

WINTER 2006

Global Technology Conference Builds Worldwide Connections

The inaugural LP Gas Global Technology Conference (GTC) energized the propane industry in October, promoting the use of new propane technologies from around the world. More than 300 members of the global LP Gas community attended the GTC, which showcased the latest advancements in propane technology that will drive growth in U.S. markets and abroad.

The GTC was held in Chicago on October 19-20 in conjunction with the 19th Annual World LP Gas Forum. The event provided a look at practical propane-fueled technologies from distributed power generation and commercial lawn mowers to composite cylinders and poultry house sanitizers.

"The conference provided an excellent collaborative venue for learning about innovative technologies, which will play a large role in leading to their continual development and eventual commercialization," said Roy Willis, president and CEO of the Propane Education & Research Council (PERC).

Television crews from AgDay and RFD-TV attended the GTC and aired several news stories on the agriculture technology introduced at the conference. Also, footage and interviews collected by the crew from RFD-TV will be incorporated into an RFD-TV LIVE show sponsored by PERC, which will air in January.

Presentations and exhibitions on combined heat and power (CHP) generation and technology-based business models proved popular among attendees. Also, conference presenters benefited from the opportunity to reach a global audience.



Roy Willis, president and CEO of PERC, speaks at the Global Technology Conference.

continued on page 4

New Energy Guys Ads Reach Homes Nationwide

Have you been watching TV lately? Then there's a good chance you've seen the new "Nervous Wreck" and "Dream House" commercials featuring the Energy Guys. Both 30-second TV ads are part of the propane industry's fall consumer education campaign. They were filmed in Pasadena, CA, by award-winning commercial director Jonathan David in August and feature the Electricity and Propane characters.

"Nervous Wreck" focuses on standby generators, highlighting the security and independence consumers receive from propane. As a storm rages outside, Electricity frets over a possible blackout. The power goes out. Propane snaps his fingers, kicking in the propane generator, which brings Electricity back and saves the day.

"Dream House" opens with Propane reviewing a home's renovation plans, which feature energy-efficient propane appliances. Feeling threatened, Electricity dreams about his room. As the camera pans across the room, the viewer sees all things electric, as well as his "dream" girl

continued on page 4

www.propanecouncil.org

INSIDE THIS ISSUE

HIGHLIGHTS:

CETP E-Learning: Employee Training Anytime, Anywhere

ENGINE FUEL:

Propane-Fueled Forklifts Can Meet 2007 EPA Standards

MARKETING EXCHANGE:

Making the Propane Marketing Resource Center (MaRC) Work for You



PROPANE
EXCEPTIONAL ENERGY®

Propane-Fueled Forklifts Can Meet 2007 EPA Standards

A successful three-year study concluded that propane-fueled forklifts can meet stricter environmental standards and deliver the power that made propane the leading fuel for two classes of forklifts.

The project is PERC's largest single research program to date, and demonstrates the propane industry's commitment to working with forklift manufacturers and customers to ensure that propane remains a safe, clean, and cost-effective forklift fuel.

The research was conducted by the Southwest Research Institute (SwRI) in San Antonio, TX, and was designed to examine the effectiveness of existing propane forklift fuel system technologies to meet 2007 U.S.

Environmental Protection Agency (EPA) regulations.

"The research found that off-the-shelf electronic engine controls and three-way catalysts were capable of reducing forklifts' emissions and satisfying EPA requirements. This can translate into significant financial savings for companies looking to upgrade their fleet and meet higher environmental performance standards," said Roy Willis, PERC's president and CEO.

As part of the \$1.39 million study, researchers conducted steady-state and transient emissions testing of five different engine control systems with three-way exhaust catalysts from three different manufacturers. They also

conducted tests to address the impact of fuel quality on emissions durability, including the effects of heavy ends, propylene content, and additives. This included a chemical analysis of fuels, heavy-end residues, and engine fuel system deposits.

Propane, which fuels more than 500,000 forklifts in the United States today, has been the fuel of choice for engine-driven forklifts because it

continued on page 4



New Training Materials Reinforce Safe Refueling on the Farm

New training materials are being developed to explain how to safely refuel propane-powered agricultural equipment and will be available through PERC in early 2007.

