Resolution

The National Oilheat Research Alliance has, through its committees, spent hundreds of hours interviewing and analyzing the work of the best advertising agencies in the United States in an effort to develop A campaign for the oilheat industry. From that effort, the industry has selected Fallon to be the Agency of Record for the National Oilheat Research Alliance.

It is the view of the Board of Directors that this Agency has the capability to develop a top tier advertising program for the industry, and that through their efforts, the oilheat industry and its consumers will benefit significantly.

To that end, this Board resolves that:

The National Oilheat Research Alliance enter into a contract which shall compensate Fallon at appropriate rates which shall be negotiated by the Chairman, the First Vice Chairman, the Chairman of the Consumer Education Committee and the President of NORA. That said contract shall cover media strategy and development of advertising.

That this contract shall also provide the opportunity for the states to utilize the resources of Fallon for media purchasing, and that said media purchasing shall be closely coordinated and only occur after consultation and approval of states.

That the costs of Fallon for advertising will approach 10 percent of the consumer education campaigns and that NORA and the states agree to contribute 10 percent of their consumer education campaign to compensate Fallon, and will be shared in accordance with a fair share formula based on the total dollars made available to a state.

That the costs of media purchasing will be four percent of media purchases by Fallon, and that states may utilize alternative purchasing strategies. However, states that utilize alternative approaches should recognize the need for a coordinated campaign.

That the effectiveness of the coordinated campaign shall be evaluated by an independent firm, and that NORA shall be prepared to pay a bonus for effectiveness for measured success to Fallon.

That the Consumer Education Committee meet regularly in 2002 to evaluate the campaign and that recommendations on its continuance be made at the appropriate Board meeting in advance of extending the Fallon contract.

Mr. Mike Hopsicker inquired whether the fees were in the appropriate range. John Maniscalco indicated that the ranges were appropriate.

Mr. Greenes called for a vote, and the resolution carried.

VIII. REPORT OF EDUCATION AND TRAINING COMMITTEE

Mr. Bob Boltz spoke in regards to how he spent hours to making sure that NORA was up and running as far as Education and Training. The certification program has been transferred from PMAA to NORA and is under contract. NEFI is accomplishing the work of bringing it to standards.

Mr. Boltz indicated that revisions to the training manual are underway and should be completed by the next training season.

Mr. Boltz indicated that there is a high level of enthusiasm and that the Committee was committed to improving the oilheat industry. He noted that the packet included a list of all the educational resources in the industry. This material will be placed on the website and will be available to everyone.

IX. REPORT ON COLLECTIONS

Mr. John Huber reported that NORA has four million dollars in the bank from the collections, and that to date NORA has evaluated the wholesale collection point and that it is working effectively. He noted that several companies were contacted directly to ensure that the appropriate fees were remitted.

X. REPORTS ON GRANTS COMMITTEE

John Huber reported that the grants are being processed according to the rules established at the last Board meeting.

XI. GRANTS PRESENTED FOR APPROVAL

Mr. John Huber discussed the Grant resolutions 1-45 and noted that the Board would consider the first of the North Carolina resolutions which are for the amounts of \$135,116 for consumer education and \$90,077 for education and training. It was moved and seconded that the following resolutions be adopted.

Resolution #1

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NJ-001

Build With Oil is hereby approved.

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

Resolution #2

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-VA-001 is hereby approved.

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

Resolution #3

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-VA-001 is hereby approved.

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.

Resolution #4

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-KY-001 is hereby approved.

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.

Resolution #5

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat Industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-KY-001 is hereby approved.

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.

Resolution #6

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-ME-001 is hereby approved.

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.

Resolution #7

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

finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-ME-001 is hereby approved.

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.

Resolution #8

The National Oilheat Research Alliance from its inception has Considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-MD/DC/DE-001 is hereby approved.

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.

Resolution #9

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-MD/DC/DE-001 is hereby approved.

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.

Resolution #10

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest

forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-PA-001 is hereby approved.

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.

Resolution #11

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-PA-001 is hereby approved.

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.

Resolution #12

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-OR-001 is hereby approved.

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.

Resolution #13

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-OR-001 is hereby approved.

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.

Resolution #14

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-NY-001 is hereby approved.

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.

Resolution #15

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-MA-001 is hereby approved.

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.

Resolution #16

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-MA-001 is hereby approved.

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.

Resolution #17

The National Oilheat Research Alliance from its inception has Considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-MA-001 Is hereby approved.

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.

Resolution #18

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-WA-001 is hereby approved.

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.

Resolution #19

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-WA-001 is hereby approved.

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.

Resolution #20

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-NC-001 is hereby approved.

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.

Resolution #21

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NC-001 is hereby approved.

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.

Resolution #22

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-NY-001 is hereby approved.

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.

Resolution #23

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NY-001 is hereby approved.

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.

Resolution #24

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end,

the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-NH-001 is hereby approved.

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.

Resolution #25

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NH-001 Is hereby approved.

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.

Resolution #26

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-NH-001 is hereby approved.

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.

Resolution #27

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

finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-CT-001 is hereby approved.

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.

Resolution #28

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-CT-001 is hereby approved.

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.

Resolution #29

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-CT-001 is hereby approved.

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.

Resolution #30

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest

forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-NJ-001 is hereby approved.

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.

Resolution #31

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NJ-001 is hereby approved.

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.

Resolution #32

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-NJ-001 is hereby approved.

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.

Resolution #33

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-OH-001 is hereby approved.

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.

Resolution #34

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-OH-001 is hereby approved.

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.

Resolution #35

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-IN-001 is hereby approved.

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.

Resolution #36

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-IN-001 is hereby approved.

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.

Resolution #37

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-RI-001 is hereby approved.

Be it further resolved: That the President of NORA enters into application to effectuate the purpose of the grant.

Resolution #38

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-RI-001 is hereby approved.

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.

Resolution #39

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-VT-001 is hereby approved.

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.

Resolution #40

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-VT-001 is hereby approved.

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.

Resolution #41

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as RD-01-VT-001 is hereby approved.

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.

Resolution #42

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-WI-001 is hereby approved.

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.

Resolution #43

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-WI-001 is hereby approved.

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.

Resolution #44

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as CE-01-NV-001

is hereby approved.

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.

Resolution #45

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made. To this end, the Board of Directors hereby:

Resolved: That the grant request identified as ET-01-NV-001 is hereby approved.

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.

The following is a brief summary of the above described resolution.

State	Classification of Project	Funding Sought From Alliance	Estimated Cost of Project	Grant #	Resolution
NJ	Ed. & Train. Build with oil	139,000.00	150,000.00	ET-01-NJ-001 Build with Oil	#1
VA	Cons. Ed.	301,500.00	301,500.00	CE-01-VA-001	#2
	Ed. & Train.	33,500.00	33,500.00	ET-01-VA-001	#3
KY	Cons. Ed.	38,840.00	38,840.00	CE-01-KY-001	#4
	Ed. & Train	9,710.00	9,710.00	ET-01-KY-001	#5
ME	Cons. Ed	547,108.00	547,108.00	CE-01-ME-001	#6
	Ed. & Train	318,177.00	318,177.00	ET-01-ME-001	#7
MD/DC/DE	Ed. & Train	38,200.00	38,200.00	ET-01-MD/DC/DE-001	#8
MD/DC/DE	Cons. Ed	344,000.00	344,000.00	CE-01-MD/DC/DE-001	#9

PA	Cons. Ed	743,267.00	743,267.00	CE-01-PA-001	#10
	Ed. & Train.	247,570.00	300,000.00	ET-01-PA-001	#11
OR	Cons. Ed.	62,908.00	62,908.00	CE-01-OR-001	#12
	Ed. & Train.	4,403.00	62,908.00	ET-01-OR-001	#13
NY Brookhaven	Res. & Dev. Maximizing Fuel Performance in Residential Heating Sys.	300,000.00	300,000.00	RD-01-NY-001 Residential Heating	#14
MA	Cons. Ed	698,400.00	698,400.00	CE-01-MA-001	#15
	Ed & Train.	260,000.00	260,000.00	ET-01-MA-001	#16
	Res. & Dev.	32,300.00	32,300.00	RD-01-MA-001	#17
WA	Cons. Ed	75,626.52	91,978.20	CE-01-WA-001	#18
	Ed & Train	16,351.68	91,978.20	ET-01-WA-001	#19
NC	Cons. Ed	60,250.00	60,250.00	CE-01-NC-001	#20
	Ed. & Train	40,167.00	40,167.00	ET-01-NC-001	#21
NY	Cons. Ed	1,243,700.00	1,243,700.00	CE-01-NY-001	#22
	Ed. & Train	358,250.00	358,250.00	ET-01-NY-001	#23
NH	Cons. Ed	150,267.65	150,267.65	CE-01-NH-001	#24
	Ed & Train	76,289.73	76,289.73	ET-01-NH-001	#25
	Res. & Dev.	4,623.62	4,623.62	RD-01-NH-001	#26
CT	Cons. Ed	736,000.00	736,000.00	CE-01-CT-001	#27
	Ed. & Train	252,000.00	252,000.00	ET-01-CT-001	#28
	Res. & Dev.	63,100.00	63,100.00	RD-01-CT-001	#29
NJ	Cons. Ed	474,024.00	474,024.00	CE-01-NJ-001	#30
	Ed. & Train			ET-01-NJ-001	#31

		88,880.00	88,880.00		
	Res. & Dev.	29,626.00	29,626.00	RD-01-NJ-001	#32
OH	Cons. Ed	135,000.00	190,126.00	CE-01-OH-001	#33
	Ed & Train	55,000.00	55,000.00	ET-01-OH-001	#34
IN	Cons. Ed.	38,000.00	50,000.00	CE-01-IN-001	#35
	Ed. & Train	38,000.00	50,000.00	ET-01-IN-001	#36
RI	Cons. Ed.	246,220.00	246,220.00	CE-01-RI-001	#37
	Ed. & Train	105,524.00	105,524.00	ET-01-RI-001	#38
VT	Cons. Ed	22,000.00	22,000.00	CE-01-VT-001	#39
	Ed. & Train	32,000.00	102,000.00	ET-01-VT-001	#40
	Res. & Dev.	12,000.00	12,000.00	RD-01VT-001	#41
WI	Cons. Ed	131,991.00	131,991.00	CE-01-WI-001	#42
	Ed & Train	32,997.00	32,997.00	ET-01-WI-001	#43
NV	Cons. Ed.	7,500.00	7,500.00	CE-01-NV-001	#44
	Ed. & Train	6,500.00	6,500.00	ET-01-NV-001	#45

XII. UNITED FOODS SUPREME COURT DECISION

Mr. Ed Newberry discussed the recent Supreme Court decision. It dealt with the mushroom producers' check-off program. The decision is troubling, but Mr. Newberry indicated that it appeared to be a manageable problem at this time, and that further decisions are likely to be forthcoming.

XIII. MICHIGAN

Mr. John Huber then indicated that Michigan was now considering joining NORA and was working to hold a referendum in the winter in accordance with the law.

Mr. John Huber also discussed Michigan deferred direct support and participation at the referendum state. On September 6, 2001 Michigan

updated them on NORA's activities. They would conduct a referendum in Michigan with a 30-day notice, 30-day procedure up and running and 30-day imposing fee.

The following resolution was moved and seconded,

The Michigan Petroleum Association, after reviewing the activities of the National Oilheat Research Alliance, has decided to conduct a referendum pursuant to Section 705(b) of Public Law 106-469. This section states that "the Oilheat industry in a State that has not participated initially in the Alliance may subsequently elect to participate by conducting a referendum under subsection (a)."

That association is now developing a referendum schedule and intends to hold the referendum later this fall. NORA has advised them that they should provide thirty days notice prior to the referendum, thirty days for voting, and at least thirty days notice for implementation of the collection.

To that end, NORA hereby resolves:

Resolved: That the Executive Committee may begin collections in Michigan effective February 1, 2002 if the notice of referendum is issued by November 1, 2001 and notice can be made to the suppliers and wholesalers in early January.

Resolved: That this implementation at the conclusion of a successful referendum may be delayed an additional month if the referendum results are delayed.

Be it further resolved: That any further delays should be considered by the full NORA Board.

The motion carried.

XIV. EXECUTIVE COMMITTEE SLATE

Mr. Bob Greenes moved that the board re-elect current members. The motion was seconded and approved.

XV. UNFINISHED BUSINESS

There was no unfinished business.

XVI. NEW BUSINESS

Mr. Huber presented Mr. Greenes with a plaque from MAPDA for his hard work and generosity. Mr. Greenes thanked MAPDA, but stated that the success was an effort of the entire industry.

XVII. NEXT MEETING

Mr. Greenes indicated that the next meeting of the Board would be April 15, 2002 in Washington, DC.

BOARD DESIGNATED ASSETS

The Finance Committee of the National Oilheat Research Alliance has investigated the collections system and the cash needs of NORA, as well as the impact that weather can have on the budget.

Additionally, the Finance Committee believes that the budget should give certainty in planning to the states and other grantees, and that their plans should not be disrupted if the weather is inadequate to support the budget.

To ensure that NORA's budget reflects these uncertainties and to ensure that it complies with Generally Accepted Accounting Principles, the Board hereby resolves:

Resolved: That ten percent of expected collections be designated as a net asset and that in planning, that these funds not be used.

Be it further resolved: That this fund when disbursed should be allocated to state rebates, research and development, and education and training.

COLLECTION REVENUES, NET:

	2001 Actual	%	2001 Budget	2002 Reforecast	%	2002 Budget	%	2003 Budget	%
Collection Revenues, net of refunds	\$11,055,555	104.28%	\$11,055,554	\$14,500,000	102.47%	\$16,296,296	113.80%	\$16,296,296	102.17%
Less: Assessments and Collection Start-up Costs	(219,158) (235,000)	(2.07%) (2.22%)	(250,000) (235,000)	(350,000) 0	-2.47% 0.00%	(346,000) 0	-2.42% 0.00%	(346,000) 0	-2.17% 0.00%
Net Collection Revenue	10,601,397	100.00%	10,570,554	14,150,000	100.00%	15,950,296	111.38%	15,950,296	100.00%
Carryover for future allocation	0	0.00%	(1,105,555)	0	0.00%	(1,629,630)	-11.38%	0	0.00%
Net Allocable Revenues	10,601,397	100.00%	9,464,999	14,150,000	100.00%	14,320,666	100.00%	15,950,296	100.00%
Grants and State Rebates:									
Research and Development	427,981	4.04%	350,987	569,086	4.02%	552,815	3.86%	642,679	4.03%
Education and Training	427,981	4.04%	350,987	569,086	4.02%	552,815	3.86%	642,679	4.03%
Board designated Net Asset	(1,105,555)	(10.43%)	0	(344,445)	(2.43%)	0	0.00%	(1,629,630)	(10.22%)
State Rebates	9,094,602	85.79%	8,045,251	12,093,078	85.46%	12,172,566	85.00%	13,656,937	85.62%
Total Grants and State Rebates (See Below)	8,845,010	83.43%	8,747,225	12,886,805	91.07%	13,278,196	92.72%	13,312,666	83.46%

OPERATING EXPENSES:

Administrative Expenses:									
Salaries and Consultants	188,247	1.78%	220,834	365,000	2.58%	425,000	2.97%	425,000	2.66%
Employee Taxes	9,332	0.09%	16,084	15,750	0.11%	30,500	0.21%	16,800	0.11%
Health Insurance	9,160	0.09%	10,504	13,000	0.09%	24,000	0.17%	19,000	0.12%
Retirement Plan	13,780	0.13%	16,080	18,000	0.13%	30,500	0.21%	19,200	0.12%
Rent and Telephone	37,332	0.35%	40,600	45,000	0.32%	30,000	0.21%	45,000	0.28%
Telephone	0	0.00%	0	0	0.00%	30,000	0.21%	0	0.00%
Postage and Mailings	38,182	0.36%	40,000	60,000	0.42%	63,000	0.44%	60,000	0.38%
Office Supplies	12,834	0.12%	25,000	30,000	0.21%	30,000	0.21%	30,000	0.19%
Equipment Maintenance	0	0.00%	5,000	4,000	0.03%	10,000	0.07%	5,000	0.03%
Printing Annual Report & Other	38,504	0.36%	30,000	40,000	0.28%	30,000	0.21%	40,000	0.25%
Insurance (D & O, E)	12,069	0.11%	15,000	20,000	0.14%	15,000	0.10%	25,000	0.16%
Dues and Memberships	694	0.01%	12,000	15,000	0.11%	15,000	0.10%	15,000	0.09%
Subscriptions	0	0.00%	4,000	6,000	0.04%	6,000	0.04%	5,000	0.03%
Public and Staff Travel	29,660	0.28%	40,000	40,000	0.28%	45,000	0.31%	45,000	0.28%
Meeting Expense	19,129	0.18%	35,000	35,000	0.25%	35,000	0.24%	35,000	0.22%
Legal	118,315	1.12%	158,000	102,000	0.72%	102,000	0.71%	108,000	0.68%
Accounting Fees	45,468	0.43%	50,000	50,000	0.35%	50,000	0.35%	50,000	0.31%
Professional Travel	5,945	0.06%	25,000	15,000	0.11%	25,000	0.17%	20,000	0.13%
Web Site	19,269	0.18%	30,000	40,000	0.28%	30,000	0.21%	40,000	0.25%
Advertising Expense	51,925	0.49%	0	0	0.00%	0	0.00%	0	0.00%
Total Administrative Expenses	649,845	6.13%	773,102	913,750	6.46%	1,026,000	7.16%	1,003,000	6.29%

Other (Income)/Expenses:

Interest Income/Expense	(77,989)	(0.74%)	(64,215)	(40,000)	-0.28%	3,136	0.02%	(40,000)	-0.25%
Depreciation and Amortization	987	0.01%	8,887	5,000	0.04%	13,333	0.08%	5,000	0.03%
Total Other Expenses	(77,002)	(0.73%)	(55,328)	(35,000)	-0.25%	16,470	0.11%	(35,000)	-0.22%
TOTAL OPERATING EXPENSES	572,843	5.40%	717,774	878,750	6.21%	1,042,470	7.28%	968,000	6.07%
TOTAL EXPENDITURES	9,417,853	86.84%	9,464,999	13,765,555	97.28%	14,320,666	100.00%	14,280,666	89.53%
INCREASE/(DECREASE) IN NET ASSETS	\$1,183,544	13.38%	\$0	\$384,445	2.98%	\$0	0.00%	\$1,669,630	12.54%

Grants and State Rebates, Net of Allowance

Grants and State Rebates:									
Research and Development	380,431		350,987	554,271		552,815		572,588	
Education and Training	380,431		350,987	554,271		552,815		572,588	
State Rebates	8,084,149		8,045,251	11,778,263		12,172,566		12,167,491	
Total Grants and State Rebates	8,845,010		8,747,225	12,886,805		13,278,196		13,312,666	

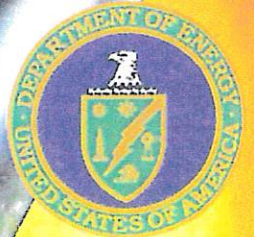
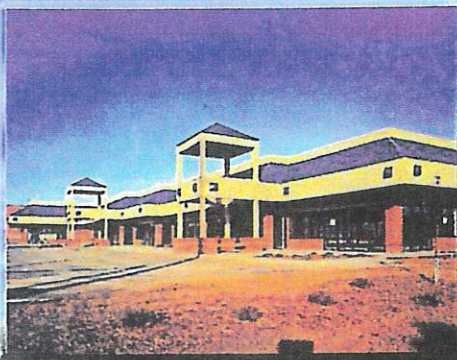
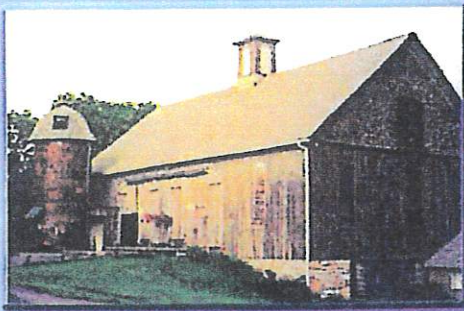
2003 Budget

	Research & Development	Education & Training	Consumer Education
CT	\$52,889.80	\$264,449.02	\$740,457.25
DC	\$0.00	\$12,781.20	\$38,343.59
DE	\$0.00	\$21,301.99	\$63,905.98
ID	\$0.00	\$14,862.70	\$29,725.41
IN	\$6,890.89	\$64,112.30	\$64,112.30
KY	\$0.00	\$0.00	\$81,556.20
MA	\$14,984.43	\$164,828.73	\$1,318,629.84
MD	\$0.00	\$126,594.70	\$379,784.09
ME	\$0.00	\$133,654.79	\$534,619.14
NC	\$0.00	\$75,713.37	\$302,853.47
NH	\$7,766.10	\$151,438.91	\$229,099.88
NJ	\$49,785.80	\$149,357.40	\$796,572.78
NY	\$74,012.25	\$464,258.66	\$2,153,083.65
NV	\$0.00	\$4,869.03	\$19,476.11
OH	\$0.00	\$63,784.25	\$255,137.00
OR	\$0.00	\$0.00	\$105,901.33
PA	\$0.00	\$293,076.46	\$1,372,130.70
RI	\$9,000.00	\$105,000.00	\$225,000.00
VA	\$0.00	\$108,579.30	\$434,317.19
VT	\$32,330.34	\$40,412.92	\$129,321.35
WA	\$17,163.32	\$27,461.31	\$127,008.56
WI	\$0.00	\$73,948.34	\$221,845.03

Oilheat Industry Roadmap

— Toward a Sustainable Energy Future

March 2002



NORA
NATIONAL OILHEAT RETAILER ALLIANCE

The oilheat industry is forming strategic partnerships with the U.S. Department of Energy (DOE) and Brookhaven National Laboratory (BNL) to make technological advancements that will reduce the cost and increase the efficiency of oilheat, both today and into the future. The oilheat industry is motivated to take a major step forward in regaining market share and making oilheat *a fuel of choice*. The Petroleum Marketers Association of America (PMAA) and the newly formed National Oilheat Research Alliance (NORA) are facilitating working relationships throughout the oilheat industry and with government to make these goals a reality. High electricity prices, uncertain energy supplies, volatile natural gas spikes, and uneven electricity deregulation policies in the U.S., are opening the door for oilheat. It is time to cross the threshold into the 21st century.

