



COMFORT COURIER

DOUBLE REWARDS SALE

Check out the flyer inside!



Lehigh Valley's #1 Ranked Heating & Cooling Service for the 28th Year



Authorized Dealer

FALL/WINTER EDITION 2015

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

Personally Speaking

During These Times of Lower Energy Prices: Enjoy the Ride

Our nation's historic energy revolution continues at full steam and consumers nationwide are cheering it on with more money in their pockets due to lower fuel prices and more confidence in a sustained future of American energy independence.

And if you should happen to drive along Stefko Boulevard in Bethlehem, don't worry about those chants of "U...S...A!! U...S...A!!" reverberating against your car windows. It's just everyone here in the Deiter Family leading those cheers for the most customer-friendly heating oil and propane prices we've seen in a long, long time.

"U.S. crude oil inventories remain near levels not seen for this time of year in at least the last 80 years."

— U.S. Energy Information Administration (EIA)
Report from July 25, 2015

Abundant domestic oil supplies are accompanied by reports that the global oil price drop may last for the next couple of decades. According to many authorities, including highly-respected economist Frank Wolak, Professor of Commodity Price Studies at Stanford University, new access technologies and oilfield discoveries—and the declining market role of OPEC (sorry guys...hope you didn't spend it all on Lamborghinis)—are driving this new petrofuel paradigm. The following excerpt from the recent *Stanford Report* speaks volumes about the sustainability 98526 of lower prices for heating oil, and its co-product generated in the refining process, propane.

"Global oil prices may stay low for the next 10 or 20 years, according to Stanford economist Frank Wolak... the primary reasons for continuing low prices include the slowing demand for oil in the industrialized world and ever-advancing technological change in the extraction and use of oil."

— Stanford Report
March 30, 2015

With heating oil prices at their current low levels and all indications that they will stay in this range for the foreseeable future, the siren song of cheap natural gas is starting to ring a bit hollow. Pardon my soap box here, but given this current turn of energy events I salute the wisdom and tenacity of you folks who are not falling for the natural gas fairy tale of cheaper prices happily ever after. Yes, some homes and businesses shelled out up to \$10,000 or more for new equipment, line connections and other costs required to switch to natural gas heat. It may have made sense when oil was over \$100 a barrel. But now it is half that and oil heat is progressively nearing closer to cost parity with natural gas. Plus, here's the dirty little supply/demand secret that the natural gas providers prefer that consumers do not learn. Domestic natural gas supplies are being sucked up at record rates by the electric utilities for power generation. Unprecedented additional supply pressures will soon be impacted by a new phenomenon: natural gas exports! Prices for natural gas in Europe and Asia are many times higher than they are in the U.S. For the past several years, billions in investment have gone into building new Gulf coast exporting terminals for LNG or

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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!

Lower Energy Prices

(Continued from the previous page)

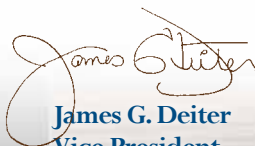
liquid natural gas—the highly-transportable compressed form of natural gas. And the transoceanic LNG tankers are getting lined up to ship a LOT of North America's natural gas to the highest global bidders...driving down domestic supply and upping costs for America's natural gas customers.

"The United States is on the verge of exporting its first major shipment of liquefied natural gas later this year or in early 2016, despite being a net importer of gas. That's because it's more profitable to sell gas offshore to foreign countries than to sell domestically. So, perversely, we can buy cheap natural gas from places like Canada, while at the same time exporting the same thing at higher prices, in liquefied form, since we have the ability to do so via ocean-going tankers."

—Wall Street Daily
April 30, 2015

As optimistic as I may be now about the new lower prices for heating oil and propane, I remain a realist. The global energy market game is full of curve balls. Political unrest, natural disasters, environmental events... these and more factors always come into play when looking at energy economics. My family has been in the energy business for more than 86 years now, and along with our customers we've learned some pretty tough lessons in the school of supply and demand. Here's to hoping for the best but always being prepared for the worst. Throughout this journey, caring for customers 762194 like you has always been, and will always be, the Deiter Family's guiding commitment. The sun is now shining so let's enjoy the ride!

Sincerely,


James G. Deiter
Vice President
Deiter Bros.