The project is in response to a PERC-sponsored survey that revealed agriculture producers are not as comfortable handling propane as they are handling other fuels on the farm. Many new uses for propane in agriculture will take advantage of propane's portability, making on-farm refueling a necessity for using the equipment.

"Over the last few years, PERC has invested in the development of several new propane-powered technologies to help farmers and livestock producers increase productivity on their operations," said Mark Leitman, PERC's director of agriculture

programs. "The training materials should help farmers feel more comfortable using these new technologies, which could ultimately lead to an increase in sales of these innovations and the propane required to fuel this equipment."

The new refueling materials are based on PERC's Certified Employee Training Program (CETP) materials, and provide farmers with the information necessary to ensure safe refueling. Plans to translate the training materials into Spanish are also underway.

The PERC study on which this project is based explored producer perceptions and attitudes toward propane, refueling equipment and systems, and the decision-making process for purchasing equipment.

Results of the survey indicate that

producers want a fuel that is safe, reliable, and cost-effective, with speed and simplicity of transfer critical. Researchers discovered however, that many producers no longer feel comfortable using propane. They said they believe the fuel is safe, but are less comfortable with it than other portable fuels.

"To ensure safe refueling, anyone dispensing propane must have a thorough understanding of the fuel, the equipment, and the proper procedures to follow," said Leitman.

"We hope these materials will help farmers learn how easy it is to safely transfer this exceptional energy source into vehicles and other equipment on the farm, thus expanding utilization in the agriculture sector," he said.

For more information on the new agriculture training materials, contact PERC's Mark Leitman, director of agriculture programs at (202) 452-8975 or mark.leitman@propanecouncil.org.

Celebrating Ten Years of Education

In October, the propane industry celebrated the 10th anniversary of Congress' passage of the Propane Education and Research Act, which led to the creation of the Propane Education & Research Council (PERC).

In the early 1990s, the National Propane Gas Association (NPGA) recognized that other industries were benefiting from check-off programs that promote an industry's product and help finance research and development activity. These kinds of "self-help" programs are recognized as a better alternative than reliance on government-operated programs.

Overwhelmingly supported by the industry's membership, NPGA began a legislative effort in 1994 to push for creating the Council, using its grassroots and lobbying resources. And after a two-year effort that included many legislative cliffhangers, President Bill Clinton signed the law (Public Law 104-284) creating PERC on

October 11, 1996. Since then, NPGA has partnered with PERC on many industry projects to promote the safe use of propane.

Through PERC, the propane industry has expanded its efforts in improving consumer and employee safety, funding research and development of new and more efficient propane equipment, and expanded awareness of propane and its many uses and environmental advantages.

Here's a look at just a few of the things the propane industry accomplished through PERC in the past decade:

- Establishing a multi-faceted, nationally recognized consumer education campaign featuring the Energy Guys.
- Developing new consumer safety education materials for consumers, including safety materials translated into Spanish.
- Creating an internationally recognized research and development program that is fostering the development of new products

and improving the safety and efficiency of existing products.

- Expanding the industry's presence in the engine fuel market to reach additional on- and off-road consumers.
- Transforming traditional book-based employee training into an e-learning format, allowing employers a more convenient and less expensive way to keep propane employees and consumers safe.
- Investing in new agriculture technologies that are eliminating the need for farmers to use harmful chemicals to deal with common pests and avian flu.

Over the next ten years, PERC will continue to work in partnership with the industry, to develop new propane-fueled technologies and products, and to educate consumers of the benefits of this energy-efficient and environmentally friendly fuel.

For more information about the Propane Education & Research Council, please visit www.propanecouncil.org or www.usepropane.com.

Blue Bird Making Propane School Buses

School districts across the country will soon be able to cut costs and reduce pollution by using propane instead of diesel engines. Blue Bird Corporation will make available full-sized propane-powered school buses beginning in early 2007.

High fuel prices and an anticipated cost increase for new diesel buses make the Blue Bird propane-powered bus a cost-efficient option for schools. The liquid propane injection (LPI) 8.1-liter engine will feature a low-emissions certification and 270 horsepower @ 3600 rpm. The buses will be available in 47 to 77 passenger capacities.

