

**YOUR  
FULL-SERVICE  
DEALER!**

**VEO**

**ENERGY  
SYSTEMS**

*A Division of Van Etten Oil Co. Inc.*

**SAVE  
\$125  
INSIDE!**

**SERVING OUR COMMUNITY FOR OVER 65 YEARS!**



*A QUARTERLY NEWSLETTER FOR OUR VALUABLE CUSTOMERS - SUMMER 2010*

## Small Change, Big Difference

In the past year Van Etten Oil has evolved into VEO Energy Systems, making us the area leader in your home comfort needs. For 66 years, Van Etten Oil has continually strived to provide you, our customers, with superior products and exceptional services. With the birth of VEO Energy Systems you can be confident that your home heating and cooling needs will be taken care of in the manner that they have been for years.

With summer upon us, we are now launching our 2010 – 2011 Price Protection and Budget Plans. Please take a look and call our office with any questions, (845) 794-5511.

★ ★ ★ ★ ★

**2010-2011  
PRICE PROTECTION  
AND BUDGET PLANS**

★ ★ ★ ★ ★

**PRICE PLANS ARE TOOLS TO HELP  
CONTROL YOUR FUEL COSTS AND  
ARE OPTIONAL. SEE INSIDE FOR  
MORE INFORMATION!**

SmartCap™ Budget Plan      SmartCap™ Pay on Delivery

SmartCap™ Pre-Pay

## **VAN ETTEN ENERGY SYSTEMS HAS ALL YOUR HEATING AND COOLING SERVICES!**

- |                       |                               |  |   |
|-----------------------|-------------------------------|--|---|
| <b>PROPANE:</b>       | <b>V-FORCE PREMIUM FUELS:</b> | <b>MANAGE YOUR ACCOUNT ONLINE:</b>     | <b>OUTSTANDING SERVICE AND INSTALLATION DEPT:</b> |
| · Cooking & Hot Water | · Premium Fuel Oil            | · Order Online                         | · 24 Hour Emergency Service                       |
| · Pool Heating        | · K-1 Kerosene                | · Pay Online                           | · Temp-Alert™ Home Freeze Protection              |
| · Generators          | · Winterized Diesel           | · Automatic Delivery                   | · The TankSure® Program                           |
| · Central Heating     | · Off-Road Diesel             | · Market Rate & SmartCap™ Budget Plans | · Burner Service Agreements                       |
| · AND MORE!           | · Gasoline                    | · SmartCap™ Price Protection Plans     | · Geothermal Heating/Cooling                      |
|                       |                               |  | · Solar Heating                                   |
|                       |                               |  | · Central Air Conditioning                        |
|                       |                               |  | · Radiant Floor Heating                           |
|                       |                               |  | · Sales-Service-Installation                      |



# 2010-2011



## PRICE PROTECTION AND BUDGET PLANS

### ▶ SmartCap™ Budget Plan

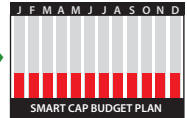
AN EQUAL MONTHLY PAYMENT PLAN WITH BUILT IN PRICE PROTECTION

Our SmartCap™ Budget Plan gives you value by evenly spreading your payment over 12 months while allowing you to enjoy the benefits of Capped Price Protection. Capped Price Protection guarantees delivery at a price that will never go higher than the designated price cap for the entire year. If the daily market price drops below the cap price on the day of delivery, your price will drop as well. In order for Van Etten Oil to provide this price protection, we are charged an "insurance" fee and pass that cost to you. Your 12 predictable payments are based on your annual fuel usage and include the small insurance fee. If prices fall during the year, you will build a credit on your account which can be rolled forward into a future plan or refunded. You may include your burner service plan or propane if desired.



NOT EASY

EASY



### ▶ SmartCap™ Pay on Delivery

PAY ON DELIVERY WITH 30 DAY TERMS

Receive all the benefits of Capped Price Protection without the traditional up-front costs. Instead of pre-paying for your annual fuel supply this plan allows you to pay for your fuel as it is delivered with 30 day terms. Your delivered fuel price will be capped and if the market price is lower than your capped price on the day of delivery, you get the lower price. In order for Van Etten Oil to provide this price protection, we are charged an "insurance" fee and pass that small fee to you. You must pay for the price protection fee at the time of enrollment.

