



Serving homeowners and businesses in the Greater Lehigh Valley

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • [www.dbrothers.com](http://www.dbrothers.com)

SPRING/SUMMER 2022

*Personally Speaking*

## Stabilizing Energy Costs During Uncertain Times

ALL energy costs are way too high.

PPL Electric just announced a 38% rate increase. That's on top of a 26% increase just five months ago.

U.S. natural gas prices are now up 108%. UGI Gas has increased rates so many times we've lost track.

I need not remind you that all petroleum

products are up, too. Gasoline, heating oil, propane...all at the highest levels I've seen in my lifelong career in the energy business.

FACT: There is no "safe harbor" for consumers to flee to. And with no realistic energy policy in Washington, and the current geopolitical unrest, there's no telling how long this will last.

As the "last touch" guys in the long energy supply chain, retail providers like Deiter Bros. often catch the most flak when these price spikes happen. I guess that's understandable. Even though the vast majority of the cost increases are functions of global markets, we're still the closest to the consumer logistically.

The reality is, our margin is a tiny fraction of the final price end-users pay. The pennies we make per gallon delivered to your home or business do not increase proportionately with product cost. And 767489 that margin is necessary for us to stay in business. No margin, no mission.

### Deiter Bros. BetterWay® Budget Plan with Price CAP

To provide some protection against increases while still allowing for price drops, we modified the payment plan offerings to

one solution that makes the most sense during times like these: our **BetterWay Budget Plan with the optional Price CAP**. This has been one of our most

popular plans through the decades and it has saved customers a lot of money while providing cost predictability and peace-of-mind.

Our BetterWay

Budget Plan breaks your annual fuel costs into 12 monthly payments, while providing an optional price CAP to protect against any further increases. The price you pay for fuel cannot exceed the CAP price...BUT if prices go down (which we all hope they will) your price goes down as well.

**We will soon be sending all the details on this year's BetterWay Budget Plan with Price CAP out to you via email and regular mail.** So keep an eye on both mailboxes for this important information. You can also sign up for the program on our website at [www.dbrothers.com](http://www.dbrothers.com).

Through all the ups and downs, one fact remains constant: Deiter Bros. will always be here to help our customers get through these times as best we can. It's one of the reasons you chose Deiter Bros. And we will always do our best to honor that decision. **Thank you!**



James G. Deiter, President, Deiter Bros.



### IN THIS ISSUE

- 2022 Spring Specials
- Spring & Summer Weather Forecast
- 2022-2023 Payment Plan Coming Your Way Soon
- New Fee Policy on Credit Card Purchases
- Supporting Local Fire Departments
- Refer & Rewards Program



Have You Checked Your REWARDS POINTS Lately?

Visit [www.dbrothers.com](http://www.dbrothers.com) or call us at 610-868-8566 for questions.

### IN THIS ISSUE

**10** PERFECT **Winners of FREE Heating Oil or Propane**

#### Are YOU a Winner?

In this *Comfort Courier* there are **10 customer account numbers** hidden throughout the articles. If one of these is yours, 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!**

## 2022 SPRING SPECIALS

Spring & Summer Grilling Season Special!

# PROPANE Tank Fill-Ups

**\$1 OFF** For Every Fill-Up  
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1000 Bushkill Dr.

**BETHLEHEM:**  
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Questions? Call: 610-868-8566

Summer Hours (Starting June 1):  
M-F 9 a.m.-4 p.m.

Offer expires 9/1/2022.



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**\$600**  
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But Hurry! Supplies are limited and rebate offers require purchase of qualifying systems by May 31, 2022. System can be installed until July 31. **SO SAVE NOW, INSTALL LATER!**

ACT NOW FOR YOUR QUOTE! Call: 610-868-8566, or Visit: [www.dbrothers.com](http://www.dbrothers.com)

See Deiter Bros. for complete program eligibility, dates, details and restrictions. Special rebates from \$75 up to \$600 on qualifying equipment only. All sales must be to homeowners. Void where prohibited. Not valid with any other offers. Offer expires 5/31/2022.

