



# PROPANE EXCHANGE

Aug-Sept 2014 \* West Virginia Propane Gas Association

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*Thanks to  
Women in Propane for advertising  
in this issue.*

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## DATES TO REMEMBER

Sept 17, 2014	Fall Annual Meeting Holiday Inn Martinsburg, WV
March 16-17, 2014	Spring Membership Mtg Embassy Suites Charleston, WV
April 13-15, 2015	NPGA Southeastern Convention Atlanta, GA



### Planning for Winter

## Supply Options, Legislative Initiatives, Marketing & Training

**Read the Headlines?** The Farmers Almanac says its going to be another cold winter. That is why the focus of the **Fall Annual Meeting** is on giving you the tools and knowledge to make it a manageable and profitable supply season.

**The meeting takes place** on September 16-17, 2014 at the Holiday Inn, 301 Foxcroft Avenue, Martinsburg, WV 25401 304-267-5500.

### Speakers include

- Joe Henry, Supply & Risk Manager, Crestwood LP who will talk about incorporating shale gas into the supply mix;
- Jeff Petrash, NPGA Vice President & General Counsel who will review legislative initiatives to help this winter;
- Kristen Rice & Courtney Gendron with PERC who will share resources for training employees and communicating with customers about handling winter.
- **BONUS SPEAKER:** Bret Chandler, Propane Fuel Technologies, who will explain how propane autogas refilling stations around WV have been doing.
- 2014-16 Board of Directors will be elected at this meeting.

**For those arriving on September 16th**, a golf outing on the Mountain View Golf Course at The Woods, Hedgesville, WV will take place as well as a dutch treat dinner in the hotel restaurant for fellowship.

**Staying Overnight?** A block of rooms is available at the Holiday Inn. To reserve a room, call 800-862-6282 and ask for Group Code of "PGA." to get the group rate. Rates are \$92.00 single/double plus 12% taxes.

**The deadline for reserving a room** is Wednesday, September 3, 2014 though it is likely that rooms will be gone before then so **RESERVE EARLY.**

**MEETING REGISTRATION RATES GO UP AFTER  
SEPTEMBER 5, 2014.**

**Visit [www.wvpropanegas.org](http://www.wvpropanegas.org) for forms and to pay online.**



## New Look for Propane

### Propane Gets A Makeover

With the help of industry volunteers led by PERC's Advisory Committee, PERC has completed a research project on the ideal positioning for propane. The result is a new brand identity for propane, anchored by a new tagline: **PROPANE Clean American Energy™**. The new brand will replace PROPANE Exceptional Energy® branding.

### The Research

PERC conducted extensive qualitative and quantitative research to arrive at the new brand identity. The research included surveying residential users (current and prospective customers), landscape contractors, fleet managers, and propane marketers.

Research participants evaluated a variety of new brand options, as well as the PROPANE Exceptional Energy® brand. The new brand, **PROPANE Clean American Energy™**, performed significantly better among all audiences.

The change in the propane brand identity reflects changes in the marketplace, including the following:

\* The development of new propane technology in a variety of applications — beyond home heating and cooking — has made propane an appealing alternative to gasoline and diesel.

\* U.S. propane production has increased significantly, making the fuel truly American-made.

\* More residential customers are making efforts to use energy that's good for the planet and for our country.

\* As the industry evolved, it became necessary for propane's identity to evolve as well.



### Using the New Propane Brand

Put the new **PROPANE Clean American Energy™** logo to work for your business right away. Begin by visiting the Propane MaRC to download the new logo files and usage guidelines or visit <http://bit.ly/1oAEzOU> (copy link and paste in browser to get to page).

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## Farmers' Almanac Predicts Another Cold Winter



### Getting Ready for Winter

**Widely reported in the media**, the Farmers' Almanac predicts another cold winter this year for much of the United States. As the industry continues to prepare for winter, NPGA has produced a white paper with several supply planning suggestions.

**Approved by the Board of Directors** on June 2, 2014, the white paper provides several recommendations and issues to consider as marketers prepare for the upcoming winter heating season.