APR	\$6.00	NO
MAR	\$5.00	
FEB	\$4.00	SMART CAP
JAN	\$2.00	
DEC	\$2.00	YES
NOV	\$1.50	
OCT	\$1.00	

### ▶ SmartCap™ Pre-Pay

PRE-PAY FOR THE LOWEST CAPPED PRICE

Some customers prefer to pre-pay for their fuel in advance in return for the lowest possible capped price. Your fuel cost cannot exceed your capped price per gallon. If the daily market price drops below the capped price on the day of delivery, your price will drop as well. This will show up as credit on your account at the end of the contract and can be rolled forward into a new plan or refunded. In order for Van Etten Oil to provide this price protection, we are charged an "insurance" fee and add this cost to your plan. You may include your burner service plan or propane if desired.



▶ **To enroll in a plan or for real time price quotes, please visit our price plan website\*, [www.myaccount.vanettenoil.com](http://www.myaccount.vanettenoil.com), or you may call, stop by our office or return the reply portion below. Full terms and conditions are available at our website or upon request at our office at 79 Saint John Street, Monticello N.Y. 12701 (845) 794-5511.**

*\*You must have your VEO account number to sign into our secure price plan website. You can find your account number on any delivery ticket, statement or invoice. Please call (845) 794-5511 or email us at [eli@vanettenoil.com](mailto:eli@vanettenoil.com) for your account number.*

*All plans receive a 10 cent per gallon automatic discount.*

*All plans expire in 12 months or when your gallons are used up, whichever comes first. If your gallons expire before 12 months, you may pay for additional gallons at the daily market price on the day of delivery. This price may be higher or lower than your designated cap price.*

#### ▶ I AM INTERESTED IN THE FOLLOWING PRICE PROTECTION

- SmartCap™ Budget Plan
- SmartCap™ Pay on Delivery
- SmartCap™ Pre-Pay

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

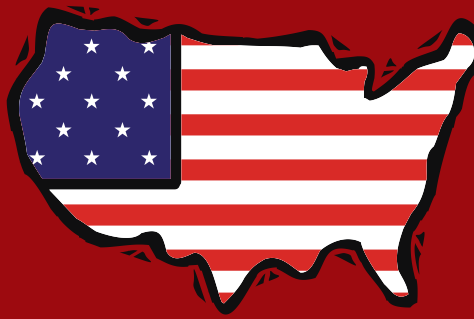
PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

If using reply above please mail in a separate envelope to: **VEO Energy Systems PO Box 1440 Monticello, NY 12701**

# Federal Residential Energy Efficient Tax Credit

**\*Receive Up To \$1,500 Back!**



This credit is available to homeowners who upgrade their water heater, furnace, boiler, heat pump or central air conditioner (also available for building insulation, windows, doors, roofs). The new installation must have an annual fuel utilization rate of not less than 90. Homeowner is eligible to receive 30% of the project cost up to \$1,500 (labor included).

Please visit [energystar.gov](http://energystar.gov) for more information and complete details.

## Propane and Your Home

When used as a home energy source, propane gas fuels a variety of systems and products. It offers homeowners reliability, cleanliness, improved performance and, on average, costs half as much per BTU as electricity. Propane is warm and cozy, which is why approximately 8.1 million households use propane gas to fuel their home.

### Furnaces

- A propane furnace consistently supplies air at 120 degrees Fahrenheit. Electric heat pumps dispense 95-degree air, which is less than body temperature (98.6 degrees), so the air feels cool, not warm.
- Propane gas furnaces last an average of 20 years, while electric heat pumps last an average of 12 years. The cost of repairing propane gas furnaces is also lower than the cost of repairing electric heaters.



### Not Too Hot, Not Too Cold - Just Right



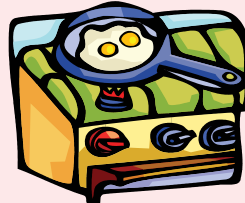
- Propane gas water heaters cost approximately \$10 less per month to operate than comparable electric units. On average, propane water heaters are 42 percent less expensive than electric heaters.
- Over an average life span, propane gas water heaters can save homeowners nearly \$2,000 more than an electric unit.
- Propane gas water heaters heat more than twice as much water in an hour as a comparable electric model.

