

TPEMF Texas Propane Educational & Marketing Foundation

*2009 Duty To Warn Project
Information & Guidelines*

I. About The Program

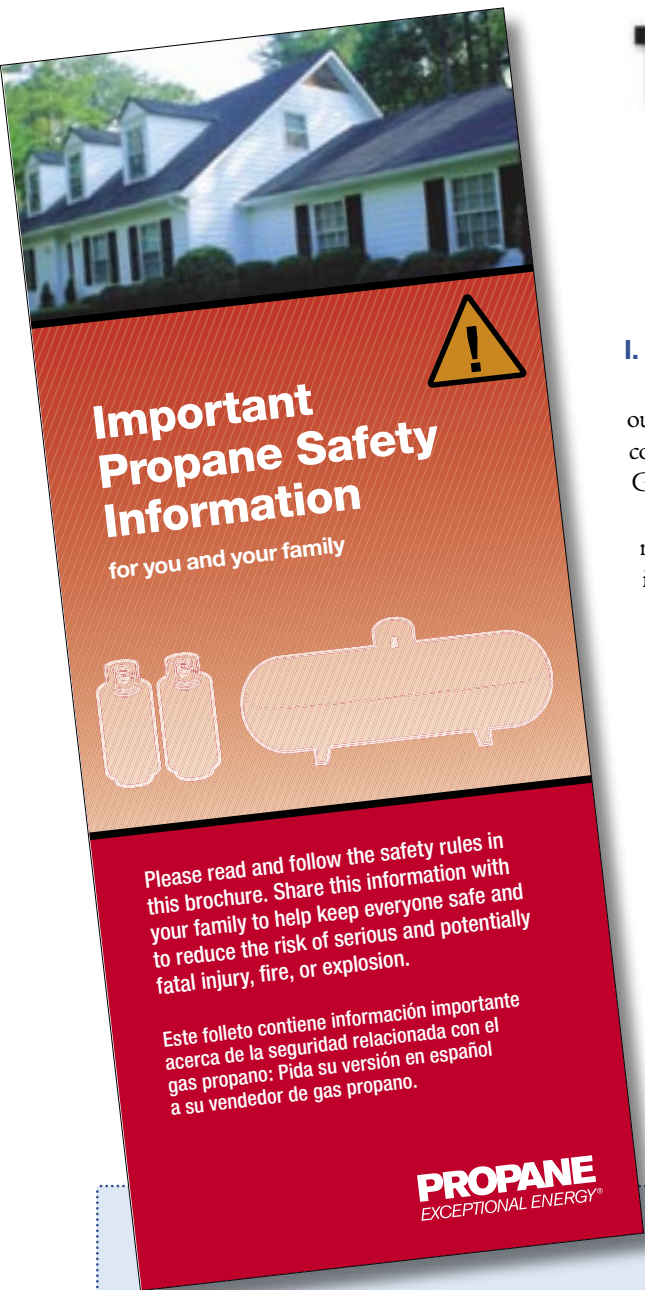
The Texas Propane Educational & Marketing Foundation (TPEMF) is kicking off our 2009 Duty To Warn Campaign in the New Year by aiding propane retailers with complying with the consumer notification requirement outlined in newly adopted LP Gas Safety Rule § 9.32.

The Foundation is continuing to fund a duty to warn campaign to aid propane marketers in an effort to educate consumers about the importance of propane safety in a cost-effective manner. This is cost-share program open to all Texas PERC assessment payers.

Your customers will receive a newly created accordion brochure (English/Spanish) that contains the new consumer notification language in a brightly colored blue envelope reading Important Safety Information Enclosed, along with a cover letter explaining the importance of the material and that is from their local propane company, (e.g. XYZ Propane Company).

According to Attorney, David Schlee, the basic elements of a good Duty To Warn Campaign are good material, repetition and documentation. It is recommended to use an outside mailing service. The postage receipt is just one additional piece of evidence that you distributed safety information to your customers.