The oilheat industry is in a compromised position. It markets a commodity over which it has limited control - of the source, quality, price, and availability. Yet, the industry has managed to be a clean, cost-efficient supplier of premium indoor comfort to over 10 million homes in the United States. Leaders of the oilheat industry have taken a further step forward in developing a vision and roadmap for research, development, and commercialization of new products and systems. The result of this effort is this document, the *Oilheat Industry Roadmap- Toward a Sustainable Energy Future*. The *Roadmap* provides a framework for recognizing both future challenges to the oilheat industry and opportunities for strategic public and private partnerships that will address these challenges through a set of specific actions, ultimately achieving the vision for the future.

The Oilheat Industry Roadmap process began with a Vision Workshop held at Brookhaven National Laboratory in August 2001. Oilheat dealers, researchers, equipment manufacturers, and other stakeholders considered the most critical market, regulatory, institutional, and technology issues affecting the future of oilheat and created a vision for 2020 and beyond. The vision is shown below:

The oilheat industry will be a customer-driven supplier of premium indoor comfort. Oilheat will be a consumer fuel of choice - affordable, environmentally friendly, and offering total energy solutions for on-site space heating and cooling, hot water, and power. By capitalizing on its already strong infrastructure, the industry will provide worry-free, self-sufficient, virtually invisible energy systems to its customers. The oilheat industry will regain its commercial and institutional customers and expand its residential market. New niche markets will be developed, to capture a substantial portion of not only the heating market, but also the total energy market by the year 2020.

The culminating event of this process was the Oilheat Industry Roadmap Workshop, held at College Park, Maryland, in November 2001. This meeting brought together participants from the Vision workshop, as well as other equipment manufacturers, oilheat dealers, researchers, and marketers to discuss a strategy to achieve the industry's vision of the future. As a result, the *Oilheat Industry Roadmap: Toward a Sustainable Energy Future* consists of a series of specific actions in three areas: **improving fuel quality and**

performance, enhancing equipment and service, and expanding markets and applications, all designed to realize the Vision.

Improve Fuel Quality and Performance. Improvements in fuel quality and performance have the potential to enhance oilheat's competitive edge in the marketplace. The following actions will result in an increase of system efficiency and reduction of NO_x, SO₂, and particulate matter emissions:

- **Research applications of liquid biofuels.** Biofuels offers a low sulfur substitute for heating oil. In transportation applications, a combination of 20% biodiesel and 80% diesel fuel provides 98-99% as much power, torque, and fuel efficiency.
- **Develop additive performance data.** Additives improve fuel performance characteristics and prevent accumulation of contaminants within fuel tanks. A database of additive performance information will give dealers the information they need to improve fuel quality.
- **Develop an educational program on the benefits of premium low sulfur oil.** Low sulfur fuel maintains system efficiency, leading to extended service-free intervals and cost savings. A New York State Energy Research and Development Authority (NYSERDA) study has estimated that New York homeowners could lower their fuel costs by \$11 million a year through improved energy efficiency from low-sulfur fuel oil.

Enhance Oilheat Equipment and Service. Enhancements in oilheat equipment and service will reduce malfunctions, lower total installed systems costs, maintain high efficiencies, and lower environmental emissions. Research and development programs in the following areas will ultimately lead to an expansion of markets and applications:

- **Lower the total installed cost of the oilheat system.** Lowering the total installed cost of highly efficient systems is critical for oilheat to penetrate more of the heating market.
- **Develop self-diagnostic and self-adjusting control technologies.** By incorporating sensors and controls, the oilheat system has the potential to be virtually invisible. Self-adjusting technologies compensate for and correct problems, limiting unplanned service calls to once every two to three years.
- **Research novel combustion techniques.** Modulating burners and low-fire concepts, among other new technologies, could revolutionize the

industry, making oilheat a near zero-emission, highly efficient, low cost fuel.

Expand Markets and Applications. Expansion of markets and applications is the pinnacle of the roadmap. Through these and other actions, oilheat's future in the energy marketplace for the 21st century and beyond will be secured:

- **Change consumer perceptions about oilheat.** Consumers should know oilheat is a clean, energy efficient, cost-effective, versatile fuel. Advertisements through television, radio, and newspaper will convey the benefits of oilheat to the consumer.
- **Increase electric to oil conversions.** Electric resistance heat is as efficient as the power plant supplying electricity to the grid, on average 33%. Oilheat systems are located on-site and are typically over 80% efficient. This offers cost and environmental benefits for consumers.
- **Integrate oilheat with new, advanced, building technologies, equipment, and systems.** Oil-fired energy systems may be used to fuel on-site electricity generation including photovoltaics and fuel cells, domestic hot water, air conditioning, desiccant cooling and humidity control systems.

Action Plan for Improving
Fuel Quality and Performance

- ▶ Enhance fuel quality research
- ▶ Develop additive and performance data
- ▶ Collect and document ultra-low sulfur premium fuel data
- ▶ Develop end-user fuel storage system protocols
- ▶ Create a standard for premium high quality fuel
- ▶ Develop an educational program on the benefits of premium low sulfur oil
- ▶ Promote premium oil to consumers
- ▶ Research applications of biodiesel fuel

2002 2006 2010

Action Plan for Enhancing
Equipment and Service

- ▶ Promote low sulfur fuel as standard
- ▶ Develop a research and development plan for the oilheat industry
- ▶ Assess the total cost of the oilheat system
- ▶ Initiate an RD&D program for low NOx systems
- ▶ Develop self-diagnostic and self-adjusting control technologies
- ▶ Research new mini- and micro- technologies, and novel combustion techniques

2002 2006 2010

Action Plan for Expanding
Markets and Applications

- ▶ Change consumer perceptions of oilheat
- ▶ Research potential growth markets
- ▶ Increase electric to oil conversions
- ▶ Improve builder education and incentive programs for new tract and luxury homes
- ▶ Grow an educated oilheat workforce
- ▶ Integrate oilheat with new, advanced technologies, equipment, and systems

2002 2006 2010

VISION

Concept Paper: The National Oilheat Research Institute ("NORI")

Recognizing the important role that research and development ("R & D") can contribute to the competitive future of the heating oil industry, the concept of establishing a not-for-profit R & D affiliate of the National Oilheat Research Alliance ("NORA") has been proposed. The affiliate, referred to in this concept paper as the National Oilheat Research Institute ("NORI"), would be a subsidiary of NORA, responsible to NORA and controlled by NORA, which would focus solely on R & D efforts. The creation of an organization focused solely on industry R & D would provide several potential benefits, including:

- Providing a renewed, singular, and independent focus on industry R & D that would fulfill one of the core missions that Congress has charged NORA with fulfilling;
- Targeting, understanding, and meeting current and future R & D objectives, and fostering the most effective use of science and technology in meeting NORA's research goals; and
- Enhancing the prospects for attracting funding from a variety of sources, including federal and state governments, not-for-profit grant-making organizations, and others.

NORI Mission

NORI's mission will be to: (1) Develop and implement an industry-wide R & D plan using NORA funds budgeted for research and funds from other sources; (2) Solicit funds from sources other than the NORA check-off, including federal and state government grants, private industry sources (oil companies and others), universities, other not-for-profits, etc.; and (3) Support and direct public and private research collaboration and science and technology innovation in oilheat supply, delivery, and utilization.

NORI Structure

NORI will be a non-profit, public-benefit subsidiary of the National Oilheat Research Alliance. Like NORA, NORI will be subject to the rules of the National Oilheat Research Alliance Act, Public Law No. 106-469. NORI's Board of Directors will be comprised of NORA Board Members who will be responsible for managing the business and affairs of the subsidiary. The Executive Director will be the President of NORA (John Huber).

Cooperative Relationships

NORI would establish a cooperative working relationship with Brookhaven National Lab and would work with universities and other interest groups, including oilheat consumers. NORI's cooperative relationships may involve the possible establishment of an industry advisory panel such as a Research & Development Advisory Committee (RDAC). This "working level" advisory group would provide tactical and technical guidance on project scope and objectives.

Fulfilling its Mission: Specific Goals

The primary objective of the Research & Development mission is to invest in new technologies and to foster industry practices that will bring innovative products and services to customers, improve the productivity and economic vitality of the industry, and to provide greater value to oilheat consumers. Toward that end, NORI will advise on research and development policies, and the implementation and evaluation of these policies. NORI will help identify and achieve the following:

- research and development policy principles;
- specific opportunities for R&D funding;
- national and international R & D developments;
- mechanisms for the determination of R&D priorities (including the balance between different forms of research and development to be supported);
- initiatives to promote communication of research results and the implementation of research-based knowledge;
- policies and mechanisms to support the contribution of research to economic advancement, through links with industry and community engagement
- policies and mechanisms for monitoring the costs of R&D in relation to performance, outputs and outcomes; and
- policies and mechanisms to promote ethical standards in research and streamline ethical assessment of research proposals.

NATIONAL OILHEAT RESEARCH ALLIANCE, INC.
RESOLUTION OF THE BOARD OF DIRECTORS

Research and Development Subsidiary Resolution

WHEREAS research and development is one of the primary functions and responsibilities of the National Oilheat Research Alliance ("NORA") as envisioned by Congress in enacting the National Oilheat Research Alliance Act (the "NORA Act," Public Law No. 106-469); and

WHEREAS research and development offers great potential for improving the ability of the oilheat industry to serve its customers; and

WHEREAS effective research and development can help accomplish other objectives of the NORA Act, including conservation, energy efficiency, and emissions reductions; and

WHEREAS the federal resources that have been made available for oilheat research and development are very limited, but are more easily accessible when effectively leveraged through industry partnerships; and

WHEREAS the NORA Board of Directors has dedicated substantial resources to research and development, but recognizes that more can be done;

Now, therefore, be it resolved by the Board of Directors of National Oilheat Research Alliance, Inc., a District of Columbia corporation:

- (1) that the NORA Board of Directors hereby directs the creation of a not-for-profit research and development subsidiary of NORA, responsible to and controlled by NORA, and subject to all statutory requirements of the National Oilheat Research Alliance Act;
- (2) that the Board of Directors of the National Oilheat Research Alliance will select the Board of Directors of the research and development subsidiary;
- (3) that such Board shall not exceed nine Directors, including at least one Director from the manufacturing community and at least one Director from the research community; and
- (4) that the Executive Director of the subsidiary will be the President of NORA.

I. PROGRAM INTEREST AREAS

OBJECTIVE

NORA announces a program to develop, demonstrate, and commercialize advanced oilheat technologies that are environmentally friendly for residential and commercial buildings.

ELIGIBLE TECHNOLOGY AREAS

Oilheat technologies eligible for funding include (but are not limited to):

- ▷ **Heating** - advanced heating system concepts, innovative system components, alternate thermodynamic cycles or renewable energy space, and domestic water heating. This includes advanced controls and diagnostic methods and tools.
- ▷ **Integrated Systems** - advanced system concepts that combine space heating and cooling with domestic water heating to take advantage of waste heat utilization or reduced thermal mass. Integrated systems might also incorporate the hybrid use of renewable energy.

ELIGIBLE PROJECT TYPES

- ▷ Development of new technologies or substantial improvements to existing technologies;
- ▷ Demonstration of eligible technologies;
- ▷ Commercialization of eligible technologies;

Technologies that would have the primary function of generating electricity on-site (micro-cogeneration) can be submitted as part of this solicitation.

II. PROGRAM REQUIREMENTS

Maximum NORA funding per project is \$ 300,000. Multiphase projects may be proposed, but NORA support for additional phases will be subject to a review of continuing competitiveness, success to date, and the future availability of funds. Proposals for multiphase projects must include statements of work and budget estimates for all project phases.

Proposals for project funding must meet the following minimum requirements:

- ▷ Proposed projects must be innovative and address the energy and environmental needs of consumers and small businesses, and benefit oil heat marketers.
- ▷ Proposals must address the commercialization strategies to be used in achieving market success for the described technology.
- ▷ Proposers must demonstrate that they have technical and financial resources to perform the proposed work, and have access to adequate facilities or the ability to get them.

- P All projects are preferred to be cost-shared at 20% to 50% or more. Cost-sharing may include funding from other organizations. Verifiable in-kind contributions are also acceptable and could include direct labor, reduced overhead rates, and/or use of special equipment where a fee is normally charged for its use. The extent of cost-sharing will be evaluated when considering which projects to fund.

Teaming Arrangements

- P Teaming arrangements are encouraged when necessary to meet project goals. Teams may consist of commercial firms, government organizations, universities, or other organizations.

III. PROPOSAL REQUIREMENTS

Proposals must be in the following format:

< Title & Principal Contact

A completed Proposal Checklist with the project title and name, address, and telephone/fax number(s) of the principal contact person must be attached to the front of all copies of the proposal. Indicate whether you accept the Standard Terms and Conditions in the Sample Agreement. If you do not, be prepared to provide alternative terms with justification based on the risk and benefit to NORA.

< Description of Proposed Project (two pages maximum)

What is the title of the proposed project?
What energy or environmental issues would the project address?
What is the goal of the project?
Briefly describe the technology to be developed and/or demonstrated.
Explain the scientific or engineering principles incorporated into the technology.
What is the current stage of development?
Describe existing or potential competitors of the technology.
How would the technology compare in cost and performance with existing or potential competitors?

< Benefits Produced (one page maximum)

Why should NORA fund the project?
What energy and environmental benefits would be achieved?

< Proposer(s) Qualifications and Resumes (two pages maximum plus resumes and business literature)

What type of organization are you (e.g., not-for-profit, consulting firm, manufacturer, etc.)? Describe the business activity, approximate size and experience of your organization.
Describe your research and business goals and how the proposed project would accomplish these goals.
Include resumes for key personnel.

Business or product literature and brochures may be included.

< **Achieving Market Success** (one page maximum)

Estimate the size of the potential market for the proposed technology using information from market studies, publications, trade associations, or business experience.

Discuss strategies for commercializing the technology.

Identify possible market barriers.

< **Statement of Work** (two pages maximum)

List the major tasks necessary to complete the project.

Provide a detailed description of each task, indicating who will perform it, how it will be performed, and anticipated results.

< **Sharing Project Success** (one page maximum)

NORA may desire a royalty or other payment from the contractor for projects that produce sales or licensing revenues. This will be negotiated on a case-by-case basis where appropriate.

< **Budget and Work Schedule**

Complete and attach the Contract Pricing Proposal Form (CPPF) for the total project and for each subcontractor over \$10,000 in expected cost.

Indicate project cost sharing by the proposer (50% or higher preferred).

Describe in-kind contributions and any funding from other organizations.

Provide a work schedule with milestones.

< **Letters of Commitment**

Include letters of commitment, signed by a person authorized to contractually obligate the organization, for all participating organizations and cost-sharers.

IV. PROPOSAL EVALUATION

Proposals meeting all proposal requirements will be reviewed and ranked for technical merit, program merit, and cost-value relationship, including cost-sharing. Proposals will be evaluated by a Technical Evaluation Panel (TEP) consisting of NORA staff and consultants, and selected outside reviewers, based on the criteria below. Final rankings may be based on programmatic and management considerations, such as those identified below.

PROPOSAL EVALUATION CRITERIA

Description of Proposed Project - Is the proposed technology innovative and technically feasible? Would the proposed technology achieve significant improvements in energy or environmental performance?

Benefits Produced - Would the proposed technology achieve significant energy and environmental and market-share benefits? Would the project achieve significant economic development benefits for oil consumers, other energy users, and fuel oil marketers?

Proposer(s) Qualifications - Does the proposed team have the relevant and necessary technical and business background and experience?

Achieving Market Success - Is there a substantial market for the proposed technology? Does the proposer describe a reasonable strategy for commercializing the technology? Are there any significant market barriers?

Statement of Work - Is the proposed project well conceived? Are the proposed tasks appropriate and suitable?

Budget and Work Schedule - Is the overall cost reasonable? What is the cofunding percentage? Are the proposer's cofunding contributions (cash, in-kind contributions, etc.) appropriate? Is the overall cost justified by the anticipated benefits? Are overhead and G&A rates reasonable? Are equipment, facility, material, and travel costs based on reasonable estimates? Are the labor rates reflective of the industry? Is the schedule realistic? Are significant milestones and delivery of reports and products identified?

Other Considerations - Projects will be reviewed to determine if they reflect NORA's overall program objectives. The considerations include:

- < The balance among NORA projects of long-term and short-term benefits, risk/reward relationships, and similar presently or previously funded projects;
- < The general distribution of NORA projects among diverse commercial, industrial, and other organizations, as well as the distribution of projects.

V. PROPOSAL SUBMISSION

To respond to this PON, submit ten (10) copies of your proposal

John Huber, PON No. XXX-02
National Oilheat Research Alliance
211 North Union Street
Suite 100
Alexandria, VA 22314

FAXED or e-mailed copies will not be accepted. Late proposals will be returned

unopened.

VI. GENERAL CONDITIONS

PROPRIETARY INFORMATION

Careful consideration should be given before confidential information is submitted to NORA as part of your application. The applicant should determine whether the information is critical for evaluating an application, or whether general, non-confidential information, may be adequate for review purposes. If possible, do not disclose trade secrets, which if disclosed, would cause substantial injury to the competitive position of the subject enterprise." Information submitted to NORA that the applicant wishes to have treated as proprietary, and confidential trade secret information should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be treated as proprietary.

CONTRACT AWARD

NORA may award a contract based on initial proposals without discussion, or following limited discussion or negotiations. Proposals should not be excessively long, or submitted in an elaborate format that includes expensive binders or graphics. Each offer should be submitted using the most favorable cost and technical terms. NORA may request additional data, or material to support proposals. NORA will use the attached Sample Agreement to contract successful proposals.

LIMITATION

This solicitation does not commit NORA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. NORA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in NORA's best interest.

CLEARBURN SCIENCE

The consumer education program sponsored by the National Oilheat Research Alliance introduces a new term in the Oilheat industry—“Clearburn Science”.

This conceptual term is designed to serve as an umbrella for the actions and activities that have occurred in the oilheat industry, to recognize the achievements in technology, improvements in fuel, and improved service. It also describes a commitment by the industry to carry these achievements forward with steady improvements.

The Oilheat industry is a composite of three major branches, the fuel that is consumed in producing domestic hot water and space heating, the technology that burns and transfers the heat for the comfort of the inhabitants, and the people who combine the fuel and the technology and provide outstanding service for their customers.

Clearburn science recognizes the tremendous improvements that have occurred in the fuel since the beginning of the industry. The industry has continuously reduced the amount of sulfur in the fuel which leads to improved efficiency and longevity of the units. Today, many dealers are selling a fuel with .05 percent sulfur. This fuel reduces emissions, extends the longevity of the customer's heating equipment, and reduces services costs.

An improved fuel is now entering the market with a sulfur content of .0015 percent sulfur. This new fuel has the potential to make Oilheat extraordinarily clean. Clearburn Science reflects this steady improvement in fuel, and the industry's commitment to new and improved fuels.

As the fuel improves, the technology to utilize the fuel is also improving. In 1973, the average oil heated home burned nearly 1300 gallons of oil per year, while today's homes are burning approximately 800 gallons per year. This giant improvement demonstrates that Oilheat equipment is burning the fuel much more efficiently, and providing a comfortable home for today's Oilheat customer. Additionally, new technologies are emerging which will make the fuel usable in different applications.

The technological improvements in combustion equipment have reduced total emissions to the environment by 68 million tons a year. Yesterday's burner emitted 3 pounds of emissions per 1000 gallons; today's oil equipment emits .4 pounds. Clearburn science describes the commitment to continue to reduce these emissions.

Clearburn science also describes the employees that work in the Oilheat industry. These employees are committed to ensuring their customer's access to the latest technological innovations. It also describes their training and their professionalism, while ensuring that they always have a human touch with their customers. It also shows a commitment by the industry to have their employees certified under the NORA certification program.

Clearburn science recognizes past developments, and a commitment to a continuously improving future.

Fallon Creativity Brief

Who is the client?
What is the brand?

NORA
Oilheat

What is the
assignment?

TV/Radio and possibly
print and OOH.