UP TO  
**\$500**  
REBATES

Deiter Bros. is a Proud  
Participant in the **UPGRADE  
& SAVE Pennsylvania**  
Rebate Program

**Upgrade  
& Save**  
Pennsylvania   
Energy Efficiency and  
Safety Rebate Program

### NEW FURNACE, BOILER or OIL STORAGE TANK?



All Deiter Bros. customers who replace or upgrade an older heating system to a new high-efficiency oil-fired furnace or boiler are eligible for up to \$500 in rebates from the UPGRADE & SAVE Pennsylvania Energy Efficiency and Safety Rebate Program.

Also, any replacement for an old oil storage tank (aboveground or underground) is also eligible for up to \$500 in rebates with this program.

YES, this \$500 IS IN ADDITION to any manufacturer's rebates, Deiter Bros. Rewards Points and other discounts!!



Call Us Today for More Facts: 610-868-8566, or Visit: [www.upgradeandsavepa.com](http://www.upgradeandsavepa.com)



## SPRING & SUMMER WEATHER FORECAST

Given the crazy ups-and-downs that the world has been throwing at all of us this year, getting back to “average” might be a welcome change. Our friends at the *Old Farmer’s Almanac* (founded 1792) are calling for very average temperatures and rainfall for our Lehigh Valley region this Spring, Summer and early Autumn. No searing temperatures. No earth-shattering hurricanes. No flying monkeys working for some weird green lady in a pointy black hat. Just good, old average weather...not way hot, not crazy cold, just somewhere in that comfortable zone in between. And that’s okay with us here at Deiter Bros. We don’t like “average” when it comes to our job performance, but when it comes to the weather we face every day in our work to keep customers comfortable, we’ll take it.

According to the weather wizards at the Almanac, their weather predictions are based on magnetic solar storms (sunspot activity), climatology and meteorology. We’re betting there’s a guy in the backroom with weather-sensing bunions, too, but that’s just a hunch. According to the Old Farmer’s folks: “Our forecasts emphasize temperature and precipitation deviations from averages. These are based on 30-year statistical averages prepared by governmental meteorological agencies and updated every 10 years.” When they roll it all together in prognosticating weather for the past 230 years, they boast an accuracy rate of 80%. I don’t know 34695 how you did in school, but for the tough subjects, 80% was about average for me. And sometimes, average is an okay way to be.

### MAY

Slightly warmer and wetter than usual but not enough to dampen any gardening or other favorite outdoor activities. The sun shines strong right through to mid-month. Scattered showers and cooler temps are on the menu up to Memorial Day weekend (5/28, 29, 30) which will be a bit wet but nowhere near a washout. When planning your family events, have an “under cover” option ready just in case.

### JUNE

This gets our vote for Prettiest Month of 2022. With average temps of 72-degrees and tons of sustained sun, we’re rockin’ a June tune for at least 75% of the month. Okay, Week 1 is semi-soggy but throughout Weeks 2 and 3 it will be picture perfect, especially for Father’s Day (6/19) and the whole week after. Maybe all the attention on Dad gets Mother Nature jealous 113994, because Week 4 cools the party off very quickly with heavy thunderstorms and chilly nights.

### JULY

Yes, this will go down as the hottest month of 2022, but at just 2-degrees higher than average it’s hardly a sizzler. Or a soaker for that matter, with rainfall at average levels. The long Independence Day weekend (July 4th falls on a Monday this year) will be mostly hot and dry followed by a few sprinkles but nothing to postpone community fireworks displays. Weeks 2 and 3 will be the warmest weeks of the year with zero rain to cool things off so make sure your air conditioner is ready to take the sustained workout. Heavy thunderstorms will rattle through our region in the final week of July.

