

# 2024 Southern New England Energy Conference

**SEPTEMBER 23-24, 2024**

*Newport Marriott, Newport, Rhode Island*

*25 America's Cup Ave., Newport, RI*



Our conference represents fuel oil markets in CT, MA, RI and NY counties of NY City and Long Island. Retailers sell 1.44 billion gallons of fuel oil to 2 million residential customers in this region, representing 41% of all fuel oil sold in the U.S. annually! This conference is dedicated to providing meaningful education to those retailers.



# Schedule At A Glance

## Monday, September 23, 2024

Please visit the conference website for session details and presenter bios - [www.sneec.weebly.com](http://www.sneec.weebly.com)

### 9:00 AM - 10:00 AM Attendee Breakfast with Exhibitors

10:00 AM to 11:00 AM	<b>Does Anyone Really Understand the Seasonal K?</b> - <i>Danny Silverman, Angus Energy</i>	<b>Evaluating and Rewarding Employee Performance</b> - <i>Jim Hickey, Quinoco Energy</i>	<b>Don't Leave Money on the Table!</b> - <i>Jon Gilbert, Qualpay</i>
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11:30 AM to 12:30 PM	<b>GENERAL SESSION</b> <b>Preparing for Higher Blends of Biofuels</b> <i>- Panel Discussion including Ed Cobb, ChemStar, Inc. on supply and Bob O'Brien, NORA on equipment compatibility</i>		
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### 12:30 PM - 2:00 PM Awards Luncheon & CEMA Annual Meeting KEYNOTE: Prof. Scott McLean of Quinnipiac University on recent Quinnipiac polling for president and Congress

2:15 PM to 3:15 PM	<b>What Made Your Grandfather's Business Grow Is Not What Will Make Yours Grow</b> - <i>John Kimmel</i>	<b>How to Create a Successful Game Plan for Business Growth in the Next 2-5 Years</b> - <i>Marty Kirshner, Gray, Gray, Gray</i>	<b>Fire Exposures and Disaster Planning</b> - <i>Patrick Donohue, Federated Insurance and Panel</i>
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3:30 PM to 4:30 PM	<b>Winter Outlook for Markets</b> - <i>Elaine Levin, Powerhouse</i>	<b>From Challenges to Champions: Transforming Your CSRs and Technicians into Company Ambassadors</b> - <i>Kristen Williams, Consumer Focus</i>	<b>The Promise and Reality of AI - Artificial Intelligences and Digital Marketing</b> - <i>David Heiser, Primedia</i>
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### 5:00 PM - 6:00 PM Open Bar Reception

Evening: Dinner on own

## Tuesday, September 24, 2024

10:00 AM to 11:00 AM	<b>Clean Heat Standards and other State Anti-Fossil Fuel Plans</b> - <i>Michael Ferrante, MEMA; Joe Uglietto, Diversified Energy Specialists</i>	<b>Reigniting Heating Oil and Propane: Modern Marketing Strategies to Engage the Next Gen</b> - <i>Ashley Campbell, Warm Thoughts Communications</i>	<b>Accessing New Sources of Capital for Growth</b> - <i>Jeff Simpson, Notch Capital</i>
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11:10 AM to 12:00 PM	<b>GENERAL SESSION</b> <b>Charting the Course: The Four Pillars of Bioheat Fuel Industry Success</b> <i>- Paul Nazzaro, Advanced Fuel Solutions</i> <i>Join us for an engaging session that delves into the status and future trajectory of the Bioheat® fuel industry. This track will explore the four critical pillars essential for a successful energy transition: Technology, Infrastructure, Operational Integration, and Economics. Learn about the scalability of advanced technologies and their readiness to support higher blends of low-carbon fuels.</i>		
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### 12:00 PM - 1:00 PM Luncheon; Keynote Discussion - The Liquid Heating Industry's Perspectives in Europe & the U.S. for 2024 - 2025

*with Frederica Miano, Secretary General of Eurofuel, Dr. Ernst-Moritz Bellingner CEO from en2x energy, NORA President Michael Devine and NORA's Dr. Thomas Butcher*

### 1:00 PM - 4:00 PM Impact of NORA Research *Dr. Thomas Butcher, NORA Technical Director.*

*Ryan Kerr and Neehad Islam NORA Research Engineers: NORA research is focused on addressing technical barriers to the transition to 100% renewable fuels and the development of technologies for increased efficiency to ensure the industry's position in a lower carbon future. This presentation will cover recent field and lab research on biodiesel and renewable diesel blends and plans for expanded efforts in these areas.*

## GENERAL SESSIONS

MONDAY 11:30 - 12:30 PM

### Preparing for Higher Blends of Biofuels

**Ed Cobb, ChemStar, Inc. and Bob O'Brien, NORA**

This session will discuss preparing for higher blending requirements in 2025 of B10 in CT and NY and B20 in RI, applicable for any company looking to blend at higher levels. We'll look at biodiesel supply issues both for this winter, given producer/blender credit tax uncertainties, and then moving to higher blends into next year and beyond. Ed Cobb of ChemStar will discuss supply risks and opportunities. The other part of the presentation will be with Bob O'Brien from with NORA who'll discuss equipment compatibility concerns with higher bio blends. What concerns, real or imagined, are there with heating equipment tanks, lines, filters, and burners with higher biofuel blends?

