

Fuel thought...

SPRING 2009

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UNION COUNTY & RAHWAY BUS CO. GO GREEN!

Mitchell Supreme recently added two new businesses to our family of customers, helping them achieve their goals of going green.

We are now supplying Biofuel to the County of Union and Rahway Bus Co. At Union County's Ash Brook Golf Course, all their vehicles including mowers, tractors and bulldozers, run on Biofuel. With the golf season underway, they are excited to use greener fuel to maintain their greens.

The Rahway Bus Co. owns and operates 30 vehicles that travel approximately 15,000 miles per year, burning over 120,000 gallons of fuel. "We burn a lot of fuel with the amount of time our vehicles are on the road, so it makes sense to have made the switch to a more environmentally-friendly alternative," said Rahway Bus Co. President Tim Wallace, who is also president of the School Bus Owners Association.

COMING SOON: SUMMER! TIME TO COOL IT!

Summer is almost here, so it's time to get your air conditioning system in gear. It's important to tune up your cooling system now before energy costs rise with the temperature.

What is the number one cause of high energy bills? According to our heating and cooling specialist Rich Michael, inefficient air conditioning systems are the culprit. They require more energy to run. Rich suggests taking the following steps, they cost little and will save a lot.

First, turn your system on for 10 minutes to make sure it runs. "This should be done in early spring, before you will actually need to use it," said Rich. "If it doesn't start or it's making unusual noises, it's a good idea to call a professional."

Secondly, change your filter at the start of the season and every two months thereafter. Having a clean filter allows air to flow more freely which makes your system more efficient.

Rich also recommends brushing, vacuuming or hosing off any dirt and debris built up on the grilles or ventilation shaft openings. Also, clear away brush or tall grass that may be growing around the unit, and keep the vegetation trimmed for the duration of summer.



More Cool Cost-Saving Tips:

- ✓ Keep curtains/blinds closed to prevent the sun from needlessly warming your home.
- ✓ Turn off the AC and open your windows to let in cool breezes.
- ✓ Avoid using your dryer during summer months. Hang clothes outside.
- ✓ Set your thermostat to 78 degrees, your body will adjust.
- ✓ Use ceiling and movable fans, they are far more efficient than air conditioning.

See inside for more info on keeping cool this summer!

MITCHELL SUPREME
FUEL CO.

Call (973) 678-1800 or visit us online at www.mitchellsupreme.com



Keeping an Eye On WINTER

While winter is behind us, it is time to start thinking about upgrading your old, inefficient heating system. The less efficient your system is, the more money you will save by replacing it. Efficiency is the key to cutting your monthly energy costs. Although you may feel it is not within your budget, inefficiency and replacement of parts will cost you far more in the long run than making the investment to upgrade your system. Standard systems 10 to 20 years old are running at 65 percent efficiency, whereas Energy Star® furnaces and boilers are more than 85 percent efficient. Replacing either one can save you as much as 40 percent on next season's energy costs.

Whether or not you decide to upgrade your system, you should definitely invest in Mitchell Supreme's Home Comfort Plan. This comprehensive plan ensures that your system runs optimally by including a yearly 10-point preventive maintenance visit. The plan also covers all labor charges as well as 35 system parts in the event you require service. The Home Comfort Plan provides 24/7 comfort 365 days a year. For further information, please call **(973) 678-1800**.

Show your Oil Tank a **LITTLE** **WARMTH**

Did the oil in your outdoor, above-ground tank gel at any time over the last winter? To prevent this minor inconvenience from causing more serious problems we are now offering our customers the Tank Heater. We can usually install the device in under one hour. It is economical to operate and basically eliminates the need for service calls due to fuel gelling. For further information, call **(973) 678-1800** or go to rolliesystems.com.

Delivering Customer Service You Can Count On

Since we opened our doors in 1921 we have made customer service priority one, and that commitment continues today. Whether answering the phone, delivering your oil or responding to an emergency service call, we do our best to treat every customer like they were our only customer.

