



# THE Dominick Difference

Fall 2010



[www.dominickfuel.com](http://www.dominickfuel.com)

Norwalk: (203) 866-5836 • Darien: (203) 655-8255 • New Canaan: (203) 972-2806 • Westport: (203) 227-4848

*From Our Family to Yours ...*

## Technology Delivers Convenience and Savings



Greetings from your friends at Dominick Fuel! We'd like to tell you about some technology improvements we've made that make it easier for you to do business with us and help us control costs.

If you have not yet discovered our **online account management** page, please give it a try. Go to our site, **dominickfuel.com**, and click on **"Access Your Account."** You'll need to complete and

send a short online form, then we'll set up your account (with a password that you select) and notify you by e-mail when it is ready. With an online account, **you can check your balance, review your account history and pay your bill.**

You can also use the site to **switch to e-billing** and save paper. Instead of mailing a printed bill to your home, we'll send a paperless version to your e-mail account. To make the switch through our site, click on **"Payment Plans"** and select **"E-billing"** from the list of choices. While you're on the site, please check out our Thinking Green section and Carbon Footprint Calculator.

Another important technology upgrade we've made is implementing **wireless fleet management**. Whenever a driver delivers oil or a technician performs service, they report the transaction directly to the office via wireless. You enjoy greater convenience and faster service, because the details of your delivery or service work is routed back to the office sooner – no more waiting for the vehicles to return to headquarters.

Thank you for your loyalty to Dominick Fuel! Please call us any time with any home comfort question or concern. We're here to help you in every way we can.

Sincerely,

*The Dominick Family*

**Dedicated To Your Comfort & Our Environment**

### CUT YOUR ELECTRIC BILLS WITH DOMINICK POWER

It's easy to reduce your costs for electricity. Just choose Dominick Power and **you'll see a reduction in your electric bills.** You can switch to Dominick Power from your current utility provider in just minutes through our website, [www.dominickpower.com](http://www.dominickpower.com). Enrollment is free, and there are no credit checks or fees.

Electricity deregulation in the state has created the opportunity for companies like Dominick Power to offer lower prices. You'll still get your electricity from CL&P or UI, but you'll save money with our discounted rates.

To find out how much you can save, please use the **Residential Savings Calculator** on [dominickpower.com](http://dominickpower.com). We look forward to saving you more money!

**Dominick Power**

#### SPECIAL OFFER!

**Existing Dominick Fuel customers: Sign up with Dominick Power and receive a \$50 credit toward your oil deliveries! Visit [www.dominickpower.com](http://www.dominickpower.com) for details!**



**Follow Us on Facebook to Stay Current on Energy & the Environment**

Visit [dominickfuel.com](http://dominickfuel.com) and click on the Facebook link.

Dominick Fuel customers can also enter to win prizes in upcoming contests!



## LOYALTY CREDITS **ENHANCE** THE VALUE OF YOUR SERVICE PLAN

Our service plans provide protection for your heating system and home, and **they come with a valuable extra.** For each year that you purchase a service plan, you earn a \$50 “Loyalty Credit” that reduces the cost of your next equipment purchase. By simply maintaining your plan coverage every year (which we strongly recommend), you can save up to \$500 when it’s time to upgrade.

Service plans deliver three other important benefits that are great for your peace of mind.

**Preventive Maintenance:** We perform annual tunings and inspections that protect your equipment from preventable damage and promote trouble-free operation.

**Emergency Service:** If you lose your heat due to a system problem, you can call us and we’ll come right over – at any time of day or night. You’ll never need to worry about being without heat for an extended time.

**Repair coverage:** The cost of fixing essential system components is covered, which can save you thousands of dollars in the event of a major repair.



