



The Massachusetts Oilheat Council

Presents a Dynamic Oilheat Dealer Seminar with the Experts from
Angus Energy, RenRe Energy Advisors &
Gray, Gray & Gray Certified Public Accountants

Customer Retention & Profitability *Can You Have Both?* **Controlling, Reporting & Accounting Your Cash Flow**

-- Tuesday, March 16, 2010 | 8:30am – 3pm
Offices of Gray, Gray & Gray – Westwood, MA (Continental breakfast & lunch served.)

-- Thursday, March 18, 2010 | 8:30am – 3pm
Springfield Marriott – Springfield, MA (Continental breakfast & lunch served.)

Market volatility is panicking your heating oil customers. They are shopping around more than ever and loyalty is down. What do you do to retain your customer base and maintain profitability? And what are the important components for financial reporting and accounting in today's retail heating oil climate?

This seminar is a valuable session for Oilheat retailers of all sizes, and it will explore how to manage customer retention while maintaining a profitable and well-run retail operation. Our experts will help you:

- Understand the effects of market volatility on your company and customers
- Implement emerging customer pricing program trends
- Stem the erosion of customers and increase loyalty
- Convey a message of stability to your customers
- Grasp the need/value of pricing programs and budgets
- Improve your margins, cash flow and banking relationships, and
- Develop sound accounting and business practices

Seminar Presenters:

Mark Bloom | Director of Marketing | Angus Energy

Matthew Ide | Director, Energy Advisory & Finance | RenRe Energy Advisors

Jeff Simpson | Director, Energy Advisory & Finance | RenRe Energy Advisors

Joe Ciccarello & Jim DeLeo | Partners at Gray, Gray & Gray, LLP

-- See reverse side to register --



Seminar Registration Form: Customer Retention & Profitably

Registration fee per person: **\$50.00**

Please check seminar location.

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- Thursday, March 18, 2010 | 8:30am – 3pm
Springfield Marriott, Springfield, MA

Company Name:

Address:

City/State/Zip:

Phone:

Number of attendees: _____

Please list names of attendees:

Please mail registration form with payment by check payable to MOC.

MOC | 118 Cedar Street, Wellesley Hills, MA 02481

Tel: In MA (800) 722-0623 or (781) 237-0730 | Fax: (781) 237-2442

Make a copy of this form before mailing and keep for your records.

Seminar Locations:

Gray, Gray & Gray, LLP

34 Southwest Park | Westwood, MA, 02090

Tel: (781) 407-0300

When obtaining web/GPS directions, please enter 34 South West Park (Southwest as 2 words to generate correct map) OR go to <http://www.gggcpas.com/about/driving-directions.asp>

Springfield Marriott

2 Boland Way | Springfield, MA 01115

Tel: (413) 781-7111