Reliability, professionalism and expertise are the hallmarks of good customer service. Our customers can rely on the fact that if something goes wrong, we will make it right.

All our technicians are trained and certified by NORA (National Oilheat Research Alliance). They undergo hundreds of hours of on-the-job training, pass exams and maintain certification by completing 24 hours

of continuing education every five years. They earn their credentials. The mandatory training keeps our technicians up to date on the latest developments and current trends, so they are best prepared to answer and solve your heating or cooling questions.



So the next time you have a problem with your system, call us and stop worrying, we have you covered!

"I had bad heating problems and they did everything right. I have an old house, and they were great. They measured and looked at everything, every radiator. The technicians are so bright, and knowledgeable. They took time and explained it to me. I really praise this company. Debbie, the president, even talked to me. They answered all my questions. And now I save on fuel!"

— Joyce Jones, Summit

CUSTOMER SPOTLIGHT Service Resonates with Jazz Artist

Chico Mendoza's family has been a customer of Mitchell Supreme for over 50 years. "I grew up with Mitchell Supreme," said Chico, a musician who lives in Montclair. "We discussed switching to natural gas briefly, but my experience with gas was that they gouge you, their prices were astronomical. Mitchell Supreme has never done that, they actually care what their customers think."

Chico has been a musician ever since he can remember. His specialty is Latin Jazz, which he helped popularize locally and earned him his nickname "Latin Sun." He has mastered all types of Cuban percussion, such as the piano, marimba, vibraharp and xylophone.

As Chico has mastered his music, Mitchell has become an expert in customer service. Chico cites many examples over the years of how Mitchell technicians went above and beyond their required service, making sure his comfort was a top priority. "They don't come in like they're doing me some kind of favor. These are good guys. They're home folks and that's most important," said Chico, who is married with seven children.

Although semi-retired now, Chico still teaches Latin Jazz at William Paterson University, a gig he has maintained for 35 years. Students he taught now perform with the likes of Beyoncé and jazz legend Wynton Marsalis.

Like Chico, we are passionate about what we do and are proud to serve Chico and all our customers.

COOL COMFORT DON'T START SUMMER WITHOUT IT!

As you begin making plans for the long, hot summer, don't forget to keep a cool head when it comes to your air conditioning. The last thing you want or need is to have your air conditioner break down in the middle of a heat wave.

For a fraction of the cost of repairs, our Cool Comfort Plan will keep you protected throughout the dog days of summer. Our plan includes spring startup, FREE labor on your system (Mon-Fri., 8 a.m. – 5 p.m.), 10-point maintenance service and a 20 percent discount on all parts. Keep your family cool and comfortable this summer; make an appointment today by calling **(973) 678-1800**.



FILTERING OUT THE TRUTH

There are many air conditioning filters on the market: standard, pleated, electrostatic, disposable, non-disposable, costing from \$20 to \$120. Making a choice can be a daunting task. Here are some tips to help you find the one that is right for you.

Your filter's job is to eliminate airborne particles which can negatively affect your health or comfort.

The Minimum Efficiency Reporting Value or MERV, a system created by heating and cooling professionals, is used to compare filter efficiency. The higher the MERV rating, from 1 to 16, the more particles it captures.

For example, if you or any family member is susceptible to allergies, get the highest MERV rating possible. In this case you would look for a HEPA, or High Efficiency Particulate Arresting, filter. These filters trap up to 99.97 percent of contaminants including fibers, dust, pollen and smoke.

Although they cost more than others, it's hard to put a value on your family's well-being.

WHY EVERYONE'S LOOKING FOR THE ENERGY STAR

Purchasing an Energy Star® labeled product, such as a Rheem® furnace or Peerless® boiler, ensures you are saving money through energy efficiency and are being eco-friendly by cutting emissions. Initiated in 1992 as a labeling program designed to identify and promote energy-efficient products, the Energy Star label was used initially on computer products, such as monitors.