"These engines demonstrate the significant investment the propane industry is making to help school districts have access to cost-effective alternative fuel solutions that are available today," said Roy Willis, president and CEO of PERC.

The buses were developed by Blue Bird in partnership with Powertrain Integration, and research was funded through a grant by PERC.

The Blue Bird propane-powered bus is one of many PERC-sponsored initiatives that expand the propane industry's reach into the engine fuel market. Other projects include the development of a propane-powered

Roush/Ford F-150 truck as well as research ensuring energy-efficient forklifts meet the 2007 EPA standards.

For more information about Blue Bird school buses or on other engine fuel projects, please contact PERC's Managing Director, Engine Fuel, Brian Feehan at (202) 452-8975 or brian.feehan@propanecouncil.org.

Engine Fuel Tax Credits Update

The Internal Revenue Service (IRS) has released updated information on propane engine fuel tax credits that took effect December 31, 2005 and October 1, 2006. For more information, please watch for the next edition of *In Touch* or visit www.propanecouncil.org or www.npga.org.

Global Technology Conference
continued from page 1

“Our paper presentation has created quite a lot of interest among propane marketers who were present,” said John Vollen, vice president of The Fuel Web, Inc., an organization presenting at the conference. “The event was a success for The Fuel Web and was probably the best venue we could have hoped for to launch our product offering.”

The Forum Exhibition, which ran concurrent with the Forum and

GTC, provided an opportunity for more than 40 exhibitors to showcase their products and services to industry leaders from all over the world. In line with the theme “Technology Driving Growth,” a variety of exciting new inventions and prototypes were on display.

For more information on the GTC, visit www.wlpgasforum2006.com or contact PERC’s Grace Willis at (202) 452-8975.

Propane-Fueled Forklifts Meet 2007 Standards
continued from page 2

supports durable engine fuel systems capable of widely varying engine speeds, with lower carbon monoxide emissions and lower engine maintenance costs than gasoline or diesel systems.

PERC also has supported the forklift industry by sponsoring other research projects, maintenance training, and safety programs. PERC’s multi-faceted fuel-quality improvement

effort is one of several initiatives to further enhance propane’s long-standing status as a cost-effective means to achieve better emissions and dependable engine performance.

For more information on the forklift study, contact PERC’s Managing Director, Engine Fuel Programs, Brian Feehan at (202) 452-8975 or visit www.propanecouncil.org.

New Energy Guys Ads
continued from page 1

and a propane fireplace. Propane ignites the fireplace with a remote, and the dream comes to a screeching halt. Once again, Propane trumps Electricity. The overall message is that builders should recommend propane to their clients.

The commercials aired this fall – September 4 to October 8, and again October 16 to November 13 – on cable and satellite stations such as HGTV, DIY Network, CMT, TBS, and USA. Both spots are available on the Propane Marketing Resource Center (MaRC), and can be accessed by visiting <http://members.propanecouncil.org> or calling the Creative Lab at (202) 973-5821.



Calendar

February 5, 2007

Council Meeting Conference Call

April 13, 2007 – Atlanta, GA

Council Meeting

July 19-20, 2007 – Washington, DC

Council Meeting

October 4-5, 2007 – Hot Springs, VA

Council Meeting

December 6-7, 2007 – Houston, TX

Council Meeting

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CETP E-LEARNING: EMPLOYEE TRAINING ANYTIME, ANYPLACE

CETP E-Learning

The propane industry now has a powerful new Certified Employee Training Program (CETP) tool that greatly enhances propane marketers' ability to provide quality and consistent training to their employees in a cost- and time-efficient manner. The new CETP E-Learning is delivered on a DVD that presents the industry's premiere employee safety training program in a way that employees will better retain important safety information while at the same time reducing many of the challenges that propane marketers face in training their workforce.

"This new training tool will expand the availability of top-notch training programs and reduce costs compared to traditional training methods, giving marketers both greater flexibility and real value for their assessment dollars," said PERC President and CEO Roy Willis.

