

Lehigh Valley's #1 Ranked Heating
& Cooling Service for the 26th Year



Authorized Dealer: **GENERAC**

FALL/WINTER EDITION 2013

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

Personally Speaking

Brighter Energy Outlook, New Customer Savings Programs Highlight Our 85th Season of Service

Experience has taught me to never make predictions about the Eagles or energy prices. While this season's outlook for the Eagles remains a mystery, it looks like the energy markets are shaping up with some positive news for heating oil users.

According to a September 15, 2013 report from the U.S. Energy Information Administration (EIA), the cost of heating oil will be less this winter. Conversely, the price of natural gas is expected to go up.

EIA Senior Economist T. Lidderdale said the price of heating oil is expected to gradually fall over the coming months. "The primary reason behind (the expected price decrease) is the growing production of crude oil in the U.S. and Canada, which in August was at its highest level in 25 years."

Lidderdale predicts that the price of natural gas, on the other hand, is expected to increase about 18% from last winter. "The Marcellus Shale drilling boom really pushed things down over the past few years...but that couldn't be sustained," he said. "It bottomed out last winter and now is slowly coming up to where it should be."

Well, here's hoping the energy experts are right. In the meantime, we're working hard to find innovative new ways to reduce your heating bills. And two of them are unveiled in this issue of *Comfort Courier*:

Our new Deiter Bros. ENERGY REWARDS program enables you to reduce your energy costs every time you purchase goods from major names like Macy's, Lowe's, Walgreen's, K-Mart and thousands of participating retailers. Even major online merchants like Hotels.com are in on this



program. Every time you make a purchase of clothes, tools, home wares, almost anything, credits will be automatically converted to direct reductions on your Deiter Bros. energy bill. It's an amazing new cost-cutter, so check out the details inside this issue now.



We've streamlined our highly successful Paygo deferred billing program with simpler end-of-month statement...just like your electric bill. Now more than ever, it makes sense to pay for your heating oil or propane just like your electricity—AFTER you use it, not when it is delivered. Deiter Bros. is the only Lehigh Valley company with Paygo. See inside this issue for more facts.

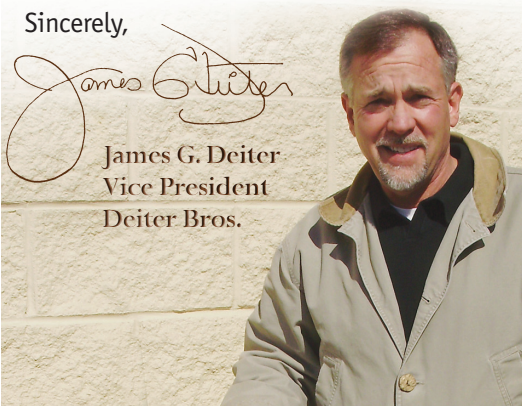


Finally, this heating season will be Deiter Bros. 85th year in business. We are at this milestone because of the trust earned

from customers like you. Be assured that we will continue to honor this commitment to you and your family this heating season...and for every season to come. Thank you.

Sincerely,

James G. Deiter
Vice President
Deiter Bros.



In This Issue

- Cold Weather Forecast
- Deiter Bros.' Al Bova Honored in CFO of the Year Program
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- Deiter Bros. Fall Specials
- Cold Months Increase Risks of CO Poisoning
- Deiter Bros. Ups Percentage of Bioheat Blend in its EnviraFuel



REMINDER

Schedule your **Annual Heating System Cleaning & Tune-Up** online at dbrothers.com

In this issue:

10 PERFECT

Winners of FREE Heating Oil or Propane

This could be your lucky issue of the *Comfort Courier*. There are 10 customer account numbers hidden throughout this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of EnviraFuel® heating oil or propane.

We have printed your customer account number on the mailing label of this issue. Check it, then read the *Comfort Courier* carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel® heating oil or propane.

GOOD LUCK!

