



This Issue of the OESP News is sponsored by:

January 2018

Time to Register for the OESP Spring BOD Meeting March 2-4, 2018



The Spring 2018 Board of Directors meeting will take place on Saturday, March 3 at 10:00 a.m. at the Radisson Lackawanna Station Hotel located at 700 Lackawanna Ave, Scranton, PA 18503.

The room rate is \$134/night and includes breakfast.

The phone number is: 800-333-3333  
The Group code is NAOESP  
Or you can click [HERE](#) to make your reservation online.

Our room block expires on January 30, so please book today.



TENTATIVE SCHEDULE (SUBJECT TO CHANGE):

\*\*Note this is different than previously communicated. Convention and Education meetings have been moved to Saturday morning.\*\*

Friday, March 2  
4:00-6:00 pm - E-Board meeting  
Evening on own (hospitality area will be available after dinner on your own)





## Saturday, March 3

Breakfast on your own (included in your room rate)

8:00-9:00 am - Convention Committee Meeting

9:00-9:45 am - Education Committee Meeting

10:00 am - BOD meeting

12:00 pm - Membership Committee meeting

12:30 pm - Lunch for BOD

6:00 pm - Dinner for all including spouses  
(hospitality area will be available after dinner)

## Sunday, March 4

Breakfast on your own (included in your room rate)

Departure.

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## The ROI on Loyalty

*Originally appeared in Fuel Oil News  
by Charles Burse, Sr.*



Loyalty is a word that I have heard used many times during my conversations with owners, technicians, and customers. Loyalty can play an important role in business. There is a return on investment to nurturing it. Let's look at employee loyalty first. A loyal employee recognizes the needs of the company that he or she is

employed by and what they can do to promote both the profit and growth of the company. One of the main issues that seems to surface during my conversations is: How can employees advance with the company and what is the future direction of the company?

Employer loyalty seems likely to affect the long-term commitment of employees. Do the company's owners recognize employees for their contributions, such as long hours, the multiple skill level requirements, and continual training? I hear that companies seem to be

reducing the continual training hours that employees need. In my opinion if the servicemen are not able to take advantage of continual training, the company will suffer. The companies' techs will not be able to service the updated equipment that is changing almost as fast as cell phone providers change their models.

Also, how often do we hear that management or owners forget to offer words of encouragement and gratitude? In the future, I would hope that every loyal employee will become a stake holder in the company and share in a 401k or some type of profit-sharing plan.

I recently spoke with the owner of a full-service

From the mesmerizing waterfalls at Nay Aug Park to the mind-boggling magic shows at Houdini Museum, downtown Scranton offers you an array of exciting things to do during your stay at Radisson Lackawanna Station. The hotel is close to I-80, I-81, I-380 and the PA Turnpike, providing easy access to the Mall at Steamtown and other prevalent destinations like Elk Mountain Ski Resort.

Sports fans appreciate the location near PNC Field, home to Minor League Baseball's Rail Riders, and history buffs are grateful for our proximity to a number of museums, including the Electric City Trolley Station and Museum, where you can take a trolley ride. For more information about the area and things to do, click [HERE](#).

**Book your room for the Third-Annual Eastern Energy Expo  
Foxwoods Resort Casino, Mashantucket, CT  
May 20-23, 2018**

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company who makes sure to acknowledge a job well done by his employees. He gave me an example of what he does for the employees when a job is completed within the labor and material cost estimate for specific installations. If the job is completed within the time allotted per the contract, the installers are given a Dunkin Donuts card along with a cash gift. He also has other rewards for employees throughout the company who have contributed to success and profits, often with work that tends to go unrecognized because it is done "behind the scenes."

Customer loyalty is much-discussed in our industry. Everyone seems to have ideas and opinions on how to make this tie one that binds. First, to have a customer's loyalty, we must earn it by being honest and fair and providing the best service and equipment the company can offer. We must also be able to assure the customer that the products that we offer are safe, clean, reliable, and efficient. The customer should also be given the choice of what equipment and products to purchase based on their needs when a replacement is necessary. Also keep in mind when talking to a customer that you have two ears and one mouth. In other words, do a lot of listening and less talking. This is another way to establish customer loyalty and help determine what the customer's needs are.

Let customers know how important their input is when it comes to the selecting of new equipment. Offer equipment from the good, better, and best categories and be within the customer's budget.

Also keep in mind that the customer will often use the internet to search for any information they want regarding the price of the products you may be offering. Remember the final choice must be the customer's, based on the information and the list of items you will be providing for their specific equipment requirements.

It is important that they have a few options. After all, do you go into a restaurant and have a waiter tell you what to order? Currently with both oil and gas being the fuel choices, we need to be well-versed in the pluses and minuses of both when discussing conversions.