Diagnose the business
challenge that requires
a creative solution.

The American Oilheat industry has been losing the battle for the hearts and minds of American homeowners. The small businesses that make up the Oilheat industry have been winning the hand-to-hand combat in their neighborhoods through their amazing personal service but are beginning to lose the war through the lack of a concerted effort to fix their image problem. In the short term, the industry needs to maintain its current market share by slowing the rate of conversion, especially to gas.

What fresh insights can
be brought to the
challenge?

"Natural" Gas -- and to some extent electricity -- have been able to perpetrate a lie to homeowners about the competitive benefits of their product, positioning itself as the clean and modern homeheat choice. The truth is that the Oilheat industry has made vast improvements in cleanliness, efficiency and cost effectiveness. And the research and development continues. Therefore, people who use Oilheat are able to take advantage of the latest in fuel science research without having to deal with the faceless, inaccessible gas companies.

What can
communications do and
how will they work?

Stem the flow of conversions by challenging the perception that Oilheat has a dirty, old-fashioned product and by reminding consumers of the benefits of doing business with a local, independent company.

Describe whom we are
talking to and an insight
that will drive behavior.

The key target for Oilheat is younger homeowners in their 30s and early 40s. These people believe that Oilheat is safe and they feel good about local Oilheat dealers and the warm, responsive service that they provide. But they worry about the cleanliness of Oilheat itself. They have vague feelings that Oilheat is dirty and old-fashioned and, lacking a concrete reason to believe otherwise, are quite tempted by the utilities such as gas and electricity companies, which promote their "cleaner" fuels. But when these people are exposed to the facts about the improvements the Oilheat industry has made in the area of cleanliness, safety, cost-efficiency and environmental friendliness, consumers see that they can have both: a modern source of homeheat and a human touch.

Key thought

The modern science of Cleanburn, the human touch of Oilheat.

What will make them
believe?

Cleanburn Science is what has been behind the many recent advancements in Oilheat. The industry is committed to continual improvement through Cleanburn. Here are some results of these fuel research efforts

- Less than 1 teaspoon of soot generated per year in most modern furnaces.
- Burns 33% more efficiently than in the past.
- Emissions reduced to near-zero levels according to US EPA.

Though Oilheat has changed for the better in many ways, some things have remained the same, particularly the customer service and attention that loyal customers have always relied on.

What should the
tone/feel be?

- Modern, yet warm.
- Humble, yet smart.
- Independent, not corporate

Thought starters/
executorial
considerations

- Branding the range of technological improvements under one compelling name is crucial to changing perceptions of the industry.
 - Explore iconographic treatment of "Cleanburn" or a similar alternative naming option (i.e., our "blue flame")
 - Need to develop alternative naming for this concept pending legal clearance.
- Including reference to everyday oilheat experiences can aid believability and help avoid connotations of "Big Oil." (e.g., "Brought to you by your local Oilheat company.")
- FYI -- oil for Oilheat isn't black. Customers have a clear, claret-colored liquid in their tanks. Oil also burns much hotter than gas, producing a white flame.
- Avoid overt comparisons to gas.
- Substantiate spots with at least one factoid.
- Include URL

NORA 2002 HGTV Schedule # Units

1st QUARTER 2002

Flight: 3/18-3/31 (2 weeks)

Program

	31-Dec	7-Jan	14-Jan	21-Jan	28-Jan	4-Feb	11-Feb	18-Feb	25-Feb	4-Mar	11-Mar	18-Mar	25-Mar	Total
The Good Life M,W,F 130p	-	-	-	-	-	-	-	-	-	-	-	1	2	3
Dream Builders M-F 6p	-	-	-	-	-	-	-	-	-	-	-	1	1	2
Old Homes Restored Tu, Th 630p	-	-	-	-	-	-	-	-	-	-	-	1	1	1
This Old House Classics Su 730p	-	-	-	-	-	-	-	-	-	-	-	1	-	1
New Spaces Sa/Su 930a	-	-	-	-	-	-	-	-	-	-	-	1	-	1
Early Morning ROS M-F 7-8a	-	-	-	-	-	-	-	-	-	-	-	-	1	1
Daytime ROS M-F 9a-4p	-	-	-	-	-	-	-	-	-	-	-	5	5	10
Early Fringe ROS M-F 4p-7p	-	-	-	-	-	-	-	-	-	-	-	1	6	7
Prime Access ROS M-F 7p-8p/2a-3a	-	-	-	-	-	-	-	-	-	-	-	1	9	10
Primetime ROS M-F 8p-11p/11p-2a; S/S 7p-11p/11p-3a	-	-	-	-	-	-	-	-	-	-	-	1	2	2
Weekend Morning ROS S/S 630a-1p	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	-	-	-	-	-	-	-	-	-	-	-	4	5	9
Total Quarter	-	-	-	-	-	-	-	-	-	-	-	16	31	47

NORA 2002 HGTV Schedule # Units

2nd QUARTER 2002

Flight: 4/1-4/28 (4 weeks)

Program

	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	Total
Restore America Su 7p, 10p	-	-	2	-	-	-	-	-	-	-	-	-	-	2
Smart Design 9p, 12a	2	2	2	2	-	-	-	-	-	-	-	-	-	6
The Good Life M,W,F 130p	2	2	2	2	-	-	-	-	-	-	-	-	-	8
Dream Builders M-F 6p	2	2	2	2	-	-	-	-	-	-	-	-	-	8
Old Homes Restored Tu, Th 630p	-	1	1	-	-	-	-	-	-	-	-	-	-	2
This Old House Classics Su 730p	1	1	1	1	-	-	-	-	-	-	-	-	-	4
New Spaces Sa/Su 930a	1	1	1	1	-	-	-	-	-	-	-	-	-	4
Early Morning ROS M-F 7-8a	4	4	4	4	-	-	-	-	-	-	-	-	-	16
Daytime ROS M-F 9a-4p	4	3	3	4	-	-	-	-	-	-	-	-	-	14
Early Fringe ROS M-F 4p-7p	2	2	2	1	-	-	-	-	-	-	-	-	-	7
Prime Access ROS M-F 7p-8p/2a-3a	3	2	2	2	-	-	-	-	-	-	-	-	-	9
Primetime ROS M-F 8p-11p/11p-2a; S/S 7p-11p/11p-3a	2	2	2	1	-	-	-	-	-	-	-	-	-	7
Weekend Morning ROS S/S 630a-1p	1	2	1	1	-	-	-	-	-	-	-	-	-	5
Total Quarter	24	24	23	21	-	-	-	-	-	-	-	-	-	92

NORA 2002 HGTV Schedule # Units

3rd QUARTER 2002
Flight: 9/9-9/29 (3 weeks)
Program

	1-Jul	8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19-Aug	26-Aug	2-Sep	9-Sep	16-Sep	23-Sep	Total
Dream Builders M-F 6p	-	-	-	-	-	-	-	-	-	-	-	2	2	6
The Good Life M,W,F 130p	-	-	-	-	-	-	-	-	-	-	3	3	3	9
Dream Builders M-F 6p	-	-	-	-	-	-	-	-	-	-	3	3	2	8
Old Homes Restored Tu, Th 630p	-	-	-	-	-	-	-	-	-	-	2	1	1	4
Smart Design 9p, 12a	-	-	-	-	-	-	-	-	-	-	1	2	1	4
This Old House Classics Su 730p	-	-	-	-	-	-	-	-	-	-	2	1	1	4
New Spaces Sa/Su 930a	-	-	-	-	-	-	-	-	-	-	2	2	2	6
Early Morning ROS M-F 7-8a	-	-	-	-	-	-	-	-	-	-	7	7	8	22
Daytime ROS M-F 9a-4p	-	-	-	-	-	-	-	-	-	-	8	8	8	24
Early Fringe ROS M-F 4p-7p	-	-	-	-	-	-	-	-	-	-	3	3	2	8
Prime Access ROS M-F 7p-8p/2a-3a	-	-	-	-	-	-	-	-	-	-	4	4	4	12
Primetime ROS M-F 8p-11p/2a; S/S 7p-11p/11p-3a	-	-	-	-	-	-	-	-	-	-	5	4	4	13
Weekend Morning ROS S/S 630a-1p	-	-	-	-	-	-	-	-	-	-	4	4	3	11
Total Quarter	-	-	-	-	-	-	-	-	-	-	46	44	41	131

NORA 2002 HGTV Schedule # Units

4th QUARTER 2002
Flight: 9/30-10/20 (3 weeks)
Program

	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	Total
Smart Design 9p, 12a	2	2	2	-	-	-	-	-	-	-	-	-	-	6
The Good Life M,W,F 130p	2	2	2	-	-	-	-	-	-	-	-	-	-	6
Dream Builders M-F 6p	2	1	1	-	-	-	-	-	-	-	-	-	-	4
Old Homes Restored Tu, Th 630p	-	1	1	-	-	-	-	-	-	-	-	-	-	2
This Old House Classics Su 730p	1	1	-	-	-	-	-	-	-	-	-	-	-	2
New Spaces Sa/Su 930a	1	2	1	-	-	-	-	-	-	-	-	-	-	4
Early Morning ROS M-F 7-8a	5	5	5	-	-	-	-	-	-	-	-	-	-	15
Daytime ROS M-F 9a-4p	4	4	4	-	-	-	-	-	-	-	-	-	-	12
Early Fringe ROS M-F 4p-7p	3	2	2	-	-	-	-	-	-	-	-	-	-	7
Prime Access ROS M-F 7p-8p/2a-3a	2	2	2	-	-	-	-	-	-	-	-	-	-	6
Primetime ROS M-F 8p-11p/11p-2a; S/S 7p-11p/11p-3a	2	1	1	-	-	-	-	-	-	-	-	-	-	4
Weekend Morning ROS S/S 630a-1p	2	3	3	-	-	-	-	-	-	-	-	-	-	8
Total Quarter	26	26	24	-	-	-	-	-	-	-	-	-	-	76

Media Planning @ 100%

Enclosed is a report from Peter Bridgman analyzing Oilheat sales by state and region. It is the basis of the distribution described below. These numbers are before the fee for placement and planning. As the other states materialize, I will forward this sheet with the revisions.

This calculation is of the number for media, it is after the market research costs, the production costs, the Fallon fee, and the \$500,000 for a cable overlay.

Virginia

Harrisonburg	\$33,500		556,100
Norfolk	140,700		
Richmond	180,900		
Roanoke	167,500		
Tri-Cities	33,500 - TV		

Washington, DC	368,814	58,764, D.C. 113,900 Virginia 196,150 MD	368,814
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Maryland

Salisbury	41,706	23,995 MD 17,711 DE	41,706
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Baltimore	355,377		355,377
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Misc.	89,128		89,128
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Pennsylvania

Pittsburgh	198,148	6872 MD	2,298,367
Harrisburg	339,857		
Johnstown	126,379		
Philadelphia	1,340,237	New Jersey 503,368 Delaware 80,303, Pennsylvania 756,566	
Wilkes Barre	293,746		
Erie	15,000		

Washington

Portland	18,065		226,256
Seattle	164,357		

Spokane 26,174
Yakima 17,660

Oregon 55,000 review Peter Bridgman numbers and make recommendations
55,000

Massachusetts/Rhode Island 2,121,938
Providence/New Bedford 347,794 122,794 Massachusetts
(TV/Radio)

Massachusetts
Springfield/Holyoke 173,576
Boston 1,600,568 240,000 New Hampshire 11,868 VT

New York
Albany 319,661 255,390 NY 53,329 from Mass, 10,942 VT 319,661
New York City 2,490,000 – TV 2,490,000
585,000 New Jersey
260,000 Connecticut
814,000 New York City
589,000 Long Island
267,000 Hudson Valley

Binghamton
Buffalo 67,671
Elmira 14,399
Rochester 61,912
Syracuse
Utica
Watertown

Vermont
Burlington/Plattsburg 219,522 Burlington (TV/Radio)
149,640 VT, 35,000 New Hampshire
34,882 New York
219,522

Ohio
Cincinnati 34,177 188,768
Cleveland 76,914
Columbus 34,228
Dayton 19,651
Toledo 15,294
Youngstown 8,504

Indiana

Total for Indiana is \$50,000. Please review Peter's table for Indiana. Their original thought was to advertise on the state basketball Indiana and Purdue, I doubt that if the money is divided, that it will go far.

Connecticut

Hartford, New Haven	728,000 – TV/Radio	728,000
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Wisconsin

Duluth-Superior	13,274	316,047
Green Bay-Appleton	64,474	
LaCrosse-Eau Claire	51,705	
Madison	46,585	
Marquette	600	
Milwaukee	86,155	
Minneapolis-St. Paul	20,954	
Wausau-Rhineland	32,300	

Idaho

Boise	22,156	57,149
Idaho Falls	15,000 - TV	
Spokane	9,293	
Twin Falls	10,700 - TV	

Nevada

	12,500	12,500
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NOVA
2002 Brand Budget

Category	Job Number	Description	Projected Budget	Formal Estimate	Billed To Date	Variance	Notes
TV		Three/Four :30 Spots Broadcast T&R Industrial T&R	\$713,703.00 \$96,770.00 \$18,607.00				On camera, holding, cable, spot and music. Unlimited use within 21 month period.
		Dubs and Shipping to Local Markets Total TV	\$25,000.00 \$854,080.00				Pending formal estimate.
Radio		Four :60/:30 Spots Broadcast T&R TV Station Dubs and Shipping to Local Markets Total Radio	\$35,000.00 TBD \$15,000.00 \$50,000.00				Pending formal estimate. Pending formal estimate. Pending formal estimate.
Print		Three print images Furnace Prop Total Print	\$60,000.00 \$10,000.00 \$70,000.00				One year unlimited usage. Contingent on number of markets
Guaranteed Fee		Agency Fee Media Planning/Buying Fee Total Guaranteed Fee	\$1,000,000.00 \$400,000.00 \$1,400,000.00				
Misc.		IPSOS Research Misc. Production of Campaign Misc. Shipping and Travel Total	\$200,000.00 \$10,000.00 \$10,000.00 \$220,000.00				Studio costs to prep campaign Annual budget
Total Production/Fee			<u>\$2,594,080.00</u>				
Media		2002 Purchased Media Total	\$10,698,000.00 \$10,698,000.00				As of 2/19/02
2002 Agency Budget Total			\$13,292,080.00				
Committed To Date Total			\$13,202,889.00				Excluding Radio and Print costs.
Agency Bonus Fee		Media Bonus Performance Bonus Total Bonus Fee	\$280,000.00 \$100,000.00 \$380,000.00				Based on obj. performance and measurement.
Total Program			\$13,672,080.00				

Category	Job Number	Description
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TV

Three/Four :30 Spots
Broadcast T&R
Industrial T&R

Dubs and Shipping to Local Markets
Total TV

Radio

Four :60/:30 Spots
Broadcast T&R
Station Dubs and Shipping
Total Radio

Print

Three print images
Furnace Prop
Total Print

Print

Guaranteed Fee

NORA Print and OOH - 1 to 2 Ads
Agency Fee
Media Planning/Buying Fee
Total Guaranteed Fee
Guaranteed Agency Fee
4% of Purchased Media Fee
Total

Fee

Misc.

IPSOS Research
Competitive

Total Production/Fee

Misc. Shipping and Travel
Total

Media

	2002 Purchased Media Total
2002 Agency Budget Total	-
Committed To Date Total	
Agency Bonus Fee	Media Bonus Performance Bonus Total Bonus Fee

NORA Market Research Report

Home Heating Fuels: Consumer Usage and Attitude Study

Written by Ipsos-NPD

**Editing, Observations, Summary and Suggestions by
Bob Hedden, NORA Senior Project Manager, OMA Executive Director**

Introduction

Good market research teaches us what we need to know to retain our existing customers and create new ones. Every successful marketing campaign starts with good market research to determine who the current customers are and what they think of the product as well as who are the potential new customers and what is important to them.

At their very first meeting the NORA Consumer Education Committee concluded that their first order of business was to do in-depth market research. The research had several important goals. First was to figure out how existing Oilheat Consumers felt about their relationship with their Oilheat Dealer and their heating system. This information would help us structure a plan to stop our losses to other fuels.

The second goal was to find out how users of other energy sources (natural gas, propane, and electric heat) felt about their energy provider and their heating system. This information could also help us stem the losses, and even give us some hints as to how we might start to encourage conversions from these fuels to Oilheat.

The third goal was to try to determine what new home buyers thought about heating systems and how important the type of fuel was to their buying decision. This information would tell us what we have to do to get more Oilheat installed in new homes.

The final goal for this Market Research initiative was to give Oilheat dealers the information you need to retain your current customers and structure your marketing program to create new customers. This is the purpose for this report. We hope to give you information you can use in your Customer Education and Marketing Plan to leverage the “hot points” we have discovered to retain your customers and grow your business. We have boiled down 660 pages of Ipsos’ tables, graphs, and overheads to create this booklet.

The NORA Market Research Project

In July 2001 the NORA Consumer Education Committee after an extensive search process hired Ipsos-NPD, an international market research firm, to conduct the in-depth study of consumer attitudes toward Oilheating. The specific objectives of the Ipsos research were to discover:

1. What misconceptions do consumers hold regarding Oilheat?
2. What are Oilheat’s strengths and weaknesses in the minds of consumers?
3. What are the “hot points” for both Oilheat users and those using other heating fuels?
4. What is the consumer’s propensity to switch from one fuel to another, and what is the trigger that makes them decide to switch?
5. What are the market segments based on age and attitudes about energy sources?

6. To describe fuel usage and age of heating equipment.

The Ipsos-NPD research program includes the following phases:

Phase 1: Qualitative Research

Focus groups and on-line bulletin board group.

Phase 2: On-line Concept Testing.

Testing of four concepts for improving the public image for Oilheating.

Phase 3: Benchmark Study:

Mail survey from approximately 3,000 homeowners in the 22 NORA states.

Phase 4: Post-Advertising Research

Two waves of 1,000 interviews in the 22 NORA states.

Note: Phase 4 will tell us how effective our advertising has been and Ipsos will not do it until we finish our first flight of NORA Advertising.

About Ipsos-NPD

Founded in Paris in 1975, Ipsos now ranks eighth in the worldwide market research industry with operations in 26 countries, employing more than 3,000 researchers.

Phase 1: The Qualitative Research

Goals

The objectives for the qualitative research were to identify the experiences, preferences and imagery of consumers toward home heating oil and the other energy sources. We hoped to identify the influencing factors and explore the decision making process, then expose consumers to facts relating to heating oil and observe their reactions, and to obtain reactions to potential concepts for the consumer education program.

Methodology

Ipsos held a total of seven in-person focus groups in selected key regions in mid-September 2001. Separate focus groups lead by professional moderators were held with consumers who heat their homes with oil and with consumers who use other fuels. Ipsos hosted an on-line bulletin board session, sort of an on-line focus group, with about 40 consumers throughout NORA's area, including both Oilheat users and non-users.

Findings and Implications

The qualitative research found out something very important about consumer education that we must keep in mind. The majority of homeowners feel that when it comes to home heating they are a captive market. The general perception is that it would be an expensive hassle to switch fuels or move to another home. As a result consumers:

- Find ways to rationalize the choice to use their current fuel
- Are inactive regarding their heating system until a problem or need arises
- Are not actively seeking information or preparing to switch to another fuel, and as a result- are not familiar with or knowledgeable about their present heating system, and Awareness of new technology and knowledge regarding other heating fuels is minimal.
- Consumers rely on information provided by their oil dealer, heating contractor, or plumber, and tend to take their recommendations.

This all comes as a surprise to most Oilheat Dealers. We think about heating all the time. We are obsessed with it. Therefore, it is hard for us to imagine that our customers could be so apathetic toward their heating system. As long as the system functions properly and we do our jobs correctly, the only time our customers think of us is when they have to send us a check, or they need service. Our biggest concern when it comes to retaining our customers is to avoid, or at least properly handle, “trigger events” when something happens that causes our customers to snap out of their apathetic haze and really think about their heating options.

The focus groups revealed some telling insights into consumer’s attitudes about their relationship with their heating supplier. For the most part Oilheat users had a strong positive relationship with their supplier. “They know my name.” This personal service is our strongest benefit- one you should constantly work to strengthen. Natural gas and electric heat users feel they are at the mercy of a big monopoly. They do not like their phones calls answered by a computer instead of a person. (Oilheat Dealers using phone answering machines instead of people might want to closely examine that decision.)

Oilheat users see an advantage in having their supplier provide maintenance and service. The non-Oilheat users realize they need to find someone else to service their equipment, however they also see their equipment as needing less maintenance than oil. This implies that while our “I’ll be right over service” promise resonates with Oilheat users, it is proof to non-users that their fuel is better because it does not need as much service.

Oilheat users enjoy having options in terms of suppliers, as well as price risk management and payment plans. Non-users are aware that they have no options in terms of prices or suppliers. However, it does not seem to bother them. It seems that “Oilheat- the choice that offers a choice” only resonates with their customers and the Oilheat dealers who market to them.

Consumers are constantly trying to find ways to impact the amount they pay for heat. Most take measures to feel in control of their energy costs including: supplementing with less expensive fuel (wood), lowering the temperature, adding insulation, contracting for fuel in advance, and so forth. They did not mention tune-ups and equipment upgrades as options. We should focus on teaching our customers how much they can save with these services. In part, this attempt to feel in control of the situation is because energy prices are clearly outside their control and they are a bit of a captive market (due to the high cost of switching fuels).