**Check
INSIDE
NOW!**

Cold WEATHER FORECAST: “Bitterly Cold” and “Heavy Snow” Predicted by Both Almanacs for Coming Winter

Take your pick of the weather prognosticators for our upcoming winter. But whether you choose to believe the **Farmers’ Almanac** (founded 1818) or the appropriately named **Old Farmers’ Almanac** (founded 1792), our Lehigh Valley may be in for one walloping winter.

The Farmers’ Almanac is using words like “bitterly cold” and “piercing cold” in their forecast. “We’re using a very strong four-letter word to describe this winter, which is C-O-L-D. It’s going to be very cold,” said Sandi Duncan, managing editor.

Being traditionalists here at Deiter Bros., we’ve always based our forecasts on the Old Farmers’ Almanac. (After 18384 being in the family business for 85 years, we’re kind of old-school ourselves.) But even these older, more conservative forecasters are calling for heavy snows and very cold days and nights.

Either way, we’re doing our best to get customers ready to face what could be an historic deep-freeze. If you haven’t called us to schedule your home heating system’s pre-winter cleaning and tune-up, please do so soon. Sure looks like we’re all going to need every advantage to get through this Big Chill blowing our way!

NOVEMBER

Rain or snow precipitation 2-inches above average. Stormy and cool during Weeks 1 and 2 until mid-month then a brief period of mild, wet weather until the bitter c-c-c-cold closes in on us during Thanksgiving week giving the term “cold turkey” a whole new twist.

DECEMBER

The mercury drops 4-degrees colder than average for this holiday month which starts sunny but very cold. Look for the first of the snow barrages during weeks 2 and 3. And if ever there was a year to bet on a White Christmas, this is it! 2013 finishes with frosty fallings of intermittent snow and rain.

JANUARY

2014 debuts with temps up by 2-degrees on average. New Year’s Day will bring snow flurries with the following weeks sunny but cold until mid-month. The Lehigh Valley’s own specialty cocktail—The Wintry Mix—will be served up by Old Man Winter until month’s end.

FEBRUARY

With the Superbowl sleeted—sorry, we mean *slated*—for February 2 in the outdoors of New Jersey’s wind-whipped Meadowlands, some pundits are already calling it “The Storm Bowl.” We agree. Our forecasts are calling for stormy, heavy snows in Week 1. Valentine’s Day will see Mother Nature turn a cold shoulder on us mid-month. Temps average 2-degrees lower with the wet stuff flying throughout Weeks 3 and 4 as well.

MARCH

The last blast of winter hits with a snowfall during Week 1 but then the sun starts to peek through during Week 2 and St. Patrick’s Day on the 17th promises to be cold but with clear skies. Welcome glimpses of sun with warmer rains sooth our winter-weary spirits 171447 and embrace the Lehigh Valley in what promises to be a warmer and sunnier than usual April. Enjoy it...after this winter, we will all have certainly earned it!

Hurricane Season? Winter Season?

Power Through Both with GENERAC SEASON

Here it comes, Lehigh Valley. That one-two punch of weather that has knocked out power lines for days, sometimes weeks, at a time. You remember the names—Hurricane Sandy, the Halloween Frankenstorm—and who can forget the waste of spoiled food in the refrigerator, long days without hot water, longer lines at stores, trying to keep our families safe, fed and warm?

Deiter Bros. has its own season to counterpunch those power blackouts.

It’s called GENERAC SEASON. As the Lehigh Valley’s authorized service and installation dealer of GENERAC Power Generators, Deiter Bros. is qualified to provide your home or business with America’s leading back-up power generator system fast and affordably.

FOR MORE FACTS, please visit our own Generac website. Learn how Deiter Bros. is helping more families and business owners fight power blackouts...and turning hurricane season and winter season into GENERAC SEASON. Visit:

dbgenerators.com



DEITER BROS.

HEATING • COOLING • ENERGY

Lehigh Valley’s Authorized Service &
Installation Dealer
for

GENERAC®

Power Generators



The Bova Family honors their favorite CFO: (From left) Jim Bova (brother); Doris Bova (mother); Alice Bova (sister); Al and his wife Ann; Dori Bova (sister).

