



Providing Fuel & Energy Services for Over a Century
99 Crescent Street • Worcester, MA 01605

OUR SPRING / SUMMER OFFICE HOURS

Oct 30 thru Apr 30		May 1 thru May 28		May 29 thru Sep 3	
M – F	8:00 am – 5:00 pm	M – F	8:00 am – 5:00 pm	M – F	8:00 am – 4:30 pm
Sat	8:00 am – 12:00 pm	Sat	Closed	Sat	Closed

Don't forget, we continuously maintain 24/7 Emergency Service Coverage YEAR ROUND!

ALERT CUSTOMER ALERT • PLEASE READ • ALERT CUSTOMER ALERT • PLEASE READ • ALERT CUSTOMER ALERT

Above-Ground Home Heating Oil Leak Prevention Upgrades

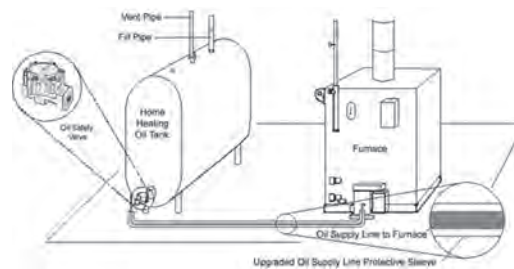


Diagram shows the new state law requirements on fuel lines which must be replaced by September 30, 2011. Replacement only costs are reasonable and the work can be completed in a few hours. (Tenant should make landlord aware of this new law.) Return the "Raffle Form" on rear and write in "Oil Line Replacement Cost" for more information or call (508)753-1475.



Providing Superior Fuels & Services for Over a Century

Spring 2011

www.cksmithco.com • 508-753-1475

www.superior-oil.com • 508-865-1972

From Our Family To Yours

A MESSAGE FROM THE GENERAL MANAGER

My family has witnessed many snow storms in our decades of being in the energy business.

However this season, I was especially impressed with our staff's ability to overcome the severe weather conditions presented and yet they continued to provide top level service. The stories are too numerous to mention, but in the end, our operations never shut down and all delivery schedules and service calls were satisfied.

Also, I was equally pleased by our customer's willingness to provide access to "fill pipes" and driveways through the winter storms. YOUR EFFORTS DEMONSTRATED

YOUR CONCERN FOR OUR STAFF'S SAFETY AND WELL BEING. FOR THAT... WE THANK YOU!

We would also like to offer our appreciation to our cities police, firemen and D.O.T. working tirelessly to maintain safety and keep our primary roads clear and passable for our service and delivery vehicles.

My family and I send our gratitude for all your efforts in responding to this winter's challenges and we look forward to enjoying a sunny and snow free spring!

Sincerely,
—Anthony Santoro, Jr.



51 Year ckSmith/Superior Customer



John Manning of Worcester has been a dedicated customer since 1960. We asked John why he has stayed with us for those 51 years. "The repair service is excellent. They always explain what is wrong and they are always on time."

Thank You John, for your valued business and continued dedication throughout the years!

Are you a long time customer of ckSmith/Superior Oil? Please call (508)753-1475 or write to us to share your story, and possibly be in our "Customer Spotlight" in our next newsletter.

THANK YOU

Thank You to our service techs and drivers for going the extra distance through a difficult winter. Your hard work is much appreciated and has not gone unnoticed.

Whether it was trudging through 6 feet of snow to a fill, or delivering 20 gallon jugs of oil to give our customers heat until we could access the fill pipe or road, these efforts were above and beyond the call of duty.

(508) 865-1972



(508) 753-1475

ckSmith • 99 Crescent Street • Worcester, MA 01605
Superior Oil • 48 Providence Street • Millbury, MA 01527

www.cksmithco.com

www.superior-oil.com



EMPLOYEE SPOTLIGHT

Women in Propane – Meet Danielle



Danielle has been with the company for over 10 years. Danielle's position started in the Fuel Oil Division and was quickly recognized as a candidate to take charge of our Propane Division.