You will probably notice that the older generation of customers seem to be the most loyal because they already have a long-standing relationship with their fuel provider and have been treated with TLC for years. The key now is to try to gain the same loyalty with the new generation, who tend to spend more time reading online about new products and searching for their fuel price. Remember: Loyalty is earned, not bought, or sold!

*Columnist Charles Bursey, Sr, began his career in the heating oil industry in 1963. He is a recipient of the Oil & Energy Service Professionals' Hugh McKee Award for making an outstanding contribution to the fuel oil industry. He currently works with F.W. Webb, Warwick, R.I.*

The original article in Fuel Oil News can be found [HERE](#).

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Your company name could be here too! Sponsorships are available and booths are selling out quickly. The exhibit hall is already more than 50 percent full and space is going fast!

### Save the Date! Monday, May 21

Join OESP for the Annual Care to Ride, benefiting Oil Heat Cares. Click [HERE](#) for a pledge form. Online fundraising will be coming soon! OR join us for the annual Dave Nelsen Scholarship Golf Outing, benefiting the scholarship fund. Click [HERE](#) for more information.

## Chapter News

### Fairfield Chapter

Forty-four members of the Fairfield chapter gathered at the Miamogue Yacht Club in Bridgeport, CT last month. **Jim Alberts** from Urell led the group in a discussion on emerging technologies for boiler efficiency. The group enjoyed a hearty buffet and many attendees won raffle prizes donated by various vendors and manufacturers.

Please join the chapter on January 9 for the first meeting of the year. The event will begin at 6 pm at Robertos in Monroe. Check the OESP calendar for details.



### Stay Connected

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## OESP 2018 Dues

OESP 2018 Invoices have gone out by email and mail.

If you need a copy of your invoice, please contact Lisa Strug at OESP HQ at [lstrug@thinkoesp.org](mailto:lstrug@thinkoesp.org).

## Broadcast News Highlights Oil Heat Cares



On December 8, Channel 12 Connecticut featured a terrific segment about the impact of Oil Heat Cares on a local community. OHC and Thomaston Oil Co. of Thomaston, CT were able to help a struggling local family warm up this holiday season.



**David Mathews** and his wife had been without heat for two years. They couldn't afford a new boiler because of mounting medical bills for treatment of his throat cancer.

David said he applied to 10 different programs to get help, but was repeatedly denied. For the last two years, he and his wife had to boil water to take sponge baths and used kerosene heaters to keep warm.

David was desperate and thought he had reached a dead end. But then he met **Mike Pinette** of Thomaston Oil.

Pinette heard about Mathews' broken boiler and promptly contacted New Haven OESP chapter president, **Dan Gentile**. Dan completed the Oil Heat Cares application on David's behalf and quickly obtained approval. The process began on a Tuesday and the team installed a new boiler by Thursday. Thank you to Oil Heat Cares for purchasing the equipment and Pinette for providing superb labor.

"It feels great to see that they are happy," Pinette said. "It's wonderful to know that they are going to stay in that house and they're going to be warm this winter through the holiday season."

"It was an emotional moment; it felt great to take the burden off their shoulders," Gentile added. "The boiler

For more information on the Fairfield Chapter, please visit: <http://oesp-fairfieldcounty.org/>.

## Mid-Atlantic Chapter



Pictured in front: Charles (RE Michel) and Andrea Chapman. Pictured R & L rear: Denise Adams and Belinda Robinson.

The chapter invites you to attend the January 9 meeting at Bellissimo's at 6 pm. **Jeff Mace**, heating and technical sales manager at Pinnai America Corporation, is scheduled to present.



Pictured L to R: Brian Kiernan and Jay McCay of Energy Kinetics.

For more information on the Mid-Atlantic Chapter, please visit: <http://www.masma.org/>.

## Garden State Chapter

The Garden State chapter held its annual holiday party at Libretti's Restaurant in Orange, NJ. The chapter welcomed nine additional OESP members from the Connecticut Valley, New Haven and Fairfield chapters to the event. Thank you to **Nick Hoffnung, Al Brena, George Perrelli, George McQueeney, Hank Mailhot, George**

**Pavlik, Diane Restivo, Dan Gentile,** and **Rick Glownia** for making the trip to New Jersey. Everyone enjoyed the delicious food and comedic wit of **Vinnie Brand**, owner of The Stress Factory Comedy Club.

In keeping with the holiday spirit, the Connecticut group generously donated \$1,250 to the Garden State chapter's Toys for Tots charity drive.