Oilheat’s biggest weakness is misperceptions about cleanliness and the environment. Oilheat users and non-users agree that “gas is better for the environment.” Oilheat users perceive oil as being dirty, sooty, and smelly. Non-users have even stronger negative feelings about oil. They are convinced that gas is cleaner and does not require as much maintenance. All participants felt that the maintenance needs of Oilheat is a major contributor to this image. We have a lot of work to do to change these damaging misperceptions about Oilheat’s cleanliness and impact on the environment.

The issues of reliability and availability really highlight the differences in attitudes between Oilheat users and non-users. Oilheat users see Oilheat as being convenient. They do not find arranging for deliveries and maintenance to be a problem. Non-users think it would be a huge hassle to arrange oil deliveries and maintenance. Oilheat users like the fact that we will come when needed within a matter of hours. Non-users see gas and electric heat as eliminating this inconvenience.

Both Oilheat users and non-users tend to associate Oilheat with petroleum more strongly than natural gas, propane, or electricity. This leads to greater concern about the long term availability for heating oil. It also links us to the widely held negative perceptions about “Big Oil” and OPEC. Somehow we must educate the public that gas and electric are the big impersonal monopolies, that oil and gas come out of the same hole in the ground, that we import over 15% of our gas from other countries, that heating oil is manufactured in United States refineries, and that most of our crude oil comes from the Western Hemisphere. The fact that Enron’s primary business is gas and electricity is not given nearly enough attention.

That consumers rationalize their energy choice really showed up when exploring attitudes about safety, oil tanks, and costs. Oilheat users see Oilheat as being safer than gas. Non-users agree but say, “Explosions don’t happen very often.” Oilheat and propane users are not crazy about having to store their fuel. They do not see the tank as an advantage. They have some concerns about underground tanks and feel above ground tanks take up space. However, none of these factors were that important to users. Non-users really like the fact that they do not need a tank. Oilheat users realize costs can fluctuate, and you can end up buying at the wrong time, but you have options. Gas users perceive the cost of gas to be better, but “you’re at the mercy of one supplier.” Those who heat with electricity find ways to justify the higher cost. Here again, we have a daunting education task ahead of us. We must do a better job of teaching people that heating oil is the least expensive fuel. We have to remind our customers of the advantages of having their heating energy stored on their property.

Consumer Image

Focus group participants were asked to describe Oilheat and Oilheat users. When they think of Oilheat they think Cozy, Old-fashioned, New England. They think of Oilheat users as older or lower-income families living in older homes. They are seen as less knowledgeable, and living in rural areas. The participants' image of gas consumers is people living in larger, modern, up-to-date homes. They see gas consumers as more up-scale, more likely to be yuppies.

Misconceptions About Oil

Participants in the Focus Groups do not perceive Oilheat to be as clean and environmentally friendly as gas, non-users in particular do not see it as convenient, and express concerns about reliability. Many expressed concerns about oil supplies and prices in the future, while gas does not seem to be as strongly associated with petroleum, and is perceived to have a brighter future. The good news is that it is the opinion of Ipsos that we can displace some of these negative attitudes by disseminating information.

Ipsos Conclusions From Phase 1

- Consumers are not seeking information about the choices available to them for heating fuel.
- Consumers hold misconceptions about heating oil, and do not have positive attitudes regarding it.
- Participants found straightforward, uncomplicated ideas to be the most appealing. They were curious to know what was in it for them and how they might personally benefit. Ideas that were subject to various interpretations or facts and figures without sufficient context lacked credibility and were rejected.
- This will enable a consumer education program to be highly successful. By creating a more positive image of heating oil, when the time comes to replace a system, or buy a new home, consumers will be receptive to the idea of using oil.

Phase 2: On-line Concept Testing

The purpose of Phase 2 was to gauge consumer response to four advertising campaign concepts. Working with Fallon, NORA's advertising agency, Ipsos-NPD crafted four advertising concepts. An on-line survey was conducted with four cells of panelists who were sent an e-mail directing them to the Ipsos-NPD survey web-site. These cells were demographically matched and included respondents from the 22 NORA states. The concept tests were monadic, meaning that each respondent saw and evaluated only one concept.

The Concepts Tested

1. Modern Science, Old-fashioned Service

If you heat your home with Oilheat, you know that you can count on your independent Oilheat company to be there when you need them. But what you may not know is that these local Oilheat businesses have the power of world-class fuel science behind them. The nation's Oilheat industry has come together to pioneer Clearburn Technology, which, by reducing emissions to near-zero levels, provides you with a cleaner, more cost efficient source of home heat.

2. A Commitment to Research

The businesses that make up the Oilheat industry have joined together to research new ways to improve the cleanliness and efficiency of both fuel and equipment. They have committed millions of dollars to this research and development effort, funding Brookhaven National Laboratory and other independent research institutions. The Oilheat industry believes that better home-heating solutions come from better science.

3. Getting Better All The Time

Oilheat simply isn't what it used to be. While Oilheat used to be considered dirty, recent advances in the industry have brought about great reductions in furnace emissions and soot levels. Because of technological advances, today's oil equipment burns over 33% more efficient than in the past. The industry is committed to continued improvement so they can provide you and your family with an ever cleaner and more modern source of home heat.

4. Clean and cozy

There's nothing like the cozy warmth that comes from heating your home with Oilheat. But you can also take comfort in the fact that the Oilheat industry has been engaged in comprehensive research and development efforts to improve Oilheat. The nation's Oilheat industry has come together to pioneer Clearburn Technology, which, by reducing emissions to near-zero-levels, provides you with a cleaner, more cost-efficient source of home heat.

Results of the Test

Overall, the four concepts are very appealing to Oilheat users. Number three and four, each scoring 55% versus 50% for 1, and 49% for 2, appear to be most appealing for Oilheat users. The more appealing a concept is to Oilheat users the lower it scored with non-users, again pointing out the polarity of opinions.

Ipsos' Conclusions

The concept tests showed that different concepts can lead to different images of Oilheat. Different concepts are accepted differently by key segments- Oilheat users and non-user's opinions are polarized. Depending on the target audience and image of Oilheat we want to elicit. Certain messages can be used to achieve that.

Phase 3: Benchmark Study

Methodology

This research approach consisted of two phases: an interactive voice response screening in October 2001 and a mail questionnaire follow up sent out in November 2001. The screening singled out home owners and home heating fuel used in the 22 NORA states, it identified the 4,801 homeowners that were mailed the questionnaire. Care was taken to insure that each NORA state was adequately represented in the people surveyed. Of the 4,801 sent out 3,846 returned a completed questionnaire. Thanks to the screening process the respondents to the survey are all homeowners who live in a single family house or townhouse. They are the decision makers when it comes to heating fuel in their homes, and they own and maintain their heating equipment. The data was weighted in proportion to the population of the 22 states and also to the distribution of Oilheat and non-Oilheat users within each state according to Census Bureau 1990 data.

Oilheat Market Share

Oilheat is strongest in the Northeast, attaining a penetration of more than one-half of owner occupied households in New England. Penetration rates in other Northeast states are slightly lower, ranging from 28% to 47%. Oilheat market share is lower in the South, however it still attains one-fifth or more of households in Maryland, Virginia, and North Carolina. Penetration in the West and Mid-West is lower still. In these areas it ranges from a high of 15% in Wisconsin to a low of 4% in Nevada.

Overall Attitude Toward Home Heating Fuel

In general, people have positive perceptions of the home heating fuel that they currently use. Home owners who use different fuel types do not vary significantly in terms of psychographic characteristics. In light of this and other findings, it appears that

these positive attitudes toward their current fuel are a result of having this fuel in their homes, rather than driving a consumer choice. It appears that usage drives opinion. As the cost of switching is significant, and so many issues factor into the choice of a home, the majority of consumers are a “captured market”. In order to feel good about the fuel that heats their home, they find ways to rationalize use of their existing fuel, regardless of which fuel they use. It appears that people buy a home with little thought to the heating fuel, then if all is satisfactory they rationalize that fuel as being OK. For each type of fuel used, consumers feel most positively about the type that they use. The extent to which this is true does vary from fuel to fuel. Generally, attitudes are most positive for gas. Users of this fuel provide the highest ratings in terms of overall opinion, and it is the second most positively perceived among users of other home heating fuels. Propane and electric users were particularly enthusiastic about natural gas, and were slightly less enamored of their own fuel than natural gas and Oilheat users were of theirs.

Importance of Attributes in a Home Heating Fuel

All of the attributes measured by the survey are important to homeowners. Nearly all of the attributes received average ratings of four or more on a five point importance scale. The differences between them are not dramatic, nonetheless the attributes in order of importance are:

- Safe
- Clean
- Cost Effective
- Accessible
- Reliable
- Confident it will be available
- Easy to get maintenance service
- Dependable
- Convenient
- Efficient

Generally, users of different fuel types provide similar average ratings for importance of home heating fuel attributes. The only marked difference is for the attribute “does not take up space for a tank”. Users of propane and oil both provide much lower ratings for the importance of this attribute, indicating they may be rationalizing their usage of that fuel.

Some attributes are less important to Oilheat users than they are for users of electricity and gas. These are attributes that are not as strongly associated with Oilheat at this time: clean, modern and up-to-date, technologically advanced, confident that it will be available, does not take up space for a tank.

On the other hand, Oilheat users feel that the local attribute is far more important than do users of gas and electricity. Many Oilheat users enjoy strong relationships with their Oilheat supplier. These relationships are often expressed in stories of personal service, quick response, pricing options, and community involvement. Other attributes that Oilheat users singled out as being important are: accessible, reliable, confident it will

be available, easy to get maintenance service, and dependable.

April 15, 2002
Part II

Satisfaction with Attributes in a Home Heating Fuel

Consumers tend to report high levels of satisfaction with all aspects of the attributes measured. The following received slightly higher satisfaction scores:

- Safe
- Clean
- Accessible
- Fast Service
- Local
- Efficient
- Convenient
- Dependable and Reliable

Here as in importance of attributes the most significant difference between the users of the various fuels was that oil and propane users scored lower satisfaction with the "does not take up space for a tank". However since they said this was not important it is not a cause for alarm. This is the key finding that indicates that usage drives opinions, rather than the reverse. Thus, our communications efforts should be focused on providing existing Oilheat consumers with ammunition that will enable them to hold positive attitudes about using Oilheat.

What is a cause for concern is that Oilheat users report lower levels of satisfaction than the others for the following: clean, modern and up-to-date, technologically advanced, cost-effective (we did beat electricity), environmentally friendly, confident it will be available. For some reason the only fuel we beat on safe was propane!?

Oilheat received the highest ratings for the service categories: easy, fast, friendly, and local. Oilheat also received the highest grades for cozy, efficient, and dependable (tied with electric).

Oilheat: Importance and Satisfaction

Ipsos-NPD reported on the relationship between an attribute's importance and the Oilheat Users' satisfaction with the delivery of that attribute. The attributes that scored highest on both importance and satisfaction are: reliable, dependable, and safe. Friendly service and local rated high on satisfaction but were not considered as important. Cost-effective, clean, and confident will be readily available scored higher on importance than they did on satisfaction. These high importance low satisfaction attributes are key areas that need our attention. We must communicate our benefits relative to these attributes. Attributes that scored low on importance and satisfaction were modern and up-to-date, and technologically advanced. We could improve loyalty with these attributes, but only if importance can be established.

Customer Loyalty

The majority (87%) of Oilheat customers are core customers. These are consumers that state they would be very or fairly likely to continue to use their current

fuel if they were to move or replace their system. There is also a segment of customers who are vulnerable. These customers state that they would be unlikely to consider Oilheat when faced with a choice of replacing their existing heating equipment or when they purchased a new home. Vulnerables represent 13% of the Oilheat customer base. Vulnerable customers were asked what type of fuel they would prefer if not their own fuel. Only 1.4% of the total respondents said they would prefer Oilheat over their current fuel if they were to replace their system or move to a new home.

Natural gas enjoys the most positive position. Their core customer score was 96%, meaning only 4% are vulnerable. They would pick up the lion's share of the vulnerables from the other fuels (11%). Oilheat fared slightly better than propane: 84% of propane customers are core customers, 16% are vulnerable, and 0.8% are prospects. Electric has the lowest core customers at 75%, 25% are vulnerable, but electric outscored us on prospects with a score of 1.9%.

These numbers best sum up the challenge before us. We have a potential of losing 13% of our customers, and we will only be able to gain 1.4% from the current pool of homeowners. Our target is obvious, we must focus on our customers who are soon to replace their heating equipment, our customers who are moving from one home to another, and to the group not represented by this survey- the first time home buyers. We can break this down a little tighter if we recognize that about 5% of our customers move every year. That implies that 8% of our customers are anticipating replacing their heating equipment soon, and are considering converting at that time. Our heating equipment sales and installation efforts could be the key to retaining our customer base.

Referrals

One of the more revealing questions on the survey was "Would you recommend your heating fuel to a friend?" Natural gas and propane tied for first in this category with a 3.4 out of 5 rating. Oilheat scored a 3.2 and electricity a 2.8. This is a true measure of customer loyalty. We must focus our efforts on increasing positive word-of-mouth among our satisfied customers and the people they come in contact with in their daily lives who could become customers.

Consumer Dynamics

To figure out how we can change our vulnerable customer's minds we should explore their attitudes further. They express much lower levels of overall satisfaction, and lower likelihood to recommend Oilheat to others than do Oilheat's core customers. Core customers reported a 4.2 out of 5 satisfaction rating, while vulnerables rated their satisfaction with their current fuel as 3.6.

The difference really shows up when you ask the deeper loyalty question, "Would you recommend your current fuel?" While core customers rated a 3.4 on the very likely to recommend scale, vulnerables only rated it 1.6. Oilheat vulnerables are significantly less satisfied with all of the measured attributes for Oilheat than our core customers. Clearly, vulnerables do not share the same positive feelings about Oilheat as do core customers. This can lead to switching decisions when these customers are faced with a choice. With 13% of our customers classified as vulnerable, it is important for us to focus on impacting

customer attitudes in order to stem the loss of the customer base. This implies that we must be very careful if we initiate a discussion with a customer about upgrading their heating equipment. If you do not do it right, your recommendation to replace their burner could be the trigger event that drives them to gas.

Oilheat Vulnerables- Importance and Satisfaction

The measured attributes are generally not as important to the vulnerables as they are to the core customers. This may indicate a lower level of involvement with the category. For the most part they care less about the different attributes of heating and are clearly less satisfied with oil than core customers. The two attributes that they do seem to care about are ones for which they are not terribly satisfied, clean and cost effective. Attributes they do not feel are very important, and for which they are not satisfied are: the space for the tank, technologically advanced, modern, and environmentally friendly.

Causes of Vulnerability

Ipsos-NPD used logistic regression analysis to further clarify the differences between vulnerables and core customers. They identified factors that would contribute to customers switching fuels and those that would prevent it. The factors that cause customers to switch if they are not satisfied with the delivery of them are things customers assume you will deliver. You get no extra credit for meeting expectations in these areas because they are expected. However, if you fail to meet the customer's expectation for these factors it will cause them to switch when they are faced with a decision.

The leading factor that causes switching is dependable. Customers expect you to be dependable, therefore, performing well in this category will not prevent them from switching. However, if you perform below expectations and they feel you were not dependable it will cause them to switch. The other factors in the causes switching category in order of importance are: clean, trustworthy, storage tank problems, and having plenty of hot water. Family pressure, concerns about under ground tanks, and the feeling that their current fuel is suddenly no longer perfect for their needs are other factors that can cause switching.

The leading factor that prevents switching is easy maintenance. This means that if you perform well in this category, they will be pleasantly surprised. They expect maintenance to be a hassle. If it turns out to be easy, it will cause them to think twice about switching. Other factors in the prevents switching category in order of importance are: provider treats me with respect, safety, fast service, important to have a fuel that costs least, cost effective, likes to try new things. Brand familiarity and loyalty also serve to prevent switching.

How Vulnerables Differ From Core Customers

Vulnerable customers were much more concerned about the following two factors than core customers were: "I don't want the fuel tank taking up space" and "arranging for oil deliveries is a hassle". We probably cannot do much about the tank space problem, but the deliveries are a hassle clearly indicates that vulnerable customers are probably will calls. (It could be possible that some of them are also load to load credit problems?!)

The attributes and attitudes that most strongly separate vulnerable and core Oilheat customers are: the importance of dependability, easy maintenance, and trustworthiness; the satisfaction with clean and easy maintenance; and a provider who treats me with respect. These items should be leveraged on a local level, through effective communications, to increase loyalty and discourage switching. Communication of these themes can take place in the form of local advertising, customer newsletters, as well as customer contact with customer service representatives, service technicians, and drivers.

Core customers are more likely to live in regions where Oilheat is the dominant fuel. Vulnerables are more likely to live in areas where it is not. This stands to reason. In areas where we enjoy significant market share there are more satisfied core customers, and the “talk of the town” is more likely to be favorable. This is the primary reason why gaining market share is so critical.

Core customers are more likely to be retired and over the 65 years of age, while vulnerables are more likely to be younger and have children in their households. Here again, this is no big surprise. Older people tend to have much higher brand loyalty. They have already shopped around when they were younger, now they tend to stick with products and services that they have been satisfied with in the past. Younger people are “label readers” who are still searching for the perfect products and services for them.

The biggest surprise in this area was the finding that customers with warm air furnaces are more vulnerable than customers with steam and hot water heat. 32% more vulnerables have warm air than wet heat. There are more furnaces than boilers, but the difference isn’t that big. Part of the reason for this is the fact that warm air is more prevalent in areas where oil has low market share, and wet heat is more prevalent in high oil market share areas. Vulnerables are also more likely to expect that their heating equipment will not last much longer. Twenty percent state that it will last less than 5 years, and 38% feel it will last between 5 and 10 years.

Behavior: Moving and Changing Heating Systems

In the past five years, around one-in-five consumers have replaced or changed their heating system (23%), and a similar proportion have moved into a different home (19%). Among these people who changed systems or moved, 64% changed to a different fuel for home heating. Most of these changes took place from June to November, with between 10% and 16% of these changes each month. From December through May this rate drops to less than one-half. By far the number one month to move is June. The most popular months for equipment replacement in order of number of installations are: August, October, September, July, and June. Almost one-third of the people moving into a new home stated that the type of fuel was fairly important, and 20% said it was very important.

Changing a heating system is often prompted by aging equipment, or problems with an existing system (40%), however, 34% of consumers changed because they wanted a more efficient system, and for 10% it was part of a major home renovation. In many cases, consumers do not spend much time making this decision (for 34% it was less

than one day), and 52% considered only one type of fuel. Clearly, consumers draw heavily upon pre-existing attitudes about fuel for the home heating when making this decision. This implies that consumer attitudes must be impacted long before the time comes to make a decision.

Why Did They Convert?

Among consumers who changed their home heating system, and who considered more than one type of fuel, 61% did not consider Oilheat because:

- Cost/economy (40%)
- Cleanliness/odor (28%/10%)
- Prefer other fuel (29%)
- Don't want or have room for a storage tank (14%)
- Concerns regarding availability (9%)
- Not easy or convenient (8%)
- Delivery issues (7%)

Consumers who considered Oilheat, but did not convert to it give the following reasons:

- Cost/economy (47%)
- Cleanliness/odor (33%)
- Prefer other fuel (16%)
- Delivery issues (12%)
- Efficiency (11%)
- Availability (10%)
- Not easy or convenient (9%)
- Don't want or have room for a storage tank (8%)

Consumers who did convert to Oilheat give the following reasons:

- Cost/economy (39%)
- Availability (31%)
- Efficient (24%)
- Warm even heat (19%)
- Cleanliness (6%)
- Easy/convenient (6%)

It is noteworthy that many of the reasons people cited for not using Oilheat are also the reasons people did choose Oilheat. This implies two things: that here again, attitudes are driven by decisions, and that we have a big and vital consumer education job to do.

Ipsos-NPD Key Implications

- Oilheat customers are not as satisfied with their current fuel as are natural gas customers; however they are more satisfied than users of electricity, and propane.
- For Oilheat customers, the attributes for Oilheat that are important, but for which they are not highly satisfied are cost effective, clean, and confident it will be readily

available. These high importance/low satisfaction attributes are key areas for communications efforts.

- Modern and up-to-date and technologically advanced are attributes that are relatively low in terms of both satisfaction and importance.
- Storage tanks are a major hurdle for Oilheat and propane.

Summary and Suggestions

Stop Conversions

Our primary focus must be upon the customers we are at risk of losing. The best indicator of who we they are is the people we have recently lost. In the past five years 23% of our customers replaced their heating system and 19% moved to a different home. Of these 64% changed to a different fuel.

Let us look at the customers who are moving first. About 2% of our current customers will move into a non-oilheated home each year. The surveys indicate that the heating system is not the primary reason for choosing a new home, and some of these people are moving to warmer areas that do not have oil. Therefore there is not much we can do about this group. Our primary concern with homes in transition is to develop a strong relationship with the home buyer, who may well have bought the home despite the fact that it had Oilheat with the intention of converting as soon as they can afford it. We must sell these new Oilheat home buyers on all the benefits of Oilheat! This should be one of our primary marketing focuses.