Deiter Bros.' Al Bova Honored in CFO of the Year Program

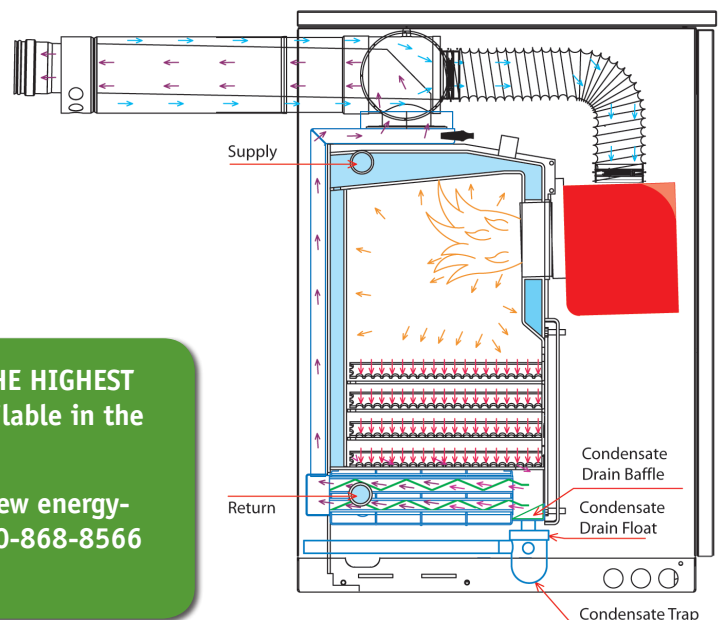
Deiter Bros. hard-working Controller for the past decade, Al Bova, CPA, was recognized as one of the region's top financial leaders in the 2013 CFO of the Year Awards program conducted by *Lehigh Valley Business* magazine. Al was one of eight financial experts selected as finalists in the Private Company category. He and the seven other category finalists were honored, along with finalists from other categories, in an award ceremony which drew more than 350 Lehigh Valley region business leaders to the presentation 760242 ceremony held at DeSales University on September 19. Jim Deiter, Sr. and Jim Deiter, Jr. were proud to accompany Al and several of his family members at the occasion. Here at Deiter Bros., all of us always knew that Al was one of the best in the business...now the rest of the Lehigh Valley knows it, too! Congratulations to Al and all the CFO of the Year Award honorees for your valued expertise and dedication.

Amazingly Efficient Oil Condensing Boiler from UK Now Available from Deiter Bros.

All energy costs more in Europe. A lot more. In England and Ireland, for example, heating oil costs more than twice what it does here. Yet a very large percentage of homes there are heated quite affordably with oil. One reason for this is an advanced heating technology called the oil condensing boiler, capable of delivering heating efficiency to 91.5%. (This is like a full-size sedan getting 65 to 70 miles per gallon...just amazing!)

This heating technology saves so much energy that many European countries have made oil condensing boilers compulsory for all new installations. In the United Kingdom, for example, since 2007 all new oil central-heating boilers in England and Wales must be high-efficiency oil condensing boilers.

Here at Deiter Bros., efficiency numbers like this get our attention. So we checked out the top-selling brand: the Firebird Oil Condensing Boiler. Since 1980, Firebird has been the standard for high-efficiency, durability 13128 and value throughout Ireland and the UK. We really liked the rugged steel design and the 15-year warranty. And after we saw it deliver on fuel savings, we knew we had to put the Firebird into our product line.



BOTTOM LINE: The Firebird Oil Condensing Boiler is THE HIGHEST EFFICIENCY BOILER in the industry. And it is now available in the Lehigh Valley from Deiter Bros.

FOR MORE FACTS AND AN ESTIMATE on this amazing new energy-saving heating system, please contact us today at 610-868-8566 or visit www.dbrothers.com.



Popular Deferred Billing Program Even Better with New End-of-Month Statement

Deiter customers love our revolutionary **Paygo** deferred billing program. And why not? **Paygo** lets customers pay for their fuel after they USE it, rather than after it is DELIVERED. This lets you hold onto your money longer during months when you don't have to heat your home or business—like in spring, summer and early fall.

