



Warm thoughts



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

fall 2013

PERSONALLY SPEAKING

value and service every day

Dear Friends,

J.J. Sullivan has been taking care of people in this community since 1925. Through four generations, we have always kept an eye on the future, embracing new ideas and new services so we can continue to offer you the best.

We're also committed to hiring the best people we can, and then teaching them and training them to meet our high standards for customer service. To ensure a prompt response to your service requests this heating season, we have welcomed two new members to our customer service team.

We are in the process of updating and revising our website to make it a real asset to our customers, a place where you can learn about our products and



Paul Sullivan

services and manage your account—more details are coming soon. And as we hope you know, we are now in our third year delivering propane and servicing propane equipment.

As the cooler weather approaches, please remember that you can always count on J.J. Sullivan to be there

when you need us. Thanks for your business and for your confidence in the people at J.J. Sullivan. They are the ones who make us the best fuel and service provider in the area.

Warmly,

Paul M. Sullivan

Paul Sullivan

a drive down Memory Lane

Do you remember the Knowles-Lombard Company? Founded in 1899, this Guilford-based company provided a diversity of services, including coal and oil deliveries. It canned tomatoes and sold pigeon grit too!



J.J. Sullivan purchased the company from its owner Art Lombard 25 years ago. We are fortunate to have many of these same customers still with us today! We recently came across this photo of Jay Testori standing next to his fuel delivery truck.

go on a \$1,500 shopping spree!

What would you do with a \$1,500 gift card that could be used any way that makes you happy? There's only one way to find out. Enter our latest contest for your chance to win!

Read this newsletter and answer the questions in the box at right. All entries received by **1/15/14** with the correct answers will be entered into a drawing for the \$1,500 gift card.



Correctly answer the three questions below and we'll enter you in our drawing. All entries must be received by Jan. 15, 2014.

1. Equipment performance typically deteriorates after ____ years.
2. Proper insulation and air sealing can reduce energy costs by up to ____%.
3. If everyone banished electrical vampires, nearly \$____ billion would be saved.

Your email address (required):

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 1/15/14. Winner will be selected at random on or about 1/29/14 by Warm Thoughts Communications, Inc. (WTC), Clifton, NJ. WTC's decisions on all aspects of the contest are final. Entrants agree to be bound by contest rules. Winner will be notified by email and may be required to sign a Prize and Publicity Release within 10 days of receipt unless prohibited by law. Failure to comply when requested may result in disqualification and the selection of an alternative winner. No responsibility is assumed for lost, late, stolen or misdirected mail. Entries void if incomplete, not legible or if they contain errors. All submissions become the property of WTC. Employees of J.J. Sullivan Fuel Oil and WTC, their affiliates, subsidiaries, agencies and suppliers, and their immediate families, are not eligible. The following prize will be awarded: **One (1) Grand Prize: \$1,500 gift card.** Odds depend upon number of entries received. Acceptance of prize implies consent to use name and photograph in promotional material without compensation. Any taxes and other expenses are the responsibility of winner. Allow 4-6 weeks after selection of winner for receipt of prize. Void where prohibited by law. All federal, state and local regulations apply. The name of the grand prize winner will be published in a future issue of this newsletter.

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Can your family win a Gold medal for home energy efficiency?

If there were a competition for the most energy-efficient home on your block, would you be a medal winner?

BEGIN THE CONTEST RIGHT NOW by marking the box for each statement that is true;
then **ADD UP YOUR POINTS** to see if you end up on the winners' podium.



☐ Our heating system is less than 15 years old

value
30
Points



Why It Matters: If you didn't check this box, consider replacing your heating system soon; the performance and reliability of heating equipment typically deteriorates after 15 years (sooner if maintenance has been neglected). At minimum, a new system should help you save up to 20% on your annual heating costs. (If you significantly improve system efficiency, savings can be even higher.) You'll feel the difference in comfort too. You'll also save on repairs because you'll minimize the potential of a system breakdown, a common problem with old systems.

Finish Line: A family that spends \$3,000 per year to heat their home and reduces their annual costs by 20% saves \$600. If the new system costs \$3,000, the payback time on a system investment takes only five years.*

* For illustrative purposes only; energy savings and equipment costs vary.

☐ We have regular preventive maintenance done on our system

value
20
Points

Why It Matters: When your heating system gets inspected, cleaned and adjusted annually—ideally in the spring or summer—fuel efficiency improves, saving you as much as 10% on your annual fuel bills.

Finish Line: The money you save on fuel easily covers the cost of getting your system serviced. Regular checkups fend off inconvenient breakdowns and costly repairs, and extend equipment life.

☐ We have a high-efficiency water heater

value
15
Points

Why It Matters: When you have an oil-fired or propane-fired water heater, you not only get all of the hot water you need, you get it for about half as much as you would if you heated your water with electricity.

Finish Line: One great option is a tankless water heater, an on-demand system that stops heating water when you turn off your hot water faucets. Tankless water heaters are up to 50% more efficient than standard water heaters.

☐ Our home is properly insulated

value
15
Points

Why It Matters: Air leaks are like a broken window! The average house loses as much cool or warm air through leaks in walls, attics and other areas as if its owner neglected to repair a broken window.

Finish Line: Proper insulation and air sealing can “fix” that window, reduce energy costs by up to 20% and make a home more comfortable.

☐ We have a propane fireplace

value
15
Points

Why It Matters: It heats a room more evenly and efficiently than a wood-burning fireplace because as much as 90% of the heat produced by wood goes straight up the chimney.

Finish Line: Propane gives you more control over your fire and you'll do less work too, thanks to remote controls, variable heat controls, thermostats and push-button ignitions. You can also install natural-looking log sets, complete with glowing, crackling embers and high flickering flames.