Program Features



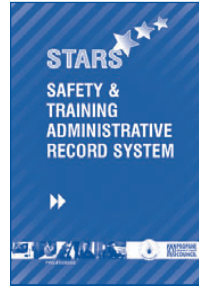
The CETP Basic Principles & Practices E-Learning curriculum is modeled after the CETP Basic Principles & Practices book developed by the National Propane Gas Association (NPGA).

The E-Learning program maintains all of the learning objectives of the text version in a way that is compatible with computer-based training by offering audio instruction, embedded video, and links to various important resource information.

The program also includes practice quizzes at the end of each module as well as a comprehensive pre-certification review. While this review is not the formal NPGA CETP certification test, it will allow the user and employer to gauge the employee's knowledge of what was learned from the program. At any time, the user can take the pre-certification review or go directly to NPGA certification by visiting www.npga.org.

STARS System

You can customize CETP E-Learning with the Safety & Training Administrative and Records System (STARS). Designed as an optional record management system that will be sold separately,



STARS lets you place your company policies and logo on every page. You will also have the ability to store and view employee records. STARS provides a valuable resource for propane marketers to ensure that their specific company's policies are being communicated, while also measuring the knowledge that employees have obtained from the program.

System Requirements

To use the E-Learning program, the program's DVD must run on a computer that meets the following computer software and hardware specifications:

1. Microsoft Windows 2000/XP Home/XP Pro
2. 256MB RAM minimum, 512MB recommended
3. Intel Pentium IV processor or better
4. 64MB or better video card
5. 6GB free hard drive space
6. DVD drive

Help Desk

Questions about operating the program? Call the Help Desk (866-PERC-ELEARN) and you will get expert answers from the same people who developed the CETP E-Learning DVD. The Help Desk is available toll free Monday through Friday from 10 a.m. to 6 p.m. (ET). The Help Desk is a "call back" service, so anyone with questions can leave a message and the call will be returned quickly.

The Future of E-Learning

The next CETP DVDs are titled, "Delivery Basics and Operating a Cylinder Delivery Truck to Deliver Propane" and "Operating a Bobtail to Deliver Propane," and are scheduled for completion in early 2007.

You can purchase CETP E-Learning Basic Principles & Practices and STARS through the Propane Industry Resource Catalog at www.propanecatalog.com or (866) 905-1075.

For more information, contact PERC Vice President, Safety & Training, Stuart Flatow at (202) 452-8975 or stuart.flatow@propanecouncil.org.

FAST FORWARD SAFETY TRAINING

ANYTIME, ANYPLACE CETP E-LEARNING



The new **CETP E-Learning** DVDs make high-quality safety training faster, more efficient, and more flexible than ever. The perfect interactive tool to use on its own or to enhance classroom training, E-Learning lets employees learn at their own pace and on their own schedule. For general questions about CETP E-Learning such as costs, content and computer specifications, please call **202-452-8975**. To order CETP E-Learning on DVD, call **866-905-1075** or visit our Resource Catalog at www.propanecatalog.com today.



Thank you for your help.

For invaluable contributions that made the development of the CETP E-Learning DVDs possible, we'd like to thank:

- PERC and NPGA, for your support of this project
- Safety & Training Advisory Committee volunteers
- And, special thanks to the following companies and individuals for volunteering countless hours to ensure that the industry receives the most accurate and advanced safety training:

AmeriGas
Gene Bissel,
CEO
Mike Walters,
National Safety Training Manager

Cress Gas
Walter Cressman,
President

Ferrellgas
Jim E. Ferrell,
Chairman and CEO
Cliff Slisz,
Manager of Safety

McKnight Cylinder
Leonard Caric,
President
Phil Conty,
Plant Manager

Tri-Gas & Oil
Keith McMahan,
President
Eric Kuster,
Director of Safety & Training

PROPANE MARKETER COMPLIANCE

NEW S L E T T E R

PROPANE
EXCEPTIONAL ENERGY

INSIDE THIS ISSUE

2 Frequently Cited OSHA Violations

4 Public Awareness Plan Requirements for Propane Pipeline Operators and Master Meter Operators May Be Reduced

Deadline for Installing Cargo Tank Emergency Shutdown Systems Passes

On July 1, 2006, the last of a series of deadlines for installing emergency discharge control systems on propane bobtails and transports passed quietly. The deadline's passing means that all cargo tank motor vehicles (transports and bobtails) in the U.S. propane bulk delivery fleet should now be in compliance.

