

The



Agenda

Southeastern Oil Jobbers Cooperative changes name to PURE Oil Jobbers Cooperative, Inc.



Welcoming members of the PURE Oil Jobbers Cooperative, Inc. to the yearend shareholders meeting were staff members (left to right): Frank Dotson, Co-op General Manager; Jerry Carter, recently retired Co-op District Sales Manager; and Graham Varn, Co-op District Sales Manager. Staff not pictured include: District Sales Managers Mike Dickerson and Anita Malone, as well as Office Manager Lynn Carpenter.

It's long been the brand identified with one of the leading independent petroleum marketers in the Southeast, and now it serves as this Cooperative's corporate identity.

The Southeastern Oil Jobbers Cooperative, Inc. (SOJC) has officially changed its name to the PURE Oil Jobbers Cooperative, Inc. (POJC), as a result of an overwhelmingly positive response by the Co-op membership, followed by a resolution passed by the organization's board of directors at its annual meeting last November in Orange Beach, Alabama.

The law specifies that such a name change requires the approval of the Co-op's membership. Following the distribution of a ballot last fall, which garnered the vote of the membership, 96 percent of the participating Co-op members approved the name change to PURE Oil Jobbers Cooperative, Inc.

The first board meeting of the year for the Co-op under its new name was held on Feb. 11, in Atlanta, Georgia. The primary reason for changing the Co-op name, as outlined in the resolution proposed by the board and passed by the Co-op membership, is to allow for these petroleum marketers to expand their membership, as well as the PURE brand, outside of the group's current 10-state Southeastern region. The Co-op has

ownership and subsequent marketing rights of the PURE and SOJO petroleum brands throughout the United States.

The PURE Oil Jobbers Cooperative, Inc. was formed in 1993 as the SOJC, with the intent to offer ownership and image autonomy of independent petroleum brands for petroleum marketers and/or oil jobbers throughout the Southeast.

The current Co-op consists of approximately 340 members, who each have an equal share of ownership in the organization and are currently operating in Florida, Georgia, Alabama, Mississippi, Louisiana, Arkansas, North and South Carolina, Tennessee, and Virginia.

The corporate headquarters of the POJC moved to Rock Hill, South Carolina in January, with preparations this year to celebrate the 15th anniversary of the Co-op's formation.

The PURE brand dates back to 1920, when the Ohio Cities Gas Company changed its name to PURE Oil and moved its headquarters to Chicago. In 1965, Pure Oil was purchased by the Union Oil Company of California. When Unocal pulled out of the Southeastern U.S. in the early 1990's, the original members of the Co-op formed the SOJC as an organization that would assure smaller, independent petroleum marketers in the region could maintain product supply that would enable continued growth of the

PURE and SOJO brands in their respective markets.

"The PURE name has tremendous brand equity, not just in the Southeast, but all across the country," says Frank Dotson, general manager of the POJC. "That facilitated the membership's desire to change the name, as well as the potential to grow the Co-op and the PURE and SOJO brands in regions outside of where we are currently doing business."



Past President Ed Blalock and the Board of Directors address the members of the PURE Oil Jobbers Cooperative, Inc. at the yearend annual shareholders meeting.



Be Sure With Pure



PURE Oil Jobbers Co-op selects officers, welcomes new board members for 2008

Board gathering momentum in addressing issues critical to growing membership

With a cooperative spirit to provide leadership for their fellow 340 oil jobbers and petroleum marketers, the 15 members of the PURE Oil Jobbers Cooperative, Inc. Board of Directors selected their officers and welcomed new board members at their first meeting of the year, held recently in Atlanta, Georgia.

The four members selected to lead the Co-op in 2008 are Frank McNeill, Jr. as President, Tim Allen as Vice President, Davis Cosey as Secretary, and Larry Jones as Treasurer. All four have extensive experience serving the Co-op as board members and on working committees. By accepting their respective roles this year, they will also begin to implement a resolution passed at the yearend annual meeting last November that calls for a rotating succession plan that will enable these officers to move up in their respective roles each year.

When not presiding over Co-op Board meetings, Frank McNeill is President of McNeill Oil Company in Aberdeen, North Carolina. McNeill Oil is a third generation family business, founded by McNeill's grandfather and continued by his father, who is still active in the business as company CEO.

The founding of McNeill Oil Company dates back to the 1920's, when McNeill's grandfather was unloading the first loads of PURE product delivered in the state, as a branch manager for Ed Burt, who was the first president of the North Carolina Petroleum Marketers. Frank and his family's McNeill Oil Company added the PURE brand again to their operations in 2001, when he first joined the Co-op.