The people in danger of converting from oil we can do something about are people who plan to replace their heating system. The surveys indicate that from 3% to 5% of our customers will invest in new heating equipment each year and from 1.5% to 3% of our customers (1 in 3 customers replacing equipment!) will convert to another fuel when they do so! Changing a heating system is prompted by aging equipment or problems with the existing system 40% of the time, however 34% change because they want a more fuel efficient system, and 10% because upgrading the heating equipment is part of a major renovation. The months they are most likely to change equipment are July through October. They spend very little time deciding what type of fuel to use (for 34% it was less than a day) and 52% only considered one type of fuel. Clearly, consumers draw heavily on pre-existing attitudes when making this decision. These findings indicate that our heating equipment sales and installation efforts are the key to our success. If we are losing as many as one third of our customers who replace their equipment we clearly have a great deal of work to do improving our Oilheat equipment sales programs.

Reach Out To Nest Warmers

Our biggest challenge is to address the widely held mistaken notions that oil is dirty, it stinks, it leaves soot and dirt, it is bad for the environment, old fashioned, related to big oil, and has an uncertain future. Unfortunately, the age group that most strongly holds these misperceptions are the "nest warmers." We must reach out to this group. They are age 26 to 43, mostly married with young kids, dual income, have an active busy life style, are involved in their community, active in improving their home, environmentally conscious, and are "label readers" who shop around and switch brands easily. The last factor could be the key to our success. They are open minded and if presented with

compelling new facts, are willing to change their opinions.

Help Core Customers Rationalize

Oilheat does enjoy high customer loyalty- 87% are core customers, and 13% are vulnerable- meaning they might switch when they replace their heating system or move to another home. Oilheat users think of themselves as a captive market because they believe it will be a messy expensive hassle to switch fuels or move. As a result they rationalize their use of our fuel. They are inactive until a problem arises. They are not seeking information about their heating system, and generally rely on an expert for advice when they do have a problem. (You better be sure your customers perceive you as the expert.)

Since our customers want to rationalize, we must give them the information they need to do so. We must strengthen their conviction that they feel good about using Oilheat. We must be watchful for “trigger events” that will cause them to consider other fuels such as: when they move, when something on the heating system breaks, when they are planning major home renovations, and when we recommend new equipment.

One of the less expected findings from the studies is the age of our vulnerable customers. Our customers 65 and older are a vulnerable group, and constitute 29% of the total vulnerables. This age group also leads the way with core customers at 34%. This confirms the widely held industry suspicion that our customers are aging. But the fact that so many of them are vulnerable is troubling. This age group is not generally known for its enthusiasm for trying new things. The 55 to 65 year olds are our strongest core customers. What makes these stalwarts for Oilheat suddenly change their minds on their 65th birthday? We can get a hint for where this is coming from by examining factors that cause switching. We find that family pressure is a major factor that causes people to convert from oil to gas. By examining the vulnerability of age groups we find that the second most vulnerable age group at 25% is the 35 to 44 year olds. This group makes up only 16% of our core customers. It appears that not only are these people planning to convert, they are also persuading their parents to convert. We must give the parents, our long time loyal customers, the ammunition they need to defend Oilheat from the pressure their kids are putting on them to convert, and we need to convince this generation that oilheat is a sound choice.

Focus on Personal Service

The personal relationship we enjoy with our customers is Oilheat’s greatest strength and benefit. Customers love it that we know their name, and people answer our phones. If your phones are currently answered by a machine, you ought to rethink that decision. We can learn from companies like L.L. Bean who uses high tech like caller I.D. to enable the “high touch” customers crave.

Customers like the fact that they can call us for service instead of searching for a stranger. No energy source scores as high as Oilheat when it comes to personal service. It does differentiate us. Unfortunately it is not enough to stop conversions. The problem with bragging about our great service is that utility customers do not feel they need service, and all our talk about it confirms their belief that oil requires more service than gas or electric. However, core customers really like their Oilheat supplier. Being able to

count on you is one of the factors keeping them as core customers. This points up one reason why you might want to think hard before deciding to offer repair service for gas and electric heat. One of the major reasons people stick with oil is your service. If they realize they can switch fuels and retain your service they will be much more likely to convert if a trigger event occurs.

Put Your Customers In Control

Consumers are constantly trying to find ways to impact the amount they pay for heat. Most take measures to feel in control of their energy costs including: supplementing with less expensive fuel (wood), lowering the temperature, adding insulation, contracting for fuel in advance, and so forth. They did not mention tune-ups and equipment upgrades as options. We should focus on teaching our customers how much they can save with these services. In part, this attempt to feel in control of the situation is because energy prices are clearly outside their control and they are a bit of a captive market (due to the high cost of switching fuels). Price volatility is also an issue for Oilheat. We should build on this control issue. "With Oilheat the customer is in control. We give you choices. You can choose from a variety of budget payment plans, service plans, price risk management options, you own your supply of energy- you are not at the mercy of pipeline problems, with Oilheat you have lots of low cost energy conservation options not available to users of other fuels."

Convenience is a big issue. Non-users and many Oilheat vulnerables do not know about automatic oil delivery. They feel they would be forced to arrange for deliveries, and it would be a hassle. Non-users think that there is a great deal of maintenance required for oil fired heating systems and it is expensive and inconvenient. This is why we must continue to drive to make the two year tune-up interval a reality, and we must do a better job of promoting automatic delivery.

We are Not BIG OIL

People see us as dependent upon Big Oil and OPEC. It is amazing that gas and electric are perceived as the alternative to petroleum. Somehow we must teach people that: we are small independent companies, that we import over 15% of our gas from other countries, that almost all of our heating oil is manufactured in US refineries, that gas and oil come out of the same hole in the ground, that 30% of propane comes from the same refinery that heating oil comes from, and that most of our crude oil comes from the western hemisphere.

Promote Storage Tanks

No one sees the poor storage tank as the advantage that it is. The peace of mind our customers can derive from having a supply of energy on hand is best illustrated in the following. Two old Vermonters were discussing why a neighbor had died. One said, "Well it weren't suicide, he had all his wood in for the winter." We have never really done a good job of reminding our customers how important this is, and how inconvenient it can be to lose your heat because of a problem with the gas line. In a recent gas industry study 49% of gas users reported concerns over the reliability of the gas delivery system during cold weather.

Long Range Future

People are more concerned about our long range future than electric or gas. They are not as confident oil will be available. In light of all the problems California had two years ago, this is amazing. It is further proof of the terrible job we have done telling our story. One of our strongest benefits is that our future supply picture is far brighter than any of the other fuels. We must educate the public of the advantages of Distributed Energy. Our flexible distribution infrastructure is becoming increasingly important. We can shop for crude all over the world. There are 36 oil producing countries. We have an amazing track record. No Oilheat customer has ever gone cold for lack of supply. This is thanks to our oil delivery systems' flexibility. Oil is stored safely at each level of our distribution system from the oil refiners, wholesalers, dealer, and even the customers. This gives us time. It allows us to accommodate situations and improvise solutions to any challenge. We can build upon the image Oilheat has as cozy, old fashioned, and New England. People see us as the underdog, local, the fuel with a choice, and committed to personal service. Oilheat users rated reliable, dependable, and safe as both important and satisfactory.

Customers at Risk

The attributes we must be concerned with are the ones Oilheat users rated high in importance and low in satisfaction. They are: cost-effective and clean. Our biggest challenge is that 13% of our customers are vulnerable and only 1.4% of the other fuel's vulnerables are interested in Oilheat. Clean and cost-effective are the reason our customers are vulnerable. The irony is neither of these factors are really Oilheat weaknesses. Cost-effective really hurts because for the last 15 years we have been the most cost-effective fuel. We must give some thought to why people perceive oil as expensive, and what we can do about it.

Clean Burning

Our biggest weakness is misperceptions about cleanliness and environmental impact. Unfortunately, excellent personal service will not counter the mistaken belief that Oilheat is not environmentally friendly. The most damaging misperception about Oilheat is that it is dirty. This really hurts because dirty implies inefficient, and old while clean means efficient and modern. Think about how this happened. It probably started with the coal to oil conversion in the consumer's parents or grandparents home. We installed an oil burner in the old coal boiler or furnace, and put an oil tank in the old coal bin. Ashes, soot, and coal dust were everywhere. Our old burners probably didn't help. They were not exactly noted for their clean burning. Over the years dust from the home settled on the poor oil tank, until, it looked dirty too. We did not help with this perception. For some strange reason we decided to call tune-ups "cleaning." We did all we could to teach our customers that the heating system had to be cleaned every year. It doesn't take a great leap of imagination to see why our customers concluded that if something must be cleaned so often, then it must be dirty.

Meanwhile, the natural gas industry really missed the big coal conversion era of the 30's, 40's and 50's. The gas delivery infrastructure was not in place. The big pipelines from the gas fields had not yet been built. Most areas relied on locally manufactured "city gas". You could not easily convert a coal boiler or furnace to gas. You had to replace the

unit with a shiny new one, and very few people did it. Gas heat really took off in the building boom of the late 50's and 60's. It was being put in new homes. The boilers and furnaces were new. It all looked clean. Since so few of them did service at all the utilities seldom promoted tune-ups, and when they did them they never called them cleanings. Obviously, electric heat did even better. There was no combustion in the home at all, so electric became the clean heat right from the start.

The first flame retention type oil burners came out in the mid-60's, and by the early 1970's there were several very dependable burners available. These new flame retention burners were a vast improvement over the non-flame retention types. They were as much as 10 times cleaner burning than the burners that were in the field, they were far more efficient, their flame was much hotter, and they were more dependable. They revolutionized our industry. Since 1970 Oilheat equipment manufacturers have continued to refine the flame retention burner. This evolutionary progress has led to the incredibly efficient, dependable, and clean burning equipment we enjoy today. Thanks to the efforts of the Oilheat Manufacturers Association the US Environmental Protection Agency recently acknowledged our progress. They reduced the USEPA Emissions rating for oil burners from 3 to 0.4 pounds of particulate per 1,000 gallons of fuel burned. This is approaching near zero levels. Oil burner particulate emissions are now comparable with gas. (USEPA Publication AP-42-4th Edition.)

This brings us to today. Thanks to remarkable progress by Oilheat manufacturers new Oilheat equipment is every bit as clean burning as gas. Electric heat is the slippery one. It is still the cleanest in the home, but when you consider that over 50% of our electricity is still generated by burning coal, and that the generating process and electric transmission are extremely inefficient, electric heat is much dirtier over all than either oil or gas.

So what can we do about this widely held mistaken belief that Oilheat is dirty? The NORA Consumer Education Committee is so convinced that this is our key issue that they have centered our advertising campaign upon it, and this will certainly help. But everyone in the Oilheat industry must get involved. We must stop calling tune-ups "cleanings"!!! Take a page from the gas utilities book. In their literature they do not talk about sucking soot. They "evacuate the combustion residue from the heat exchanger surfaces." Image is Everything. We have to clean up our act! Clean offices, clean trucks, clean technician's uniforms and shoes, and clean technician's tools all imply top quality. Customers judge the quality of Oilheat by the condition of their boiler or furnace. We are only as good as our customers' heating systems! We have to make the outside of our customer's heater shine! New oil burners are as clean as gas, but, old burners are not. We must get rid of the dinosaurs, the old non-flame retention burners. New burners must be adjusted using instruments because the new burners have less margin for error. It is impossible to detect the optimum adjustment by eye. Using instruments improves efficiency, assures low smoke and soot, lowers air pollution emissions, cuts call backs, improves your image, and increases customer satisfaction. Incomplete combustion creates soot and smoke, has lower CO₂ which means low efficiency, creates carbon monoxide, and wastes customer's money. Bringing outside combustion air to the burner is a great idea that can help solve this problem. It decreases infiltration and keeps the burner air

intake clean.

We must seize the environmental high ground. Do all your printing on recycled paper. Sponsor public gardens. Sponsor Town green up days and recycling projects. Make donations to local environmental protection initiatives. Landscape your facilities. Be sure public areas in your offices are clean and neat.

Keep Your Promises

When we examine factors that cause people to switch fuels dependable and trustworthy scored very high. This means that customers expect you to be dependable and trustworthy. You get no extra points if you are. Keeping your promises will not prevent them from switching, but letting them down in these two areas will cause them to switch. Probably the most important promise that is implied by the services we offer is automatic delivery. Reading between the lines, dependability on this issue seems to be the biggest difference between our core and vulnerable customers. Core customers are people we have never, or very seldom let run out of oil. Vulnerables are people who have never experienced automatic delivery, or who we have let run out enough that they have come to regard "arranging for oil deliveries" to be a major hassle. Our key trigger points regarding trustworthy and dependable are never let an automatic delivery customer run out of oil, keep appointments at they promised time, fix it right the first time, the attitude and people skills of our front line people, as well as error free billing. Easy maintenance and "treats me with respect" are related levers upon which you should also focus your energies.

Finding New Customers

The customer loyalty responses also give us a clue to where we can find potential new customers. Clearly, electric with 25% vulnerable and to a lesser extent propane with 16% vulnerable are where we should go looking for new customers. The easiest target for us is our Oilheat customers who have electric or propane water heaters in their homes. These are people who already know and trust us. The electric and propane water heaters have one benefit, low installation cost. However, their operating costs are high, life expectancy is short, and the amount of hot water and recovery they deliver is disappointing.

Where Do We Go From Here?

Elliot Ettenberg has written an excellent new book, *The Next Economy*. Ettenberg feels we have entered a new era in which the keys to success will be Relationships, Retrenchment, Relevancy, and Rewards.

To build relationships with customers companies must focus upon service and the customer's experience. We must rethink and redesign our customer's entire encounter with our company- make every point of contact an opportunity to delight her. This means having a dependable product and people who know what you sell and how it works. The experience our customer has with their heating system and your company should be unique, delightful, rewarding, and memorable.

Retrenchment focuses primarily on Babyboomers. They are withdrawing from

their buying spree. This means we have to go to them instead of waiting for customers to come to us. We have to apply high technology to our systems in order for us to provide the next level of personal service customers crave. High tech enables high touch.

Relevancy requires offering a mix of products and services that meet customer's needs and wants provided by people with a high degree of expertise. Rewards center on structure and time. Make customers feel important and smart and don't waste their time! Three things we must focus upon here are: one stop shopping, one call does it all, and answering the question, "What time are you coming?"

Comarketing

Oilheat enjoys our greatest success in areas where the majority of the oil is sold by "full service" companies who offer their customers oil burner repair service. This is a large part of the personal service which Oilheat users enjoy. Heating equipment sales and installations can be our best customer retention and creation tool. So what about all the heating oil suppliers who do not offer service and or installations? Starting a Service and Installation Department from scratch is a daunting task. Expanding an installation effort for a company that "just replaces it when it breaks" is also difficult. Ettenberg suggests an alternative he calls Comarketing. Think of it as joint custody of the customer. The idea is to forge alliances with heating contractors and build customized complete end to end solutions around your customer's wants and needs. The trick is to subcontract the repair and installation work, but never subcontract your customer contact points that build your relationship.

The Modern Science Of Clear Burn Technology, The Human Touch Of Oilheat. Clean families love today's Oilheat because it is 95% cleaner than in 1970.

The preceding is the concept upon which NORA's advertising campaign is based. It serves as an umbrella for our actions, recognizes the quality of our service, as well as the improvements in our technology, fuel performance, and repair service. It also describes our commitment to continue to work to improve Oilheat.

Clearburn Science recognizes the tremendous improvements we have made in heating oil. We have dramatically reduced the amount of sulfur in the fuel from over 1% to an average of .25%. This leads to improved efficiency, cleaner burning, lower environmental impact, and increased longevity of heating equipment. Today, many dealers have gone even further. They are marketing .05% sulfur fuel. The industry is now beginning to study the feasibility of using .0015% sulfur fuel in the near future. Clearburn Science reflects this steady improvement and ongoing commitment to improve our fuel.

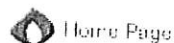
The most dramatic advances of Clearburn Science have been made by Oilheat equipment manufacturers. New oil powered equipment is an order of magnitude cleaner burning and more efficient than it was as recently as 1970. In 1973 the average oil heated home burned 1,294 gallons a year. In 2001 the average home burns 833! That is 6 billion

fewer gallons a year! We have reduced emissions by 68 million tons a year! We have reduced Burner emissions from 3 to 0.4 pounds per 1,000 gallons. We are now as clean burning as gas. We have also increased reliability, increasing maintenance intervals from one year, to as long as three years for new equipment. Manufacturers are hard at work in their research laboratories today on technological improvements that will make Oilheat even cleaner, more efficient, more reliable, and even easier on the environment.

Clearburn Science also describes the human touch provided by the people who work in the Oilheat Industry. We are committed to do all we can to insure that our customer's heating equipment is operating at peak safety, reliability, and efficiency. We also work to insure that their tanks never run low, and that our customer's experience with Oilheat is convenient, dependable, and trustworthy. We always treat our customers with respect. We work to offer competitive prices. We stay informed so our customers can rely on us as their source for information on the latest technological heating innovations.

Clearburn Science also refers to The NORA Oilheat Technician Certification Program. It provides a national standard for Technician Training. It gives credibility and recognition to Master Technicians. It encourages Technicians to become perpetual students by requiring Continuing Education. It builds upon and supplements existing education programs. It gives Oilheat companies who invest in education for their Technicians a way to differentiate themselves from those companies that do not. Currently, over 6,300 technicians nationwide have NORA Certification.

The average Oilheat company is a local relatively small independently run business, not a large bureaucratic monopoly like the utilities. They are small enough to give their customers the personal attention they want; and large enough to give them competitive prices and service when they need it 24/7/365. The Oilheat Industry is working hard to lower Oilheat's already low environmental impact. This ongoing commitment to research and training to improve fuel performance, increase the efficiency and lower emissions for oil powered heating equipment and increase the expertise of our service technicians, as well as the diagnostic capabilities of their tools that will make clean new Oilheat an even a better value for our customers is the primary focus of the Oilheat Industry.



Oilheat Courses That Grant CEU's

The following school, companies, and organizations have received acknowledgment from the NORA Education Center that the Oilheat courses they hold qualify to award CEUs that students can apply to recertification as a Silver or Gold Technician, or apply to Bronze apprenticeship as the case may be.

One (1) CEU is awarded for each course hour attended. The NORA Education Center must be in receipt of successful course attendance by the authorized instructor in order for CEUs to be applied towards your recertification.

The list that follows is a work in progress. There are many more courses that award NORA CEUs, and, in time, we trust they will all be listed here. If you know of a course being conducted by a manufacturer or other party, encourage them to either verify and or apply to ensure that NORA CEUs will be awarded. If you would like more data regarding courses than is shown here, please refer to the "[Known training sources](#)" link.

IMPORTANT! Please direct any questions about course content, schedule, fees, etc. to the party conducting the course. The NORA Education Center does not oversee the courses; we only administer the technical certification data.

