

## Personally Speaking

### ENERGY OUTLOOK:

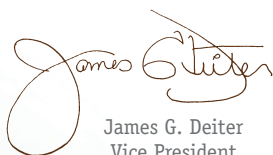
## Energy Outlook Leaves Natural Gas Users Cold; Brighter for Heating Oil & Propane

### Natural Gas Prices On the Rise

The natural gas companies spent millions advertising cheap energy. Many homeowners shelled out between \$4,500 and \$11,000 to convert their home heating systems to natural gas. Their hope, obviously, was that natural gas prices were going to stay low. But as we have pointed out again and again in this newsletter, all energy prices are cyclical. Now natural gas prices are on the rise. And those homeowners who made the switch have no choice but to pay the prices demanded by the gas monopolies.

I've included some of the latest facts on natural gas, oil, propane, and electricity in this issue of *Comfort Courier*. I encourage you to read them to protect your hard-earned dollars in this environment of ever-shifting markets and misperceptions about which energy delivers the best value. There are many facts to consider, and the many factors driving energy prices are complex. But I think this excerpt from Business Insider speaks volumes about the future of natural gas prices:

*"North America is poised for a huge natural gas shock. Prices will be rising at the same time as peoples' purchasing power falls precipitously, thanks to deflation. The structural dependence on natural gas that has been cemented in recent years is going to guarantee maximum pain as prices reconnect with reality."*



James G. Deiter  
Vice President  
Deiter Bros.  
Heating • Cooling • Propane

### Record Oil & Propane Volumes Poised to Stabilize Prices

Somebody must've been listening when America said "drill, baby, drill!"

According to the American Energy Coalition, U.S. crude oil production is expected to hit its highest level since 1993. Plus, with vast new oil resources now being tapped in North Dakota, off our coasts and elsewhere in the Land of the Free, it is projected that the U.S. will become the world's largest oil producer by around 2020, if not sooner.

On the propane front, remember that propane is a byproduct of the oil refining process. As such, propane supply volumes are proportional to oil volumes. Right now we are seeing very favorable prices for our propane customers, making this fuel one of the best energy values on the market.

Given the increasing supplies of U.S. oil, energy industry authorities predict that the immutable law of supply and demand is going to continue to stabilize heating oil and propane prices. I am hopeful that this is the case.



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**We Did It  
AGAIN!**



**26 YEARS  
Running**  
(See Inside)

**See Us at  
The SHOW!**



Find an Entry Form  
to win \$500 inside!

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.

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.

**GOOD LUCK!**

**Check  
INSIDE  
NOW!**



## Thanks for Your Trust In Our Service and Value

The results are in and for the 26th year running, Deiter Bros. has been voted

#1 in heating and cooling service by local consumers in the **2013 Who's Who In Business in the Lehigh Valley!** Deiter Bros. holds the record for the longest-running #1 ranking in the 30-year history of the statistically accurate survey of consumer preference. Many thanks to 90845 Lehigh Valley consumers for your trust in Deiter Bros. service and value.

### See Us at The SHOW!

April 5, 6 & 7 || Stabler Arena

Visit Deiter Bros. in **Booths R129 & R130**. Bring your CUSTOMERS' CONTEST invitation (in *THIS* issue!) and you could **win \$500** in fuel or heating & cooling equipment!



See special insert included in this issue for CUSTOMERS' CONTEST.



## 4 Seasons Security

A Division of Deiter Bros.



## Four Seasons Security Allies with Dynamark Security

Deiter Bros. core businesses are energy and energy-related services, primarily heating and cooling for homes and businesses.

Due to significant expansion and the need to focus resources on these core service areas, Deiter Bros. has made a decision to ally our Four Seasons Security brand division with a new provider.

This decision did not come easy. Before choosing who would carry on Four Seasons Security, we searched extensively for a company that could continue delivering the quality of service that Four Seasons Security customers have come to expect...and deserve.

We found this company in **Dynamark Security**, a company with a 35-year history of local service in residential and commercial security. Like Deiter Bros., Dynamark is a family business with deep roots here in the Lehigh Valley.

Like Four Seasons, Dynamark also provides UL-certified third-party monitoring. There are some local companies who advertise that they provide their own monitoring. Unfortunately, this is often done from their basement or garage. But experience shows that when there are area power outages, there will be interruptions in security service...and your protection. UL-certified third-party providers have multiple redundant systems which work together to always secure your family and property...regardless of weather, power outages or 1446 other circumstances.

The Deiter Family is proud to ally our Four Seasons Security brand with Dynamark Security and trust that they will provide the level of customer service and value you deserve. We will continue to work with Dynamark on future security projects as we move forward together.