TUESDAY, 11:10 - 12:00 PM

### Charting the Course: The Four Pillars of Bioheat® Fuel Industry Success

**Paul Nazzaro, Clean Fuels Alliance America**

Join us for an engaging session that delves into the status and future trajectory of the Bioheat® fuel industry. This track will explore the four critical pillars essential for a successful energy transition: Technology, Infrastructure, Operational Integration, and Economics. Learn about the scalability of advanced technologies and their readiness to support higher blends of low-carbon fuels. Examine the robustness of our infrastructure to sustain the ongoing adoption of these fuels. Gain insights into the operational strategies necessary to integrate these high-quality, low-carbon fuels while effectively communicating their benefits to consumers. Finally, understand the economic implications and opportunities as we transition from traditional carbon-based fuels to sustainable alternatives. This session promises to provide a comprehensive overview, equipping you with the knowledge needed to navigate and capitalize on the evolving Bioheat® fuel landscape.

## KEYNOTES

MONDAY LUNCHEON

### Update on the 2024 Elections

**Prof. Scott McLean of Quinnipiac University**

Quinnipiac University is world renown for its political polling and Prof. McLean will present Quinnipiac's latest polling on both the presidential and Congressional races. Given the recent turmoil in the race for president, this race is becoming one of the most unpredictable in recent memory, with the elections just six weeks from our conference, so you'll want to fasten your seat belts for this one.

TUESDAY LUNCHEON

### NORA Keynote Discussion

NORA will be hosting a luncheon discussion on Tuesday afternoon with our European liquid heating colleagues from Europe. We are pleased to have confirmed **Frederica Miano**, Secretary General of Eurofuel and Dr. **Ernst-Moritz Bellinghen** CEO from en2x energy. NORA President **Michael Devine** and Dr. **Thomas Butcher** will moderate this informative discussion, touching on some of the important issues, technical developments, opportunities in challenges that the liquid heating markets are facing today throughout Europe. This insightful discussion will provide those in attendance with a unique perspective of the many similarities and some of the distinct differences between these two liquid heating marketplaces and how the U.S. liquid heating marketer can gain insights from some of the lessons learned today in Europe. These discussions will serve as an informative backdrop to the subsequent NORA technical workshop, which will be commencing immediately following the Tuesday afternoon lunch discussion at the Southern New England Energy Conference. Please don't miss this unique opportunity to both listen to and to actively participate in this unique collaborative experience. 3

# Registration

## 1 Contact Information

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

To make it as convenient as possible, we offer a much simplified registration process. You can register for the **full conference**, both days, Sep 23-24 for \$355 per person. This is a discounted rate and is the "best buy" for attending the conference.

Or you can **register just for the day**. Using this option, you can register for each day individually: Thu. Sep. 28 (D1 for \$275) or Fri. Sep. 29 (D2 for \$210).

## 2 Registration Options

- F1: Full Conference** \$355  
2 breakfasts, 2 lunches, 2 days of education, reception  
[best buy]
- D1: Day Conference, June 20, Day 1 only** \$275  
1 breakfast, 1 lunch, first day of education, reception
- D2: Day Conference, June 21, Day 2 only** \$210  
1 breakfast, 1 lunch, second day of education

**Conference Location: Newport Marriott  
25 America's Cup Ave., Newport, RI**



SNEEC logos courtesy of Consumer Focus

## 3 Sign-up Attendees

For each attendee, please indicate their registration option using the codes from Step 2 above.

Attendee Name	Registration Option	Amount
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
Total		\$ _____

**Online Registration Alternative**  
Please visit [www.sneec.weebly.com](http://www.sneec.weebly.com) to register online,  
for session details, sponsorships, hotel reservations

## 4 Payment

Please send in this form with payment to:

**Connecticut Energy Marketers Association**  
10 Alcap Ridge, Cromwell, CT 06416

Tel: (866) 521-4272 toll-free

Fax: (860) 632-1122

Email: [books@ctema.com](mailto:books@ctema.com)  
for payment

### Credit card information

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ Amex 3-Digit Sec. Code \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Zip for card \_\_\_\_\_ (must match cardholder zipcode)

### Questions? Please contact:

David Chu, Email: [chu@ctema.com](mailto:chu@ctema.com); Tel. (860) 615-41298