Now life is going to get even better (and simpler!) for our **Paygo** customers. In the past, **Paygo** customers received both a monthly invoice and an end-of-month statement... frankly, it was more paper than necessary and it got a bit confusing. So we streamlined things. Now, all fuel charges will be included in a single end-of-month statement...just like your electricity bills.

Paygo deferred billing has been a hugely popular energy payment program for Deiter Bros. since we introduced it in 2011. We're still the ONLY heating oil or propane provider in the region to offer such a customer-friendly program. *And it doesn't cost one penny to join!*

If you'd like to join our **Paygo** program for this heating season, call us and 760517 ask one of our customer service folks to explain how it works. *Remember:* there's no added cost, just more time to pay...and smaller heating bills. But please call soon. Enrollment of new **Paygo** customers for the 2013-14 heating season is limited to 300. (Current **Paygo** customers will be automatically renewed for this heating season.) *Thanks!*

For **Paygo** Facts, Call Now: **610-868-8566**.

What's YOUR Lehigh Valley I.Q.?

The Lehigh Valley is the fastest growing and third most populous region in Pennsylvania, eclipsed only by Philadelphia and Pittsburgh. According to the most recent census (2010), our region has a population of 821,623.

QUESTION: Our Lehigh Valley now has more people than four entire states. Can you name the four states that the Lehigh Valley outranks in population size? (Answers on last page of this issue.)



SHOP DROP

at thousands of leading retail and online stores for **ANYTHING YOU NEED** ...food, clothing, housewares, vacations...

Your Heating Fuel Costs!

INTRODUCING Deiter Bros Energy Rewards



As our long-time customers know, Deiter Bros. is always looking for innovative ways to deliver more value to our relationship with you. Now here's a new way to automatically reduce your energy bills every time you shop for clothes, food, tools, housewares, vacations...just about anything we all need to buy in our everyday lives at home or at work.

Our newest cost-trimming program is called **Deiter Bros. Energy Rewards**. It's part of a national program honored and trusted by well-known retailers. In a nutshell, here's how it works:

- 1** You must register at dbrothers.billaway.com. It only takes a few minutes and you can learn more about the features of the program. You will be issued a personalized Loyalty Card.
- 2** Shop in-store or online at any of the participating retailers and businesses like Lowe's, Macy's, Payless Shoes, K-Mart, Hotels.com and many more. There are thousands of store locations and online stores where your everyday purchases can help trim your Deiter Bros. fuel bill.
- 3** **TO SHOP ONLINE:** Simply click on the link that opens that store's website. Just shop as usual on that site and your credits are automatically added to your **Deiter Bros. Energy Rewards** account.
- 4** **TO SHOP IN-STORE:** Register your store Loyalty Card number with us, so we may begin to track your purchases. Select the in-store items you wish to purchase by clicking the coupon on the dbrothers.billaway.com website. The offers become attached to your Loyalty Card, and the credits will be applied when you purchase those items in-store.
- 5** ALL CREDITS are automatically added to your **Deiter Bros. Energy Rewards** account within 2 to 30 days. We will e-mail you when your credits are posted to your account.

GET MORE FACTS ON THIS NEW MONEY-SAVER at dbrothers.billaway.com. It's easy to register...takes mere minutes. Every time you shop at participating stores and online merchants, you earn credits which are automatically converted to direct reductions 760248 on your Deiter Brothers energy bill.

And, **YES**, you will still continue to earn points through our traditional Deiter Bros. REWARDS program with your purchases of fuel, equipment and service from Deiter Bros.



Natural Gas Prices Jumping This Winter

Seems like the folks who took the bait to switch heating fuels are now going to start seeing the "end game" of the natural gas companies. After paying multiple thousands of dollars for new gas hookup lines, gas heating systems and other expenses, they are now financially locked in to the natural gas company...and those artificially low energy prices are now going to start creeping up to higher levels.

Here are highlights from the U.S. Energy Information Administration report issued on October 8, 2013 and reported in *Bloomberg Business Week*:

Natural Gas at 5-Year High to Boost Heating Bills This Winter

- Natural gas prices are projected to increase by 14% this winter, by the U.S. Energy Administration.
- In the Northeast, prices will increase and insufficient pipeline capacity may cause markets to spike further this winter.
- Households in the U.S. that use heating oil will pay about 2.2% less than a year ago as prices are projected to decline about 4.9%
- Winter in the Northeast U.S. is projected to be about 3% cooler than last year.