During the life of the ten-year phase-in of the new safety requirements for specified cargo tank motor vehicles delivering propane and some other commodities, sweeping changes have been made in personnel training, inspection procedures, delivery safety measures, and equipment improvements. Affecting parts of 49 CFR Parts 173, 178, and 180, the program has impacted cargo tank vehicle manufacturing, cargo tank requalification, and the procedures propane delivery personnel apply to unloading operations.



Transport Passive Shutdown Hose



Bobtail Off-Truck Shutdown Transmitter

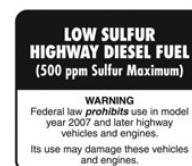
The expected outcome of this huge endeavor and capital investment on the part of propane marketers and transporters is increased safety for industry delivery personnel and the general public.

Fleet Operations: Ultra-low Sulfur Diesel Brings Changes

As of October 15, the national supply of diesel fuel for highway fleet operators was converted to a new ultra-low sulfur formulation mandated by the Environmental Protection Agency (EPA). The fuel formation change, along with diesel truck engine emissions controls are producing a number of changes in fleet operations. The new diesel fuel limits sulfur content to no more than 15 parts per million (ppm), and is expected to reduce soot emissions from truck engines by 10 percent.



New Diesel Dispenser Label



Old Diesel Dispenser Label

Coupled with new emission controls on 2007 model year and later diesel truck engines, soot emissions may be reduced as much as 95 percent compared to older models. Changes in fuel formulation and engine emission standards also bring mandatory actions on the part of fleet operators including new labeling for fuel dispensers, and driver and mechanic training to assure that fuel, fuel additives, and lubricants for the new truck engines do not contain more than 15 ppm sulfur. The use of non-approved fuel, additives, or lubricants will cause mechanical damage to the new truck engines and are a violation of EPA regulations.

Beginning June 1, 2006, diesel dispenser labeling requirements applicable to marketers and wholesale purchaser-consumers of diesel fuel can be found in 40 CFR § 80.570.



Frequently Cited OSHA Violations

In a previous edition of this newsletter, an informal barometer of the most frequently cited Department of Transportation (DOT) and Occupational Safety and Health Administration (OSHA) violations was given. Following on requests from propane marketers for an update, the below information from recent OSHA enforcement actions is presented. OSHA, like DOT, partners with state governments that choose to enforce federal regulations and standards. On the federal level, the following violation citation information specific to the propane industry is currently available on the OSHA website (www.osha.gov).

Listed below are the standards that were cited by Federal OSHA for the specified Standard Industrial Classification (SIC) during the period October 2005 through September 2006. Penalties shown reflect current rather than initial amounts. For more information, see definitions.

Standard	#Cited	#Insp	\$Penalty	Description
Total	46	7	\$16124	
1910.134	8	1	\$630	Respiratory protection
1910.1200	6	2	\$945	Hazard communication
1910.253	4	1	\$669	Oxygen-fuel gas welding and cutting
1910.305	4	3	\$1500	Wiring methods, components, and equipment for general use
1910.106	3	2	\$1470	Flammable and combustible liquids
1910.157	3	1	\$630	Portable fire extinguishers
1910.038	2	1	\$2550	Emergency action plans
1910.110	2	1	\$1575	Storage and handling of liquefied petroleum gases
1910.178	2	1	\$1050	Powered industrial trucks
1910.1025	2	1	\$420	Lead
1910.1052	2	1	\$630	Methylene Chloride
1904.008	1	1	\$0	Recording criteria for needlestick and sharps injuries
1904.033	1	1	\$0	Retention and updating
1910.037	1	1	\$630	Maintenance, safeguards, and operational features for exit routes
1910.039	1	1	\$765	
1910.107	1	1	\$420	Spray finishing using flammable and combustible materials
1910.242	1	1	\$420	Hand and portable powered tools and equipment, general
1910.243	1	1	\$1190	Guarding of portable powered tools
1910.334	1	1	\$630	Use of equipment

Definitions

Data is included in the query based on the date the citation was issued.

