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## MARCH 26

8:30 am  
Registration  
& Breakfast

9:00 am - 1:00 pm  
The Home Builders & Remodelers  
Association of Western MA  
240 Cadwell Drive  
Springfield, MA 01104

## MARCH 27

8:30 am  
Registration  
& Breakfast

9:00 am - 1:00 pm  
MEMA Headquarters  
1 Van De Graaff Drive, Ste 100  
Burlington, MA 01803

TO REGISTER, PLEASE CONTACT

MEMA  
781.365.0844

DANNY SILVERMAN  
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### PREDICTIVE ANALYTICS: YOU'RE USING IT ALREADY. EASY STEPS TO TURN DATA INTO DOLLARS

According to Google, "in 2019, the most successful marketers will begin to predict what people want." We must prepare ourselves to meet the expectations of our customers in order to maintain and grow our fuel business. Data is key to your company's future. Is your data ready?

Data is not just for predictive analytics, it tells you a story about how each department of your company is currently performing and what you can do to improve. Join Danny Silverman and find out how you are already using this tool and how you can learn new ideas and techniques to further predict what your customers want. During this seminar we will:

- Explore how predictive analytics effects multiple aspects of your operations and how it is being used today
- Share tips to help you take the proper steps so that you can seamlessly implement predictive analytics technology for the future
- Score your data to determine where you should start your focus

### MEMA PRESENTS: NORA & INDUSTRY UPDATE

MEMA's Michael Ferrante will provide important updates on the association's NORA activities including the 2019 equipment rebate program. He'll also address the challenges the industry faces in Massachusetts and the region on programs and policies to "electrify" Oilheated homes, and worrisome legislative proposals to institute carbon taxes on heating oil and diesel fuel.

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