### AUGUST

Get ready for a summer seesaw ride! No, it’s not about the temperature, which will be on average 2-degrees warmer throughout August. It’s not about the precipitation, which at 4-inches is perfectly average for this month in our region. It’s about the timing. Week 1 is rain, rain and more rain. Weeks 2 and 3 are all sunshine days and magically warm nights. But Week 4 whipsaws back to an on-again off-again pattern of gloomy days laden with rain and bright blue skies with average daytime temps in the 80s and sleep-friendly nights. Hmm...seems like somebody has to make up their mind!

### SEPTEMBER

Labor Day weekend (9/3, 4, 5) will be moist but manageable for planned outdoor events, just keep an umbrella handy for any outdoor activities because intermittent showers are in the cards. Unlike most previous years, this will not be a slow dance into the Autumn season. Almost like some uncanny clockwork, on the 22nd of September—the first day of Fall—sunny days turn cloudier and cooler and the temperature starts to step down noticeably week by week. Scattered thunderstorms cool the earth throughout mid-month and by Week 4 the crisp smell of Autumn is in the air!

### OCTOBER

At 57-degrees average temp, October will be on track for a brilliant leaf-peeping season if the heavier rains predicted—3 inches more than average—fall with more fluff than force. Steady downpours open the month and don’t let up until a brief window of glorious Indian Summer weather graces us from the 14th to 18th, then abruptly shuts with a mix of thunderstorm nights and the occasional sunny, cool day. Perfect for watching the local leaves dress in all their flaming color before bidding a glorious goodbye. Halloween (10/31) is on a Monday so many communities will have trick-or-treaters out on Friday and Saturday, both of which are predicted to be rainy so watch out for their safety.

Watch for this in  
future correspondence!





## Deiter Bros. Fuel Payment Plan with Ultimate **PREDICTABILITY** and **PRICE PROTECTION**

### All energy costs are high now.

PPL Electric rates just announced a 38% rate increase on top of a 26% hike last December. U.S. natural gas prices are up 108%...UGI Gas has hiked rates multiple times in the past 12 months. Heating oil prices are up, too. That's why we encourage customers to take advantage of our **BetterWay® Budget Plan with Price CAP Protection option**. Here are the facts.

#### ● Lower Monthly Costs.

Your heating costs covered under this plan are broken down into lower monthly payments spread out over 12 months.

#### ● Capped Price with Downside Protection.

If prices rise, your price NEVER goes above the CAP price. If market prices drop, your price drops as well. The CAP is an option available for a nominal amount which is included in your monthly payment. *We highly recommend this price protection option.*

#### ● How Many Gallons are Price-Protected by the CAP?

The number of gallons capped are equal to your prior year's usage rounded up. Costs for the cap are also based on your prior year's usage.

#### ● Rebate on Credit Balance.

Rebates (similar to interest) will be paid on any credit balance at the end of each month.

#### ● Plan coverage is from July 2022 to April 2023.

### STAY TUNED FOR MORE FACTS!

We are currently monitoring energy markets for the best prices we can offer to customers who 106448 take advantage of our BetterWay Budget Plan with CAP Protection. As soon as the facts, program details and costs are available, we will be contacting you via email and traditional mail.

#### So Keep an Eye on Your Mailbox and Email!

If you have any questions in the meantime, just give us a call at **610-868-8566** or check our website [www.dbrothers.com](http://www.dbrothers.com) as our programs usually are available there before your mailer arrives. Thanks!



## Act Now to Avoid 1.5% Fee by Switching Your Payment Method from Credit Card to Electronic Check Payment

As of July 1, 2022, Deiter Bros. will be instituting a new 1.5% convenience fee on all credit card payments. Like many merchants today, we must adopt this policy because credit card companies are charging exorbitant "swipe fees" which businesses like Deiter Bros. with modest operating margins can no longer afford.

