



Warm thoughts



from **J.J. SULLIVAN INC.**

summer 2012

PERSONALLY SPEAKING

thanks for your support



Paul Sullivan

Dear Friends,

I would like to express a heartfelt thank you to all who supported our efforts to store propane at our long time location on River Street. Unfortunately, as many of you may have read, the Guilford zoning commission denied our proposal.

Although the process was long and exhausting, it strengthened our resolve to continue to ensure the **most efficient**

and reliable propane deliveries possible.

We are of course disappointed that we are not able to include a green fuel like propane at our fuel storage facility, but we feel strongly that our application was in the best interest of our valued customers, the community and, of course, the environment.

Regardless, we have seen our propane division continue to grow, with an increasing number of our heating oil customers seeing the value in consolidating their energy needs.

We are 100% committed to bringing you **the best value for your energy dollar**, and this means providing you with the **very best service at a fair price.**

As always, thank you for entrusting J.J. Sullivan with your home comfort needs.

Warmly,

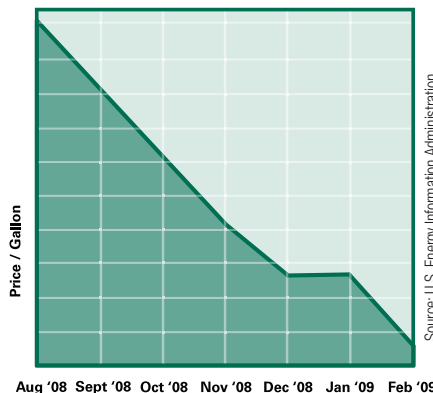
Paul Sullivan

your fuel price options this year

Fuel prices are on everyone's mind—as well as the nightly news. After a warm winter like the one we had this year, you would expect prices to drop, and normally that's what would happen. However, various factors have kept prices high, which is one reason it's not too early to consider your fuel purchase options.

For next season, we'll once again offer you three pricing options for your heating oil—a **fixed pre-buy price**, a **capped price** and a **market rate price.**

heating oil prices 2008-09



Fuel prices tend to look darkest (when they're high) before the dawn (when they drop). That's what happened during the 2008-09 heating season.

Last season, customers who chose to protect their price (with a fixed price or capped price) saved money. But we cannot guarantee that price protection programs will save you money every year. They only guarantee cost certainty.

As you can see from the chart here, a fixed price could be risky right now. You could lock in a price that could turn out to be too high; if prices start falling fast, like they did a few years ago, you would

not be able to benefit. In contrast, a price cap gives you two-way protection because we purchase financial hedges called options.

Please go to our website—jjsullivaninc.com—to read more about your pricing options. And then call if you want us to help guide you through your choices.

WIN a Kindle Fire + \$500!

Win this Kindle Fire and you'll link to Amazon's catalog of music, video, magazines and books—in one easy-to-use package. Then go on a shopping spree with your **\$500 Amazon gift card.**

Read this newsletter and answer the questions on the enclosed reply card. All entries received by 9/15/12 with the correct answers will be entered into a drawing for the prize.

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

Total prize value:
\$699!

The 7-inch **Kindle Fire** tablet has exceptional screen quality and a great web browser. Go shopping for popular apps like Netflix and Hulu or download your favorite books for easy summer reading.



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News you can use to make smart choices



The more you know about propane and heating oil, the more you can take advantage of their many benefits. That includes saving money and being more comfortable—inside your home and outside too!

propane makes summer more fun

No other fuel can do as much as propane to make lounging in your backyard a pleasant experience.

How many ways will you use propane this summer?

- ✓ barbecue
- ✓ heat your pool
- ✓ warm your patio
- ✓ light up your yard
- ✓ fuel your outdoor fireplace



2 great fuels, 1 reliable dealer



Heating oil and propane are safe and efficient home heating fuels that provide superior comfort. We can offer you expertise and advice about both fuels. Individual preferences or home design and applications will determine the best energy source for your home. Please call us for more information about the best energy solution.

oil heat by the numbers

140 The number of degrees heating oil must be heated to before it vaporizes and burns. Heating oil cannot burn (or explode) in a liquid state.

Average annual reduction in heating bills after an upgrade to a high-efficiency oil furnace or boiler. **30%**

210 Estimated number of oil boiler models that have an Energy Star efficiency rating of 85%–92%. **.003** Three tenths of 1% of particulate emissions in the U.S. are produced by residential oil burners. The amount of emissions from an oil heating system is about the same as that from a similar-size natural gas burner.

propane by the numbers

1910 The year that a chemist “gave birth” to the propane industry, after he discovered that propane was a component of a liquefied gas mixture.

91,500 The number of Btu’s (a measure of heat) generated for every gallon of propane burned. An equivalent amount of electricity (one kilowatt) produces a mere 3,413 Btu’s. That’s one reason propane is much more efficient than electricity.

Pounds of greenhouse gases that could be eliminated over 10 years for every electric water heater replaced by a propane tankless water heater: **35,000**

5-10 Number of additional years a propane furnace will last, on average, compared with an electric heat pump.

making the right choice with efficiency

Here are some permanent (and smart) ways to reduce your heating bills next winter.