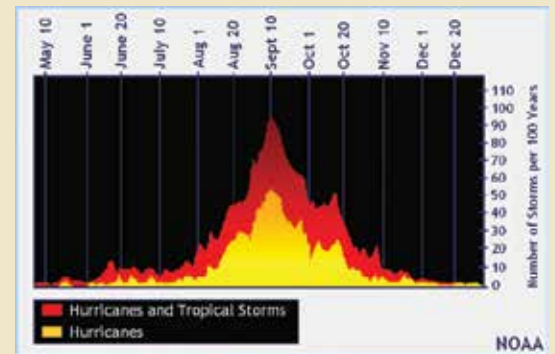
Hurricane Season & Winter Ice Storms Are Coming

Get Ready Now with a Generac Whole-House Generator!

The Lehigh Valley's electrical grid may not be ready for power outages caused by the upcoming hurricane season and winter ice storms, but you can be with a Generac standby power generating system from Deiter Bros.

According to the Hurricane Center at the National Oceanic and Atmospheric Association (NOAA), this year's hurricane season will peak in September (see chart) with "many of these storms forming closer inland, such as offshore in the Gulf of Mexico, or the eastern seaboard of the United States." As colder weather moves into our Lehigh Valley 760444 this winter, history proves that extended power outages due to heavy ice on aging power lines is also a threat we may encounter...and must prepare for.

The smartest way to do this is with a Generac whole-house generator system from Deiter Bros. Powered by its own independent propane or diesel fuel supply, a Generac system switches on automatically during any power outage, providing the electrical power you need to continue running your household, your business, your life without interruption.



Deiter Bros. is a **Generac Power Pro dealer** — the only Lehigh Valley Generac source with this distinction. It ensures our customers of 4-star Generac service, factory-trained technicians and 24/7 product support. As a Power Pro dealer, we are authorized by Generac to offer **SPECIAL FINANCING PACKAGES**

to customers who install a new standby power system through Deiter Bros.

We are booking Generac installations now. If interested, please contact us soon at **610-868-8566** or visit **www.dbrothers.com** now for more facts. Thanks.

Backup Power Generator:

One of TOP 10 Home Improvements
...That Pay You Back

From AOL Real Estate:

"With the aging electrical grid being less reliable, access to backup power is essential for a home. Gone are the days of bulky, smelly, portable gas-powered generators; you can now have a neat, compact standby generator installed right next to your AC unit that can repower most of your home within seconds of losing electricity from the utility company."

Looking for the WEATHER PREDICTIONS?

Check out the reverse side of the **Double Rewards Specials** flyer inserted in this issue.



Got a
Pin-Up Pooch?



Enter Your Dog in

DEITER BROS' LEHIGH VALLEY CANINE CALENDARSM CONTEST

Here at Deiter Bros., our furry friends are more than pets — they're *family*. If you share this love for your family dog, here's a great way to show it... and maybe gain some major "Fido Fame" in the bargain!

From now until October 10, 2015, Deiter Bros. is conducting the Lehigh Valley **CANINE CALENDARSM CONTEST**. It's a chance to enter a photo of your dog to be one of **12 WINNERS** featured as a monthly "Pin-Up Pooch" on the 2016 Lehigh Valley Canine Calendar, to be released in November.

Copies of this high-quality wall calendar will be donated to a local non-profit, no-kill shelter to help with their holiday fund-raising efforts.

Additional copies will be distributed to each Canine Calendar Contest winner 13102 and one copy each to Deiter Bros. customers on request.

JUST IMAGINE...your own four-legged friend captured forever as the monthly Poster Pooch on a beautiful, full-color calendar!

It's Free and Easy to Enter, Too! Go to www.dbrothers.com/canine-calendar-contest.

Please see article on the next page for **Photo Entry Requirements & Recommendations**.

PLEASE ENTER SOON. The deadline for entries is 11:59 p.m. on **Saturday, October 10, 2015**. Winners will be selected no later than October 20, 2015, and will be posted on the Deiter Bros.' website.

Check www.dbrothers.com/canine-calendar-contest for Official Rules.

DEITER BROS. Invites You to Join Us at the 3rd Annual

Barktoberfest

Location: **Upper Macungie Park**
1625 Rt. 100 North, Fogelsville, Pa.

(From I-78, Rt. 100 North exit, continue past Weis Market, Park is on right.)

FREE FUN for Every Family Member (Especially Four-Legged Ones!)

- Pet Parade & Dog Costume Contest
- Pet Olympics
- "Treat Street" with Doggie Delites
- Kiddy Korner Children's Activities
- K-9 Police Dog Demonstrations
- Live Radio Broadcasts & MORE

NOTE FOR PET OWNERS: All dogs must be on a leash and kept under control by owners at all times.

