



September 2017

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This Issue of the OESP News is sponsored by:



Get Ready for the Fall OESP Oil Heat Retreat!

We hope that you are signed up for the Fall 2017 Oilheat Retreat!

This year's retreat will take place September 14-17 at the Embassy Suites in picturesque Saratoga Springs, NY.



The Embassy Suites by Hilton Saratoga Springs is situated in the heart of eclectic and historical

downtown Saratoga Springs. The area has so much to offer! The hotel is just a short drive from Saratoga City Center and within walking distance of Broadway, Saratoga Springs Visitor Center, Congress Park and Canfield Casino. The Saratoga Race Course and Saratoga Casino & Raceway are also located just minutes away from the hotel. There is plenty to do for everyone!

Rates for the room are \$179/night and include a full daily breakfast as well as happy hour each night!

The general board meeting will take place on Saturday, September 16 at 10 am with committee meetings taking place throughout the day on Friday and Saturday.

For a full agenda and to register, please click [HERE](#).

If you have not yet reserved your room, please call the OESP office at 888-552-0900 or email us at lstrug@thinkoesp.org.



Your logo could be here!

OESP has all new opportunities for your company to get in front of the best and brightest in the industry.

2018 packages are coming soon. Bundle your OESP News ad with and EEE sponsorship!

Email lstrug@thinkoesp.org for more information or call 888-552-0900.

Oil Heat Cares Helps Another Neighbor in Need

Oil Heat Cares was able to once again assist in providing some relief to a community member in need.



Joan Cain is a widowed grandmother living on a fixed income. She resides in Waterbury, CT, where she raised her children and now grandchildren, who still live with her as she continues to support them.

Earlier this year, Joan reported to OESP Member **Dave Sousa** of J&A Waterville Oil Service that her boiler would no longer hold water. Dave found a leaking Peerless JOTW which Joan could not afford to replace.

Joan is known to others as being fiercely loyal - both to her family and friends. In fact, she has remained a faithful customer of J&A Waterville Oil Service for more than 50 years.

"Joan is someone we should all be inspired by," Dave said. "Whenever she asks for help, I am ready, willing, and up to the challenge."

"Because she uses the boiler only for heat, we had a little bit of time to help her out," Dave added. "We were able to complete the installation with plenty of time to spare before heating season begins."

Working with Oil Heat Cares, Dave and his team donated all the labor, electrical wiring, thermostats and other items to complete the project. Thank you to Carlin Hydrolevel for donating the burner and to F. Perelli &



Learn How to Increase Your Ticket by 400 Percent

By Roger Daviston

The Service Call Blueprint - Field Tested Strategies for Higher Revenue is my latest book offering a systematic process of executing an effective service call. This article summarizes the process that has helped numerous technicians increase their average ticket by as much as 400 percent.



1. Making a first impression: Put two firm bookends on the service call by exiting the truck immediately on arrival and pulling off immediately upon cranking your truck to leave. Do not linger in the truck when arriving. Do not linger in the driveway after completion.

Why? You risk leaving a bad impression if you linger after finishing a job. You also risk irritating the customer before you even knock on the door. Have you ever had a customer come outside and stand on the porch to wait for you? I have seen this numerous times. This is not a good start to a service call and can easily be avoided.

2. Do your homework: Check the customer history file before you arrive. Find a place to pull over after you get the service call from the office. For those of you who have access from a mobile device, go through the history. Familiarize yourself with the past service calls and anything else that is important to know. For those of you who do not have the mobile technology you must call dispatch and take ownership of this task. You will avoid embarrassing credibility-crushing questions by educating yourself before arrival. If you do your research, the customer will have more confidence in your assessment.

3. Establish Rapport & Confirm Your Objective. Walk up to the door with no tools in your hand. That is right! Nothing to do with tools should be in your hands. This is the most important part of the service call. It is not time to start working yet. We want to get the customer's agenda and establish our objective. This is a time for listening and asking questions.