## Autumn Repairs Can Reduce Winter Expenses

With colder weather right around the corner, this is a great time to make repairs that will improve your home’s sealing and insulation. The U.S. ENERGY STAR® program says that sealing a home’s outer shell is a cost-effective way to **cut heating and cooling bills by as much as 20 percent.**

The most serious air leaks often come from hidden holes in attics, basements and crawlspaces. Problem areas can include wiring holes, plumbing vents, attic kneewalls, basement rim joists, and openings for recessed ceiling lights. ENERGY STAR recommends sealing smaller holes with caulk, spray foam and weather stripping and larger holes with plywood, drywall or rigid foam insulation.

For best results, focus first on larger holes, because they let in the most cold air. In the attic, check all dropped ceiling areas; anywhere the attic walls and floor intersect; and behind attic kneewalls. Look for dirty insulation, which is an indication of air moving through it. In the basement, check along the top of the basement wall, where the cement or block comes in contact with the wood frame.

For detailed instructions about fixing each of these leak types, visit the ENERGY STAR website at [www.energystar.gov](http://www.energystar.gov), click on “Air Seal & Insulate” under “Home Improvement” and look for the “DIY Guide to Sealing and Insulating with ENERGY STAR.”

## New Equipment Fine-Tunes Comfort and Raises Efficiency

Your home is most comfortable and efficient when your heating system delivers heat evenly in all conditions so that **room temperatures don’t vary.** That’s precisely what happens with today’s most advanced Oilheat equipment.

When outdoor temperatures plunge, a modern furnace or boiler can **increase its output level** automatically to ensure consistent warmth without overheating your rooms. And when the weather is warmer but still cold enough to require heat, a newer system can deliver **gentler warmth**, rather than blasting a room with too much heat in short bursts.

Manufacturers use a combination of technologies to deliver this superior level of comfort. Some water-based systems use an “**outdoor reset control**” to communicate outdoor conditions to the boiler’s control system. The colder it is outdoors, the hotter the boiler water temperature will be. **With an older boiler**, on the other hand, the boiler water temperature never changes, and room temperatures are often in flux.

Room temperature variance is also a problem with obsolete hot air systems. **An older furnace** has a burner with only one setting and a blower with only one speed. Whether the outdoor temperature is 5° or 45°, hot air is delivered at the same rate, and room temperatures can vary widely from moment to moment.

Not only is the comfort more satisfying with a newer system that modulates its output, but **efficiency is usually higher.** To improve your comfort *while* saving energy, please call us and ask about upgrading to an advanced boiler or furnace.



# Your Preseason Heating System Checklist



**THANK YOU FOR CLEARING THE WAY.**

Dominick Fuel would like to thank those customers that clear the path to their fill pipe during the heating season. Leaves, snow or ice can make it difficult to get to or even find the fill pipe. Anything you can do, like placing a flag or marker to help our delivery personnel easily locate the fill pipe, is also greatly appreciated.

Sooner than you think, the heating season will be here. Are you – and your heating system – ready? Follow the checklist below, and you can ensure greater safety, security and savings when the cold weather arrives.

✔ **Please Keep Us Posted**

Please let us know if any of the following events have occurred in your household that might affect your fuel delivery: home renovations, changes in the number of persons residing in your home, changes to your home or cell phone number and e-mail address, and if you plan to sell your home.

✔ **Schedule Your Heating System Tune-up**

A tune-up will benefit your heating system and your budget by reducing the amount of fuel your system uses, conserving energy (which is also good for our environment), and helping to find problems before they become expensive, inconvenient repairs. We recommend scheduling your heating system tune-up in spring or summer when there are more openings in our service schedule. If your system has not had its 2010 tune-up, however, please call us now!

✔ **Visually Inspect and Test Your Heating System**

To be sure you're set for the winter, inspect your heating system for cracks, leaks and corrosion. Then give your oil burner this three-step test run:

1. **TURN ON:** Make sure all switches and circuit breakers are on and turn up the thermostat 10° higher than the current room temperature.
2. **FEEL/TOUCH:** Your burner may not always make a sound, so feel your baseboard or radiator for warmth or hot air. Give this process 20 minutes.
3. **CALL UP.** If your burner doesn't start in 20 minutes, give us a call to troubleshoot. If necessary, we will send a trained technician to assist you.