The Propane Division has grown to be a significant part of ckSmith/Superior Company.

As the Propane Manager, Danielle executed an exciting program for the developing Propane Division.

At any given time, Danielle

could be found in the Operations Department, dispatching the day's work, or helping the Customer Service Department, and yet, Danielle finds time to help develop the company Seasonal Newsletter with timely subjects.

Danielle is excited about her role. "This is a company with a storybook past, of servicing Worcester County for over 117 years."

Our General Manager agrees that Danielle's efforts in the Propane

Division's growth have been in part, due to her product knowledge and her ability to be a "Team Leader".

Danielle's working relationship with her associates, Ethan, Eric, Paul and Dennis, makes for a very professional response team for our customers.

For information on propane and propane services, contact Danielle at (508)753-1475.

COMMUNITY HEALTH CORNER

Dear Customer,

As a family company, we take pride in our communities. We want to give back. We want to help our neighbors and friends.

We all know that preventing a heart attack revolves around your weight: eating right and exercising. Just start taking a 30 minute walk every day. Take the stairs instead of the elevator. Crank up some music and dance around while you clean the house. Other lifestyle changes such as quitting cigarettes are important too.

Our country has the highest obesity rate in the world. A sedentary lifestyle and poor diet are primarily to blame. Someone dies of Cardiovascular Disease every 37 seconds and is the leading cause of death among Americans.

So, we are asking that you take a small but important step in fighting Heart Disease:

Take a Walk! (For a good cause) CKSmith / Superior is proud to have employees participating in the Central Mass Heart Walk.

This walk supports research and education that saves lives of people everywhere. Because of efforts like this walk, the American Heart Association is able to fund research that leads to advances like the ICD and medical treatments that saves lives of people with cardiovascular disease. This year over 750,000 walkers will participate in more than 425 events, raising funds to save lives from our country's No. 1 and No. 3 killers - heart disease



and stroke.

Join us May 14, 2011 at East (Cristoforo Columbo) Park on Shrewsbury Street in Worcester, MA at 8:30 a.m.

Please visit heartwalk.kintera.org/worcesterma for more information.

Hope to see you there!

Heart disease kills 500,000 American women each year, topping male numbers by 50,000.

TRUTH IN NUMBERS

(actual results from customer surveys)

ON-TIME	Nov 10	Dec 10	Jan 11	Feb 11
Yes	98%	100%	100%	98%
No	2%	0%	0%	2%

PERFORMANCE	Nov 10	Dec 10	Jan 11	Feb 11
Outstanding	81%	90%	88%	89%
Satisfactory	19%	20%	11%	11%
Unsatisfactory	0%	0%	1%	0%

ATTITUDE	Nov 10	Dec 10	Jan 11	Feb 11
Outstanding	89%	92%	93%	91%
Satisfactory	11%	8%	7%	9%
Unsatisfactory	0%	0%	0%	0%

RECOMMEND US	Nov 10	Dec 10	Jan 11	Feb 11
Yes	100%	99%	100%	100%
No	0%	1%	0%	0%

Our customers demand First Class Service, and we've been getting it right for over 117 years

RATE THE RECIPE

COLD VEGETABLE PIZZA

Preheat oven to 350 degrees

Ingredients:

- Crescent rolls (crust)
- Cherry Tomatoes sliced in half
- 2 Cucumbers sliced into quarters
- 2 Broccoli crowns sliced
- 1 lb Cream Cheese
- ½ cup Dill Weed
- Garlic Powder to taste (optional)
- ½ cup Hidden Valley Ranch Dressing

Place crescent rolls flat in pan (like pizza crust).

Bake for 15 minutes or until golden brown, then cool in refrigerator.

Cut all vegetables (can julienne



them).

Mix cream cheese with dill, ranch dressing and garlic powder.

After crescent roll crust has cooled, spread cream cheese mixture on top.

Generously lay the vegetables on top and refrigerate before serving.

ENJOY!

Customers may submit their own recipes. If selected, it will be published in our newsletters.