The greeting should go something like this:

Tech: Hi, Mrs. Jones. I'm Roger with ABC Heating and Air. Thanks for calling us out here today. How can I help you/tell me what is going on.

To read the complete article, click [HERE](#).

OESP Offers Nearly "2 for 1" on Membership!



Sons for providing the Zone control panel.

You have all made a terrific difference in the lives of Joan and her family.

Show your OESP pride with a new shirt!



OESP is pleased to announce that polo shirts will be available at the Fall Oil Heat Retreat in Saratoga from September 14-17.

Sizes are available from Small - XXXL.
The cost is \$20/shirt.

OESP Needs You!

We encourage you to encourage a friend or colleague to come to a meeting! You will be rewarded for your efforts. Recruit two new members and we will mail you a \$50 gift card.

Our goal is not only to increase our membership but to engage those members we have. We believe this goal is achievable; we just need your help to spread the word about the enormous value of membership.

If you're a member and it's been more than 6 months since you attended a chapter meeting, we invite you to attend your next one for FREE!
Just RSVP to the chapter so they know to count you in for dinner and have a great time ON US!

If you're a new member and have never been to a meeting, we invite you to attend your first meeting for FREE! Again, just RSVP to the chapter and enjoy! We feel very strongly that the chapters provide incredibly valuable meetings and we want you to experience that too!

The OESP membership committee is working hard under the strong leadership of **George Fantacone**. The committee will meet again in the Fall at the Oilheat Retreat in Saratoga.

Contact the OESP management office at 888-552-0900 or email us at lstrug@thinkoesp.org and let us know that you're interested in helping out.

OESP Executive Board

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Join OESP now and get:

- 2017-18 heating season
- 2018 HVAC season
- the beginning of the 2018 heating season

That's nearly a two-for-one deal on the heating seasons!

Lock in 2017 membership pricing now!

Get the remainder of 2017 and all of 2018 for one low price!

Don't delay! Training sessions in the OESP local chapters are beginning shortly - *you won't want to miss out!*

Join today at thinkoesp.org



Women in Energy Hosts Lunch & Learn



Join Women in Energy for a Lunch & Learn on **Tuesday, September 26, 2017** at 12 p.m. at the Hershey Country Club in Hershey, PA.

The event will include lunch, networking, and an engaging program on leadership and strategies for success. **Judy Garber** (Past Executive Director of the National Association of Oil & Energy Service Professionals) will moderate a panel discussion. Panelists include: **Aubrey Bauman Kreider** (Marketing Manager & Sustainability Lead, AMERlgreen), **Jennifer Goldbach** (Vice President of Business Development, Rhoads Energy), and **Erin Holohan Haskell** (President, HeatingHelp.com).

Tickets are \$35 per person and you can purchase them by clicking [HERE](#).

New England Fuel Dealers Get Superior Seminars

Customer service superiority was the theme throughout New Hampshire and Vermont as numerous fuel dealers attended **Steve Coscia's** customer service seminars. Participating in small groups, attendees created diagrams and acrostics on flipcharts. Plus, internal follow up obstacles were listed, prioritized and published for future reference. Attendees learned that the benefactors of improved internal communication, among coworkers, are the external customers.



Technicians, drivers, phone reps, dispatchers and supervisors came to sharpen their service skills - each seminar was sold out. The job title diversity allowed for greater empathy among employees who may not

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Thank you Corporate Members

Thank you to all our Corporate Members for your continued support. If you are interested in learning more about a corporate membership, please call the office at 888-552-0900 or email **Lisa Strug** at lstrug@thinkoesp.org.

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OESP Local Chapters

Looking for a local chapter meeting? So much is going on at OESP - don't miss out! View our [Calendar](#) now!



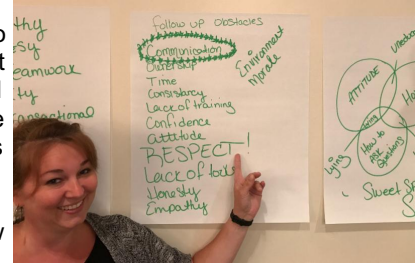
always understand what their coworkers endure in the

course of a work day.