Today the Energy Star label is used on dozens of products spanning thousands of models in the home and office. Devices carrying the Energy Star logo save 20 percent to 30 percent on average. The U.S. Environmental Protection Agency's Energy Star program saved businesses, organizations and consumers approximately \$19 billion in energy costs in 2008 alone.

So the next time you are a looking to purchase a television, computer or any other energy-using device, make sure it has the Energy Star label, not only will it benefit your bank account, but the environment, too!



EMPLOYEE SPOTLIGHT MEET BRIAN SWICK, OPERATIONS MANAGER

The heating oil industry is evolving and to help us adapt our business we have hired Brian Swick, our new operations manager. Brian, a retired U.S. Army Major, is responsible for overseeing fuel delivery, service technicians and fleet service, among other duties. His most important role is in the future of Mitchell. With technology rapidly changing and new alternative energies being introduced, Brian's military background gives him the leadership and vision necessary to ensure we meet the challenge. "This is a very good family-run operation; with solid leadership that understands the need to change with the times," said Brian, who lives with his wife, Kay, and son, Jason, in Somerset. Before coming to Mitchell Supreme, Brian was the operations manager for Hackensack-based DHL Express for 16 years. During that time he spent three years in Gordonsville, VA, where he was terminal manager for Schnieder Trucking. Brian graduated from Old Dominion University in Norfolk, VA with a degree in Political Science/International Relations. After his graduation, Brian served in the U.S. Army for 12 years.





Cool Cost-Saving Tips
Free Home Energy Assessment
Win \$50 in FREE Oil!

Call (973) 678-1800 or visit us online at www.mitchellsupreme.com. Español pida Toni.

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You May Be 5 Minutes Away from **50 Free Gallons!**

If we have been to your home recently, in addition to our prompt and reliable service we gave you one of our new "Take 5, Win 50" customer satisfaction surveys. The program is simple, when we perform a service call at your home, fill out the survey we give you and mail it back. As an added incentive, if we pick your name in our monthly drawing, you win 50 free gallons of oil! Congratulations to our recent winners: Florence Ackerman, East Hanover (November); Louise Halpert, South Orange (December); Lucy Zambri, Bloomfield (January); John Conway, Florham Park (February); and Denise Desiderio, Maplewood (March).

ENERGY ASSISTANCE PROGRAMS

Our economy is going through some tough times and many people are now finding themselves struggling financially. We would like to share with you a number of New Jersey programs that may assist you:

NJ SHARES (New Jersey Statewide Heating Assistance and Referral for Energy Services) - This new program helps people through short-term financial problems. To qualify, applicants must show a history of on-time payments and proof something happened that will keep them from paying on time. For further information call (866) NJSHARES or visit www.njshares.org.

LIHEAP (Low Income Home Energy Assistance Program) - Assistance to make energy bills more affordable for low-income families. For further information call (800) 510-3102 or visit the Department of Community Affairs website at www.state.nj.us/dca/.

Citizen's Energy - This program provides heating oil to families who are either on energy assistance and have exhausted their benefits, or are in a low income bracket and need a little extra help. Call (877) 563-4645 or visit www.citizensenergy.com.

FREE HOME ENERGY ASSESSMENT

\$95 VALUE!

Want to save money on your next energy bill? A certified Mitchell Supreme energy specialist is ready to come to your home and perform a basic home energy assessment free of charge. This assessment will give you a general idea of your home's energy efficiency and what steps you can take to save energy and money. For questions or to make an appointment, call (973) 678-1800.



SAVE & GET PAID

Are you planning on making any major improvements to reduce your home's energy costs? You may be eligible for a one time tax credit of up to 30 percent (or \$1,500) of the total cost of the energy-saving improvement which include heating and cooling equipment, windows and insulation. You can apply for the credit in either your 2009 or 2010 taxes. For further information, visit www.energystar.gov and click on the Tax Credits for Energy Efficiency button or call us at (973) 678-1800.



DID YOU KNOW?

Modern oil burner particle emissions have been reduced to near zero levels. Upgrading your system today will not only save you money tomorrow, but help protect the planet for future generations.