

THE MacFarlane

CELEBRATING 65 YEARS

1946 – 2011

Report

Watch for Our New Website

www.MacFarlaneEnergy.com

COMING SOON TO
A COMPUTER, LAPTOP,
TABLET OR SMARTPHONE
NEAR YOU!

Our new and improved website –
which we're almost ready to roll out
– is bigger and better than ever!

- * All new content
- * Complete descriptions of all our products and services
- * A special loyalty rewards program where you can earn valuable points toward MacFarlane Energy products and services
- * A comprehensive account lookup/pay online section

Colorful, user-friendly and easy to navigate, it's another way we strive to exceed your expectations. Check out our site on your computers and wireless devices soon ... and visit us online often!



Message from the President

We Are Your Full-Service Green Comfort Company

Welcome to our brand new newsletter!



Throughout the year we will bring you energy news you can use, valuable tips to lower your fuel usage and increase your savings, and information on the latest high-efficiency products.

In this first issue alone, we have so much to tell you – which probably comes as no surprise because we are a **leading full-service comfort company in the Boston area**. We do it all – from **around-the-clock emergency service** to installation of **high-efficiency comfort equipment** ... from helpful **budget payments** to comprehensive **service policies** ... from complete **plumbing services** to **online conveniences like service scheduling and bill payment** (coming soon!).

Of course, **what sets us apart from other heating oil companies is our commitment to conservation**. We care deeply about protecting the environment. For the past year, we have changed the fuel we supply to include more ultra-low sulfur petroleum and renewable biofuel. In addition, we are installing solar and geothermal systems that are helping customers rely more on alternative energy.

I invite you to look through this newsletter for a sneak peek at our soon-to-be-live website ... how to tell whether a heating emergency is truly an emergency ... what the gas utilities aren't telling you ... and more. Plus, send us a photo of your pet – you could win \$200 worth of FREE oil – and see page 2 for a family favorite cheesecake recipe (wait until you try it!).

As a family owned and operated company since 1946, we've listened to your suggestions and are always taking steps to improve your comfort, save you money and ensure your complete peace of mind. Thank you for your loyalty.

Have a warm and wonderful fall!

Scott MacFarlane, Sr.
Scott MacFarlane, Sr.

We Want You to Use Less Oil



Imagine if the electric company, gas company, or even the supermarket wanted you to spend less! Impossible, right? But we at MacFarlane Energy want you to use less oil and spend less money.

We are your conservation partner, helping you find ways to cut energy consumption and save some much-needed cash.

▼ **Consider investing in new, high-efficiency equipment.** If your boiler or furnace is more than 15 years old,

this is a wise move that could save you a significant chunk of change. Newer systems burn fuel more efficiently than those installed “back in the day” – that means you can use less oil. And if you invest in our solar or geothermal solutions, you can use even less oil.

▼ **Get your boiler or furnace tuned up annually.** Preventive maintenance ensures that your boiler or furnace performs as cost-effectively as possible. NORA (the National Oilheat Research Alliance) says that annual tune-ups can shave up to 5% off your fuel bill. Guess what that means? You may use less oil.

▼ **Enroll in one of our service policies.** It will protect you against costly equipment repairs or even breakdowns. Heating systems that are “healthy” could use less oil.

▼ **Listen to our advice.** We really care about your comfort – and we are always here to offer simple steps to lower your energy bills ... and help you to use less oil.

Use less oil – with our good wishes! After all, when you conserve energy, you save money – and you contribute to a greener planet.

Don't Make that Emergency Service Call Just Yet!

“I have no heat. Could you please come over? It's an emergency!”

We receive phone calls like this quite often during the heating season. And before we make what might be an unnecessary emergency service visit, we always advise the customer to follow some simple steps to see if they can get their heating equipment up and running again on their own.