- **#Cited** represents the number of times the specified standard was cited. The number in the total line is the sum of the #Cited for each standard.
- **#Insp** represents the number of inspections in which the specified standard was cited. For the total line, it represents the number of inspections in which one or more citations were issued. Note that the total is not the sum of the number of inspections associated with each standard cited: multiple standards may be cited in one inspection.
- **\$Penalty** represents the total penalty amount currently assessed for the specified (#cited) citations. The number in the total line is the sum of the \$Penalty for each standard. The amounts reflect what exists at the current time, taking into consideration any settlement action adjustments that may have taken place.

Example

If #Cited = 120 and #Insp = 40, then the average number of times per inspection that the specified standard was cited is 3. If \$Penalties is \$60,000, then the average current penalty amount per standard cited is \$500.

TOSHA (Tennessee OSHA Partner)

In a parallel document on the state of Tennessee's TOSHA website, the top 25 cited violations for general industry (the category to which propane marketers belong) include:

25 MOST CITED GENERAL INDUSTRY STANDARDS

January 1, 2005–December 31, 2005

Rank	# Cited	Standard	Hazard Description	Rank	# Cited	Standard	Hazard Description
1	245	1910.1200 (e)(1)	No Written Hazard Communication Program	12	57	1910.22(d)(1)	No Sign Indicating Approved Load Level (overhead storage)
2	200	1910.1200 (h)(1)	Inadequate Training on Hazardous Chemicals	13	57	1910.132.(d)(1)	No PPE Hazard Assessment Conducted
3	113	1910.305 (b)(1)	Unused Openings in Cabinets, Boxes, and Fittings Not Effectively Closed (electrical wiring)	14	52	1910.134(c)(1)	No Written Respirator Program (worksite specific)
4	98	1910.1200(f)(5)(i)	No Chemical Identity Label on Container of Hazardous Chemical	15	51	1910.304(f)(4)	No Permanent or Continuous Electrical Path to Ground
5	98	1910.1200(g)(1)	No MSDS for Hazardous Chemicals	16	50	1910.151(b)	No One Trained in First-Aid
6	79	1910.1200(f)(5)(ii)	No Hazard Warning Label on Container of Hazardous Chemical	17	50	1910.23(c)(1)	No Fall Protection for Open-sided Floor Above 4 Feet
7	79	1910.305 (b)(2)	No Covers on Pull Boxes, Junction Boxes, and Fittings (electrical wiring)	18	49	1910.1200(g)(8)	MSDS Not Accessible
8	78	1910.215(b)(9)	Missing Tongue Guard on Grinder	19	48	1910.22(a)(1)	Poor Housekeeping
9	74	1910.134(e)(1)	No Medical Evaluation for Respirator Wearers	20	45	1910.37(b)(2)	Exit Not Marked by Clearly Visible Sign
10	70	1910.157 (e)(2)	No Monthly Visual Inspection of Fire Extinguishers	21	42	1910.215(a)(4)	Missing Work Rest on Grinder
11	66	1910.157(c)(1)	Portable Fire Extinguishers Not Accessible	22	40	1910.132(d)(2)	No Written Certification of PPE Hazard Assessment
				23	40	1910.212(a)(3)(ii)	Point of Operation on Machinery Not Guarded
				24	38	1910.303(f)	Electrical Disconnecting Means Not Legibly Marked
				25	38	1910.303(b)(2)	Electrical Equipment Not Installed in Accordance with Listing or Labeling

Public Awareness Plan Requirements for Propane Pipeline Operators and Master Meter Operators May Be Reduced

In a Notice of Proposed Rule Making (NPRM) in the Friday, September 29, 2006 issue of the Federal Register, the Pipeline and Hazardous Materials Safety Administration (PHMSA) announced that it is considering a change in regulations that would "...relax regulatory requirements governing public awareness programs conducted by operators of master meter systems and certain operators of petroleum gas systems." The changes reflected in the NPRM would modify public awareness program requirements first published in a final rule on May 19, 2005. In that rulemaking, PHMSA required each pipeline operator to develop a written public awareness program following American Petroleum Institute Recommended Practice 1162 (API RP 1162), and to carry out that program on a continual basis.