FOR MORE FACTS, VISIT: www.uppermac.org/barktoberfest




DEITER BROS!
HEATING • COOLING • ENERGY
Just *Right*.

Proud to serve as **PLATINUM SPONSOR**
of Barktoberfest 2015

**"A Howling Good Time is
Guaranteed for All!"**

Lehigh Valley CANINE CALENDAR CONTEST Photo Entry Requirements & Recommendations

Enter Photo of Dogs Only

Yes, we like all pets...and their human family members, too. But for judging purposes, we are requesting photos of dogs only—no “people” shots, please. The photos will be judged based on overall appeal of the photo such as the quality, creativity, and humor.

Digital Photo Quality Counts

For best results, send a **HIGH RESOLUTION** photo in **jpeg format (.jpg)**. Winning photos will be printed 12-inches wide by 9-inches high. The higher the photo resolution, the better the printed image of the 12 winners selected to represent each month on the 2016 Lehigh Valley Canine Calendar.

To Enter Your Photo

Simply fill out the online application at www.dbrothers.com/canine-calendar-contest and upload your original photo. Limit 1 entry/photo per pet.

Digital photos only. If you have a favorite printed photo, please have it digitally scanned for uploading online. Printed copies can neither be processed nor returned.

For more details, check Official Rules at www.dbrothers.com/canine-calendar-contest.

No purchase necessary. Entry open to all Lehigh Valley region residents. No cash prize or monetary value assigned to winning entries. Calendars may only be resold by non-profit animal shelter organization assigned to do so by Deiter Bros. For more facts, contact us at 610-868-8566.

Stop By at Barktoberfest!



FREE Pooch Portrait

Our professional photographer will take an on-site digital portrait of your dog at Barktoberfest. Stop by at the Pooch Portrait booth and get more Deiter Bros. Customer Exclusives!



DOUBLE REWARDS SALE

Heating oil and propane prices are way down... and it's a smart time to drive your home heating costs **even lower** with a new high-efficiency heating system installed in time for this winter. See the Double Rewards Specials flyer in this issue or get the facts online at www.dbrothers.com/DoubleRewardsSale.

Deiter Service Team Trains to Help Protect In-Home Seniors through Gatekeepers Program

Thousands of older adults throughout our Lehigh Valley community are living alone and at daily risk from in-home accidents, neglect or other circumstances which could impact their health, safety or independence.

The Lehigh Valley Gatekeepers Program is a collective community approach to connecting at-risk older adults to appropriate services to keep them living safely. Because many seniors live alone, or have little or no contact with others, their needs can go unnoticed. Gatekeepers are non-traditional referral sources who come into contact with seniors through their work. They are trained 267947 to recognize warning signs that help may be needed, obtain proper information and report their concerns to the Gatekeepers Program.

In Deiter Bros.' line of work, we are in hundreds of homes every week providing indoor comfort technical services. We see the Gatekeepers program as a great way to help protect seniors, so our entire service team recently took the certification training necessary to become a Gatekeepers Trained Organization (GTO). It was conducted in our classroom here at Deiter Bros.' Bethlehem headquarters by Amy Angelo through the social services network of the Diocese of Allentown.

Our service technicians are now aware of the many red flags which may indicate a senior's need for help, reporting protocols, and each is equipped with an anonymous ID number which is used to make referrals to the Gatekeepers Intake Line. The Area Agency on Aging follows up on each referral within 72 hours. If the person is in need, he or 3487 she will be connected to appropriate services.

We are proud to be able to help protect the senior population here in our home community, and thankful for programs like Lehigh Valley Gatekeepers which empower us all to help each other. After all, isn't that what being a community is all about?



THE "OTHER" NATURAL GAS: PROPANE

Growing Choice for Install-Anywhere,
Clean Heating Value

As electric rates rise, heating oil prices drop and natural gas utilities scramble to replace aging gas lines, more homeowners are wondering what's the best value for their home heating. According to one local energy expert, there's another energy option that consumers should consider to keep the chill off their homes and wallets: propane.

Dubbed "the other natural gas" by Jim Deiter, vice president of Bethlehem-based Deiter Brothers Heating Cooling Energy, propane offers advantages beyond price that are making it a growing choice for home heating throughout the Lehigh Valley region.