✔ **Visually Inspect Your Oil Tank and Tank Lines**

Check for signs of rust or corrosion or any indication of an oil release, such as an oil scent in the basement. Check fuel lines for crimps and make sure pipe connections look clean and tight – we can also perform this service for you. If you have an aboveground tank, make sure the legs are stable and solidly attached to the tank floor. Look for rust, wet spots and peeling paint on the tank. Remember to keep the fill pipe area free of leaves and debris.

✔ **Consider Purchasing an Outdoor Tank Heater**

Those customers with aboveground outdoor oil tanks should consider purchasing this device, which can help prevent fuel in the tank from gelling during those cold winter days and nights. Call Dominick Fuel for further information.

*If, after completing this checklist, you sense that there may be any problem at all, please do not hesitate to contact us. We'll "bring on the comfort" right away.*



116 South Main Street  
P.O. Box 549  
South Norwalk, CT 06856

Norwalk: (203) 866-5836  
Darien: (203) 655-8255  
New Canaan: (203) 972-2806  
Westport: (203) 227-4848

[www.dominickfuel.com](http://www.dominickfuel.com)

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## PRICE PROTECTION IS MORE CONVENIENT THAN EVER

The next time you enroll in a Dominick Fuel price protection program, you'll find the process easier than ever with our convenient new online sign-up page.

Simply visit [dominickfuel.com](http://dominickfuel.com), click the Price Protection icon, and secure the pricing you want in just a few minutes. You can learn about the three options we offer and use our simple forms to choose your option and the number of gallons you want to protect. The website will generate a contract in PDF form that you can sign digitally to complete the transaction. It's as simple as that.

The choices are:

**Capped Price:** Your maximum (or capped) price is set for the volume of gallons that you select. Your price never exceeds the cap, and you pay the daily market price if it is lower when we deliver.

**Fixed Price Pay As You Go:** Your price is fixed for the volume of gallons that you select, and you pay for each delivery as it is made.

**Fixed Price With Pre-Pay:** Your price is fixed for the volume of gallons that you select, and you pay in advance, which entitles you to a discounted price.

We're always looking to add convenience to your life, and we're pleased to provide this fast, simple method for selecting your Dominick Fuel price protection program.

## Bioheat® Benefits the Environment

Since 2007, Dominick Fuel has been proud to deliver clean, green Bioheat – an alternative Oilheat blend that integrates **renewable biofuel** made from natural products such as soybean oil. With Bioheat, you use less petroleum, and the emissions from your heating system contain less air pollution-causing sulfur and particulate matter. You also support fuel production and jobs here in the United States.

If a Bioheat blend with just 5% biofuel replaced traditional Oilheat across the United States, 400 million gallons of oil could be conserved every year. For more information on Bioheat, please visit [dominickfuel.com](http://dominickfuel.com).

## Trees Help Us, and We Help Trees

One of our favorite environmental causes is the **Arbor Day Foundation**, which promotes a healthier planet by inspiring people to plant, nurture and celebrate trees. As a corporate partner of this outstanding organization (recently named a Top 25 charity by *USA Today*), Dominick Fuel has planted 10,000 trees this year alone. Thank you to all our customers for your support! To learn more, visit the Foundation website at [arborday.org](http://arborday.org).

## BBB ACCREDITED AND PROUD OF IT!

The Better Business Bureau (BBB) is the leading advocate for an ethical marketplace, and Dominick Fuel is proud of our long-standing affiliation. We have been a BBB-Accredited Business since 1991, which means we consistently meet the Bureau's standards for resolution of customer complaints. In fact, our performance has earned us the Bureau's highest rating of A+.



Dominick Fuel believes that the best way to grow our business is to build a reputation as a fair and ethical company. If you appreciate the way we treat you, please tell your friends. Referrals strengthen our company and affirm our commitment to fair business practices.