Here are more news reports pointing up the wisdom of steering clear of the natural gas "bait and switch":

Excerpts from: Delaware NEWS JOURNAL – August 31, 2013

Oil, Propane Users in Line for a Break

This winter, industry observers say, heating oil customers might actually see some relief, along with customers of propane, while the big price benefits of natural gas appear to be ebbing.

For the first time in two decades, the U.S. is producing more oil than it's exporting, said Phil Flynn, senior market analyst for Price Futures Group in Chicago. The increase in supply of domestic crude oil is likely to drive heating prices down this winter, he said.

Excerpts from: WALL STREET JOURNAL – September 10, 2013

U.S. Oil Production, Refining Reach Record Volumes

...U.S. crude oil production shot up to 7.21 million barrels a day in the first half of the year—the highest level since the first half of 1992. That crude has helped meet U.S. demand, freeing up barrels from OPEC producers for other markets, such as Europe.

At the same time, a U.S. refining export boom is also helping cushion global markets. The U.S. became a net exporter of refined oil products on an annual basis for the first time since 1949.

Excerpts from: FUEL FIX – August 22, 2013

Federal Energy Information Administration Forecasts Oil Price Decline

The global benchmark price of crude oil will fall through the end of 2013, as the U.S. continues to pump more oil and cut its need for imports, the federal Energy Information Administration forecast in a report this week.

Oil production in the U.S. has 106401 soared to the highest rates since 1992, cutting the world's largest oil consumer's need for oil imports by more than 20% since 2007.

1929: A Year to Remember

Jan. 1 – Roy Riegels recovers a fumble in the **Rose Bowl** and runs 60 yards...the wrong way.

Jan. 6 – Seven Chicago gangsters machine-gunned down in **St. Valentine's Day Massacre**.



Jan. 31 – **Joseph Stalin** expels **Leon Trotsky** from the Soviet Union.

Feb. 18 – **First Academy Awards** are announced.

Mar. 4 – **Herbert Hoover** inaugurated as 31st president.

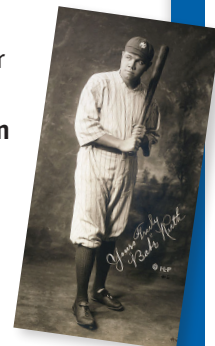


Mar. 23 – **First telephone** is installed in the **White House**.

Apr. 16 – **NY Yankees** become first team to wear numbers on uniforms.

June 4 – **George Eastman** 1446 demonstrates first technicolor movie.

July 23 – **Italy's Facist** government bans use of foreign words.



Aug. 11 – **Babe Ruth** becomes first to hit 500 homers.

Oct. 29 – "**Black Tuesday**" stock market crash triggers Great Depression.



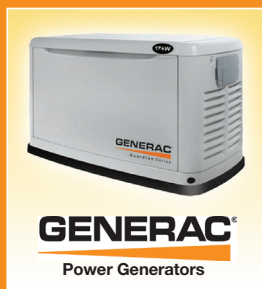
Dec. 1 – Game of **Bingo** invented.

Dec. 21 – **First group health insurance plan** offered.

*In Bethlehem, Pennsylvania, Bill and Sam Deiter pool their savings to buy a used truck and begin a coal and ice delivery service called **Deiter Bros.** And the rest, as they say, is history...*



Fall Specials



Back-Up Power Generator

Be ready when the next "big one" hits with America's #1 power generator: **GENERAC!**
Book your **NEW INSTALLATION** before **OCTOBER 31** and get...

- 5 Year Warranty
- FREE Propane Tank Installation
- FREE 25 Gallons of Propane

Limited to **First 10 Orders. ACT NOW!**



The Amazing Firebird Boiler

World-leader in heating oil efficiency and durability. (See article in this issue of *Comfort Courier*.) If your home needs a new heating system, **Firebird** will save BIG on oil. Book your **NEW INSTALLATION** before **DECEMBER 20** and get...

