



Warm thoughts



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

early spring 2013

PERSONALLY SPEAKING

big storms put us all to the test

Dear Friends,

Super-storm Sandy in October and Winter Storm Nemo in February sorely tested us all. I think our employees did a great job during and after these storms, and I want to thank them for their dedication.

I also want to thank our customers who may have waited patiently for us to respond to the many emergency calls we received. We can assure you that our service technicians and drivers worked diligently to make sure things were completed in a timely fashion.

Everything is magnified by big storm events, not to mention long bouts of bitter-cold temperatures! These are the times when it really pays to have a personal relationship with your fuel dealer. In fact, we often get calls from homeowners who are not our customers. Most of them have

found out the hard way that they can't depend on a cash-only fuel company to be there for them when the going gets tough. After we take care of our customers' needs, we do our best to help these people as well.

Looking ahead, I think we're all hoping for less drama as far as the weather goes. But these days, that's far from a certainty. Whatever happens, you can count on all of us here to put your needs first and do whatever we can to keep your family safe and comfortable.



Paul Sullivan

Warmly,

Paul M. Sullivan

Paul Sullivan

P.S. **Congratulations** to Lyle Keckler, winner of the **Microsoft Surface** from our last newsletter contest!

tune up this spring and you may WIN!

Super-storm Sandy forced us to postpone some of our scheduled heating tune-up appointments because our service technicians had to respond to many no-heat emergencies. If your tune-up service was delayed, we apologize and thank you for your understanding.

This is just another reason that it's always best to get your tune-up done in the early spring. Not only will you beat the fall rush, but your system will be ready to go before the cold weather arrives.

The first 100 customers to schedule spring tune-ups between April 1 and May 31 will be entered into a drawing to win a hooded J.J. Sullivan sweatshirt. Call us today to set up your appointment!



WIN \$1,500 worth of gasoline!

How would you like to pull into your local gas station and get a FREE fill-up—over and over again? You can do just that if you win this great prize: a **\$1,500 gasoline gift card** that you can use at any major gas retailer.

Read this newsletter and answer the questions at right, then mail your answers back to us. All entries received by May 14, 2013, with the correct answers will be entered into a drawing for the prize.



Correctly answer the three questions below and return this form, and we'll enter you in our drawing.

1. A boiler's circulator pumps hot water through pipes to heat baseboards or _____.
2. A _____ is the heating unit in a warm air system.
3. Lint, dust and animal _____ can be drawn into a burner and clog it.

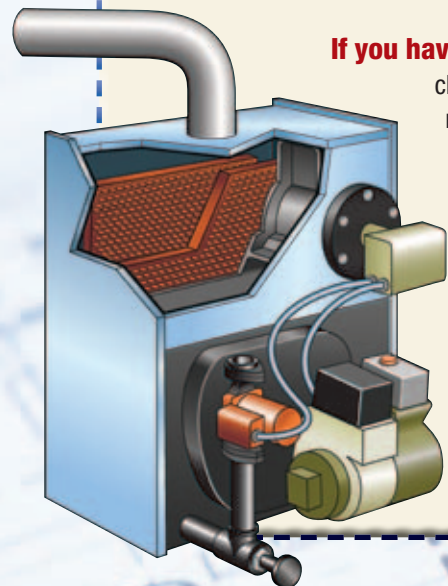
Your email address (required):

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 5/14/13. Winner will be selected at random on or about 5/28/13 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 alternate 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, Inc., 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 Gasoline Gift Card**. Odds depend upon number of entries received. Prize of equal or greater value may be substituted. 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.

What keeps you warm: water or air?