## Spring & Summer WEATHER FORECASTS

The wizards at the Old Farmer's Almanac are predicting major precipitation brewing in the Spring and Summer skies above our Lehigh Valley. If they are right, make sure your roof is tight and the lawn mower is full of gas to cut fast-growing grass...it's going to be wet and wild with a chance of all previous precipitation records falling along with rain, rain and more rain.

### MARCH 15-31

Don't forget your parkas for St. Patrick's Day weekend (March 16-17). Snow may surprise us randomly until the first day of spring on the 20th, then be replaced by scattered rainstorms. This moisture will bring slightly cooler temps until warming near month's end.

### APRIL

Break out the bathing suits and suntan lotion. Nah, April Fools! The good news is that Week One is going to be bright and sunny with highs nearing 50°F. It will continue to be sunny with rainstorms mid-month and one booming thunderstorm. Cooler weather will prevail until skies clear for a brief peek of the sun then seasonal April Showers round out the month.

### MAY

More moisture is on tap for May. Week One will be warm but wet with frequent switches between rain and sun, however it should be a sunny "Cinco de Mayo." The next two will drench us with unrelenting rain and cooler weather. Consistent sunshine welcome and warmth brighten Memorial Day weekend (May 25-27) until month's end.

### JUNE

Summer's officially here...but don't forget the umbrella! Week One thunderstorms open the floodgates to two and a half weeks of intermittent showers and cool temps, but no major thunder 18813 boomers. The last week will tease us with balmy days but end with—surprise!—a thunderstorm and big wet kiss goodbye to June.

### JULY

Fourth of July week mostly hot and cloud-free but will end with cooling rainfalls. Midmonth weeks will be typical for our Lehigh Valley this month—sunny and sticky with high humidity. (Good time to head for the shore or the mountains!) The heat will then be broken up by intermittent thundershowers during Week Four.

### AUGUST

Cooler and dryer than usual, August is going to be a good month to get out and have some fun outdoors. The first week will begin with a few cooler days accompanied by showers but will end sunny and hot. The following two weeks the temperature will roller coaster from hot to cool and be punctuated by bouts of thunder and lightning. The final week will draw August to a close with warmth and a sunny set-up for Labor Day weekend (Aug. 31 to Sept. 2).



# Paygo Program Off to Great Start...And This Is Just the Beginning!

For HEATING OIL or PROPANE, Here Are...

## 10 WIN/WIN Reasons to Switch to

**paygo**<sup>™</sup>



**1. Hold Onto Your Money Longer.** With Deiter Bros.' Paygo, you pay for your fuel AFTER you use it...NOT when it is delivered. Plus, once you DO start using the fuel, you STILL have 30 days to pay.

### 2. How Do We Know How Much Fuel You Use Each Day?

We will be installing a transmitter on Paygo customer tanks that will give us an accurate meter reading each day. Until the transmitter network is built out we will be using our "Enhanced" Degree Day system to "estimate" consumption. We will "true-up" upon each delivery, very similar to the way you would calculate miles per gallon.



**3. Smaller, Easier-to-Pay Fuel Bills.** Once a month, you'll get a bill ONLY for the fuel you've used during the previous 30 days. Paygo monthly fuel bills are smaller, more predictable and easier-to-pay.



**4. No-Run-Out Guarantee.** Deiter Bros.' Paygo integrates your billing with our automatic delivery system. Our "Enhanced" Degree Day system monitors factors such as system type, weather and other factors to help us determine your fuel need with incredible accuracy...and we back it up with our Paygo No-Run-Out Guarantee.



**5. Never Worry Again about** paying for fuel when it's delivered. OR when your tank gets filled again. OR how many gallons it takes to fill it.

**6. You Pay Normal Fuel Prices with Paygo.** You will not pay any more for fuel with Paygo. You pay Deiter Bros. normal market price at the time the fuel is delivered and it is posted on your delivery ticket.

NO  
EXTRA  
FUEL  
COST



**7. You'll Still Get All the DISCOUNTS You Deserve.** If you're a senior citizen, you'll get your applicable discount. If you pay your monthly bill within 10 days, you can take an early-pay discount.

**8. You Earn Valuable Rewards Points.** With every Paygo  fuel purchase you still earn valuable Deiter Bros. Rewards® points, redeemable for equipment, services or fuel. In fact, you'll earn 1,000 BONUS POINTS just for signing up as a Paygo customer.

NO  
RISK

**9. You Can Switch Back Any Time.** There are no binding contracts with Paygo, so you can change back to the old payment method any time you wish. (But why would you?!) Just pay for the fuel you have received but not paid for yet.

NO  
EXTRA  
COST

**10. It Doesn't Cost a Penny to Join Paygo.** There is no cost to join Deiter Bros. Paygo...and you will not pay more for heating oil or propane as a Paygo customer.