Pictured front to back: Leo DiFonzo, Ray Hepworth, John Burdick and Nate Denner.



burden on their shoulders. Gentile added. The boiler was an early Christmas present for them, and they were very happy and emotional when they received it."



Thank you to all who support Oil Heat Cares. To learn more, please check us out at [oilheatcares.com](http://oilheatcares.com).

### From the OESP Mailbag

Dear Oil Heat Cares,

Thank you so much for your kindness. I cannot describe how much it has meant to me and my children to receive the donated oil burner. It's clear that you are a strong group of caring people. We are forever indebted to Charley Holmes as well for making sure everything went smoothly.

Thank you so much to all!

Love,  
Heather, Charlotte and Session McMahon  
Roselle Park, NJ



Dear OESP,

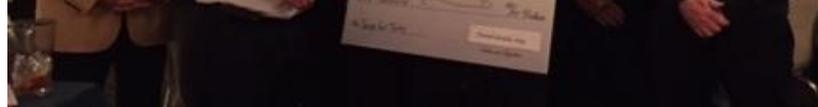
I want to thank you again for awarding me the 2017 Dave Nelsen Scholarship. The scholarship has assisted me financially to attend Elizabethtown College.

I am fortunate to be done with classes by noon and I am able to come to our family owned business, Schwanger Bros., and learn both the business and technical side.

Currently, with the heating season in full swing, I have gone out with senior technicians and have assisted in installations of new furnaces as well as, being a supportive office team member. As an office team member, I provide customer service by taking fuel orders, scheduling service calls, and assisting any customers that have questions with their accounts.

I never realized all that goes into keeping homes and families warm during the winter season.

So, thank you again for the opportunity you have provided me, and I look forward to learning more about the oil and energy field.



The January meeting will take place on January 17 at 6:30 pm at Libretti's in Orange. Check out the OESP website for further details.

For more information on the Garden State Chapter, please visit: <http://oesp-gardenstate.org/>.

### Westchester Chapter

On December 7, **Bob Chapman** of Comfort Zone Sales joined the group to train on IBC-high efficiency wall hung boilers, tankless water heaters, and pool & spa heat exchangers. The round table discussion focused on the importance of a buffer tank when used with "small zones" and how to prevent boiler short cycling. The chapter welcomed members from the Fairfield chapter who joined in the lively conversation and abundance of food.



Please join the chapter on January 4 for the first meeting in 2018. The chapter will meet at Casa Rina Restaurant in Thornwood at 6:30 pm. Additional details to follow.

For more information on the Westchester Chapter, please visit: <http://heatcoolpros.org/>.

### New Haven Chapter

The New Haven chapter had record attendance last month with nearly 50 people bursting out of the room! **John Manning** from RW Beckett spoke at the event. He shared newly redesigned Beckett products and the company's new website. Chapter president **Dan Gentile** kept chapter business light as old friends reunited in the midst of our "busy season." **Diane Restivo** reported on the Garden State chapter holiday party that many New Haven chapter members attended, further confirming that a great time was had by all.

The next chapter meeting will take place on January 11 at 6:30 pm at Brazi's Italian Restaurant in Long Wharf. Please check the OESP website in the upcoming weeks for additional information.

For more information about the New Haven Chapter please visit: <http://oesp-newhaven.org/>.

Thank you,  
Wyatt Schwanger

## OESP Needs You!

Encourage a friend or colleague to come to a meeting! You will be rewarded for your efforts. Recruit two new members and we will mail you a \$50 gift card.

Our goal is not only to increase our membership but to engage those members we have. We believe this goal is achievable; we just need your help to spread the word about the enormous value of membership.

If you're a member and it's been more than 6 months since you attended a chapter meeting, we invite you to attend your next one for FREE!

Just RSVP to the chapter so they know to count you in for dinner and have a great time ON US!

If you're a new member and have never been to a meeting, we invite you to attend your first meeting for FREE! Again, just RSVP to the chapter and enjoy! We feel very strongly that the chapters provide incredibly valuable meetings and we want you to experience that too!

The OESP membership committee is working hard under the strong leadership of **George Fantacone**.

Contact the OESP management office at 888-552-0900 or email us at [lstrug@thinkoesp.org](mailto:lstrug@thinkoesp.org) and let us know that you're interested in helping out.

## Corporate Members

Thank you to all our Corporate Members for your continued support. If you are interested in learning more about a corporate membership, please call the office at 888-552-0900 or email

**Lisa Strug** at [lstrug@thinkoesp.org](mailto:lstrug@thinkoesp.org).

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| Advanced Fuel Solutions        | PB Heat, LLC           |
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## New York City Chapter



The New York City chapter certainly knows how to celebrate the season. More than 50 people joined in the annual holiday celebration with great food, drinks, dancing, conga lines and a visit from Santa. Chapter member **Justin Romano** of Guaranteed Chimney served as the Master of Ceremonies for the evening. Guests enjoyed raffles throughout the night

with many donated gifts.