The NPRM of September 29 provides an alternative approach for jurisdictional propane pipeline operators and master meter operators. If the proposed change is finalized, 49 CFR § 192.616 (h) and (j) will require:

(h) ...The operator of a master meter or petroleum gas system covered under paragraph (j) of this

section must complete development of its written procedure by March 31, 2007...

(j) Unless the operator transports gas as a primary activity, the operator of a master meter or petroleum gas system is not required to develop a public awareness program as prescribed in paragraphs (a) through (g) of this section. Instead the operator must develop and implement a written procedure to provide its customers public awareness messages twice annually. If the master meter or petroleum gas system is located on property the operator does not control, the operator must provide similar messages twice annually to persons controlling the property.

The public awareness must include:

- (1) A description of the purpose and reliability of the pipeline;
- (2) An overview of the hazards of the pipeline and prevention measures used;
- (3) Information about damage prevention;
- (4) How to recognize and respond to a leak; and
- (5) How to get additional information.

Do you have compliance issues or concerns that are of particular interest to you and that would be helpful to others in the propane industry if covered in this newsletter?

Send your feedback to Gordon Frey via fax 270/753-9807 or by e-mail to g.frey@its-training.com.

the marketing exchange

FIELD-TESTED PROGRAMS YOU CAN USE TO SUCCESSFULLY REACH YOUR CUSTOMERS.

The Propane Marketing Resource Center (MaRC): Making It Work for You

<http://members.propanecouncil.org>

On the Propane Marketing Resource Center (MaRC), you can find everything from Energy Guys ads to bill stuffers to press releases. Many of the items can be customized with your information.

Items are added weekly to support your marketing efforts with materials and ideas to help you reach out to your customers and add new ones.

Using the MaRC is easy. Find out how by visiting <http://members.propanecouncil.org>. If you are already a member, enter your Login Name and Password. If this is your first time using the MaRC, fill out the new user information at the bottom of the screen to create a Login Name and Password.

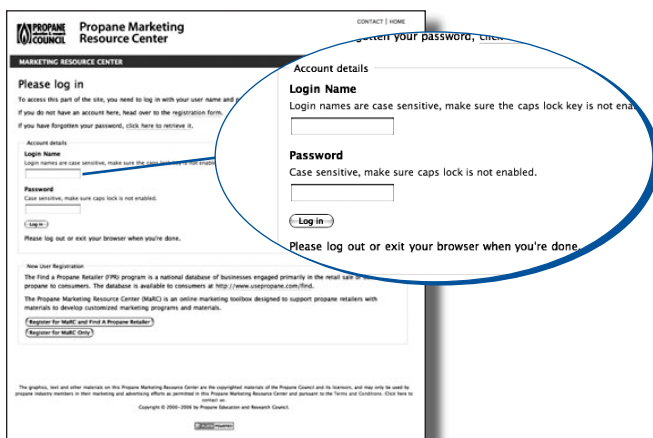
Once you are logged in, you can search for a specific word, look at the most popular or newest MaRC items, or use the Browse Library to search by topic or category. You can also view the MaRC Item of the Week in the

Featured Resources section on the homepage. (The MaRC Item of the Week is also available via a link in *PERC Update*.)

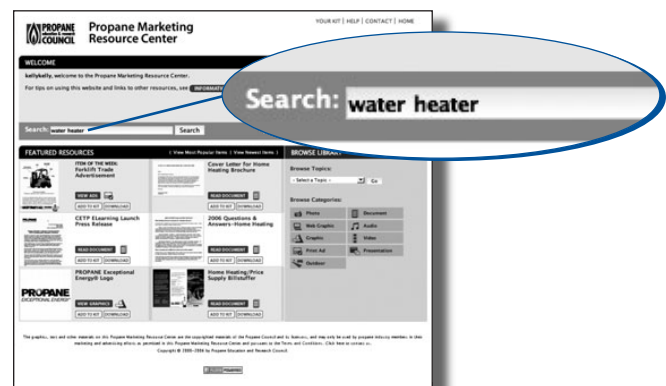
Say you're planning a water heater promotion. You want to send a bill stuffer to your current heating customers to up-sell them to a water heater along with a flyer to their neighbors to sell them on the idea of using propane. You also want to run an ad in the local newspaper and provide a fact sheet on tankless water heaters to your local builder association. All this can be done through the MaRC – download pictures and get ideas for copy for your bill stuffer; use the newsletter article “Cozy Home Products” as a flyer; customize an Energy Guys newspaper ad; and download and copy the Hydronics White Paper.

