



# Fueling Your Future

You Deliver Power to Your Customers.  
We Give You the Power to Do More.

## Price Spike:

Where are prices headed? How do you reduce the fall out?

Join our Live Webinar

ZOOM

November 18, 2021

1:00 pm EST

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Heating oil and propane prices have already surged, and if things break badly, we could be in for an even worse ride.

When prices spike, they create a host of problems. Customers start searching for new suppliers, payments slow down, and receivables increase. Margins are squeezed. Coming on the heels of increases in driver and technician wages and an extremely warm fall, it is a recipe for pain.

Join industry leaders who are working with propane and heating oil companies to mitigate the worst of the fall out.



**Marty Kirshner**, Partner & Chair of Energy Practice at Gray, Gray & Gray, will outline the biggest financial missteps companies make during price increases, and how to avoid them.

**Rich Goldberg**, President of Warm Thoughts Communications, will deliver proven strategies for increasing customer retention, margin strength and new customer acquisition during periods of volatile prices.

**Phil Baratz**, CEO of Angus Energy, will share an up to the minute overview of the factors that are driving prices, and where they might take us.

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**Marty Kirshner**  
Partner with Gray, Gray & Gray, LLP

**Marty** chairs **Gray, Gray & Gray's** nationally renowned Energy Practice Group. He has become a “go to” resource for energy business owners looking for advice and guidance on mastering an increasingly complex market. Marty has published numerous articles in energy industry publications and is a highly regarded presenter at national and regional industry conferences.

**Rich Goldberg**  
President of Warm Thoughts Communications

**Rich** is one of the energy industry’s leading marketing experts. For 30 years he has consulted with heating oil and propane companies to increase their growth and profitability. His award winning marketing firm, **Warm Thoughts Communications**, executes digital and traditional advertising programs for over 200 fuel companies and associations throughout the country.

**Phil Baratz**  
CEO of Angus Energy

**Phil** is CEO at **Angus Energy\***. In 2021 his firm is celebrating its 30th Anniversary, and over the last 3 decades, they gained a unique understanding of data and how to convert that information into increased profits for heating oil and propane companies. Phil recently received rave reviews from his presentation at the NPGA Southeastern conference.

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THE POWER OF MORE



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