



warm thoughts cool ideas



from H.B. McCLURE COMPANY

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PERSONALLY SPEAKING

coming through when it matters

Dear Friends,

In these challenging economic times, it's tempting to look for bargains. But when it comes to your home comfort, what really matters is service, quality and dependability.

Every year we hear troubling stories about home comfort companies who

don't play games! Our goal is to combine competitive prices with quality service you can trust. You can also count on us for many cost-effective energy-efficient solutions, including equipment upgrades, tune-ups and service plans.

So depend on us to continue giving you good advice—and doing things the right way. "Bargain" prices and unreliable oil companies will come and go, but we're here to stay and our commitment to you will never disappear.

We'll *always* be around to help you and your family stay comfortable. That's the way we do business.

Warmly,

Bob McClure
CEO

Bob Whalen
President



Bob Whalen and Robert McClure

promise lower fuel prices up front and tack on other costs later. We also hear about situations where people lose their heat, call their dealer and can't even get a live person on the phone!

At H.B. McClure, we come through for our customers when it matters, and we

tax credit ending soon!

Replacing that outdated heating system **now** could save you thousands of dollars. But don't let your window of opportunity slam shut!

You can still take advantage of a **30%** federal tax credit, **up to \$1,500**, if you install a qualifying ultra-efficient heating system. But this credit expires **Dec. 31**.

HURRY!



You have until
the end of the year to
Save \$1,500!

For additional savings, you may also qualify for a rebate from your local utility.

If your heating system is getting older—more than 12 years old—look into these incentives now! In addition to these savings, a new heating system can lower your energy use—and your fuel bill—by **up to 30%**.

Call us or go to www.hbmccclure.com to make an appointment for a **FREE consultation**.

pay less with EFT

Making monthly fuel payments is easy, convenient and automatic when you use **electronic funds transfer (EFT)**.

With EFT, we communicate to your bank the amount owed, and they deduct your payment from your checking account and transfer the funds to us. EFT—which can be a great alternative to using a credit



card—ensures that you'll never be late with a payment and you'll avoid finance charges too.

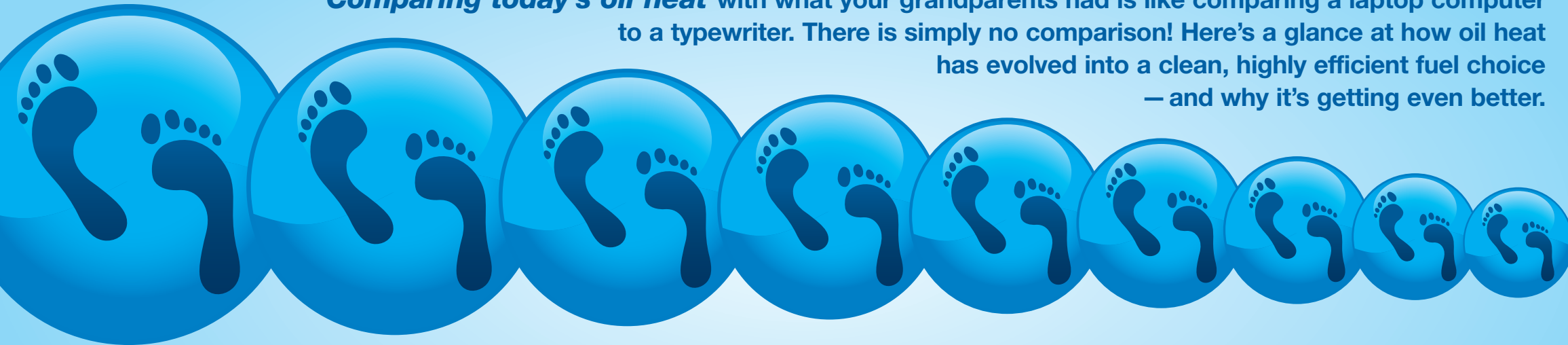
It doesn't cost you a penny to pay with EFT! In fact, customers who make automatic payments with EFT receive a fuel discount of **6¢ per gallon**.

Call us today to sign up.



oil heat's environmental footprint keeps shrinking

Comparing today's oil heat with what your grandparents had is like comparing a laptop computer to a typewriter. There is simply no comparison! Here's a glance at how oil heat has evolved into a clean, highly efficient fuel choice — and why it's getting even better.



1970s:

The average home in the U.S. burned 30% more fuel than the average number of gallons used today. Many systems back then



operated at 50%–60% efficiency, well below the efficiency levels of modern systems.

1980s:

The high-efficiency flame retention burner was now in wide use. Compared with older burners, the flame retention burner maintained an airflow pattern that resulted in a more complete mixing of fuel and air. Because of this, the flame retention burner helped to reduce emission levels of oil heating systems to almost zero. Also, since its introduction, the flame retention burner is estimated to have conserved more than six billion gallons of fuel.



1990s:

Understanding that modern oil heat is great but old tanks are not, more people chose to upgrade to something new and modern in oil tanks. By this time, they had a range of options, like aboveground tanks, many of which were double-walled. New indoor tanks could be installed in hard-to-fit places; underground tanks were now cathodically protected to prevent rust and corrosion.