Everything on the MaRC except television ads and outdoor billboards can be used directly from the website.

How to Use the MaRC in a Water Heater Promotion

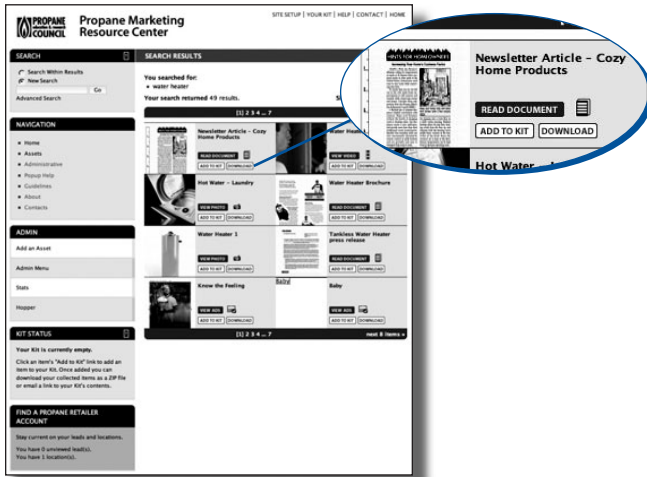


First, log in at <http://members.propanecouncil.org>.



Then type in “water heater” in the gray Search box.

(continued)



The results of the water heater search yielded more than 40 results. The first eight will appear on the screen, and by clicking “Next 8 items” you can scroll through all the water heater items. The search results will show you a small preview of the item, along with the name and buttons you can click to add the item to your kit or download it.

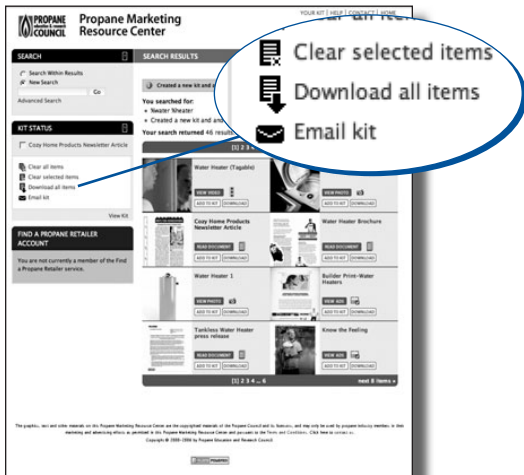
To find out more about any item, click on the preview image or the item name to get to the item detail page.

For example, click on the “Newsletter Article – Cozy Home Products.”

This page has a larger image and description of the item, and gives information such as year created, contact information, and intended audience. From this page you can also preview, email, print, download the material, or add it to a kit.

Creating a kit allows you to keep your information and items in a central location so you can easily access useful materials. You can save multiple items to the kit, then either download it for yourself or email the kit to anyone you want to share it with, such as graphic designer or colleague.

If you have any questions or need assistance with the MaRC, please contact PERC’s Kelly Harris at (202) 452-8975 or kelly.harris@propanecouncil.org.



Find a Propane Retailer Accounts

Every page of the MaRC provides access to account information for marketers registered for the Find a Propane Retailer program, the propane industry’s sales leads program. This is where you can update your company’s contact information and check your sales leads. If you are not registered for the program, please visit <http://leads.propanecouncil.org>. If you have any questions or need assistance, please contact PERC’s Kelly Harris at (202) 452-8975 or kelly.harris@propanecouncil.org.

PROMOTING THE SAFE, EFFICIENT USE OF PROPANE GAS.

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