



**American**  
Energy Coalition

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**United  
We Stand**

**It's Time  
We All Worked  
Together**



**[www.AmericanEnergyCoalition.com](http://www.AmericanEnergyCoalition.com)**

# The American Energy Coalition

## A New Kind of Association

Oilheat dealers face serious challenges on every side, including intense competition from utility gas and other competing fuels. The American Energy Coalition is a grassroots organization formed to serve as the **leading voice of Oilheat in this unprecedented competitive struggle.**

Gas utilities and other competitors attack Oilheat aggressively, and it is the AEC's mission to provide a staunch defense. We will improve customer perceptions by directly comparing fuels and providers, and spelling out Oilheat's advantages in safety, economy, service and more.

As an independent association, we are unhindered by restrictions on competitive speech, so we can use aggressive marketing tactics whenever and wherever necessary.

## Meeting the Challenges

Today, Oilheat faces a tremendous threat from utilities that are aggressively promoting gas conversions. The U.S. Census Bureau reports that **the number of American homes using Oilheat dropped by nearly 1,000,000** in this decade alone, and the losses continue every year. Recent gas conversions have reportedly reached record levels in some areas.

The utilities are free to criticize Oilheat and appeal to customers with unflattering comparisons, but independent Oilheat dealers lack the means to fight back on their own. As a result, Oilheat customers are exposed consistently to negative characterizations of their fuel and how it relates to the environment but

**hear virtually no response nor the truth about utility gas (methane).** The Oilheat industry must **unite and fight back** to correct this imbalance and improve our fuel's reputation. The AEC brings together all the industry players – dealers, wholesalers, manufacturers, resellers, service providers and more – in one strong voice to counter the utilities' tactics at every turn.

## How You Can Help

The American Energy Coalition is working hard to protect Oilheat, but **we can't do it alone.** We depend on enthusiastic support from all corners of the Oilheat industry. If you benefit from the Oilheat business, you have an interest in the industry's survival and success.



By investing time and money in the AEC, **you invest in the future of your business and your industry.** Please support us generously and use your influence to marshal support from your suppliers and service providers.

Here are some of the ways that you can help:

- **Contribute financially** to our campaign
- **Volunteer** to help with fundraising and other efforts
- **Reach out** to your suppliers and service providers and urge them to support the AEC

To contact us, either complete and mail the card below, visit **[www.americanenergycoalition.com](http://www.americanenergycoalition.com)** and fill out the contact form, or e-mail **[info@americanenergycoalition.com](mailto:info@americanenergycoalition.com)**.



**Our mission is to respond to the challenges our industry is faced with today. We will accomplish this through a unified voice, competitive response, consistent message, targeted marketing and consumer education.**



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