"Propane goes where natural gas lines can't," Deiter says, citing the fact that the majority of utility gas lines serve urban areas. "With propane, you have your own independent energy supply on your own property, regardless of where you live."

This degree of independence offered by propane vs. natural gas has additional advantages. "Like electricity, natural gas prices are dictated by one source: the utility company," Deiter says. "With propane you have the choice of many reputable providers, and we are all eager to compete for your business. More choices gives you more control over your heating costs."

It's also clean-burning and healthier for the environment. "Propane is an approved clean fuel listed in the 1990 Clean Air Act. It's so clean that propane is the fuel of choice for indoor vehicles like forklifts," Deiter explains, adding "We are now in the process of converting Deiter Bros.' fleet of fuel delivery and service vehicles over to propane because it is so much cleaner and costs significantly less."

Generac Recognizes Deiter Bros. as Power Pro Dealer

Named among the "Best of the Best" in U.S.

Released August 4, 2015 by
GENERAC POWER SYSTEMS
Corporate Headquarters,
Waukesha, WI – USA



As the Lehigh Valley's largest dealer of residential standby generators, Deiter Bros. Heating Cooling Energy of Bethlehem, PA, was recently named a **Power Pro dealer** by Generac Power Systems, a leading designer and manufacturer of generators and engine-powered products. 265640 This distinction is the highest level available for a Generac residential/commercial dealer. It is open only to those dealers that meet the most rigorous set of sales and customer service criteria.

Being a Power Pro dealer means Deiter Bros. meets the following quality service criteria:

- ▶ A 4-star customer service rating on Generac.com
- ▶ Provides customers with 24/7 product support
- ▶ Service and sales personnel earned and maintain Generac factory training and certification
- ▶ Maintain an adequate inventory of Generac products and parts
- ▶ Provide financing options to customers
- ▶ Successfully represented Generac products for at least three years

"Power Pro dealers like Deiter Bros. live the Generac brand promise of giving our customers peace of mind," said Ryan Jeske, vice president of Generac sales, residential products. "We congratulate Deiter Bros. for 18384 their significant commitment to their customers and for being among the best of the best."



A Trusty Old Friend...Still Rolling Strong!

On a recent visit to Pharo Garden Center in Bethlehem to see good friends and long-time customers Ray Steidinger and Vicky Leister, I saw another old buddy still on the job after 38 years. Even through it's snappy new paint job, I recognized this '77 International which began life as a Deiter Bros. coal delivery truck. I spent many, many hours (many, many years ago!) delivering anthracite in that same truck. And though I may have grumped about working dawn 1264 to dusk in some pretty tough winter weather, there was never a complaint from that trusty workhorse. We sold it to Pharo Garden Center (Ray Steidinger shown above) several years ago and it's been performing just as admirably for their family as it did for ours...still rolling strong after nearly four decades. You got to love good old American-made trucks!

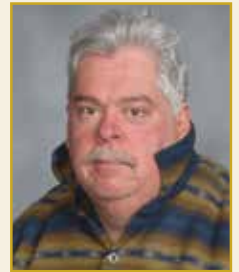
— Jim Deiter



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

Remembering John Geake

It's always heartbreaking to lose a friend and co-worker, but when it's someone as wonderful as John Geake, the loss is even more profound. John worked with us as a propane delivery driver for many years and through thick and thin, steamy summers and freezing winters, he never wavered in his positive, upbeat attitude and trademark smile. John passed away in June at just 63. Our hearts go out to his family and many friends throughout the Bangor community. As a professional and as a friend, John Geake lived to standards most of us can only aspire to. He will be missed by all of us here at Deiter Bros.... but never forgotten.



Deiter Bros. Fleet Continues Conversion to Clean-Burning Propane Power

To reduce fuel costs and do our part for a cleaner environment, we are in the process of converting Deiter Bros.' fleet of fuel delivery and service vehicles over to propane power. The latest addition is the new propane delivery truck shown here. (Gerry Weslowski, Propane Div. Manager in the cab and yours truly on the right.) Compared to gasoline, propane (also known as Liquid Petroleum Gas or LPG) yields 12% less carbon dioxide, 20% less nitrous oxide, and as much as 60% less carbon monoxide. What amazes me is how QUIET AND CLEAN a big propane powered engine is! All my working life has been around diesel 2593 engines. When I started up this newest delivery addition to our fleet, I didn't think the engine was even running. When you see any of Deiter Bros. fleet buzzing around your neighborhood, give us a wave!

— Jim Deiter