Please call Customer Service and let us know how you enjoyed our first featured recipe.

AUTO DELIVERY

Automatic Delivery will put you "Ahead of Any Storm"... no need to call to order fuel. We deliver only as you need it!

As an Automatic delivery customer, your deliveries take priority. This also qualifies you for our "Smart Pay" budget program, Cap Price programs, and several Service Plans to keep your equipment running!

"Dare to Compare" the benefits of each:

DELIVERY STATUS BENEFITS	AUTO DELIVERY	WILL CALL
You watch your tank – Delivery within 48 hours		•
WE watch your consumption –Priority Deliveries	•	
Prompt pay discount if paid within 10 days of delivery	•	•
Qualification for our Smart Pay Program *	•	
Qualification for our Cap Pricing Programs	•	
Qualification for our Service Plan ** (pending inspection)	•	
Qualification for 0%, 12 month Financing on New Equipment ***	•	
Same Day Delivery and/or Run Out Charges may apply		•
NO ADDITIONAL COSTS TO YOU	•	

Automatic Delivery is a proven weather formula as it relates to your tank and usage including hot water. If other circumstances prevail that has not been provided to us, those "other" reasons will affect fuel usage and qualify the delivery formula. We very much appreciate your providing us with your home activities such as extra rooms added, Grandma now lives with us, etc. We will make adjustments to keep you warm!

* **Smart Pay Program** – Reduce your fuel payments for each delivery of product. Just call Customer Service and they can offer a program that puts energy dollars on an "even keel". You will be happily rewarded a prompt pay discount when your budget payments are made on time.

** **Service Plans** – We offer several different maintenance programs to meet your needs.

*** **Automatic Delivery** – Customers are subject to credit approval and must use heating oil as their sole source of heat (no alternate heat source is allowed).



Call us for information on tank protection and warranty



WHAT OUR CUSTOMERS ARE TELLING US

Our employees want very much to know what is on your mind. Your survey responses are one solid way to have us help you. We take every response very seriously and learn from your remarks.

ckSmith/Superior customers demand SUPERIOR SERVICE and have been working toward that goal for YOU for over 117 years.

HAS YOUR HEATING OIL OR PROPANE USAGE CHANGED?

Some customers have called us to report that their heating oil and/or propane use changed. If you are using *more or less* heating oil and/or propane, please give us a call. Let us know if you added a room, or if you use a pellet stove to offset your primary fuel use. There may be other reasons, of course, and it would mean a lot if you can tell us the reason for your usage change. Little changes mean a lot when it comes to quality service. All we need is the information to make a delivery adjustment which will accommodate the family needs.

Please complete and return the card below so we can provide you the highest quality service possible and be automatically entered into a drawing to win a FREE Propane Fired Patio Heater.

Of course, your email, alternate phone number, emergency contact information or new billing address information all help our staff serve you better.

SERVICE TIPS

Did you know that if your heating system is warm air, the best time to do a tune up is in the Spring? This prevents the products, left from combustion, from sitting all summer gaining moisture and shortening the life of the system.

If your warm air system has air conditioning, it is the perfect time to check the A/C system to make sure it is running at peak efficiency.

IT'S TUNE UP TIME

An Annual Tune Up will keep your heating system in "I'm ready when you are" shape as well as super efficient. **Call now to schedule your appointment.** This is included AT NO EXTRA CHARGE and is a requirement of our service plan.

Tell us a little more about yourself! Please complete and return this form to automatically be entered in a raffle to win a Propane Fired Patio Heater!

Please answer the questions on the right to be entered in our raffle.

Name _____

Address _____

City _____

State _____

Zip _____

Primary Phone # _____

Alt. Phone # _____

E-mail Address _____

Alt Email _____

What would you like more information on? _____

Which of the following apply to you?

Are you currently on Automatic Delivery?

Yes No

Do you have an alternative heat source?

Yes No

If so, which type?

Propane Wood Pellet Other

Do you use oil to heat domestic water?

Yes No

If yes, how many people live the home? _____