Knowing how your home is heated helps you understand what is going on if there is a problem. And by knowing how your system works, you'll have better ideas about how you can increase your comfort and save money. On these pages, you'll find descriptions of the two major types of heating systems. **Which one do you have?**

a boiler pumps it up



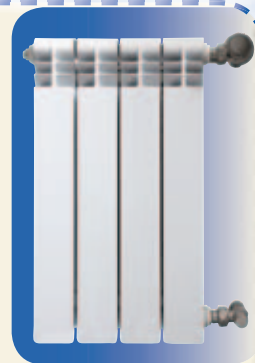
If you have a hot water (hydronic) system, water circulates around your boiler's combustion chamber. A circulator pumps the hot water through pipes to heat baseboards or radiators. Eventually the water returns to the unit to begin the cycle again.

Steam systems work similarly except they generate steam, which rises up to radiators (no circulators are needed). A low water cut-off shuts down the boiler if water levels drop too low, preventing boiler damage.

use your boiler to cut water heating costs

With a boiler, you can cut your water heating costs and have as much hot water as you want by installing an indirect-fired oil water heater.

An indirect water heater uses the water heated by your oil boiler to heat the water in your water heater's storage tank. (The boiler-heated water never comes in contact with the water in the tank.) An indirect water heater heats water super-fast and it saves you money!



a furnace airs it out

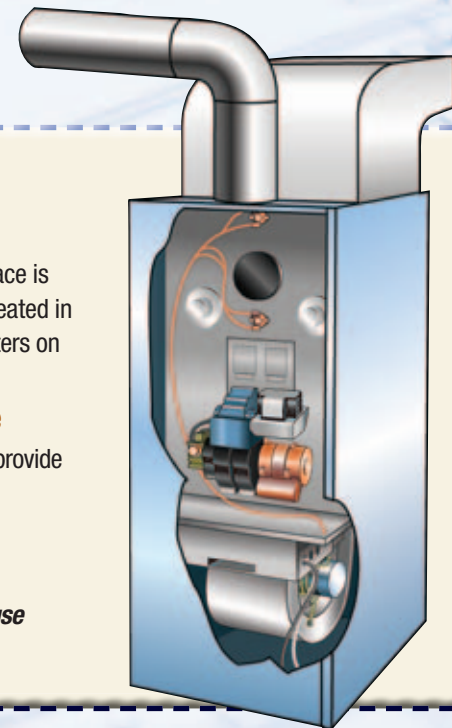
The word "furnace" has become a generic term for heating systems. In reality, a furnace is the heating unit in a warm air system (sometimes called a forced air system). After air is heated in the furnace, a blower forces it into a duct system, and it is released through vents or registers on floors, walls or ceilings.



making your home more comfortable

Besides heat, the ductwork that connects with your furnace can provide other kinds of conditioned air. For example, you can:

- ✓ **stay cool with a central air system.**
- ✓ **eliminate dry air by adding a whole-house humidifier.**
- ✓ **filter out dust, pollen and other particles, which can cause allergic reactions, by adding an air cleaner.**



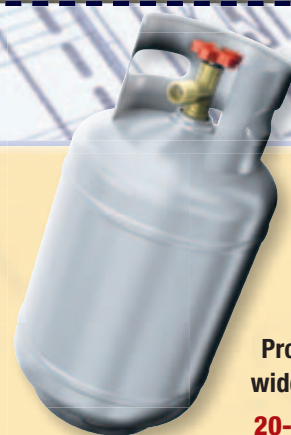
what you should know about oil tanks

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

Today's aboveground tanks are worry-free and virtually leak proof. Most oil tanks are now built of corrosion-resistant materials. In many cases, new aboveground tanks are double-walled and come with alarm systems if there is any discharge.

Plus, the newest generation of aboveground tanks generally can be installed in small or unusually shaped spaces.

In short, today's tanks provide peace of mind and convenience—in addition to all the other benefits of heating your home with oil!



is your propane tank the right size?

Propane is used in so many different ways that propane tanks come in a wide range of sizes.

20-, 30-, 40- or 100-pound cylinders* This tank style is generally used for gas grills, portable heaters, cooking stoves, RVs and other uses.

100- to 200-pound tanks* These are used for fueling some appliances in the house.