Credit card companies offer users incentives like travel miles and cash-back deals. But who pays for those rewards? The financial reality is that those extras are subsidized by the costs credit card companies charge merchants like Deiter Bros. And those costs have reached the breaking point for small businesses with increasingly slimmer operating margins. Consider these facts:

- Credit card company swipe fees have doubled over the past decade despite technological advances that have driven down their processing costs.
- For small energy marketers like Deiter Bros., swipe fees are the highest expense other than payroll.
- Credit card swipe fees charged to U.S. retailers are among the highest in the world, seven times the maximum allowed in Europe!

**NOTE: This new 1.5% convenience fee will be waived for payment by electronic check (also known as ACH), payment by regular check, cash or money orders.**

We encourage you to avoid this fee by arranging one of the following payment modes with 107162 Deiter Bros. prior to July 1, 2022:

1. **Switch to a secure electronic check payment (ACH) from your checking account.** Simply call us with your checking account information to provide secure access for future payments;
2. **Pay by regular check, cash or money order.**

For any questions or to request assistance in switching over to a secure ACH electronic check payment, please call us at 610-868-8566.



# Deiter Bros. FRUGAL 5

## Here Are Our Experts TOP 5 WAYS to Cut Energy Costs This Summer

### 1. Higher the Thermostat...Lower the Cost

Yep, it may seem obvious but this is clearly the most effective way to keep energy costs low during the hot months. Setting your indoor temp at 75-degrees is quite comfortable for most families during summer's heat, and it will save you big bucks on electric bills. When you leave the house, turn it up to 78-degrees. **Remember: For every degree above 78, you can save about 8% on your AC electric costs!**

### 2. Clean or Replace Your HVAC Air Filters

Dirty air filters overwork your cooling system, and that's hard on your HVAC equipment and your energy bills. If you have washable filters, hose them down with appropriate pressure. (Pay attention to the frame arrows indicating which direction the water stream must flow!) 264110 If you have replaceable filters, put in fresh ones. Wash or change air filters every 3 months...your energy bills will be lower and your HVAC system will last longer.

### 3. Ceiling Fans?

#### Remember the SUMMER/WINTER Rule

During summer, set your ceiling fans to rotate counterclockwise to push air DOWN. During winter, set them clockwise to push air UP.

### 4. Pull the Curtains on Summer Heat

Close your curtains and blinds from 11 a.m. to 5 p.m. Especially those on the sunnier south-facing side of your home. *U.S. Department of Energy (DOE)* studies show medium-colored curtains with white plastic backing can reduce home heat gain by 33%.

### 5. Your Microwave is a Double-Duty Energy Saver

Ovens and stoves can heat kitchens up by 10 degrees. If electric-powered, they also use a LOT of energy. Both factors will make your electric meter spin like a Frisbee. Simple Summer Solution: microwave more meals. Microwave ovens throw off almost zero heat and use 70% less energy than an electric oven.



## Deiter Bros. Propane Lights Up Aviation Fire Training at Lehigh Valley International Airport (ABE)

It was a hot time on the tarmac when Fire Chief John Demyan of the Lehigh Northampton Airport Authority hosted firefighters from multiple community fire departments in a multi-day training session for aviation fire emergencies. The emergency scenarios on May 2 and 3 were staged but the fires were very, very real.

Searing fields of flame, some leaping more than 20-ft., engulfed simulated sites on the tarmac, inside a jet engine and even within the model for the passenger area of a commercial aircraft. Firemen from multiple companies throughout the Lehigh Valley and beyond fought their way through the conflagrations guided by Chief Demyan and two specialists from Fire Force, Inc. of Columbus, Ohio—lead trainer Steve Roth and president Gene Shepherd.

Deiter Bros. was there to support Lehigh Valley International Airport (ABE) and all the fire departments by providing the propane that fueled the simulated fire conditions for 68975 this FAA-sanctioned training. "It's specialized preparation at this advanced level that serves to keep all of us safer in our travels, homes and workplaces" said Deiter Bros. president Jim Deiter, a former volunteer firefighter. "We're proud to do our part to support all first responders in their missions and salute their dedication to protecting our families and communities."