NORA APPROVED COURSES

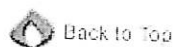
COMPANY		COURSE	CEU
BACHARACH	BAC-1	CARBON MONOXIDE & OIL/102	2
	BAC-2	CARBON MONOXIDE & OIL/104	4
	BAC-3	COMBUSTION ANALYSIS & PERFORMANCE/102	2
	BAC-4	COMBUSTION ANALYSIS & PERFORMANCE/104	4
	BAC-5	PRESSURE MEASUREMENTS FOR BLDGS., HVAC INSTALLATION, SERVICE & MAINT.	2
	BAC-6	BACHARACH TECH	8
BECKETT	BEC-1	RESIDENTIAL BURNER PROGRAM	6
	BEC-2	CUSTOM BURNER PROGRAM	3
	BEC-3	HANDS OF BURNER PROGRAM	6
	BEC-4	COMMERCIAL BURNER PROGRAM	6
	BEC-5	CUSTOM COMMERCIAL BURNER PROGRAM	3
BESCH		OIL HEATING MAINTENANCE &	

CONSULTANTS	BES-1	TROUBLESHOOTING/NEW OIL APPLIANCES & PROG. CONTROLS	6
	BES-2	SAFETY TESTING OIL APPLIANCE SYSTEMS & USE OF COMBUSTION ANALYZERS/CARBON MONOXIDE METERS	6
	BES-3	OILHEATING EQUIPMENT AND SYSTEM KNOWLEDGE FOR OFFICE PERSONNEL	4
	BES-4	ADVANCED OIL APPLIANCE TRBLESHOOT-REDUCNG CUST.CALLBACK	6
	BES-5	RECOMMENDED INSTALLATION PRACTICES FOR OIL HEATING EQUIPMENT	6
	BES-6	OIL HEATING APPLIANCE SEMINAR FOR ENERGY AUDITORS & BUILDING INSPECTORS	4
	BES-7	TROUBLESHOOTING OIL FIRED WARM AIR HEATING SYSTEMS	30
	BES-8	ELECTRICAL PROCEDURES USED WHEN TRBLESHOOT OIL HEAT SYSTEMS	18
	BES-9	WASHINGTON STATE CODES & REGULATIONS FOR OIL HEAT EQUIP.	3
BOCK	BOC-1	OILFIRED, & INDIRECT WATER HEATER SEMINAR	4
BUDERUS HYDRONIC SYSTEMS	BUD-1	ADVANCED RADIANT SYSTEMS	3
	BUD-2	STEAM & PIPING	3
BURNHAM	BUR-1	OIL BURNER TROUBLESHOOTING	3
	BUR-2	HOT WATER BOILER REPLACEMENT	3
	BUR-3	STEAM BOILER REPLACEMENT	3
	BUR-4	HYBRID HEATING SYSTEMS	2
	BUR-5	CONVERTING A STEAM SYSTEM TO HOT WATER	3
	BUR-6	HYDRONIC PIPING METHODS	2
CARLIN COMBUSTION TECHNOLOGY	CAR-1	FACTORY TRAINING SCHOOL RESIDENTIAL BURNER TRAINING	7
	CAR-2	ROAD SCHOOL	4
CROWN BOILER	CRO-1	OIL BURNER SET-UP & INSTALLATION	2
DANFOSS	DAN-1	FUEL UNIT TRAINING PROGRAM	2
ENERGY KINETICS	ENE-1	ADVANC.OILTECH	7

CAROL FEY & ASSOCIATES	FEY-1	QUICK & BASIC ELECTRICITY	2
	FEY-2	QUICK & BASIC HYDRONIC CONTROLS	2
	FEY-3	QUICK & BASIC & TROUBLESHOOTING	2
FIREDRAGON	FIR-1	COMBUSTION-PART ONE	7
	FIR-2	COMBUSTION-PART TWO	7
	FIR-3	UNDERSTANDING FUEL SYSTEMS	7
	FIR-4	UNDERSTANDING OILBURNER PRIMARY CONTROLS	7
	FIR-5	ADVANCED COMMON SENSE TROUBLESHOOTING	7
	FIR-6	CMR4.00 SEMINAR	6
	FIR-7	NFPA31-2001 SEMINAR	6
	FIR-8	DESIGNING HVAC SYSTEMS	4
	FIR-9	DESIGNING DOMESTIC HOT WATER SYSTEMS	4
	FIR-10	TROUBLESHOOTING DOMESTIC HOT WATER SYSTEMS	4
	FIR-11	BASIC ELECTRICITY & WIRING	7
	FIR-12	WIRING & SYSTEM CONTROL	7
	FIR-13	UNDERSTANDING HYDRONIC SYSTEMS	7
	FIR-14	THE ADVANCED RIELLO OILBURNER SEMINAR	7
	FIR-15	THE ANNUAL TUNE-UP DONE RIGHT	4
	FIR-16	TROUBLESHOOTING COMMERCIAL BURNER CONTROL SYSTEMS	7
	FIR-17	FUNDAMENTALS OF STEAM SYSTEMS	7
FREDERICK GERAGHTY INC.	FRE-1	POWER VENTING	2
GAR-BER FILTERS, INC	GAR-1	FUEL FILTERATION FOR OIL HEAT	2.5
HAGO	HAG-1	NOZZLE TRAINING COURSE	3
HASTINGS & CO.	HAS-1	BASIC OIL BURNER INSTALLATION & SERVICE	168
	HAS-2	BASIC OIL BURNER SERVICE	24
	HAS-3	RESIDENTIAL BURNER PROGRAM ANNUAL TUNE UP & COMBUSTION	24
	HAS-4	EFFICIENCY TESTING	16
	HAS-5	COMBUSTION EFFICIENCY TESTING	8
	HAS-6	EMERGENCY TROUBLESHOOTING	12
	HAS-7	RESIDENTIAL AIR CONDITIONING FOR OIL HEAT TECHNICIANS	48

	HAS-8	A/C DIAGNOSING & TROUBLESHOOTING FOR OIL HEAT TECHNICIANS	24
HONEYWELL, INC.	HON-1	OIL HEATING CONTROLS COURSE	4
	HON-2	HYDRONIC HEATING CONTROLS COURSE	4
ITT BELL & GOSSETT	ITT-1	BASIC HYDRONIC SYSTEMS TROUBLESHOOTING & SERVICING SEMINAR	4
J.A.D. ASSOCIATES	JAD-1	POWER VENTING AND COMBUSTION AIR COURSE	4
NEW ENGLAND FUEL	NEF-1	BASIC OIL BURNER INSTALLATION & SERVICE	160
	NEF-2	COMMERCIAL-INDUSTRIAL OILHEAT	80
	NEF-3	ELECTRICAL PROCEDURES FOR HEATING TECHNICIANS	40
	NEF-4	HEAT-LOSS & SYSTEM DESIGN	12
N.CAROL. PETR.	NCP-1	OILHEAT SERVICE TECHNICIAN BASIC COURSE	7
NEW ENG. TECH	NET-1	HEATING TECHNOLOGY	340
OILHEAT ASSOCIATES	OHA-1	BASIC RESIDENTIAL HYDRONICS	4
	OHA-2	REINVENTING THE TUNE-UP	2
	OHA-3	THE TECHNICIAN'S ROLE IN INCREASING PROFITABLE HEATING EQUIPMENT SALES	4
	OHA-4	RUNNING A PROFITABLE HEATING SERVICE AND INSTALLATION DEPT.	4
OIL TECH TALK	OTT-1	BURNER WORKSHOP EDUCATION PROGRAM	3
ONWATCH ELECTRONICS	ONW-1	DIAGNOSE INTERMITTENT OIL BURNER PROBLEMS USING RECORDED DATA	2
PENNSYLVANIA COLLEGE	PAC-1	HYDRONIC HEATING SYSTEMS (STEAM)	4
	PAC-2	RADIANT HEATING SEMINAR	16
PEERLESS	PEE-1	COLORS OF HEAT/ONE PIPE STEAM SYSTEMS	4
	PEE-2	COLORS OF HEAT/HYDRONIC SYST.	4

PRO TECH SYSTEMS, INC.	PRO-1	VENTING & LINING FOR OIL & GAS-FIRED APPLIANCES	3
RIELLO	RIE-1	OIL TRAINING SEMINAR	6
ROOD UTILITIES	ROO-1	FUNDAMENTALS OF OIL BURNER TUNEUPS	24
	ROO-2	INTERMEDIATE OIL BURNER SERVICE	32
	ROO-3	ADVANCED TECHNICIAN	24
	ROO-4	HEAT LOSS/GAIN SYS. DESIGNS	40
	ROO-5	FUNDAMENTALS OF AIR CONDITIONING FOR OILHEAT TECH.	32
RTI	RTI-1	RADIANT DESIGN & INSTALLATION APPLICATIONS & HYDRONIC PIPING & CONTROLS	3
SUNTEC	SUN-1	INSTALLATION & OPERATION OF VARIOUS TYPES OF OIL PUMPS	2.5
TEKMAR CONTROLS SYSTEMS	TEK-1	RESIDENTIAL CONTROL SCHOOL	8
TESTO	TES-1	DIGITAL COMBUSTION ANALYSIS	2
THERMA-FLOW	THE-1	DESIGNING THERMA-FLOW HOT WATER SYSTEMS	4
	THE-2	TRBSHOOT.THERMA-FLOW HOT WATER SYSTEMS	4
WAYNE COMBUSTION SYSTEMS	WAY-1	OIL HEAT CERTIFICATION PROGRAM	3
WEIL-MCLAIN	WEI-1	HYDRONIC SYSTEM & OIL BOILER SET-UP	4
	WEI-2	OIL BURNER INSTALLATION & START-UP (SELF-STUDY)	3
WIRSBRO COMPANY	WIR-1	MINI-CAMP	20


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NORA Education and Training Committee Needs Analysis Heating Oil Retailers Survey Results

In order to better serve the Oilheat Industry, last Fall the NORA Education and Training Committee did an Industry wide survey to analyze Oilheat's Education and recruiting needs. The survey was included in every NORA Fall Newsletter and it was published in *Oilheating Journal*, *Fuel Oil News*, and *Oil & Energy*. The results trickled in all fall and early winter. The results were tabulated in February.

The Committee plans to use this information to get a feeling for the education and staffing needs for our industry. The information will help prioritize how to best invest the NORA funds earmarked for education.

The Committee wishes to take this opportunity to thank the Industry publications for publishing the survey and thank all the dealers who took the time to fill it out.

The responses came from almost all of the NORA states. The percentage ranking for each state comes very close to matching the gallonage ranking.
NY- 17%, PA- 16%, MA- 12%, NJ- 10%, CT- 5.2%, VA- 5.2%, ME- 5%, MD- 4%, OH- 4%, NH- 3%, WI- 3%, RI- 2.2%, OR 2.2%, IN- 2.2%, NC 2%, WA 2%, VT- 1.3%, DE- 1.3%, KY- 1%, MI- 1%, TX- .4%

Question 1A. Does your company offer oil burner service and installations?
85% answered yes. New Jersey, Connecticut, and Rhode Island 100% answered yes, Massachusetts was 96% and New York was 95%. Maine was only 75%. 15% answered No. In the Central States 58% said No, and 36% in the West offer no service.

Question 1B. If no: Would you be interested in NORA creating a program to teach you how to create a profitable service department?
This question struck a cord. Even 12% of the companies surveyed who said they offered service answered that they would be interested in a NORA program on how to run a profitable service department. 17% answered Yes. 11% answered No.

Question 1C. If yes: Do you use primarily employees or subcontractors for service?
77% answered Employees. 13% answered they used mostly subcontractors. New Jersey, New England, and the Southern States had a very high percentage of employees. The Central and Western States had mostly subcontractors.

Question 2A. If you subcontract your service, are you having difficulty finding and holding good subs? 19% said Yes. 11% said No.

Question 2B. If you use employees to do service, are you having difficulty finding qualified technicians?
63% answered Yes with New Jersey way above the average. The Central and Western States report way below the average.
7% answered No.

34% of the respondents indicated that they preferred to hire apprentices and train them, than to hire experienced technicians.

Question 2C. Are you having difficulty finding people you can train to become technicians?

54% answered Yes. New Jersey and New York reported a much higher percentage having difficulty finding recruits.

16% indicated they were having no trouble finding people to train.

13% answered that they do not hire apprentices.

Question 10. How many drivers (employees and subs) in the following age brackets? under 30 12%. 30-50 69%. 50-60 15%. over 60 4%.

Question 11. How many Customer Service Representatives and Sales People in the following age brackets? under 30 16%. 30-50 64%. 50-60 16%. over 60 4%.

The answers to Questions 9, 10, and 11 are good news. The widely held perception is that our labor force is getting older, and that most of us are on the brink of retirement. These answers indicate that our industry is much younger than is generally believed.

Question 12. Average years experience in heating oil industry?

Technicians: 12.5% years

Drivers: 11.8 years

CSRs & Sales: 11.2 years

Question 13. How many people would you replace if qualified people applied for the job?

Technicians: .7 people

Drivers: .5 people

CSR & Sales: .2 people

Question 14. Are you having trouble finding potential new managers?

25% answered Yes. 57% answered No. New Jersey's labor shortage shows up again with 36% of companies reporting trouble finding managers.

Question 15. What level of technical training does your company provide your people?

21% characterized their training level as Low. With 35% in Western States.

54% reported Average training levels.

21% felt their training levels were High. In Connecticut 35% reported High, Pennsylvania 30%, and New Jersey 27%.

4% of respondents indicated they offered no training.

In the last four questions respondents were asked to rank their responses with 1 being unimportant, and 5 being very important. The higher the score, the more important the issue.

Question 16. What education delivery technologies would you take advantage of?

Rating

3.57 Books, booklets, and pamphlets

3.46 Videos

3.44 On-site seminar by a professional instructor scored

3.36 Do-it yourself seminars, NORA provides flip charts, instructions, hand-outs

3.26 Public Seminars within a 2 hour drive

2.46 Interactive CD-ROM's

2.09 Web-site

1.74 Video conference

1.44 Web TV

NORA Education and Training Committee Budget Proposal for 2002

The Education and Training Committee recommends to the Board that the following initiatives and programs be funded in 2002.

Technician Certification Program- This year in addition to administering the program we plan to and switch over to the new "Silver Certification" Manual and test, to work to continue to expand the number of Continuing Education Courses offered, to bring the test scoring procedure "in house", to create new recognition materials for certified technicians (ID cards, certificates, patches, truck decals, and marketing materials), to improve communications with certified technicians, to begin work on a new Gold Certification Program, and to market the benefits of the Certification Program to the industry. (\$200,000)

Technician Recruitment Program- NAOHSM proposes to expand upon the program started last year. They plan to create a brochure that will complement last year's CD and distribute them to vocational schools along with an entry skills check list for teachers. They will also create colorful banner stands they will loan to schools for career days. (\$8,000)

Basic Electronics Video- The NORA Education Needs Analysis Survey identified basic electronics as our most pressing technician training need. (\$30,000)

NORA Silver Technician's Manual- Last year we purchased the rights to this book (the "Bible" for oil burner repair) and the revision that was underway at the time from PMAA. We are now in the process of taking the revision one step further to make it a document worthy to carry the NORA name. It will feature all new graphics and illustrations, and a more user friendly format. The NORA version will also be available as a CD. (\$40,000)

Teacher's Guide for the new NORA Silver Oilheat Technician's Manual. (\$18,000)

Train the Trainer Workshop- Last fall NORA presented a very successful Trainer Workshop. We plan to do it again this year, and feature the new Technician's Manual and Teacher's Guide. (\$10,000)

Model Insurance Management Policy Manual- The objectives for this book will be to enhance the understanding of risk and its related costs with the goal of reducing risk as well as understanding insurance, provide practical recommendations for handling insurance claims, and explain how to best purchase insurance. (\$15,000)

Technical Training Educational Resources Assessment- A baseline assessment of current training resources and the perceived needs for training among service managers. (\$14,880)

Top Management Workshop- This four day workshop for owners, executives,

perspective future owners and executives in training will be modeled upon the successful FMANJ Top Management Workshops of the past. It will be an executive retreat in a resort setting. It will feature eight sessions with professional instructors and will rely on input from participants as well as a detailed real life case study. It will cover all the topics critical to running a successful Oilheat business. NORA would underwrite the cost of the instructors and creation of a workbook notebook. The participants would pay the cost of room and board as well as the cost of the meeting rooms. (\$35,000)

Oilheat Visions Conference- NORA has agreed to co-sponsor this exciting new program along with PMAA, Brookhaven National Laboratory, and NEFI. (\$25,000)

Ipsos-NPD Market Research Report- Last Fall the NORA Consumer Education Committee funded extensive market research into homeowner's perceptions about home and water heating. The research company they hired provided us with 690 pages of facts, figures, charts, and graphs. Bob Hedden has boiled this all down to an eighteen page report on consumer's perceptions of Oilheat. We plan to present this report in the form of a booklet. (\$11,000 for 10,000 booklets)

Benefits of Oilheat Brochure- We plan to create a 4 color brochure that will feature all the Oilheat Benefits that the Ipsos-NPD market research indicated was important to consumers. This will replace the very popular "Oilheat, Feel the Difference" brochure OMA created. We also plan to package the market research booklet, the brochure and a CD version of the Benefits of Oilheat Video (funded last year and being created this spring) as well as a brochure order form and send it to all NORA companies. (100,000 brochures- \$17,000, packaging and mailing- \$17,250)

FY' 2002

State	Classification of Project	Funding Sought From Alliance	Estimated Cost of Project	Grant #	Resolution
VA	Cons. Ed. Ed. & Train.	368,500.00 64,415.00	368,500.00 64,415.00	CE-02-VA-001 ET-02-VA-001	#G-1 #G-2
KY	Cons. Ed.	66,809.00	66,809.00	CE-02-KY-002	#G-3
ME	Cons. Ed Ed. & Train	756,000.00 189,000.00	756,000.00 189,000.00	CE-02-ME-001 ET-02-ME-001	#G-4 #G-5
MD/DC/DE MD/DC/DE	Cons. Ed Ed. & Train	344,000.00 38,200.00	344,000.00 38,200.00	CE-02-MD/DC/DE-001 ET-02-MD/DC/DE-001	#G-6 #G-7
PA	Cons. Ed Ed. & Train.	1,164,560.00 200,000.00	1,164,560.00 250,000.00	CE-02-PA-001 ET-02-PA-001	#G-8 #G-9
OR	Cons. Ed.	82,484.00	82,484.00	CE-02-OR-001	#G-10
MA	Cons. Ed Ed & Train.	1,035,500.00 92,500.00	1,035,500.00 92,500.00	CE-02-MA-001 ET-02-MA-001	#G-11 #G-12
WA	Cons. Ed	150,792.80	150,792.80	CE-02-WA-001	#G-13
NC	Cons. Ed Ed. & Train	302,845.00 75,711.00	302,845.00 75,711.00	CE-02-NC-001 ET-02-NC-001	#G-14 #G-15
NY	Cons. Ed Ed. & Train Res. & Dev.	1,911,811.50 225,371.50 100,000.00	1,911,811.50 225,371.50 100,000.00	CE-02-NY-001 ET-02-NY-001 RD-02-NY-001	#G-16 #G-17 #G-18
NH	Cons. Ed Ed & Train Res. & Dev.	206,743.55 104,962.11 6,361.34	206,743.55 104,962.11 6,361.34	CE-02-NH-001 ET-02-NH-001 RD-02-NH-001	#G-19 #G-20 #G-21

CT	Cons. Ed Ed & Train. Res. & Dev.	311,000.00 111,000.00 22,000.00	311,000.00 CE-02-CT-001 111,000.00 ET-02-CT-001 22,000.00 RD-02-CT-001	#G-22 #G-23 #G-24
NJ	Cons. Ed	859,393.00	859,393.00 CE-02-NJ-001	#G-25
OH	Cons. Ed Ed & Train	209,000.00 52,000.00	209,000.00 CE-02-OH-001 52,000.00 ET-02-OH-001	#G-26 #G-27
IN	Cons. Ed. Ed. & Train	35,000.00 35,000.00	90,000.00 CE-02-IN-001 90,000.00 ET-02-IN-001	#G-28 #G-29
RI	Cons. Ed. Ed. & Train Res. & Dev.	225,000.00 105,000.00 9,000.00	225,000.00 CE-02-RI-001 105,000.00 ET-02-RI-001 9,000.00 RD-02-RI-001	#G-30 #G-31 #G-32
VT	Cons. Ed Ed. & Train Res. & Dev.	150,000.00 30,816.00 39,000.00	150,000.00 CE-02-VT-001 30,816.00 ET-02-VT-001 39,000.00 RD-02-VT-001	#G-33 #G-34 #G-35
WI	Cons. Ed Ed & Train Res. & Dev.	209,059.00 38,011.00 6,335.00	209,059.00 CE-02-WI-001 38,011.00 ET-02-WI-001 6,335.00 RD-02-WI-001	#G-36 #G-37 #G-38
NV	Cons. Ed. Ed. & Train	7,500.00 6,500.00	7,500.00 CE-02-NV-001 6,500.00 ET-02-NV-001	#G-39 #G-40

Resolution #G-1

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-VA-001 is hereby approved. However, such grant is only approved to the limit of \$359,177.

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

Resolution #G-2

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-VA-001 is hereby approved. However, such grant is only approved to the limit of \$62,531.

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

Resolution #G-3

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-KY-001 is hereby approved. However, such grant is only approved to the limit of \$64,855.

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

Resolution #G-4

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-ME-001 is hereby approved. However, such grant is only approved to the limit of \$62,107.

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

Resolution #G-5

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-ME-001 is hereby approved. However, such grant is only approved to the limit of \$15,527.

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

Resolution #G-6

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-MD/DC/DE-001 is hereby approved. However, such grant is only approved to the limit of \$344,000.

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

Resolution #G-7

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-MD/DC/DE-001 is hereby approved. However, such grant is only approved to the limit of \$38,200.

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

Resolution #G-8

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-PA-001 is hereby approved. However, such grant is only approved to the limit of \$1,130,499.

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

Resolution #G-9

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-PA-001 is hereby approved. However, such grant is only approved to the limit of \$194,150.

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

Resolution #G-10

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-OR-001 is hereby approved. However, such grant is only approved to the limit of \$80,071.

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

Resolution #G-11

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-MA-001 is hereby approved. However, such grant is only approved to the limit of 1,005,214.

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

Resolution #G-12

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-MA-001 is hereby approved. However, such grant is only approved to the limit of \$89,795.

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

Resolution #G-13

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-WA-001 is hereby approved. However, such grant is only approved to the limit of \$146,381.

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

Resolution #G-14

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-NC-001 is hereby approved. However, such grant is only approved to the limit of \$302,845.

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

Resolution #G-15

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-NC-001 is hereby approved. However, such grant is only approved to the limit of \$75,711.

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

Resolution #G-16

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-NY-001 is hereby approved. However, such grant is only approved to the limit of \$1,855,895.

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

Resolution #G-17

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-NY-001 is hereby approved. However, such grant is only approved to the limit of \$218,779.

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

Resolution #G-18

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-NY-001 is hereby approved. However, such grant is only approved to the limit of \$97,075.

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

Resolution #G-19

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-NH-001 is hereby approved. However, such grant is only approved to the limit of \$200,696.

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

Resolution #G-20

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-NH-001 is hereby approved. However, such grant is only approved to the limit of \$101,892.