What to do	Estimated annual savings*
1. Install new heating system	\$750
2. Improve insulation	\$480
3. Keep equipment properly maintained	\$300
4. Lower thermostat by 6° overnight.	\$180

Reducing your energy costs by just \$300 per year can increase the value of your home by about \$6,000.

— Appraisal Journal

* For comparative purposes only. Savings based on annual heating costs of \$3,000. Actual savings vary by location, personal habits, size of home, etc. Sources: U.S. Department of Energy, Rocky Mountain Institute, Consumer Energy Council of America.



“Your return on investment for energy improvements is about 16% per year.”

— U.S. Department of Energy



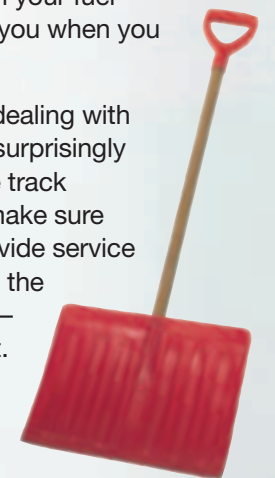
the winter that wasn't

We were lucky this winter! Most people in the U.S. (with the exception of Alaska) experienced one of the mildest winters on record, with the number of heating degree days running about 10% below normal levels. Not everyone was so fortunate. There was a prolonged cold snap in Europe and snow blanketed much of Asia.

While the need for emergency service to our customers was reduced because of this year’s mild winter, we **always remain on call** to provide you with help in a hurry. We know that the most important thing you expect from your fuel company is our being there for you when you need us the most.

We have a lot of experience in dealing with quirks in the weather, from the surprisingly mild to the downright nasty. We track weather forecasts carefully to make sure our staff is fully prepared to provide service to you without delay. That’s just the way we go about our business—whether winter shows up or not.

Snow shovels stayed in storage this past winter.





229 River Street, Guilford, Conn. 06437

Fuel Oil • Propane

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Call us at (203) 453-2781

Visit us at jjsullivaninc.com



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Return service requested

Congratulations to **Donna Sances**, winner of the **Weber grill** from our winter newsletter contest!

win a Kindle Fire PLUS a \$500 Amazon gift card*

an EZ way to pay winter fuel bills

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

don't forget your tune-up!

Now is an ideal time to get your heating tune-up done because you'll beat the "rush" later in the year. Contact us today to schedule your appointment.

make payments predictable



Are you still paying us "in full" every time we deliver your heating fuel? Well, you don't have to!

When you join our **EZ Pay program**, we can spread out your fuel payments for as long as 11 months. Your heating costs will always be manageable and predictable—and you will lower your winter payments dramatically. You also get a **5¢-per-gallon discount** on your delivery price.

At a time when everything is more expensive—from food to gasoline to heating fuel—EZ Pay is a way to take some of the worry out of staying within your household budget.

To learn more, call us today or return the reply card.

a better way to track your fuel use

J.J. Sullivan now uses **EnerTrac**, a wireless Web-based system for monitoring your fuel level. Many of our customers already have an EnerTrac device attached to their storage tank.

When the fuel level in your tank falls below 20%, a delivery will **automatically** be scheduled. This helps us deliver fuel **more efficiently**, and in a more environmentally responsible way, because we won't need as many fuel trucks on the road.

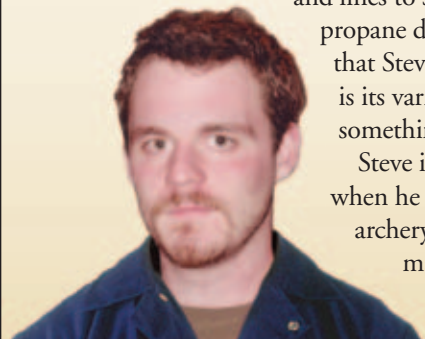
Important note: Because the volume of deliveries may tend to be larger than before, your winter fuel bills will also be larger—all the more reason to enroll in **EZ Pay** for lower monthly bills.



SNAPSHOT

Steve Feltham is one of J.J. Sullivan's resident propane experts. He handles everything from new accounts and installing tanks and lines to service calls and making propane deliveries. It's no surprise then that Steve's favorite part of his job is its variety: as he puts it, "doing something different every day."

Steve is engaged to be married, and when he is not on the job he enjoys archery. Unlike most archers, Steve makes his own bows, hand-crafting them out of hickory, English yew and Osage orange wood.



Steve Feltham, licensed propane technician

we are the ductless experts

As a **Mitsubishi certified** Diamond Dealer, J.J. Sullivan is fully trained and experienced with the installation of Mitsubishi **ductless** heat pumps and a/c systems, many of which are **Energy Star** rated for high efficiency. This is a great option for homes and businesses when it may not make sense to run new ductwork. It could also be a great supplemental heat source. If you want to convert to an alternate fuel source, talk to us! We install and service everything from propane and natural gas systems to heat pumps and mini-split ductless systems.



MITSUBISHI ELECTRIC
HVAC Advanced Products Division

Ductless systems provide cooling from discreet and unobtrusive units.