(Clockwise from upper left) 1. Fighting fire inside simulated fuselage. 2. LNAA Fire Chief John Demyan (center) flanked by trainers Steve Roth and Gene Shepherd. 3. Deiter Bros.' "All American Heroes" propane tanker provided fuel for the training fires.



## [ INSIGHTS &amp; OPINION ]

James G. Deiter

President, Deiter Bros. Heating Cooling Energy

## ENERGY INSIDER OPINIONS

### Here's What Some of the Experts Are Saying



Energy markets are skittish creatures. When prices spike, it is usually one of two things:

1. Geopolitical events. 2. Weather-related events.

Conflicts in a global oil-producing region or a hurricane slamming into an oil refinery are enough to send energy prices skyward. But they always seem 98716 to settle back down sooner than later when that great equalizer—The Law of Supply & Demand—kicks in.

I'm optimistic that will be the case in our current market situation, too. But through 93 years in the energy business, the Deiter Family has seen about every twist and turn imaginable in the energy roller coaster.

So instead of trotting out my opinions, I'm sharing these highlights excerpted from credible sources in the energy industry. I found that they provide some clarity during these confusing times. I hope you do, too.

#### Title: *"We Used To Be Energy Independent. What Happened?"*

Author: Joan Sammon

From: The Pipeline, March 9, 2022

Biden's anti-oil strategy has necessarily created a dangerous dependence on foreign producers such as Russia. Higher prices for oil and gas, in the Biden narrative, deliver greater price parity with alternative energy sources like wind and solar, a "reality" toward which this administration demands America consumers must move. To the administration, economic "pain at the pump" has been its objective since taking office and is considered a positive turn of events.

**National security, food security and economic security were never part of their calculus.**

#### Title: *"Why Are Gas Prices So High—and When Will Energy Bills Fall?"*

Author: Inigo Alexander

From: Newsweek, February 24, 2022

**...the EIA (U.S. Energy Information Administration) predicts that we will start to witness a change in the upwards trajectory of prices this year—though not in the near-future.**

"(EIA officials) forecast that the prices of many of these commodities, including crude oil and natural gas, will start coming down this year and into 2023. **We expect that global production of oil and natural gas will increase this year to balance with demand, which we expect will help moderate the growth of some energy prices.**

#### Title: *"Can the U.S. Stop Russian Energy Imports and Supply Europe?"*

Author: Mark Rachal

From: Cost Management Solutions, March 7, 2022

**Energy is absolutely a matter of national security and should not be politicized.** Yes, it is in our best interest to convert to environmentally-friendly sources of energy. However, we must be realistic about the timeline for this decades-long process.

**Putting our energy needs in the hands of other nations does not solve the environmental issues and indeed may make them even worse.** It can have dire political consequences, as demonstrated by what is happening in Ukraine. We must have strong bipartisan leadership on this matter immediately, and that is not optional.

#### Title: *"Report to Carbon & Tax Policy Subcommittee"*

Author: Jim Collura

From: NEFI (New England Fuel Institute), March 8, 2022

**The White House appears to be doubling down on electrification. The President said the crisis should "motivate us to accelerate the move to clean energy."** He called for new credits for EV's "powered by clean energy" and for home weatherization. Prices at the pump "will not go down because of underinvestment in renewable energy," he said.

The President is "working to ensure reliable supply globally" and said he will look at "every tool at our disposal" to provide relief. But he stopped short of announcing any immediate actions to lessen the blow on consumers. Biden acknowledged that reporters have many questions but left without answering them.



For Facts On Payment Plan Protection...