☐ We have banished electrical vampires

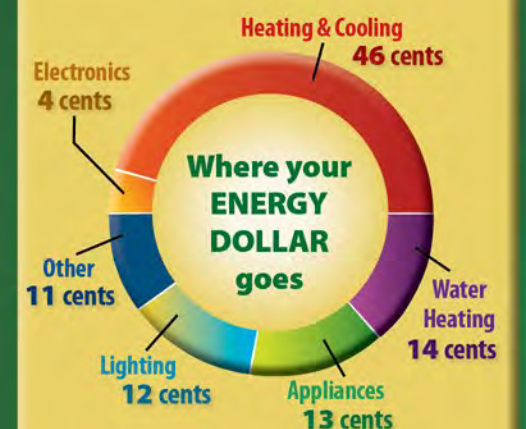
value
5
Points

Why It Matters: Equipment and appliances that keep using power even when turned off are sometimes called vampires—because they constantly suck energy. Electrical vampires include everything from computers, printers and wireless routers to microwaves, coffeemakers and more.

Finish Line: If you've been unplugging equipment when not in use, you're conserving electricity by as much as 10%. If everyone banished electrical vampires, nearly \$6 billion would be saved and 87 billion pounds of carbon dioxide emissions would be eliminated every year.



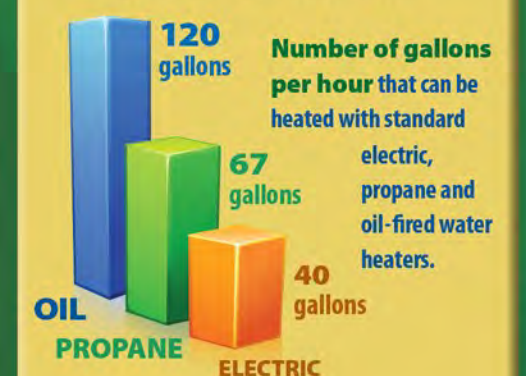
If every home in the United States was at a “Gold medal” level of efficiency, it would be the equivalent of removing **500,000** pollution-producing cars from the road.



\$600 Million

Savings in energy costs if every American home replaced just **one** lightbulb with a more energy-efficient bulb.

You always get MORE hot water with OIL or PROPANE



1

76–100 points:
You win a Gold medal.
You have reached Olympian levels of efficiency!

2

51–75 points:
You win a Silver medal.
There are more ways to save, but you're doing well!

3

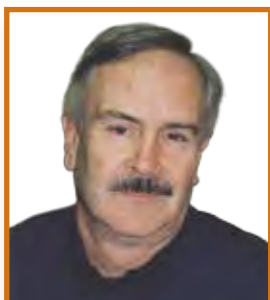
26–50 points:
You win a Bronze medal.
Keep looking for ways to save on energy!



Fuel Oil • Propane
Heating and Air Conditioning Service and Sales



Call us! (203) 453-2781 Visit us! jjsullivaninc.com



help our driver reach your tank

After a snowfall, please clear a path (about 12 inches wide) to your tank. Our drivers really appreciate this. It's hard enough to drag a 45-pound fuel hose around all day. It's even tougher when you have to pull that heavy hose over mounds of snow to reach a fill pipe.

No matter the season, it's always important to **keep your fill pipe unobstructed**. Please make sure leaves or other debris doesn't block or obscure the oil fill pipe or propane tank area.

If you have an **underground tank, please "flag" the fill pipe** so our driver can locate it quickly when he arrives.

Please clear your driveway after a snowfall. Our **fuel trucks need a 9- to 10-foot-wide clear path** in your driveway to allow enough room for maneuvering.

Thank you for your thoughtfulness! All of us hope that we don't have to shovel out from three feet of snow like we did last year. Storms like that really put us to the test—but we always do our best to come through for you.

We asked Skip Walker, who delivers both oil and propane, to share some tips on how you can help our drivers make prompt deliveries this winter.

good luck, Chris!

We recently bid a fond farewell to Chris Schmidt, one of our expert service technicians.

Chris, his wife, Tara, and their daughter, Isabelle, have moved to Idaho so Tara could continue her education.

We will certainly miss Chris' work ethic, his technical skills and the personal, courteous service he always delivered to our valued customers.



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PERMIT NO. 140

Return service requested

switch, save and earn rewards

Take advantage of electricity deregulation and save through our new partnership with Gulf Electricity, a registered Connecticut energy supplier.

(J.J. Sullivan has had a business relationship with Gulf since 1925; we had a Gulf Station on Post Road.)

Instead of purchasing your power from Connecticut Light & Power or United Illuminating, you can buy it from Gulf Electricity through J.J. Sullivan. **You'll pay a lower rate—guaranteed!**



Nothing changes except who supplies your electricity. Your utility company will still read your meter and respond to power emergencies, and your power will be delivered to you the same way as before.

Right now we are offering customers who switch two special incentives:

1. **A \$10 Power Card** when you sign up.
2. **Gulf Cash worth \$25** for every 5,000 kW hours you use.

This is a **no-risk** offer; there are **no sign-up or cancellation fees** and no minimum-term

commitments. This means you can give Gulf Electricity a try, and if at any time you are not satisfied, you can cancel and Gulf Electricity will process your cancellation the same day.

get your electricity at a lower rate!

To get started, visit gulfelectricity.com and click the Enroll Now button. Then write "JJSULL" in the promo code box or give us a call.

Congratulations to Scott and Teresa Cleveland, winners of the Samsung smartphone from our last newsletter contest!

Go on a **\$1,500 shopping spree!** No purchase necessary. A purchase will not improve chance of winning. See article on page 1 for details.