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MIND OVER MATTER:

NEW tools that will lead you to profitable actions

What would you do if you had extra money from your business in your pocket? Would you: (a) take money out of the business (b) diversify your company (c) develop a more profitable exit strategy? Do you find - the future of your business intriguing or frustrating? It's all mind over matter.

Riding on the success of last year's Dealer Scorecard, Angus Energy will explore different approaches to help you:

- Clarify what **today's customer expects from you**
- Understand that while the demographics don't necessarily change, **they really do**
- Get a **360-degree view of your hiring and staffing** processes
- **Understand your instincts** and learn how they can add value or derail your company
- Determine if you have an **outward looking tendency vs. inward looking tendency**
- **Use your mindset to improve your business** instead of impeding your success

MARCH 28

8:30 am Registration & Breakfast
9:00 am - 1:00 pm MEMA Headquarters
1 Van De Graaf Drive, Ste 100
Burlington, MA 01803

MARCH 29

8:30 am Registration & Breakfast
9:00 am - 1:00 pm Home Builders & Remodelers Association
240 Cadwell Drive
Springfield, MA 01104

TO REGISTER, PLEASE CONTACT

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INTRODUCING

The MEMA Rebate Program:

What you need to know for your customers & for your business

MEMA is excited to launch the "Discover the New Oilheat Massachusetts" program, the newest NORA-funded effort in the Bay State. "Discover the New Oilheat" is a Massachusetts specific program that will provide rebates to customer who upgrade their heating systems and heating oil tanks. At the same time, the program will promote the benefits of oilheat, the benefits of BioHeat, and reposition our fuel as a critical driver in the effort to attain peak energy efficiency in Massachusetts.

Thanks to NORA and the vision of the MEMA Board of Directors, retailers will have a fantastic opportunity to use the available rebate funds to get more of their customers heating their homes with high-efficiency equipment. Retailers will also be able to use the content that is created to support their own communication efforts for promoting energy efficiency.

With the launch of the program just weeks away, we want dealers to be prepared to take advantage out of the gate. Rich Carrione, director of operations at Warm Thoughts Communications will be on hand to review the program details and rebate process to session attendees.

Topics will include:

- The strategy and components of the "Discover the New Oilheat Massachusetts" program
- The available rebates, how they can be used and how dealers can communicate to customers about them.
- The rebate application and submission process for smooth and easy adoption.
- How retailers can utilize the available materials and content to boost their own promotions and communication to customers