100-gallon tanks These tanks typically store fuel for people who use a significant amount of propane but not for home heating. They may use it for stoves, clothes dryers, water heaters, space heaters or fireplaces. A 100-gallon tank is the ideal size for a household that uses about 50 gallons of fuel per month.

325- to 500-gallon tanks These tanks store large amounts of propane for customers who use propane for heating. They are designed for households using 100–200 gallons a month.

1,000-gallon tanks and larger These tanks are used for large residential estates or commercial and industrial applications.

*One gallon of liquid propane weighs about 4.25 lbs.

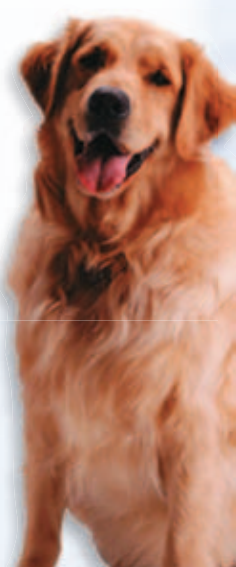
common home heating problems

In an effort to save energy, many people have added insulation in their home and followed other energy-saving strategies. In some cases, these changes can seal up a home so tightly that they prevent heating systems from having enough air to operate efficiently.

Poor airflow can also be caused by these conditions:

- **A fireplace or exhaust fan may be operating at the same time as the burner. This can result in a smoky odor because a back draft is pulling flue gases through the exhaust system and into the home.**
- **A clothes dryer, workshop or a pet's living quarters may be near the oil burner. Lint, sawdust or animal hair can all be drawn into the air openings of the burner and clog it.**

Today's boilers and furnaces are super-efficient and can save you hundreds of dollars on your annual fuel bills! Call us for expert advice on improving energy efficiency in your home.





good service makes for loyal customers

These days, some people change companies they do business with the way they change light-bulbs. Which got us to thinking: *Why have so many of our customers stayed with J.J. Sullivan for so many years?*

We think it has to do with the way we treat you — by pricing things fairly, backing up our promises and just generally

going the extra mile. But we'd like to know what our longest-term customers think.

Just write us a note or send an email and tell us why you've stayed with us so long. If you have old invoices, delivery tickets, calendars or other historical documents from us, please send them to us by May 1 and we'll publish a few in upcoming newsletters.

To thank you for your time, we'll enter your name in a drawing to win a dinner for two!

**you could
WIN dinner
for two!**

from gas to liquid — and back

Propane is extracted mainly from natural gas, although it can also be produced by heating up crude oil. Once propane gas is captured, it is slowly cooled into a liquid, at which point it is stored under pressure. This is why propane is called liquefied petroleum gas, or LP gas.

Compressed in this way, propane takes up a small amount of space — but delivers a whole lot of energy! When you need propane, it's released slowly and safely from a valve in your tank and becomes a gas again.



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best wishes, Eric!



**Eric Williams will be
leaving J.J. Sullivan to
join the Old Saybrook
Police Department**

We are all proud but sad to see Jim and Paul Sullivan's nephew Eric Williams leave the company to join the Old Saybrook Police Department. Eric, who began taking classes at the police academy in January, has been a J.J. Sullivan service technician since 2010, first during the summer and school breaks, and then full time after he graduated from Endicott College in May with a BA in criminal justice.

"I was really lucky to have a full-time job waiting for me at J.J. Sullivan starting the

day after my graduation," Eric says. **"But I've known I wanted to work in law enforcement since I was 15 or 16, and now I'm extremely lucky to have been offered a job on a police force so close to home."**

Eric is particularly proud of helping so many customers get up and running again quickly after Sandy.

"We worked really hard and were able to get the majority of the equipment replacements done within a week," he says.

In this issue: WIN \$1,500 worth of gasoline! • calling all long-term customers

*No purchase necessary. A purchase will not improve chance of winning. See page 1 for details.