### IT'S EASY TO SIGN UP FOR PAYGO:

**ONLINE:** Visit [www.dbrothers.com](http://www.dbrothers.com) and click the Paygo button on our homepage. Read all the facts. When you're ready, you can sign up online.

**CALL:** Want to talk to one of Deiter Bros. folks about Paygo? Just give us a call at 1-888-492-5003.

The launch of our Paygo deferred payment program in September of last year was very successful. We were looking for an innovative way to make paying fuel bills easier for Deiter Bros. customers... and apparently many consumers were looking for the same benefit. We placed a limit of 300 new customers for Paygo and exceeded that level very quickly.

As with any new system, we had a few "bugs" to work out with the programming. We have those fixed and thank Paygo customers for bearing with us in the early going.

For those readers who missed the introduction of Paygo, this is a new way to pay for heating oil or propane...AFTER you use it. Paygo allows you to hold onto your money a lot longer and avoid paying for gallons sitting in your tank during warmer months. Plus, Paygo customers pay the same prices for fuel and still get automatic deliveries so they never run out.

Here's an example of how Paygo works to keep your money in your pocket longer. (And it is especially timely as we head into the warmer months of 2013.) Say we deliver \$500 worth of oil or propane to your home this month (March), but since it is getting warmer, chances are much of that fuel will be sitting in your tank until it gets cold again next Fall. With Paygo, you won't pay one cent for fuel sitting in your tank. You pay only AFTER you use it...just like your utility bills. So if we have a warm March and April, Paygo customers don't have to pay for that unused fuel until September or October.

For two reasons, I've included facts on Paygo in this issue of *Comfort Courier* to explain the benefits of this deferred payment program. First, WE WILL BE ACCEPTING MORE PAYGO CUSTOMERS STARTING JUNE 1, 2013. We will accept the FIRST 300 qualified customers who apply. So if you are interested, I strongly suggest that you contact us soon.

The second reason is because we are working on making our Paygo deferred payment program better. During the pilot year for Paygo, we calculated fuel use with our "Enhanced Degree Day" system... it worked well to estimate fuel usage and when automatic deliveries should be 155053 made. BUT starting this year, we will be installing electronic transmitters on Paygo customer's fuel tanks, similar to the new electronic utility meters being installed to increase accuracy. These will make fuel usage readings more precise. We will know how much fuel you have used and how much you need. You'll never need to worry about running out of oil or propane...and we back it up with our Paygo No-Run-Out Guarantee.

INTERESTED IN LEARNING MORE ABOUT PAYGO? (With the warm months coming, it's a great time to sign up!) Check out the information on the left. Thanks!



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 [www.facebook.com/DeiterBrothers](http://www.facebook.com/DeiterBrothers)



You don't have to look far in the Lehigh Valley for signs of UGI's aging gas line infrastructure. This photo was taken right in front of Deiter Bros. headquarters on Stefko Blvd. in Bethlehem. UGI crews have been trying to fix their gas lines in this area on and off throughout the past year. This scene is repeated on a regular basis throughout Allentown, Bethlehem and Easton.

Two questions:

1. If UGI can't get their current infrastructure up to safe standards, why do they keep pushing for more people and more pressure on miles of dangerously old gas lines snaking beneath our homes, businesses, schools and communities?
2. If natural gas is safe energy, why must a taxpayer-funded fire vehicle and fire personnel accompany UGI repair crews?

## Natural Gas Industry's Methane Emissions Targeted by World Resources Institute

The World Resources Institute (WRI) is preparing the U.S. Environmental Protection Agency (EPA) to use Clean Air Act authority to force cuts in the natural gas industry's emissions of methane, one of the most damaging of the greenhouse gases threatening the global ecology.

Raw methane has 21 or more times the global warming potential of carbon dioxide. WRI is urging EPA to target the entire 53976 natural gas supply chain, according to a recent report in *Power Engineering* magazine. To read the entire article visit [americanenergycoalition.org](http://americanenergycoalition.org).

## Still Think Natural Gas Is a Bargain? Look at the Cold Facts

The natural gas utilities will try to convince you that their fuel is a safe and economical choice with which to heat your home. Questionable safety issues aside, smart consumers are now realizing that natural gas prices are on the rise...and how high they will go is anybody's guess.

Following are ACTUAL HEADLINES and press excerpts from major news sources reporting the REAL FACTS on heating with natural gas.

### Northeast Deep Freeze Causes Skyrocketing Natural Gas Prices

According to the U.S. Energy Information Administration, though the cold snap in the Northeastern United States is expected to ease over the weekend, the prices of natural gas in New England and New York City is at its highest level all winter. In fact, the natural gas prices, well over \$30/MMBtu in New England, are the highest they have been since January, 2004.