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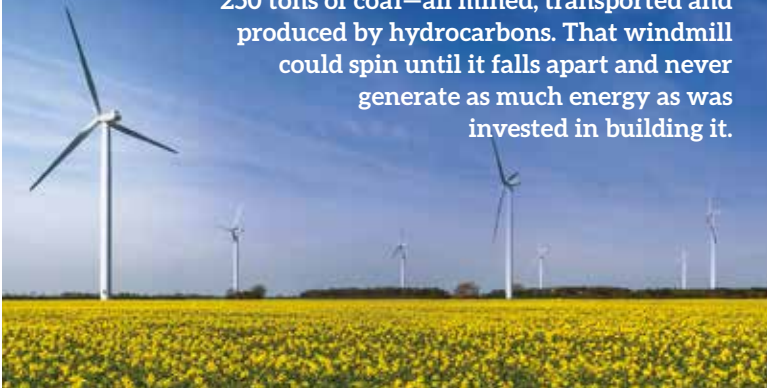
All email addresses kept 100% confidential.



**S**howing our colors at the Williams Township Fire Department's May Day community event, our "All-American Heroes" tanker was a favorite with future firefighters, like Deiter Bros. family member Jordyn W., shown here.

## Blowin' In The Wind

**FACT:** A 2-megawatt windmill is made up of 260 tons of steel that required 300 tons of iron ore and 250 tons of coal—all mined, transported and produced by hydrocarbons. That windmill could spin until it falls apart and never generate as much energy as was invested in building it.



## "Great Resignation" Remorse?

### 72% of Younger Workers Regret Quitting Their Jobs

A recent survey of more than 2,500 U.S. workers in the 21 to 41 age range who changed jobs during the "Great Resignation" actually regret quitting and feel a sense of buyer's remorse about their decision.

Seven out of 10—about 72%—admitted they were surprised to learn that their new roles or companies were different from what they believed during the interview process. The survey was 61606 conducted by The Muse ([www.themuse.com](http://www.themuse.com)), a job research platform used by 75 million consumers annually.



# DEITER BROS!

HEATING • COOLING • ENERGY

## Refer & Rewards

SAPPHIRE EDITION

### Be a Friend.

## Bring a Friend to Deiter Bros.

Simply have your referred friend or family members call or email us and mention that you referred them. For every one of your referrals who become a Deiter Bros. Heating Oil or Propane automatic delivery customer, you are BOTH eligible for these

## Sapphire Edition Rewards:

**\$75** for You.

Credited to your account.\*

**\$75** for Your Referral. Credited to the new account.\*

**5,000 Deiter Bros. Rewards Points for Each of You.**

Redeemable for future purchases of fuel, equipment, services and more.\*

200 gallon minimum automatic delivery required for above Product/Service categories to be eligible for Refer & Rewards Sapphire Edition incentives.



Call: **610-868-8566**

Email: [referral@dbrothers.com](mailto:referral@dbrothers.com)

\*200 Gallon Minimum Automatic Fuel Delivery Required for All Above Product/Service Categories. One cash reward per referral that becomes a customer qualified by all Deiter Bros. Refer & Rewards program credit and fuel volume purchase criteria. One set of cash and rewards points per current customer and qualified new customer. Rewards cannot be compounded by acceptance by new customer of multiple product/service categories. Offer subject to change or withdrawal without prior notification.

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*Info on*



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Deiter Bros.' Pennsylvania Home Improvement Contractor  
 Registration #PA000736 / NJ HIC #13VH04248200



## Taking the Importance of Breast Cancer Awareness to the Streets

For decades, Deiter Bros. has used our fuel delivery fleet as “rolling billboards” for causes important to our family and our community. But we’ve never had such an outpouring of gratitude as with our latest message about **Breast Cancer Awareness**, shown here on one of our propane delivery vehicles thanks to all our customers and neighbors who have 768451 responded so positively upon seeing this message of *Strength, Courage and Hope* in the communities we serve. A world free of breast cancer is certainly a destination worth steering toward.



*Warmer Weather is around the corner...*

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 Maintenance Cleaning & Tune-Up!**

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 Time slots fill up quickly! Or

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[www.dbrothers.com](http://www.dbrothers.com).**