- \$300 OFF
- \$200 value FREE Heating Oil

Limited to **First 5 Orders. ACT NOW!**



Planned Maintenance Agreement

Secure this peace-of-mind protection for your home heating system and

SAVE \$25!

New Agreements Only.
Subject to Inspection.



WATER SOFTENER: Tired of Hauling Salt?

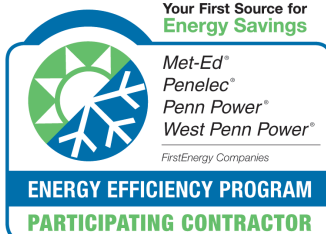
If you (or your back!) are tired of picking up salt at the "big box" stores, let us do it for you! Once a month (around mid month), we will deliver the salt to your door for **just \$12 up to 8 bags** plus the cost of salt. To schedule deliveries:

Call **610-868-8566** or
E-mail **service@dbrothers.com**

Do You Live in MET-ED Territory?

Deiter Bros. Can SAVE YOU MONEY On New Energy-Efficient Equipment & Services

Deiter Bros. is now a Participating Contractor in a new energy-saving program from the **Met-Ed** power company. Significant rebates are now available through this program for new energy-efficient heating and cooling equipment and services.



For more facts on this new program, please visit **www.energysavePA.com**.
Or contact us directly at **610-868-8566** or **service@dbrothers.com**.

Included are:

- Tune-Ups for Central Air or Heat Pumps
- Central Air Systems
- Electric Hot Water Heaters
- Heat Pump Hot Water Heaters
- Whole House Fans
- Geothermal Heat Pumps and More

Cold Months Increase Risks of CO Poisoning

Consumer safety experts urge homeowners using furnaces, space heaters, or fireplaces to remain vigilant against carbon monoxide (CO) poisoning and fires.

The Consumer Product Safety Commission (CPSC) and the Centers for Disease Control and Prevention (CDC) strongly recommend professional inspection of all fuel-burning heating systems, including furnaces, boilers, fireplaces, wood stoves, water heaters, chimneys, flues and vents.

"Protect your family this winter," said CPSC acting chairwoman Nancy Nord. "The best way to prevent carbon monoxide poisoning is to have a professional inspection every year and install working CO alarms in your home."

"Carbon monoxide is a silent killer. This colorless, odorless, poisonous gas kills nearly 500 U.S. residents each year, five times as many as West Nile virus," said Dr. Howard Frumkin, director of the National Center for Environmental Health at the CDC. "CO poisoning is a persistent and tragic public health problem that can be eliminated if people become aware of the danger and take some simple steps to protect themselves, their families and their pets."

Frumkin said CO poisoning is most common during the winter months, as this is not only when furnaces are most used, but also when the second leading source of CO poisoning, vehicles, is most likely to kill or injure people as they warm up their cars and trucks inside garages.

Each year, at least 15,000 Americans suffer from unintentional, non-fire related CO exposure, according to CDC estimates.