Experience great savings & time! For example, if your company was to choose to do this on your own to only 1,000 customers, postage alone would cost you about \$420 plus the cost of supplies like envelopes and stationary as well as the hassle of putting the mailing together yourself.

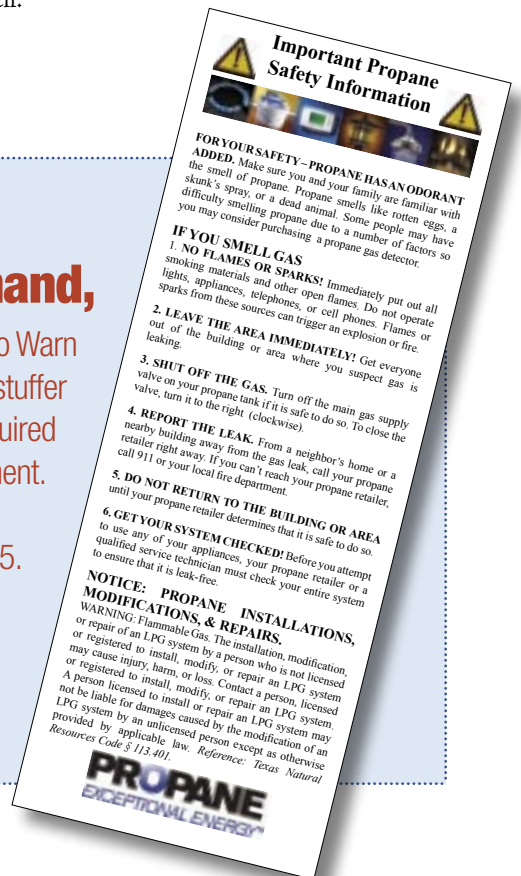


Now by popular demand,

the double-sided propane safety bill stuffer from the last years Duty to Warn Program is now on sale through Propane Service Corporation. The bill stuffer includes what to do if you smell gas and the RRC required consumer safety notification statement.

One side is English the other Spanish only \$6.95 for a pack of 125.

**Call PSC at (800) 392-0023
to get some in stock in your office.**



II. Project Requirements

A) Please submit Official Registration Form on page 22. Orders will not be processed until registration form is completed, signed, and returned to TPEMF.

B) Submit customer lists.

Accepted file types

Customer addresses will be accepted in the following file types: Excel, tab delimited, & comma delimited. Please note most customer database programs (e.g. Fuel Manager, etc.) may be converted to an EXCEL spreadsheet. Contact your database provider for instructions. Lists must be submitted electronically by email to jrichards@txpropane.com or by mail on CD-Rom to the following address: Attn: Jackie, TPEMF 8408 N IH 35, Austin, TX 78753.

Example list (preferred order)

Name	Address 1	Address 2	City	State	Zip
John Doe	5555 Cold Winter Dr.	Unit B	Austin	TX	78753
Walter Snelling	1910 Discovery Dr.		Austin	TX	78757

Please note:

Customer lists will be used for no purposes other than your mailing.

We encourage you to add multiple company personnel to the mailing list so that your company receives several copies of the sealed mailed piece to act as additional evidence that the consumer notification was mailed. Please do not open the copy/copies you receive. It must be sealed.

C) All orders will be processed in the order they were received. During high volume times, please allow 4-6 weeks for your Duty To Warn mailed to be sent to your customer lists.

D) Once your order is completed and mailed, you will receive an invoice for payment. You will be billed according to your customer list size. (See payment information below).

Payment

Marketers' Expense (per mailing)

- 1) Marketers will incur a \$ 45 fulfillment flat fee
- 2) List Processing fee

2009 Fee Table for List Processing	
100	\$8.40
250	\$21.00
500	\$42.00
1000	\$84.00
2500	\$210.00
5000	\$420.00
7500	\$630.00

(Note: it is \$ 84.00 per 1,000 or 0.084 cents per address no matter the quantity)

For more information about the Duty to Warn Project or other TPEMF projects, please call (800) 325-7427 ext 19.