**The white paper emphasizes** that there are no "one size fits all" solutions to the problems that occurred in the winter of 2013-2014 and that all propane supply planning must be customized to each marketer's region, sources of supply, customer base, and numerous other factors.

**Importantly**, the white paper does not include industry requirements, technical instructions, standards of care, or legal advice.

**NPGA's Vice President & General Counsel Jeff Petrash** will discuss the paper in greater detail at the WVPGA Fall Annual Meeting on September 17, 2014.

*Get your copy of NPGA's "Propane Supply Planning" white paper by contacting the WVPGA Association Office.*

## National Propane Gas Foundation Scholarship Fund

Education. Success. Scholarship.



### Apply Now for 2015-2016 NPGF Scholarships

Applications open on August 15, 2014.

Planning for your child's college fund? Apply for a NPGF Scholarship today. Completed applications must be submitted by February 15, 2015.

View eligibility requirements and complete your application at: [www.npga.org/scholarship](http://www.npga.org/scholarship)  
Successful applicants will be notified by May 2015.



# How NOT to Answer a Phone Call



*Remember, more people will tell you about a bad experience than a good one.*

**A recent email we received below** gave us some good ammunition for this article. While the industry, as you can see, is in the legal profession, believe me, it can happen in every industry. Read on: It's from an attorney: (no jokes, Please.)

"Around 1:00 p.m. today I returned opposing counsel's telephone call from this morning. The first person that answered the phone took my name and asked me to hold while he checked to see if she was back from lunch.

After a short hold she came back on the line and transferred my call. At that point opposing counsel's assistant answered the phone. She took my name for the second time and put me back on hold.

After holding a couple of minutes, opposing counsel's assistant came back on the line and asked if I could call back in twenty minutes! I am sure that her assistant is telling opposing counsel that I am a jerk because I answered, "No, I am calling her back now."

**It's a well-known fact** that the first voice you hear and what they say when you call a company sets the tone and mood of the call. It makes the first impression and welcomes the caller. It starts the rapport-building process and the all important ENGAGEMENT. Few will argue that point.

**Here's an easy four step process** for handling a simple incoming call.

1. Use the Telephone Doctor 3-part greeting:

- \* A buffer ( that's the Thanks for calling, or Good Morning part.)
- \* The company name (Steinberg Law)
- \* And then your name (This is Nancy.)

Then STOP!

"How can I help you" is NOT necessary in initial greetings. You are there to help. That is why you answered the phone.

2. Putting a caller on hold. "Hold on," CLICK is not effective. Neither is "Hang on a second. I'll be right back" Learn to ask callers if they are "able to hold" and then WAIT for a response.

3. Monogram the call. If the caller gives you his name, use it immediately. It speeds the rapport building process. And if possible, use it once again, in closing the call.

4. Leave a good lasting impression. Seems as the opposing counsel's office didn't do that. **Remember, more people will tell you about a bad experience than a good one.**

*By Nancy Friedman, Speaker, Customer Service Expert & Engagement Specialist. Telephone Doctor Customer Service  
[www.nancyfriedman.com/](http://www.nancyfriedman.com/)*

# WIP... OPPORTUNITY KNOCKS!

WOMEN IN PROPANE COUNCIL

Some of the strongest industry leaders created WIP and connected us across the nation. Our mission is to provide positive opportunities for all members of our industry to support the advancement and success of women.

## MEMBERSHIP BENEFITS

Hands-on training sessions • Education seminars  
Networking opportunities • Mentoring programs  
Professional Development

Opportunities for leadership roles within WIP

Corporate Members are allowed unlimited number of employees to enroll which will support the professional development of each employee

## IT'S EASY TO JOIN

Visit [www.npga.org/wip](http://www.npga.org/wip)

Simply click on either the Individual Membership link or the Corporate Membership link and fill out the application form.

\$25 Individual Member • \$25 Friend of WIP • \$500 Corporate Member

# NPGA

NATIONAL PROPANE GAS ASSOCIATION  
WOMEN IN PROPANE  
COUNCIL



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