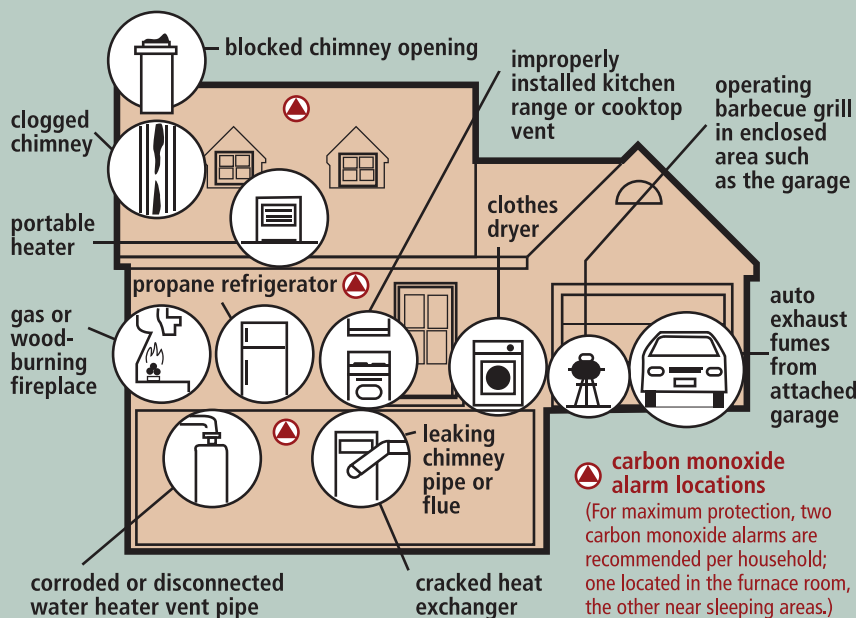
According to CDC, the most common symptoms of CO poisoning are headache, dizziness, weakness, nausea, vomiting, chest pain and confusion. CO poisoning can cause loss of consciousness and death. People who are sleeping or intoxicated can die from CO poisoning before ever experiencing symptoms.

CPSC statistics show that fireplaces and chimneys are the number one source of home heating equipment fires. They account for about 21,600, or 60%, of the nearly 36,000 estimated home heating equipment fires each year.

To help prevent deaths and injuries, CPSC and CDC also urge consumers to:

- Have your heating system, water heater and any other gas, oil, or coal burning appliances serviced by a qualified technician every year.
- Install CO and smoke alarms in your home.
- Locate CO alarms outside the bedrooms in each separate sleeping area.
- Locate smoke alarms on each level of the house and inside every bedroom.
- Replace smoke and CO alarm batteries when you change the time of your clocks each spring and fall and check batteries monthly.
- If an alarm sounds, leave your home immediately and call 911.
- Seek medical attention immediately if you suspect CO poisoning and are feeling dizzy, lightheaded or nauseous.

Potential Carbon Monoxide Sources in the Home



Want a CO detector installed during your next service visit?
Just let your technician know or contact us directly at **610-868-8566** or service@dbrothers.com.



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Just Right.

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Lehigh Valley, PA
Permit No. 547



Deiter Bros.' Pennsylvania Home Improvement Contractor Registration Number: PA000736
Text HEAT to 24587 to receive Deiter Bros. Promotions on your mobile phone

From Lehigh Valley Media Reports:

Deiter Bros. Ups Percentage of Bioheat Blend in its EnviraFuel Trademark heating oil triples use of American-grown, cleaner-burning energy source

Being a Deiter Bros. heating customer is now greener than ever. The Lehigh Valley heating, cooling and energy company has tripled the percentage of Bioheat blended into its EnviraFuel heating oil. Produced from homegrown American agriproducts, Bioheat is a cleaner-burning, sustainable energy source. As of October 1, 2013, Deiter Bros. increased the percentage of Bioheat in its EnviraFuel product from 5% to 15%.

"We first started using the Bioheat blend in 2000 and the results have been outstanding. Along with lower atmospheric emissions, our customers' heating systems are also running much cleaner," said Jim Deiter, Vice President.

"Increasing our use of Bioheat will help protect our customers' heating equipment investment and lessen reliance on foreign oil. It will also serve to protect our air quality and environment here in the Lehigh Valley."



The benefits of Bioheat include:

- **Domestic production by American farmers** rather than reliance on foreign oil sources.
- **Clean burning:** Improves air quality and decreases harmful emissions.
- **Burns more completely:** Heating systems run more efficiently.

Energy research authorities—including Brookhaven National Laboratory, the National Renewable Energy Lab and the National Biodiesel Board—have been testing Bioheat reaching back to 1993. Tests have consistently proven that the product blended with standard (No. 2) heating oil results in lower emissions.

Testing conducted by the National Oilheat Research Alliance (NORA) found that a Bioheat blend of 20% with low-sulfur heating oil reduced sulfur oxide emissions by as much as 80%.

What's YOUR Lehigh Valley I.Q.? (from previous page)
ANSWER: Our Lehigh Valley has a larger population than the states of Vermont, Wyoming, North Dakota and Alaska.