Checklist for Restoring Heat in Your Home

- ✓ **Check the emergency oil burner switch** (usually a red switch plate at the top of the basement stairs or outside the basement door) and make sure it is in the “on” position.
- ✓ **Check the thermostat** and make sure it is set above the room temperature.
- ✓ **Check for a blown fuse or circuit breaker.**
- ✓ **Check the oil tank** to ensure that there is oil.
(If you are on our automatic delivery service this shouldn't be an issue.)
- ✓ **If the home has a boiler, check the water level** and refill if necessary.
- ✓ **If all the steps above have been completed successfully and the system remains off, you should press the red reset button on the burner relay ONCE ONLY!**

If the burner does not start or fails to stay running at that point, give us a call at (781) 326-9500 and we'll take care of the problem! We're available 24/7/365 to restore your comfort, thanks to our prompt emergency service.

What Is a Heating Emergency, Anyway?

Typically, a heating emergency is defined as no heat, no hot water, smoke, serious fuel or water leaks.



Monica's Pumpkin Cheesecake

Ingredients

Crust:

- 1-1/2 cups pecans, toasted, cooled
- 3 tablespoons golden brown sugar
- 3 tablespoons unsalted butter, melted
- 1/4 teaspoon ground cinnamon

Sauce:

- 1 cup (packed) dark brown sugar
- 1/2 cup whipping cream
- 6 tablespoons (3/4 stick) unsalted butter
- 1/4 cup light corn syrup
- 1/2 teaspoon salt
- 3 to 4 tablespoons bourbon
- 1-1/2 cups pecans, toasted, cooled

Filling:

- 3 8-ounce packages cream cheese
- 1-1/4 cups sugar
- 1 teaspoon finely grated lemon peel
- 4 large eggs
- 1 15-ounce can pure pumpkin
- 1/2 cup plain whole-milk yogurt
- 2 tablespoons all-purpose flour
- 1 teaspoon vanilla extract
- 1 teaspoon ground cinnamon
- 3/4 teaspoon ground ginger
- 1/4 teaspoon ground nutmeg
- 1/4 teaspoon ground cloves
- Large pinch of salt



Preparation

For crust: Preheat oven to 350°F. Butter 9-inch springform pan with 2 3/4-inch-high sides. Grind first 4 ingredients in processor until nut mixture sticks together. Press evenly onto bottom of pan. Bake crust until golden, about 15 minutes. Cool completely. Wrap outside of pan in triple layer of heavy-duty foil.

For filling: Using mixer, beat cream cheese, sugar and lemon peel in large bowl until smooth. Beat in eggs 1 at a time, then pumpkin, yogurt, flour, vanilla, spices and salt. Pour into pan.

Set springform pan in roasting pan. Pour enough hot water into roasting pan to come halfway up sides of

cheesecake. Place in oven. Bake until outer 3 inches puff slightly and center is softly set, about 1 hour 15 minutes. Cool in water bath 30 minutes. Remove from water. Cut around sides of cake to loosen. Refrigerate in pan until cold, about 4 hours. Cover and chill overnight.

For sauce: Bring sugar, cream, butter, corn syrup, and salt to boil in deep medium saucepan, whisking until sugar dissolves. Reduce heat to medium; boil 1 minute without stirring. Remove from heat. Stir in bourbon, then pecans. Cool, stirring occasionally.

Remove foil. Cut around pan sides; remove sides. Cut cheesecake into wedges; spoon sauce over.

The Real Truth about Natural Gas Revealed



Dangers about Gas Heat the Utilities Want to Keep Under Wraps!

You've probably heard or seen the ads – the gas utilities boasting about how environmentally friendly their fuel is. We're here to tell you that this claim is false.

The utilities don't want you to know about a controversial gas drilling practice called hydrofracturing, which is causing plenty of protests around the country. Hydrofracturing – “fracking” for short – is a process by which millions of gallons of chemical-laced water are injected underground at very high pressure to free the gas. The industry estimates 60% to 80% of new wells require fracking to be profitable – but not without a cost: “Fracking” is being reviewed by the Environmental Protection Agency because of numerous complaints about water contamination and health problems – even tap water bursting into flames!