—Yahoo Contributor Network – January 25, 2013

### U.S. Report Predicts Rising Natural Gas Prices in 2013-14

The average price of natural gas is expected to increase by almost a dollar in 2013, hitting \$3.74 per million BTUs. That's a significant jump from the \$2.75 average seen last year when accelerated drilling created a glut in supply that caused prices to drop and made drilling in many places unprofitable. Increases are expected to continue into 2014, when prices are predicted to hit \$3.90.

—Pittsburgh Post-Gazette.com – January 9, 2013

### North America is Poised for Huge Natural Gas Shock

The shale gas bubble is a perfect example of the irrationality of markets, the power of perverse short-term incentives, the driving force of momentum-chasing, the dominance of perception over reality in determining prices, and the determination for a herd to stampede over a cliff all at once.

—Business Insider – June 25, 2012

...AND EVEN CLOSER TO HOME...

### UGI Customers in Coplay and Parts of Whitehall Township are Without Natural Gas

About 1,000 customers in Coplay and Whitehall Township are without natural gas service this morning after an issue at a regulator station, the utility announced this afternoon in a news release.

UGI needs to shut off service at each home. If the shutoff is inside the house and the homeowner is not present, utility personnel will be accompanied by fire, police and other emergency 38639 personnel, UGI said.

Customers should not attempt to turn on the gas themselves, UGI warned.

—Lehigh Valley Live – January 23, 2013



## Have You Checked Your Rewards® Points Lately?

Every time you purchase any of our quality fuel products, energy-saving heating OR cooling equipment, OR services **YOU EARN VALUABLE POINTS** redeemable for goods or services from Deiter Bros. OR sign-up for virtually ANY new program, product or service...you will earn REWARDS® points.

Your own personal account containing your Rewards® Certificates and any redemption 49751 activity can always be viewed ONLINE in your own, fully secure account at [www.dbrothers.com](http://www.dbrothers.com).

You can pay for future fuel purchases with REWARDS® points! You will earn up to 10,000 REWARDS® points for purchases on energy-saving heating and cooling systems from Deiter Bros. YES, you can bring a new customer to Deiter Bros. and you'll earn up to 1,000 REWARDS® points.

If you have any questions, click on the REWARDS® button at [www.dbrothers.com](http://www.dbrothers.com). Or give us a call at 610-868-8566.

### DEITER BROS. REWARDS® PROGRAM: A Quick Overview of Rules and Requirements

- Points are transferable to new owners when a home is sold.
- Points are redeemed online against future purchases from Deiter Bros.
- There is no cash value to points.
- Points may not be redeemed against past due balances.
- Points will expire two years beyond the date on which they were earned.
- Points may not be transferred to other Deiter Bros. account holders.

**FOR MORE FACTS on the new Deiter Bros. Rewards® Program, visit [www.dbrothers.com](http://www.dbrothers.com) or call us at 610-868-8566.**

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**E-MAIL: [info@dbrothers.com](mailto:info@dbrothers.com)**

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

\*Offers subject to product availability and June 14, 2013 deadline. Cannot be combined with any other offer. Check with Deiter Bros. for complete details. Lennox Industries, Inc. reserves the right to cancel or change this promotion at any time.



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*Winner chosen Sunday, April 7 at 3 p.m. Winner need not be present. No cash value.*

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Details Inside



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## GreenWorks Joins Deiter Bros.' Growing Energy Division

In recent months, Deiter Bros. energy division has grown with the addition of GreenWorks Propane.

Beyond great matchups in our fuel product offerings and commitment to value, GreenWorks customers can now enjoy Deiter Bros. responsive service for fuel ordering and delivery...as well as additional program benefits, such as the Deiter Bros. Rewards® Points program. (760241 See the article on this money-saving program in this issue for more facts.)

We look forward to serving all our new GreenWorks customers with the quality of service and value that has made Deiter Bros. the region's most trusted name in energy. WELCOME!

## Deiter Bros. Wins ANGIE'S LIST Super Service Award



Word-of-mouth has always been the best way to spread the word about quality businesses and that is the idea behind Angie's List, a website trusted by 1.5 million subscribers to point the way to contractors and service providers that have earned the highest level of trust from real customers.

Less than 5 percent of all companies indexed on the Angie's List website earn the Super Service award, its highest recognition of quality performance. We are pleased to announce that Deiter Bros. is among the few companies in that top 5 percent. According to a certificate presented in January, 2013 by Angie Hicks—THE Angie of Angie's List—Deiter Bros. earned the honor "For achieving and maintaining a superior service rating on Angie's List throughout 2012 as determined by Angie's List members in the category of Heating & AC."

Apparently, our family style of service impressed the Angie's List folks...more importantly, it continues to impress our own customers. And that's the most rewarding recognition of all. Thanks. 760385