2010:

The oil heat industry continues to focus on combining clean-burning technologies with greener fuels—those with an ultra-low sulfur content. Wider use of Biofuel (also known as BioHeat® fuel), a low-sulfur heating oil blended with oil from organic materials, will make the carbon footprint of oil heat smaller than that of natural gas.



oil heat by the numbers

140,000

The number of Btu's (a measure of heat) generated for every gallon of oil burned. Burning one gallon of heating oil produces enough energy to power 700 60-watt light bulbs.

8 million
Number of U.S. homes that are heated with oil

85 The percentage of heating oil used in the U.S. that is refined domestically.

.003

Three-tenths of 1% of total particulate emissions in the U.S. is produced by residential oil burners. The particulate emissions from an oil heating system are about the same as those from a similar-size natural gas burner.

efficiency: the key to home heating

Many people are taking a closer look at the energy efficiency of their homes so they can conserve fuel and lower their heating costs. Trouble is, some think one way to do this is by switching fuels.

According to the Consumer Energy Council of America (CECA), however, it makes no economic sense to switch heating fuels.

CECA research shows that the installation and conversion costs of switching away from heating oil can be **thousands of dollars more** than the cost of installing a new, high-efficiency oil heating system.

With a new oil heating system, you'll get:

- more heat from less fuel
- lower heating bills
- fewer breakdowns
- environmentally-friendly warmth

CECA advises that "the greatest savings for home heating can be realized from improved system efficiency, not from changing fuels."



energy exploration always impacts the environment

Something that was often overlooked in news stories about the spill in the Gulf of Mexico was the fact that besides crude oil, vast amounts of natural gas (and methane) gushed out of the sea floor. High concentrations of methane, a major component of natural gas, deplete oxygen and harm the ecosystem.

Environmental concerns have also been raised about energy exploration outside of the Gulf. A recent documentary called "Gasland" brought attention to the risks involved in a common exploration process called hydraulic fracturing—the blasting of underground rock with water, sand and chemicals to maximize the flow of natural gas to the surface.

But as much as 40% of the fluids used in fracturing stay in the ground, according to the Environmental Protection Agency. This means that **toxic fluids could eventually seep into groundwater and water wells.**

The message here is a simple one: the more we conserve, the less energy we need to drill for.

\$40 billion

preliminary cost for Gulf cleanup

those two million homes would save **\$45 billion** in 25 years

\$20 billion

cost to make energy-efficient improvements in two million homes

conservation has never been more important

Most of the approximately 100 million homes in the U.S. waste a lot of energy because of factors such as **poor insulation** and **outdated heating equipment**. The cost to make two million, or just **2%**, of these homes energy efficient would be about **\$20 billion** — half of the preliminary cost of cleaning up the biggest oil and natural gas spill in U.S. history.

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✓ \$1,500
tax credit

✓ save 6¢
a gallon

service plans *pay off*

Our service plans not only protect you from big repairs and high energy bills; they keep your system running smoothly so you avoid problems in the first place.

We provide service agreements for all types of heating and cooling equipment. For **oil heating systems**, we offer you the option of three plans—**gold, silver and bronze**. All of them provide an annual tune-up, in addition to varying degrees of repair coverage, including parts and labor.

For non-oil equipment (gas heating systems, heat pumps and air conditioning



systems) we offer our **Gold Shield Comfort Contracts**, which offer you a choice of either one or two tune-ups per year. You can also choose a **Gold Shield Plus** agreement, which includes any HVAC repairs on the covered system.

All of these service plans give you additional benefits as well, such as priority service scheduling, reduced service call costs and system replacement discounts.

For more information, please visit www.hbmccclure.com or give us a call. We'll be happy to assist you in selecting the plan that best fits your needs.

10 ways to save energy

There are numerous inexpensive ways to reduce the amount of energy you use. Here are 10 steps you can take to save money this winter:

1. Replace incandescent light bulbs with **compact fluorescent bulbs**.
2. Install a **water heater jacket** for energy savings of up to 4%–9%.
3. Identify and then cover or fill **holes and gaps** in your attic and basement.
4. Turn down the thermostat by **3° to 7°** and save up to 8%.
5. Change your **air filter** once a month during the heating season and save up to 10%.
6. Make sure furniture or rugs **don't block baseboards** and heating vents.
7. Schedule a **home energy audit** to identify energy loss and make your home more energy efficient.
8. Switch the **direction of ceiling fans** so warm air near the ceiling is pushed down.
9. Raise window shades/blinds and open curtains during the day to take advantage of the **sun's warmth**.
10. **Schedule a tune-up** for your heating system. It could reduce your fuel costs by as much as 10%.

Snapshot

Meet Jeff Line, who recently joined us to head our water resource management team.

"I've dedicated my life to this field," says Jeff, who holds a degree in biochemistry and has helped thousands of businesses and homeowners improve their water quality during his 38 years in the business.

"Solving water quality problems, in addition to all of our other services, is an example of the one stop shopping advantage that H.B. McClure customers have," says Jeff.

Away from work, Jeff enjoys family time with his two grown daughters and three-year-old grandson. (A second grandchild is scheduled to arrive in February).

Jeff also likes riding his Harley Davidson.



Jeff Line, water resource management