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

Resolution #G-21

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-NH-001 is hereby approved. However, such grant is only approved to the limit of \$6,175.

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

Resolution #G-22

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-CT-001 is hereby approved. However, such grant is only approved to the limit of \$301,904.

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

Resolution #G-23

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-CT-001 is hereby approved. However, such grant is only approved to the limit of \$107,753.

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

Resolution #G-24

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-CT-001 is hereby approved. However, such grant is only approved to the limit of \$21,357.

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

Resolution #G-25

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-NJ-001 is hereby approved. However, such grant is only approved to the limit of \$834,258.

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

Resolution #G-26

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-OH-001 is hereby approved. However, such grant is only approved to the limit of \$202,887.

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

Resolution #G-27

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-OH-001 is hereby approved. However, such grant is only approved to the limit of \$50,479.

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

Resolution #G-28

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-IN-001 is hereby approved. However, such grant is approved to the limit of \$35,000.

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

Resolution #G-29

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-IN-001 is hereby approved. However, such grant is approved to the limit of \$35,000.

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

Resolution #G-30

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-RI-001 is hereby approved. However, such grant is only approved to the limit of \$8,254.

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

Resolution #G-31

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-RI-001 is hereby approved. However, such grant is only approved to the limit of \$4,127.

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

Resolution #G-32

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-RI-001 is hereby approved. However, such grant is only approved to the limit of \$9,000.

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

Resolution #G-33

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-VT-001 is hereby approved. However, such grant is only approved to the limit of \$145,613.

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

Resolution #G-34

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-VT-001 is hereby approved. However, such grant is only approved to the limit of \$29,915.

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

Resolution #G-35

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-VT-001 is hereby approved. However, such grant is only approved to the limit of \$37,859.

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

Resolution #G-36

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-WI-001 is hereby approved. However, such grant is only approved to the limit of \$202,945.

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

Resolution #G-37

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-WI-001 is hereby approved. However, such grant is only approved to the limit of \$36,899.

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

Resolution #G-38

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as RD-02-WI-001 is hereby approved. However, such grant is only approved to the limit of \$6,150.

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

Resolution #G-39

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as CE-02-NV-001 is hereby approved. However, such grant is only approved to the limit of \$7,500.

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

Resolution #G-40

The National Oilheat Research Alliance from its inception has considered the state associations to be one of the strongest forces in the Oilheat industry and that effective use of their resources will help advance the goals of NORA. The Board also finds that the following grant was subjected to public comment and that no adverse comments were made.

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

Resolved: That the grant request identified as ET-02-NV-001 is hereby approved. However, such grant is only approved to the limit of \$6,500.

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



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active Requested	Approved	Disbursed	Remaining
50	20 - Independent Connecticut Petroleum Assn.	CT Grant	Improving efficiency & conservation in the oilheat industry-RD	Approved	Yes	\$63,100.00	\$5,000.00	\$58,100.00
51	20 - Independent Connecticut Petroleum Assn.	CT Grant	To encourage more people to enter the technician trade-ET	Approved	Yes	\$252,000.00	\$70,000.00	\$182,000.00
52	20 - Independent Connecticut Petroleum Assn.	CT Grant	Continuous and on-going of the Public Education Committee-CE	Approved	Yes	\$736,000.00	\$0.00	\$736,000.00
Totals for Connecticut : \$1,051,100.00 \$1,051,100.00 \$75,000.00 \$976,100.00								
53	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	Will seek to plan & execute public relations & communication-CE	Approved	Yes	\$38,000.00	\$25,000.00	\$13,000.00
54	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	To provide training that will ensure continued safe delivery-ET	Approved	Yes	\$38,000.00	\$26,000.00	\$12,000.00
Totals for Indiana : \$76,000.00 \$76,000.00 \$51,000.00 \$25,000.00								
81	33 - Kentucky Petroleum Marketers Association	KY Grant	To enhance public knowledge about oilheat.-CE	Approved	Yes	\$38,840.00	\$38,840.00	\$0.00
82	33 - Kentucky Petroleum Marketers Association	KY Grant	To improve the industry education and training.-ET	Approved	Yes	\$9,710.00	\$9,710.00	\$0.00
Totals for Kentucky : \$48,550.00 \$48,550.00 \$48,550.00 \$0.00								
67	27 - Massachusetts Oilheat Council	MA Grant	To enhance the favorable public knowledge of oilheat.-CE	Approved	Yes	\$698,400.00	\$0.00	\$698,400.00
68	27 - Massachusetts Oilheat Council	MA Grant	To develop & execute industry education & training programs.-ET	Approved	Yes	\$260,000.00	\$166,275.43	\$93,724.57
69	27 - Massachusetts Oilheat Council	MA Grant	To develop and execute an industry research & dev. Project-RD	Approved	Yes	\$32,300.00	\$0.00	\$32,300.00

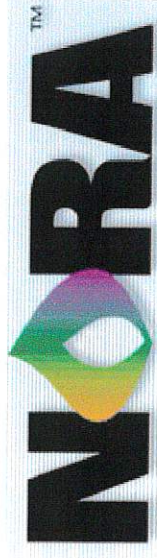
Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
96	40 - New England Fuel Institute Educational Foundati	MA Grant	To establish a data base, track credits for CEU staffing.-ET	Approved	Yes	\$154,300.00	\$154,300.00	\$150,000.00	\$4,300.00
Totals for Massachusetts : \$1,145,000.00 \$1,145,000.00 \$316,275.43 \$828,724.57									
63	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To educate and train personnel-ET	Approved	Yes	\$38,200.00	\$38,200.00	\$0.00	\$38,200.00
64	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To enhance public knowledge of oil heat-CE	Approved	Yes	\$344,000.00	\$344,000.00	\$5,000.00	\$339,000.00
Totals for Maryland : \$382,200.00 \$382,200.00 \$5,000.00 \$377,200.00									
65	26 - Maine Oil Dealers Assn.	ME Grant	To develop and execute public communications-CE	Approved	Yes	\$547,108.00	\$547,108.00	\$396,000.00	\$151,108.00
66	26 - Maine Oil Dealers Assn.	ME Grant	To expand scholarship programs for the training industry.-ET	Approved	Yes	\$318,177.00	\$318,177.00	\$74,000.00	\$244,177.00
Totals for Maine : \$865,285.00 \$865,285.00 \$470,000.00 \$395,285.00									
56	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	To create a national advertising campaign.-CE	Approved	Yes	\$135,116.00	\$135,116.00	\$53,399.00	\$81,717.00
57	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	Education and Training Projects-ET	Approved	Yes	\$90,077.00	\$90,077.00	\$40,167.00	\$49,910.00
Totals for North Carolina : \$225,193.00 \$225,193.00 \$93,566.00 \$131,627.00									
46	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Will be utilized by the communication efforts and programs-CE	Approved	Yes	\$150,267.65	\$150,267.65	\$0.00	\$150,267.65
47	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Create and expand scholarship programs-ET	Approved	Yes	\$76,289.73	\$76,289.73	\$5,000.00	\$71,289.73
97	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	To send technicians to the NEFI Oil Heat Technician's school.-RD	Approved	Yes	\$4,623.62	\$4,623.62	\$0.00	\$4,623.62
Totals for New Hampshire : \$231,181.00 \$231,181.00 \$5,000.00 \$226,181.00									

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
49	19 - Build with Oil	NJ Grant	Build with Oil-ET	Approved	Yes	\$139,000.00	\$139,000.00	\$50,000.00	\$89,000.00
92	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide for industry education and training.-ET	Approved	Yes	\$88,880.00	\$88,880.00	\$3,885.00	\$84,995.00
93	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide for industry research and development.-RD	Approved	Yes	\$29,626.00	\$29,626.00	\$0.00	\$29,626.00
94	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide for consumer education.-CE	Approved	Yes	\$474,024.00	\$474,024.00	\$0.00	\$474,024.00
Totals for New Jersey :									
						\$731,530.00	\$731,530.00	\$53,885.00	\$677,645.00
83	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide education and training to technicians.-ET	Approved	Yes	\$6,500.00	\$6,500.00	\$0.00	\$6,500.00
84	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide ongoing consumer education.-CE	Approved	Yes	\$7,500.00	\$7,500.00	\$0.00	\$7,500.00
Totals for Nevada :									
						\$14,000.00	\$14,000.00	\$0.00	\$14,000.00
42	16 - Empire State Petroleum Association	NY Grant	Oil Heat Image Building & Consumer Education of NY Residents-CE	Approved	Yes	\$1,243,700.00	\$1,243,700.00	\$1,243,700.00	\$0.00
43	16 - Empire State Petroleum Association	NY Grant	Education & Training Projects-ET	Approved	Yes	\$358,250.00	\$358,250.00	\$358,250.00	\$0.00
95	39 - Brookhaven Nat'l Lab/Brookhaven Science Assn.	NY Grant	To cure fuel-related problems at specific study sites.-RD	Approved	Yes	\$300,000.00	\$300,000.00	\$94,599.39	\$205,400.61
Totals for New York :									
						\$1,901,950.00	\$1,901,950.00	\$1,696,549.39	\$205,400.61
79	32 - Ohio Oilheat Council	OH Grant	To develop and execute public communication programs.-CE	Approved	Yes	\$135,000.00	\$135,000.00	\$0.00	\$135,000.00
80	32 - Ohio Oilheat Council	OH Grant	To create a new outreach efforts for the industry.-ET	Approved	Yes	\$55,000.00	\$55,000.00	\$0.00	\$55,000.00
Totals for Ohio :									
						\$190,000.00	\$190,000.00	\$0.00	\$190,000.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
59	23 - Oregon Petroleum Marketers Assn.	OR Grant	To develop and execute public communications.-CE	Approved	Yes	\$42,777.44	\$42,777.44	\$0.00	\$42,777.44
60	23 - Oregon Petroleum Marketers Assn.	OR Grant	Continuous, ongoing projects of Education and Training-ET	Approved	Yes	\$4,403.56	\$4,403.56	\$0.00	\$4,403.56
Totals for Oregon : \$47,181.00 \$47,181.00 \$0.00 \$47,181.00									
77	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To provide beneficial information about oilheat.-CE	Approved	Yes	\$743,267.00	\$743,267.00	\$0.00	\$743,267.00
78	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To increase the number and quality of oilheat technicians.-ET	Approved	Yes	\$247,570.00	\$247,570.00	\$247,500.00	\$70.00
Totals for Pennsylvania : \$990,837.00 \$990,837.00 \$247,500.00 \$743,337.00									
85	35 - Oil Heat Institute, Inc. of Rhode Island	RI Grant	To enhance public knowledge.-CE	Approved	Yes	\$246,220.00	\$246,220.00	\$0.00	\$246,220.00
86	35 - Oil Heat Institute, Inc. of Rhode Island	RI Grant	Basic education and advanced training of oilheat technicians.-ET	Approved	Yes	\$105,524.00	\$105,524.00	\$25,000.00	\$80,524.00
Totals for Rhode Island : \$351,744.00 \$351,744.00 \$25,000.00 \$326,744.00									
70	28 - Virginia Petroleum Marketers & Convenience Store	VA Grant	To enhance public knowledge of oilheating.-CE	Approved	Yes	\$301,500.00	\$301,500.00	\$3,540.36	\$297,959.64
71	28 - Virginia Petroleum Marketers & Convenience Store	VA Grant	To provide low cost, regional training on burner service.-ET	Approved	Yes	\$33,500.00	\$33,500.00	\$8,863.12	\$24,636.88
Totals for Virginia : \$335,000.00 \$335,000.00 \$12,403.48 \$322,596.52									
87	36 - Vermont Oil Heat Institute	VT Grant	To enhance the favorable public knowledge about oilheat.-CE	Approved	Yes	\$22,000.00	\$22,000.00	\$0.00	\$22,000.00
88	36 - Vermont Oil Heat Institute	VT Grant	To create and expand scholarship programs.-ET	Approved	Yes	\$32,000.00	\$32,000.00	\$32,000.00	\$0.00
89	36 - Vermont Oil Heat Institute	VT Grant	To provide research and development in the oilheat industry.-RD	Approved	Yes	\$12,000.00	\$12,000.00	\$0.00	\$12,000.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active Requested	Approved	Disbursed	Remaining
Totals for Vermont :								
90	37 - Oil Heat Institute of Washington (State)	W A	Grant To improve the awareness and image of oilheat.-CE	Approved	Yes	\$75,626.52	\$0.00	\$75,626.52
91	37 - Oil Heat Institute of Washington (State)	W A	Grant To provide oil heat courses to meet needs of industry.-ET	Approved	Yes	\$16,351.68	\$0.00	\$16,351.68
Totals for Washington :								
75	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant To enhance public knowledge of oilheat.-CE	Approved	Yes	\$131,900.00	\$0.00	\$131,900.00
76	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant To provide low cost, regional training on burner service.-ET	Approved	Yes	\$32,997.00	\$0.00	\$32,997.00
Totals for Wisconsin :								
Totals for Report :								
					\$8,909,626	\$8,909,626	\$3,131,729	\$5,777,897

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Process Status Equal to Approved



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
52	20 - Independent Connecticut Petroleum Assn.	CT	Grant	Continuous and on-going of the Public Education Committee-CE	Approved	Yes	\$736,000.00	\$736,000.00	\$0.00
Totals for Connecticut : \$736,000.00 \$736,000.00 \$0.00 \$736,000.00									
53	21 - Indiana Petroleum Marketers & Convenience Store	IN	Grant	Will seek to plan & execute public relations & communication-CE	Approved	Yes	\$38,000.00	\$38,000.00	\$25,000.00
Totals for Indiana : \$38,000.00 \$38,000.00 \$25,000.00 \$13,000.00									
81	33 - Kentucky Petroleum Marketers Association	KY	Grant	To enhance public knowledge about oilheat.-CE	Approved	Yes	\$38,840.00	\$38,840.00	\$0.00
Totals for Kentucky : \$38,840.00 \$38,840.00 \$38,840.00 \$0.00									
67	27 - Massachusetts Oilheat Council	MA	Grant	To enhance the favorable public knowledge of oilheat.-CE	Approved	Yes	\$698,400.00	\$698,400.00	\$0.00
Totals for Massachusetts : \$698,400.00 \$698,400.00 \$0.00 \$698,400.00									
64	25 - Mid-Atlantic Petroleum Distributors Assn.	MD	Grant	To enhance public knowledge of oil heat-CE	Approved	Yes	\$344,000.00	\$344,000.00	\$5,000.00
Totals for Maryland : \$344,000.00 \$344,000.00 \$5,000.00 \$339,000.00									
65	26 - Maine Oil Dealers Assn.	ME	Grant	To develop and execute public communications-CE	Approved	Yes	\$547,108.00	\$547,108.00	\$396,000.00
Totals for Maine : \$547,108.00 \$547,108.00 \$396,000.00 \$151,108.00									
56	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC	Grant	To create a national advertising campaign.-CE	Approved	Yes	\$135,116.00	\$135,116.00	\$53,399.00
Totals for North Carolina : \$135,116.00 \$135,116.00 \$53,399.00 \$81,717.00									

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
Totals for North Carolina :									
						\$135,116.00	\$135,116.00	\$53,399.00	\$81,717.00
46	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Will be utilized by the communication efforts and programs-CE	Approved	Yes	\$150,267.65	\$150,267.65	\$0.00	\$150,267.65
Totals for New Hampshire :									
						\$150,267.65	\$150,267.65	\$0.00	\$150,267.65
94	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide for consumer education.-CE	Approved	Yes	\$474,024.00	\$474,024.00	\$0.00	\$474,024.00
Totals for New Jersey :									
						\$474,024.00	\$474,024.00	\$0.00	\$474,024.00
84	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide ongoing consumer education.-CE	Approved	Yes	\$7,500.00	\$7,500.00	\$0.00	\$7,500.00
Totals for Nevada :									
						\$7,500.00	\$7,500.00	\$0.00	\$7,500.00
42	16 - Empire State Petroleum Association	NY Grant	Oil Heat Image Building & Consumer Education of NY Residents-CE	Approved	Yes	\$1,243,700.00	\$1,243,700.00	\$1,243,700.00	\$0.00
Totals for New York :									
						\$1,243,700.00	\$1,243,700.00	\$1,243,700.00	\$0.00
79	32 - Ohio Oilheat Council	OH Grant	To develop and execute public communication programs.-CE	Approved	Yes	\$135,000.00	\$135,000.00	\$0.00	\$135,000.00
Totals for Ohio :									
						\$135,000.00	\$135,000.00	\$0.00	\$135,000.00
59	23 - Oregon Petroleum Marketers Assn.	OR Grant	To develop and execute public communications.-CE	Approved	Yes	\$42,777.44	\$42,777.44	\$0.00	\$42,777.44
Totals for Oregon :									
						\$42,777.44	\$42,777.44	\$0.00	\$42,777.44
77	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To provide beneficial information about oilheat.-CE	Approved	Yes	\$743,267.00	\$743,267.00	\$0.00	\$743,267.00



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
51	20 - Independent Connecticut Petroleum Assn.	CT	Grant	To encourage more people to enter the technician trade-ET	Approved	Yes	\$252,000.00	\$252,000.00	\$70,000.00 \$182,000.00
Totals for Connecticut :									
							\$252,000.00	\$252,000.00	\$182,000.00
54	21 - Indiana Petroleum Marketers & Convenience Store	IN	Grant	To provide training that will ensure continued safe delivery-ET	Approved	Yes	\$38,000.00	\$38,000.00	\$26,000.00 \$12,000.00
Totals for Indiana :									
							\$38,000.00	\$38,000.00	\$12,000.00
82	33 - Kentucky Petroleum Marketers Association	KY	Grant	To improve the industry education and training.-ET	Approved	Yes	\$9,710.00	\$9,710.00	\$9,710.00 \$0.00
Totals for Kentucky :									
							\$9,710.00	\$9,710.00	\$0.00
68	27 - Massachusetts Oilheat Council	MA	Grant	To develop & execute industry education & training programs.-ET	Approved	Yes	\$260,000.00	\$260,000.00	\$166,275.43 \$93,724.57
96	40 - New England Fuel Institute Educational Foundati	MA	Grant	To establish a data base, track credits for CEU staffing.-ET	Approved	Yes	\$154,300.00	\$154,300.00	\$150,000.00 \$4,300.00
Totals for Massachusetts :									
							\$414,300.00	\$414,300.00	\$316,275.43 \$98,024.57
63	25 - Mid-Atlantic Petroleum Distributors Assn.	MD	Grant	To educate and train personnel-ET	Approved	Yes	\$38,200.00	\$38,200.00	\$0.00 \$38,200.00
Totals for Maryland :									
							\$38,200.00	\$38,200.00	\$0.00 \$38,200.00
66	26 - Maine Oil Dealers Assn.	ME	Grant	To expand scholarship programs for the training industry.-ET	Approved	Yes	\$318,177.00	\$318,177.00	\$74,000.00 \$244,177.00
Totals for Maine :									
							\$318,177.00	\$318,177.00	\$244,177.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
78	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To increase the number and quality of oilheat technicians.-ET	Approved	Yes	\$247,570.00	\$247,570.00	\$247,500.00	\$70.00
Totals for Pennsylvania : \$247,570.00 \$247,570.00 \$247,500.00 \$70.00									
86	35 - Oil Heat Institute, Inc. of Rhode Island	RI Grant	Basic education and advanced training of oilheat technicians.-ET	Approved	Yes	\$105,524.00	\$105,524.00	\$25,000.00	\$80,524.00
Totals for Rhode Island : \$105,524.00 \$105,524.00 \$25,000.00 \$80,524.00									
71	28 - Virginia Petroleum Marketers & Convenience Store	VA Grant	To provide low cost, regional training on burner service.-ET	Approved	Yes	\$33,500.00	\$33,500.00	\$8,863.12	\$24,636.88
Totals for Virginia : \$33,500.00 \$33,500.00 \$8,863.12 \$24,636.88									
88	36 - Vermont Oil Heat Institute	VT Grant	To create and expand scholarship programs.-ET	Approved	Yes	\$32,000.00	\$32,000.00	\$32,000.00	\$0.00
Totals for Vermont : \$32,000.00 \$32,000.00 \$32,000.00 \$0.00									
91	37 - Oil Heat Institute of Washington (State)	W Grant	To provide oil heat courses to meet needs of industry.-ET	Approved	Yes	\$16,351.68	\$16,351.68	\$0.00	\$16,351.68
Totals for Washington : \$16,351.68 \$16,351.68 \$0.00 \$16,351.68									
76	29 - Petroleum Marketers Assn of Wisconsin	WI Grant	To provide low cost, regional training on burner service.-ET	Approved	Yes	\$32,997.00	\$32,997.00	\$0.00	\$32,997.00
Totals for Wisconsin : \$32,997.00 \$32,997.00 \$0.00 \$32,997.00									
Totals for Report : \$2,366,730 \$2,366,730 \$1,266,651 \$1,090,079									

Report Criteria:
Check Number Not Equal to '' AND
Applicant State GT or Equal Alabama AND
Process Status Equal to Approved AND
Category Equal to ET