"What a great seminar and opportunity given to our member companies. Steve Coscia's seminar had the attention of the audience and engaged all with the working group activities," said **Lisa Jo Steiner** from the Oil Heat Council of New Hampshire.

Using the most innovative instructional design methods, Coscia educated fuel dealers in world class service behaviors and disciplines. Attendees listened to actual phone calls which demonstrated both correct and incorrect ways to handle price-shopping callers.

Videos were also utilized to demonstrate the power of a first impression or lack thereof. All attendees received a 24 page interactive workbook which serves as a resource for future reference.



Coscia is scheduled to return to New Hampshire in September. Anyone interested in attending should contact Lisa Jo Steiner at 603-415-8330 or email her at lisajo@nhoilheat.com.

Message from the Executive Director

by [Lisa Strug](#)



We hope you all had a wonderful summer and are gearing up for a busy heating season ahead.

Have you taken a look at the OESP calendar online lately? Local chapters throughout the region spent the summer planning meetings and events for you, the member.

Take a look [HERE](#) and make note of the date and time of your next chapter meeting. Then, put it in your calendar and make sure you go. One of the biggest values of your membership is in the training provided locally every single month.

Each month there are approximately 15-22 training sessions held across the OESP region. Surely one of them must be near you?

If you are reading this from the Albany area, come join us on Friday morning, September 15 from 9 a.m.-1 p.m.at the Embassy Suites in Saratoga Springs,

NY, as we bring training to you.

See what we're all about, let us train you and get you NORA and NATE credits and meet us. We know you'll want to join us again for more.

If you're on the board or would like to be and haven't signed up for the Oilheat Retreat, please contact me as soon as possible to reserve your space.

At the retreat will unveil the new OESP website which features new online training opportunities and streamlined navigation throughout the site. We will also be debuting a member recruitment video and an Eastern Energy Expo video.

Have you checked out our exciting member benefits program? I'm proud to say OESP members can now get special deep discounts with a growing number of vendors including Avis, Budget, Lenovo, UPS and Office Depot.

These "members only" deals are just another way that your OESP membership pays off. Visit www.thinkoesp.org and log in for details and start saving money.

Do you have a friend or colleague that would benefit from membership in OESP? Bring them along to a fall meeting. It is more important than ever to continue to grow our great association and educate the next generation.



Click [HERE](#) to find a local chapter near you.

Click [HERE](#) to view recent photos of chapter meetings on Facebook.

New members can join now and get a "nearly 2 for 1" on the upcoming heating seasons. They will get the remainder of 2017 and all of 2018 included in one price!

OESP is always looking for people who are interested in making a difference in their career and the association. One of the ways is by providing networking opportunities to help grow your business.

Everyone wants to work with people they know, so get involved in your local chapter and experience the difference it will make for you. When OESP wins, everybody wins! Please contact me or your local chapter president to learn how you can make a bigger difference.

By now, you have seen plenty from our great and generous advertisers. Thank you to **Taco, Honeywell, Slant/Fin, Wohler, Sid Harvey, Carlin/Hyrdolevel and ECR International**. Your company could be in the next issue - contact us to find out how.

On behalf of **Jonathan Jaffe, Erika Handler** and the rest of the OESP management team, it continues to be a pleasure to serve the association. We look forward to seeing you in Saratoga!

CALLING ALL CORPORATE MEMBERS!

OESP is announcing new opportunities for you to get more deeply involved with OESP.

New Corporate packages include:

- *Advertisements in printed and mailed newsletters*
- *Your ad on our website*
- *Your logo in our email blasts*
- *Sponsor message in newsletter*
- *Media coverage of your sponsorship*
- *Recognition at the EEE Awards banquet*
- *And much more!*

Please contact Lisa Strug in the association office to ensure that you are getting the best possible exposure for your company. Call us at 888-552-0900 or email at lstrug@thinkoesp.org.

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