

Spring is in the air

Rising oil prices

OFFICE HOURS

Monday – Friday
8:00 a.m. – 5:00 p.m.

LOCATED

10 Cameron Ave.
Hummelstown PA 17036

OFFICE TELEPHONE

(717) 566-0422

WEBSITE

www.hummelstownfuel.com

Accepting Visa, MasterCard,
Discover and American
Express

With spring around the corner, we are all enjoying the beauty of the spring foliage coming to life and looking forward to warmer weather. That being said, many of us are still feeling the effects of the high oil prices this past winter.

A recent commentary stated:

Oil price shocks have a long history, but today's situation may be the most complex ever.

In just a few months prices have risen from \$65 a barrel to over \$130, causing fuel cost to surge, inflationary pressure to rise and consumer tempers to flare.

We have all been affected by the high prices of oil this season. Prices have doubled since the previous heating season. The past several years we have offered a price cap (ceiling on the price per gallon) and a pre buy (purchasing your gallons up front).

PRICE CAP & PRE-BUY

Due to the volatility of the oil market, we will be unable to offer a price cap program or pre buy program at this time.

If the market changes and we are able to offer these programs, we will see that you receive information on these programs.

Dear Loyal Customers,

If you have done any research this heating season, you would have found we were well below the area market price. I purchased oil at a good price last summer. Therefore, I was able to pass it along to you, our customers, making your heating bills much lower than they would have been.

Going into this coming season, as of now, I can't buy oil at a reasonable price. This would make this coming years prices higher than this year. I strive for and will always try to give our customers a fair price.

We thank you for your business.

Earl Spillers, Owner

Budgets

With high prices it has been a struggle just to pay for a minimum delivery of 125 gallons. Being on a budget can alleviate much stress when you receive a delivery invoice ranging from \$500 to \$1000. We take your total average usage for the season and spread out your payments over 12 months.



Fujitsu Mini Split

over the past several years many have had the ductless mini split systems installed and are very happy with them. They satisfy both your heating and cooling needs without having the traditional duct work in your home. Because we are an elite contractor, our customers receive a 12-year parts warranty on the units. Like most warranties, proper maintenance does need to be performed. Our maintenance plan is \$125 for a single system, one (1) outdoor and one (1) indoor unit. Each additional indoor unit is \$55. This service takes about 1-3/4 hours for a single zone system and 3/4 of an hour for each additional head.

Air Conditioning Maintenance

The most important maintenance task that will ensure the efficiency of your air conditioner is to routinely replace or clean the filters. Clogged, dirty filters reduce the amount of air flow and significantly reduce a systems efficiency. Replacing a dirty filter with a clean one can lower your air conditioners energy consumption by 5% to 15%. Cleaning and maintaining can prevent small problems from growing larger and more costly. You also want to remember to keep shrubs and debris cleared away from your outdoor unit.

Paying online



We are now living in a world of technology. Pretty much everything we do these days can be done with just a push of a button. If you prefer to do things on line rather than by phone, you may do so by visiting our website. You can place an order for oil, request service as well as make a payment. If you have an existing email address in your account you can create your own login for our customer portal. You can view your account details and make payments.

REMINDER

Due to the increase in heating oil cost, we can no longer afford to carry delinquent accounts from one year to the next.

For uninterrupted delivery of your heating oil needs, for the coming season, all accounts must be paid up to date by September 1st.

Take advantage of the warm weather months to get your account up to date. All accounts over 60 days shall be subject to a late fee and interest charges.

Inside Story Headline

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to this newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Inside Story Headline

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to this newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Special Interest Story Headline

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web

site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

A great way to add useful content to this newsletter

is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

COMPANY NAME

Street Address

Address 2

City, ST ZIP CODE

Pho



ne:

(555) 555-0125

Fax:

(555) 555-0145

E-Mail:

**YOUR LOGO
HERE**

Back Page Story Headline

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New

Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies.

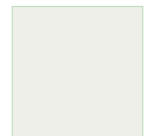
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

About Our Organization...

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft includes thousands of clip art images from which you can choose and import

into your newsletter. There are also several tools you can use to draw shapes and symbols.



COMPANY NAME
STREET ADDRESS
ADDRESS 2
CITY, ST ZIP CODE

RECIPIENT NAME
STREET ADDRESS
ADDRESS 2
CITY, ST ZIP CODE