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
50	20 - Independent Connecticut Petroleum Assn.	CT	Grant	Improving efficiency & conservation in the oilheat industry.-RD	Approved	Yes	\$63,100.00	\$63,100.00	\$5,000.00 \$58,100.00
Totals for Connecticut :									
69	27 - Massachusetts Oilheat Council	MA	Grant	To develop and execute an industry research & dev. Project-RD	Approved	Yes	\$32,300.00	\$32,300.00	\$0.00 \$32,300.00
Totals for Massachusetts :									
97	18 - Better Home Heat Council of New Hampshire, Inc.	NH	Grant	To send technicians to the NEFI Oil Heat Technician's school.-RD	Approved	Yes	\$4,623.62	\$4,623.62	\$0.00 \$4,623.62
Totals for New Hampshire :									
93	38 - Fuel Merchants Association of New Jersey	NJ	Grant	To provide for industry research and development.-RD	Approved	Yes	\$29,626.00	\$29,626.00	\$0.00 \$29,626.00
Totals for New Jersey :									
95	39 - Brookhaven Nat'l Lab/Brookhaven Science Assn.	NY	Grant	To cure fuel-related problems at specific study sites.-RD	Approved	Yes	\$300,000.00	\$300,000.00	\$94,599.39 \$205,400.61
Totals for New York :									
89	36 - Vermont Oil Heat Institute	VT	Grant	To provide research and development in the oilheat industry.-RD	Approved	Yes	\$12,000.00	\$12,000.00	\$0.00 \$12,000.00
Totals for Vermont :									

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
					Totals for Report :				
					\$441,650				
					\$441,650				
					\$99,699				
					\$342,050				

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Category Equal to R&D AND
 Process Status Equal to Approved



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
102	20 - Independent Connecticut Petroleum Assn.	CT Grant	Improve efficiency & conservation in the oilheat industry-RD-02	Pending	Yes	\$22,000.00	\$0.00	\$0.00	\$0.00
103	20 - Independent Connecticut Petroleum Assn.	CT Grant	To encourage more people to enter the technician-ET-02	Pending	Yes	\$111,000.00	\$0.00	\$0.00	\$0.00
104	20 - Independent Connecticut Petroleum Assn.	CT Grant	Continuous & on-going of the Public Ed. Committee-CE-02	Pending	Yes	\$311,000.00	\$0.00	\$0.00	\$0.00
Totals for Connecticut :						\$444,000.00	\$0.00	\$0.00	\$0.00
105	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	Will seek to plan & execute public relations & comm.-CE-02	Pending	Yes	\$35,000.00	\$0.00	\$0.00	\$0.00
106	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	To provide training that will ensure safe delivery-ET-02	Pending	Yes	\$35,000.00	\$0.00	\$0.00	\$0.00
Totals for Indiana :						\$70,000.00	\$0.00	\$0.00	\$0.00
107	33 - Kentucky Petroleum Marketers Association	KY Grant	To enhance public knowledge about oilheat-CE-02	Pending	Yes	\$66,809.00	\$0.00	\$0.00	\$0.00
Totals for Kentucky :						\$66,809.00	\$0.00	\$0.00	\$0.00
108	27 - Massachusetts Oilheat Council	MA Grant	To enhance favorable public knowledge of oilheat-CE-02	Pending	Yes	\$1,035,500.00	\$0.00	\$0.00	\$0.00
109	27 - Massachusetts Oilheat Council	MA Grant	To develop & execute industry education & train. Programs-ET-02	Pending	Yes	\$92,500.00	\$0.00	\$0.00	\$0.00
Totals for Massachusetts :						\$1,128,000.00	\$0.00	\$0.00	\$0.00
110	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To educate and train personnel-ET-02	Pending	Yes	\$38,200.00	\$0.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active Requested	Approved	Disbursed	Remaining
111	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$344,000.00	\$0.00	\$0.00
Totals for Maryland : \$382,200.00 \$0.00 \$0.00 \$0.00								
112	26 - Maine Oil Dealers Assn.	ME Grant	To develop and execute public communication-CE-02	Pending	Yes	\$756,000.00	\$0.00	\$0.00
113	26 - Maine Oil Dealers Assn.	ME Grant	To expand scholarship programs for training industry-ET-02	Pending	Yes	\$189,000.00	\$0.00	\$0.00
Totals for Maine : \$945,000.00 \$0.00 \$0.00 \$0.00								
114	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	To create a national advertising campaign-CE-02	Pending	Yes	\$302,845.00	\$0.00	\$0.00
115	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	Education and Training Projects-ET-02	Pending	Yes	\$75,711.00	\$0.00	\$0.00
Totals for North Carolina : \$378,556.00 \$0.00 \$0.00 \$0.00								
116	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Will be utilized by the communication efforts & programs-CE-02	Pending	Yes	\$206,743.55	\$0.00	\$0.00
117	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Create and expand scholarship programs-ET-02	Pending	Yes	\$104,962.11	\$0.00	\$0.00
118	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	To send technicians to the NEFI technicians school-RD-02	Pending	Yes	\$6,361.34	\$0.00	\$0.00
Totals for New Hampshire : \$318,067.00 \$0.00 \$0.00 \$0.00								
119	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide consumer education-CE-02	Pending	Yes	\$859,393.00	\$0.00	\$0.00
Totals for New Jersey : \$859,393.00 \$0.00 \$0.00 \$0.00								
120	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide on-going consumer education-CE-02	Pending	Yes	\$7,500.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
121	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV	Grant	To provide education & training to technicians-ET-02	Pending	Yes	\$6,500.00	\$0.00	\$0.00
Totals for Nevada : \$14,000.00 \$0.00 \$0.00 \$0.00									
122	16 - Empire State Petroleum Association	NY	Grant	Oilheat image building & CE of NY residents-CE-02	Pending	Yes	\$1,911,811.50	\$0.00	\$0.00
123	16 - Empire State Petroleum Association	NY	Grant	Education and Training projects-ET-02	Pending	Yes	\$225,371.50	\$0.00	\$0.00
124	16 - Empire State Petroleum Association	NY	Grant	Bring higher quality & more efficient oilheat technology-RD-02	Pending	Yes	\$100,000.00	\$0.00	\$0.00
Totals for New York : \$2,237,183.00 \$0.00 \$0.00 \$0.00									
125	32 - Ohio Oilheat Council	OH	Grant	To develop & execute public communication programs-CE-02	Pending	Yes	\$209,000.00	\$0.00	\$0.00
126	32 - Ohio Oilheat Council	OH	Grant	To create a new outreach efforts for the industry-ET-02	Pending	Yes	\$52,000.00	\$0.00	\$0.00
Totals for Ohio : \$261,000.00 \$0.00 \$0.00 \$0.00									
127	23 - Oregon Petroleum Marketers Assn.	OR	Grant	To develop & execute public communications-CE-02	Pending	Yes	\$82,484.00	\$0.00	\$0.00
Totals for Oregon : \$82,484.00 \$0.00 \$0.00 \$0.00									
128	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA	Grant	To provide beneficial information about oilheat-CE-02	Pending	Yes	\$1,164,560.00	\$0.00	\$0.00
129	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA	Grant	To increase the number & quality of Oilheat technicians-ET-02	Pending	Yes	\$200,000.00	\$0.00	\$0.00
Totals for Pennsylvania : \$1,364,560.00 \$0.00 \$0.00 \$0.00									
130	35 - Oil Heat Institute, Inc. of Rhode Island	RI	Grant	To enhance public knowledge-CE-02	Pending	Yes	\$225,000.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
131	35 - Oil Heat Institute, Inc. of Rhode Island	RI	Grant	To provide education & advanced training-ET-02	Pending	Yes	\$105,000.00	\$0.00	\$0.00
132	35 - Oil Heat Institute, Inc. of Rhode Island	RI	Grant	Research to be conducted on efficiency of new technology-RD-02	Pending	Yes	\$9,000.00	\$0.00	\$0.00
Totals for Rhode Island :									
							\$339,000.00	\$0.00	\$0.00
133	28 - Virginia Petroleum Marketers & Convenience Store	VA	Grant	To enhance public knowledge of oilheating-CE-02	Pending	Yes	\$368,500.00	\$0.00	\$0.00
134	28 - Virginia Petroleum Marketers & Convenience Store	VA	Grant	To provide low cost, regional training on burner serv.-ET-02	Pending	Yes	\$64,415.00	\$0.00	\$0.00
Totals for Virginia :									
							\$432,915.00	\$0.00	\$0.00
135	36 - Vermont Oil Heat Institute	VT	Grant	To enhance favorable public knowledge of oilheat-CE-02	Pending	Yes	\$150,000.00	\$0.00	\$0.00
136	36 - Vermont Oil Heat Institute	VT	Grant	To create and expand scholarship programs-ET-02	Pending	Yes	\$30,816.00	\$0.00	\$0.00
137	36 - Vermont Oil Heat Institute	VT	Grant	To provide research & dev. in the oilheat industry-RD-02	Pending	Yes	\$39,000.00	\$0.00	\$0.00
Totals for Vermont :									
							\$219,816.00	\$0.00	\$0.00
142	37 - Oil Heat Institute of Washington (State)	W	Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$150,792.80	\$0.00	\$0.00
Totals for Washington :									
							\$150,792.80	\$0.00	\$0.00
138	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$209,059.00	\$0.00	\$0.00
139	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant	To provide lost regional training-ET-02	Pending	Yes	\$38,011.00	\$0.00	\$0.00
140	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant	Research and Development-RD	Pending	Yes	\$6,335.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
				Totals for Wisconsin :		\$253,405.00	\$0.00	\$0.00	\$0.00
				Totals for Report :		\$9,947,181	\$0	\$0	\$0

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Process Status Equal to Pending



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
104	20 - Independent Connecticut Petroleum Assn.	CT Grant	Continuous & on-going of the Public Ed. Committee-CE-02	Pending	Yes	\$311,000.00	\$0.00	\$0.00	\$0.00
Totals for Connecticut : \$311,000.00 \$0.00 \$0.00 \$0.00									
105	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	Will seek to plan & execute public relations & comm.-CE-02	Pending	Yes	\$35,000.00	\$0.00	\$0.00	\$0.00
Totals for Indiana : \$35,000.00 \$0.00 \$0.00 \$0.00									
107	33 - Kentucky Petroleum Marketers Association	KY Grant	To enhance public knowledge about oilheat-CE-02	Pending	Yes	\$66,809.00	\$0.00	\$0.00	\$0.00
Totals for Kentucky : \$66,809.00 \$0.00 \$0.00 \$0.00									
108	27 - Massachusetts Oilheat Council	MA Grant	To enhance favorable public knowledge of oilheat-CE-02	Pending	Yes	\$1,035,500.00	\$0.00	\$0.00	\$0.00
Totals for Massachusetts : \$1,035,500.00 \$0.00 \$0.00 \$0.00									
111	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$344,000.00	\$0.00	\$0.00	\$0.00
Totals for Maryland : \$344,000.00 \$0.00 \$0.00 \$0.00									
112	26 - Maine Oil Dealers Assn.	ME Grant	To develop and execute public communication-CE-02	Pending	Yes	\$756,000.00	\$0.00	\$0.00	\$0.00
Totals for Maine : \$756,000.00 \$0.00 \$0.00 \$0.00									
114	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	To create a national advertising campaign-CE-02	Pending	Yes	\$302,845.00	\$0.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active Requested	Approved	Disbursed	Remaining
Totals for North Carolina :								
					\$302,845.00	\$0.00	\$0.00	\$0.00
116	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Will be utilized by the communication efforts & programs-CE-02	Pending	Yes	\$206,743.55	\$0.00	\$0.00
Totals for New Hampshire :								
					\$206,743.55	\$0.00	\$0.00	\$0.00
119	38 - Fuel Merchants Association of New Jersey	NJ Grant	To provide consumer education-CE-02	Pending	Yes	\$859,393.00	\$0.00	\$0.00
Totals for New Jersey :								
					\$859,393.00	\$0.00	\$0.00	\$0.00
120	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide on-going consumer education-CE-02	Pending	Yes	\$7,500.00	\$0.00	\$0.00
Totals for Nevada :								
					\$7,500.00	\$0.00	\$0.00	\$0.00
122	16 - Empire State Petroleum Association	NY Grant	Oilheat image building & CE of NY residents-CE-02	Pending	Yes	\$1,911,811.50	\$0.00	\$0.00
Totals for New York :								
					\$1,911,811.50	\$0.00	\$0.00	\$0.00
125	32 - Ohio Oilheat Council	OH Grant	To develop & execute public communication programs-CE-02	Pending	Yes	\$209,000.00	\$0.00	\$0.00
Totals for Ohio :								
					\$209,000.00	\$0.00	\$0.00	\$0.00
127	23 - Oregon Petroleum Marketers Assn.	OR Grant	To develop & execute public communications-CE-02	Pending	Yes	\$82,484.00	\$0.00	\$0.00
Totals for Oregon :								
					\$82,484.00	\$0.00	\$0.00	\$0.00
128	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To provide beneficial information about oilheat-CE-02	Pending	Yes	\$1,164,560.00	\$0.00	\$0.00
Totals for Pennsylvania :								
					\$1,164,560.00	\$0.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
130	35 - Oil Heat Institute, Inc. of Rhode Island	RI Grant	To enhance public knowledge-CE-02	Pending	Yes	\$225,000.00	\$0.00	\$0.00	\$0.00
Totals for Rhode Island :									
						\$225,000.00	\$0.00	\$0.00	\$0.00
133	28 - Virginia Petroleum Marketers & Convenience Store	VA Grant	To enhance public knowledge of oilheating-CE-02	Pending	Yes	\$368,500.00	\$0.00	\$0.00	\$0.00
Totals for Virginia :									
						\$368,500.00	\$0.00	\$0.00	\$0.00
142	37 - Oil Heat Institute of Washington (State)	W Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$150,792.80	\$0.00	\$0.00	\$0.00
Totals for Washington :									
						\$150,792.80	\$0.00	\$0.00	\$0.00
138	29 - Petroleum Marketers Assn of Wisconsin	WI Grant	To enhance public knowledge of oilheat-CE-02	Pending	Yes	\$209,059.00	\$0.00	\$0.00	\$0.00
Totals for Wisconsin :									
						\$209,059.00	\$0.00	\$0.00	\$0.00
Totals for Report :						\$8,245,998	\$0	\$0	\$0

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Process Status Equal to Pending AND
 Category Equal to CE



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
103	20 - Independent Connecticut Petroleum Assn.	CT Grant	To encourage more people to enter the technician-ET-02	Pending	Yes	\$111,000.00	\$0.00	\$0.00	\$0.00
Totals for Connecticut : \$111,000.00 \$0.00 \$0.00 \$0.00									
106	21 - Indiana Petroleum Marketers & Convenience Store	IN Grant	To provide training that will ensure safe delivery-ET-02	Pending	Yes	\$35,000.00	\$0.00	\$0.00	\$0.00
Totals for Indiana : \$35,000.00 \$0.00 \$0.00 \$0.00									
109	27 - Massachusetts Oilheat Council	MA Grant	To develop & execute industry education & train. Programs-ET-02	Pending	Yes	\$92,500.00	\$0.00	\$0.00	\$0.00
Totals for Massachusetts : \$92,500.00 \$0.00 \$0.00 \$0.00									
110	25 - Mid-Atlantic Petroleum Distributors Assn.	MD Grant	To educate and train personnel-ET-02	Pending	Yes	\$38,200.00	\$0.00	\$0.00	\$0.00
Totals for Maryland : \$38,200.00 \$0.00 \$0.00 \$0.00									
113	26 - Maine Oil Dealers Assn.	ME Grant	To expand scholarship programs for training industry-ET-02	Pending	Yes	\$189,000.00	\$0.00	\$0.00	\$0.00
Totals for Maine : \$189,000.00 \$0.00 \$0.00 \$0.00									
115	22 - North Carolina Petroleum Marketers Assn. Ltd.	NC Grant	Education and Training Projects-ET-02	Pending	Yes	\$75,711.00	\$0.00	\$0.00	\$0.00
Totals for North Carolina : \$75,711.00 \$0.00 \$0.00 \$0.00									
117	18 - Better Home Heat Council of New Hampshire, Inc.	NH Grant	Create and expand scholarship programs-ET-02	Pending	Yes	\$104,962.11	\$0.00	\$0.00	\$0.00

Dckt	Applicant Name	St. Type	Short Title	Status	Active Requested	Approved	Disbursed	Remaining
Totals for New Hampshire :								
121	34 - Nevada Petroleum Marketers & Conv. Stores Assn.	NV Grant	To provide education & training to technicians-ET-02	Pending	\$104,962.11	\$0.00	\$0.00	\$0.00
Totals for Nevada :								
123	16 - Empire State Petroleum Association	NY Grant	Education and Training projects-ET-02	Pending	\$225,371.50	\$0.00	\$0.00	\$0.00
Totals for New York :								
126	32 - Ohio Oilheat Council	OH Grant	To create a new outreach efforts for the industry-ET-02	Pending	\$52,000.00	\$0.00	\$0.00	\$0.00
Totals for Ohio :								
129	31 - Pennsylvania Petroleum Marketers & Conv. Stores	PA Grant	To increase the number & quality of Oilheat technicians-ET-02	Pending	\$200,000.00	\$0.00	\$0.00	\$0.00
Totals for Pennsylvania :								
131	35 - Oil Heat Institute, Inc. of Rhode Island	RI Grant	To provide education & advanced training-ET-02	Pending	\$105,000.00	\$0.00	\$0.00	\$0.00
Totals for Rhode Island :								
134	28 - Virginia Petroleum Marketers & Convenience Store	VA Grant	To provide low cost, regional training on burner serv.-ET-02	Pending	\$64,415.00	\$0.00	\$0.00	\$0.00
Totals for Virginia :								
136	36 - Vermont Oil Heat Institute	VT Grant	To create and expand scholarship programs-ET-02	Pending	\$30,816.00	\$0.00	\$0.00	\$0.00
Totals for Vermont :								

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
139	29 - Petroleum Marketers Assn of Wisconsin	WI Grant	To provide lost regional training-ET-02	Pending	Yes	\$38,011.00	\$0.00	\$0.00	\$0.00
Totals for Wisconsin :									
						\$38,011.00	\$0.00	\$0.00	\$0.00
Totals for Report :									
						\$1,368,487	\$0	\$0	\$0

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Process Status Equal to Pending AND
 Category Equal to ET



Disbursed/Remaining Report

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
102	20 - Independent Connecticut Petroleum Assn.	CT	Grant	Improve efficiency & conservation in the oilheat industry-RD-02	Pending	Yes	\$22,000.00	\$0.00	\$0.00
Totals for Connecticut : \$22,000.00 \$0.00 \$0.00 \$0.00									
118	18 - Better Home Heat Council of New Hampshire, Inc.	NH	Grant	To send technicians to the NEFI technicians school-RD-02	Pending	Yes	\$6,361.34	\$0.00	\$0.00
Totals for New Hampshire : \$6,361.34 \$0.00 \$0.00 \$0.00									
124	16 - Empire State Petroleum Association	NY	Grant	Bring higher quality & more efficient oilheat technology-RD-02	Pending	Yes	\$100,000.00	\$0.00	\$0.00
Totals for New York : \$100,000.00 \$0.00 \$0.00 \$0.00									
132	35 - Oil Heat Institute, Inc. of Rhode Island	RI	Grant	Research to be conducted on efficiency of new technology-RD-02	Pending	Yes	\$9,000.00	\$0.00	\$0.00
Totals for Rhode Island : \$9,000.00 \$0.00 \$0.00 \$0.00									
137	36 - Vermont Oil Heat Institute	VT	Grant	To provide research & dev. in the oilheat industry-RD-02	Pending	Yes	\$39,000.00	\$0.00	\$0.00
Totals for Vermont : \$39,000.00 \$0.00 \$0.00 \$0.00									
140	29 - Petroleum Marketers Assn of Wisconsin	WI	Grant	Research and Development-RD	Pending	Yes	\$6,335.00	\$0.00	\$0.00
Totals for Wisconsin : \$6,335.00 \$0.00 \$0.00 \$0.00									

Dckt	Applicant Name	St. Type	Short Title	Status	Active	Requested	Approved	Disbursed	Remaining
				Totals for Report :		\$182,696	\$0	\$0	\$0

Report Criteria:
 Check Number Not Equal to '' AND
 Applicant State GT or Equal Alabama AND
 Category Equal to R&D AND
 Process Status Equal to Pending

The Michigan Petroleum Association, after reviewing the activities of the National Oilheat Research Alliance, has decided to conduct a referendum pursuant to Section 705(b) of Public Law 106-469. This section states that "the Oilheat industry in a State that has not participated initially in the Alliance may subsequently elect to participate by conducting a referendum under subsection (a)."

That association notified the NORA Board last fall and a resolution was adopted with a schedule for participation. That the NORA Board is hereby notified that the schedule adopted was not implemented due to delays in the Michigan referendum.

That the association is currently holding a referendum and that the results will not be known until May 1st.

To ensure that collections may occur with proper notice in the event of a successful state referendum, that NORA hereby resolves:

Resolved: That collections should become effective in Michigan October 1, 2002 if the President is informed of a successful referendum and if in his opinion there are no objections to their participation which should be considered by the Board.

Resolved: That the Board receive the results of the referendum at the next Board meeting and that collections only begin after receipt and acceptance of that report.