But that's just one major problem with natural gas. Here are some more:

- * Gas heat has been more expensive than Oilheat, 17 of the last 20 years, in Massachusetts.
- * The utilities tell you how economical it is to convert to gas heat, but the costs involved could add up to as much as \$10,000!



- * The gas utilities call their fuel clean, but the truth is that Oilheat is getting cleaner while natural gas stays the same – because traditional Oilheat is being replaced by a blend of ultra-low sulfur petroleum and biofuel made from natural sources.
- * Utility gas leaking from aging underground pipes is killing trees right here in our service area. The reason is methane – which makes up 95% of the gas – which contaminates the soil. Methane is also 20 to 72 times more powerful than carbon dioxide in producing global warming.

Oilheat also has an advantage over natural gas in terms of supply, service, safety and security.

We could go on and on – and we encourage you to learn more about the dangers of gas heat by visiting www.AmericanEnergyCoalition.com.

We can't emphasize it enough: Oilheat is the way to go ... and MacFarlane Energy is the way to get the most out of it.

Oilheat Goes Clean, Green and Lean

The Oilheat industry has quite a bright future – and we here at MacFarlane Energy know that the future is now by using suppliers that have been blending biofuel for the past year. Renewable biofuel is made from natural substances such as American-grown soybeans.

Industry leaders are also pursuing a plan to switch to “ultra-low sulfur” heating oil as soon as possible so that Oilheat can become the leader in the environmental debate. We have been using ultra-low sulfur fuel for the past year. “Regular” Oilheat boasts near-zero emissions, and this reformulation takes the sulfur level down to 15 parts per million – a reduction of more than 99%!

In addition to greener fuel, Oilheat dealers have helped reduce emissions for many years by installing more efficient boilers and furnaces. Today's high-efficiency Oilheat systems produce “near-zero” emissions into the atmosphere. They also use approximately 40% less fuel than units built in the 1970s.

So, congratulations for choosing Oilheat ... and MacFarlane Energy! The earth will thank you!



Are You in Compliance with the Oil Tank Line Law?

It could affect you – and it went into effect last month!

The deadline for complying with the state law regarding upgrading unprotected lines that carry oil from your tank to your burner was 9/30/11.

If your oil line is not coated with a continuous non-metallic sleeve or is not protected by a safety valve – or if you're just not sure – call us now at (781) 326-9500. For a modest cost, our technician will upgrade your oil line during a service call.



Enter the “My Warm and Cozy Pet” Contest



You could win \$200 worth of FREE OIL!

Nothing beats the comfort that MacFarlane Energy delivers ... except maybe a warm and cozy pet! Send us a photo of your favorite animal friend – your dog, cat, bird, hamster – whatever! One lucky winner (our choice) will receive \$200 worth of free fuel. The winning pet photo will be displayed in the next issue of this newsletter.

Please attach your photo to an email addressed to contest@macfarlaneenergy.com, and put “Pet photo contest” in the subject line. Or, you may mail your photo to MacFarlane Energy, 95 Bridge Street, Dedham, MA 02026. Remember to include your name, address, phone number and pet's name with your entry. **Deadline for entries: October 31, 2011.**

Automatic Delivery Has Its Advantages

You know how annoying it is to fill a bowl with cereal only to find out you've run out of milk? Now imagine shivering in bed at night. You check the oil tank's gauge and discover you've run out of fuel! That's more than annoying ... it's distressing! Lucky for you, our automatic delivery service will put more fuel in your tank and less gray hair on your head!

Think of automatic delivery as a time-saver that can ultimately save you money. Using

a combination of your delivery history, daily temperature highs and lows, and our special computer software, we deliver your fuel when you need it. All you do is sit back and enjoy the warmth – no wondering whether your fuel gauge is “empty” ... no worrying about your family's comfort ... and no waiting for the truck to arrive. Best of all, this service is FREE – and it also allows you to enjoy the benefits of enrolling in our service plans, budget plan and price protection program!



Call MacFarlane Energy today at (781) 326-9500 to sign up for automatic delivery!