### Relax by the Fireplace

- Sales of gas-burning fireplace units are increasing. In fact, some propane marketers report that nearly one-third of their new customers are coming to them specifically for propane hearth products.
- Propane gas fireplace systems cost between 30 and 60 percent less per hour of operation than wood burning fireplaces.
- Propane gas fireplaces emit 40 times fewer emissions than wood-burning units and cost less to operate.
- Propane gas fireplaces can be turned off easily with a switch, eliminating concern about remaining embers.

### Now We're Cookin'

- Propane-fueled cook tops offer instant heat and absolute temperature control.
- Ninety-seven percent of professional chefs prefer cooking with gas.
- Unlike electricity-powered appliances, propane appliances are not affected by power outages. Homeowners can continue to enjoy cooking meals in warm homes.



### Tumblin' Dry

- Propane-fueled dryers can complete drying tasks in approximately three-quarters of the time it takes an electric unit. Some models save up to 65 percent in costs over electric dryers.

*Courtesy of the National Propane Gas Association*



Van Etten Oil has recently introduced a valuable new service, The TankSure® Program. This Program evaluates and ultrasonically inspects your above ground oil tank for signs of wear and corrosion.

Heating oil tanks typically corrode from the inside out. Your tank may look perfectly fine from the outside but it could be wearing excessively thin. The testing (similar to a medical ultrasound) allows us to give you a sense of security – or advance warning that a problem may be on the horizon.

### The TankSure® Program Valuable Benefits Include:

- Qualifying tanks receive a \$1,000 tank replacement payment to help cover the cost of a replacement.
- NEW!** Qualifying tanks can earn discounts on their homeowner's insurance policy because of its risk reduction.
- EPA Approved Testing Technology. Ultrasonic equipment detects the level of corrosion inside oil tanks.
- Helps protect your home, your biggest investment, your property and our environment. Proactive replacement can help avoid costly remediation expenses.
- Inspects common tank components such as legs, seams, fill and vent pipes, oil lines and vent whistle.
- Ultrasonic inspection of tanks thickness at the bottom evaluates when a proactive replacement is necessary BEFORE the tank leaks.



ALL SCHEDULED TUNE-UPS AND SERVICE CONTRACTS INCLUDE THE TANKSURE® PROGRAM **FREE!**  
CALL (845) 794-5511 FOR YOUR TUNE-UP TODAY! *NORMALLY A \$79.95 VALUE*



**ENERGY  
SYSTEMS**

PO Box 1440  
79 St. John Street  
Monticello, NY 12701  
(845) 794-5511  
vanettenoil.com

Call our office to discuss service options  
that best fit your budget and lifestyle.

Toll-free: (888) 301-9562  
Local: (845) 794-5511  
Web: www.vanettenoil.com  
Office Hours: M-F 8:00AM to 4:00PM  
24 HR Emergency Service & Delivery

WE ACCEPT:



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SEE INSIDE FOR MORE INFORMATION!

SmartCap™ Pay on Delivery



SmartCap™ Budget Plan



SmartCap™ Pre-Pay

## GREAT SAVINGS!

Clip and Save with Van Etten Energy Systems!  
Redeem any of these coupons when submitting  
your payment.

**SAVE \$125!**

# \$100 OFF



**ENERGY  
SYSTEMS**

**A/C OR HEATING SYSTEM INSTALLATION**

CALL (845) 794-5511 AND MENTION CODE:NL201100



EXP. OCTOBER 1, 2010

# \$15 OFF



**ENERGY  
SYSTEMS**

**SERVICE AGREEMENT**

CALL (845) 794-5511 AND MENTION CODE:NL201015



EXP. OCTOBER 1, 2010

# \$10 OFF



**ENERGY  
SYSTEMS**

**OIL TUNE-UP**

CALL (845) 794-5511 AND MENTION CODE:NL201010



EXP. OCTOBER 1, 2010