Please join the chapter on Tuesday, January 9 for its next meeting on dual-fuel burner installation.

For more information on the New York City Chapter, please visit: <http://oesp-nyc.org/>.



## Lehigh Valley Chapter

**Curt Martin** of Beckett Corp joined the Lehigh Valley chapter meeting to present on the set up of the Beckett NX Oil Burner. Curt demonstrated how to disassemble the nozzle assembly and gave useful tips on best practices to ensure proper operation of the burner. There was strong participation in the discussion and everyone left with a better understanding of the topic.



Pictured from L to R: Bruce Graham (Carlin), Jim Appgar (Appgar Oil) and John Belzner (Appgar Oil).

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information on the Lehigh Valley Chapter, please visit: <http://oesp-lehighvalley.org/>.

## OESP Executive Board

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### Education Co-Chair

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## OESP Calendars

Looking for a local chapter meeting? So much is going on at OESP - don't miss out! View our Chapter Meeting [Calendar](#) now!



Click [HERE](#) to find a local chapter near you.

Looking for some industry training? Click [HERE](#) to find out what's going on in your area.

## Long Island Chapter

The holidays came early last month as the Long Island chapter celebrated its annual holiday party. A room full of members and guests ate, drank and were merry as they ushered in the season among friends and coworkers.



For more information on the Long Island Chapter, please visit: <http://oesp.li.org/>.



## Message from the Executive Director

by [Lisa Strug](#)



I am happy to report that dues collection for 2018 went very well in the fall. Many of our members took advantage of paying early and saving \$35 off their dues. If you have not paid yet, please provide payment by the end of the month to remain a member in good standing.

Invoices will go out one last time both electronically and mail. If you are ever unsure of the authenticity of an email from OESP, please contact Association HQ to inquire. We are happy to check for you, verifying before you click. If you have an issue retrieving your invoice, please let us know and we will resend.

Corporate Members - many of you have already recommitted your support for 2018. We welcome **Advanced Fuel Solutions** and **Fuel Ox** as new Corporate Members for 2018. Stay tuned for introductions of both companies in the February print issue of the OESP News.

It is companies like these that provide speakers for chapter meetings, donate generously to Oil Heat Cares and serve on the local chapter boards around our region. The next time you are looking to do business, check our list of corporate members and consider supporting them to thank them for their involvement in OESP.

And speaking of supporters, we would like to thank our loyal and generous advertisers for their support this upcoming year. Thank you to **Taco Beckett**

Click [HERE](#) to view recent photos of chapter meetings on Facebook.

advertisers for their support this upcoming year. Thank you to **FACE, Becker, Honeywell, Slant/Fin, Wohler, Sid Harvey, Carlin/Hyrdolevel and ECR International**. Your company could be in the next issue - contact us to find out how.

Do you have a friend or colleague that would benefit from membership in OESP? Bring them along to meeting. This is our busy season, but it is also the season that training is more important than ever. Our mission is education and we are always looking to grow our great association and educate the next generation. Bring two new people who join and receive a \$50 gift card!

OESP is always looking for people who are interested in making a difference in their career and this great association. One of the ways is by providing networking opportunities to help grow your business.

Everyone wants to work with people they know and trust, so get involved in your local chapter and experience the difference it will make for you. Please contact me or your local chapter president to learn how you can make a bigger difference.

The Spring BOD meeting is right around the corner. Join us in Scranton, PA at the Radisson Lackawanna hotel, March 2-4, 2018. Click [HERE](#) for details and registration.

We are counting down the days until the Eastern Energy Expo in May. I am pleased to report that the exhibit hall continues to fill up daily. This is excellent news and a testament to the strength of our combined trade show that after just two years has a strong reputation as the premier event for the energy and comfort industries.

Sponsorships are still available and there are many exciting ways to get involved. Click [HERE](#) for the sponsorship prospectus, with your company's name in front of the best and brightest in the industry.

And, don't forget about the Care to Ride and Dave Nelsen Scholarship Golf Outing on Monday, May 21. Details will be available soon, so whether it's a motorcycle, bike, your own two feet or a golf club, get ready to support these worthy causes at Foxwoods in 2018.

On behalf of **Jonathan Jaffe, Erika Handler** and the rest of the OESP management team, it continues to be a pleasure to serve the association. Happy New Year!



May 20-23, 2018 Foxwoods Resort Casino, Mashantucket, CT

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