Co-op Vice-President Tim Allen is Vice President of Allen Oil Company, based in Sylacauga, Alabama. Allen Oil is a fully integrated petroleum marketer, offering a complete line of products for customer needs in the industrial, commercial, automotive, agricultural, utilities, mining, man-



The 2008 officers of the PURE Oil Jobbers Cooperative, Inc., who were selected by fellow members of the Board of Directors, include (left to right): Davis Cosey, CEO of Davis Oil Company in Perry, Georgia, as Secretary; Frank McNeill, President of McNeill Oil Company in Aberdeen, North Carolina, as President; Tim Allen, Vice President of Allen Oil Company in Sylacauga, Alabama, as Vice President; and Larry Jones, President of Cougar Oil, Inc. in Selma, Alabama, as Treasurer.

ufacturing, food processing, and racing sectors. Allen has been with the PURE Co-op for 15 years, since its founding, and in addition to serving on the Board currently, he was a Board Member for three years during a previous tenure.

Co-op Secretary Davis Cosey is CEO of Davis Oil Company in Perry, Georgia.

He has served on the Board of the PURE Co-op for five years, nearly as long as he has been a Co-op member and marketer of the PURE brand. He works with his three brothers at Davis Oil Company, which is a third generation family business with over 135 years of combined experience in the industry. Founded in 1946, Davis Oil Company provides quality fuels and lubricants to the Middle Georgia region.

Finally, Co-op Treasurer Larry Jones is a Board Member who is returning to a familiar role as a Co-op officer. Jones is President of Cougar Oil, Inc. in Selma, Alabama. He is an original member of the Co-op, dating back to its founding in 1993. Jones is also an original member of the Board of Directors, having served as the first elected President of the organization, when it was established 15 years ago as the Southeastern Oil Jobbers Cooperative, Inc. Cougar Oil is a wholesaler of petroleum products, serving all of Alabama and the Florida panhandle since 1971.

At its first quarterly meeting of 2008 in Atlanta, the PURE Oil Jobbers Cooperative also welcomed a few new additions to its 15-member policy board. Board Member Johnny Fair, vice president of Louisville/Fair Oil Company in Louisville, Mississippi and winner of the 'Top 40 under 40' honor of the *Mississippi Business Journal*, is a second generation Co-op Board Member, with his father having served in this capacity previously. Also joining Fair as new Pure Board Members are Richard Brown, senior vice president of Sanders Oil Company in Columbus, Mississippi, and David Pitts, president of William-Pitts Oil Company in Cordele, Georgia.



Secretary Davis Cosey (far right), Board Member Bob Oliver (second from right), and others review the agenda items during the February board meeting of the PURE Oil Jobbers Cooperative, Inc.



PURE Cooperative recognizes tenures and services of two special leaders

Jerry Carter and Ed Blalock beloved, respected among peers



Jerry Carter (left), who is retiring as a district sales manager after 11 years with the PURE Oil Jobbers Cooperative, chats with Co-op Past President Ed Blalock, Jr., President of Blalock Oil Company in Jonesboro, Georgia, at the yearend shareholders meeting.

“We need to work through whatever issues that may arise in order to build better relationships with our suppliers,” he says.

Like Carter, Ed Blalock, Jr. has a familiarity with the PURE brand that has come full circle, from the days prior to the PURE Oil sale to Union Oil/Unocal, to today, when PURE is the independent brand of the Co-op.

Blalock’s father, Ed Blalock, Sr., founded Blalock Oil in Jonesboro, Georgia in 1939, when the company was handling product from Wofford Oil, which was later purchased by PURE Oil. Like many oil jobbers in the PURE Co-op, Blalock has been in the industry long enough to witness the return of PURE in 1993, when the Co-op was founded.

Mr. Blalock, who joined his family business full-time in 1960, has had a seat on the PURE Co-op Board since he bought into the organization nine years ago. He has served as Co-op President on two occasions, most recently in 2007. It was also at the yearend shareholders meeting last November that his fellow board members thanked him, alongside Jerry Carter, for his service, noting the outstanding leadership he provided the Co-op during times of transition.

“Mr. Blalock garners a tremendous amount of respect, not just among Co-op members, but within the industry,” says Frank Dotson, general manager of the PURE Oil Jobbers Co-op. “He provided an experienced, steady presence during his entire tenure on the board.”

The success of organizations is invariably tied to the service and dedication of special persons in roles of leadership. Two such individuals have served the PURE Oil Jobbers Cooperative well, leaving an indelible mark on Co-op success following their tenures.

Jerry Carter, with more than 50 years of work experience in the industry, brought unmatched knowledge and expertise to his Co-op customers during his 11 years as a district sales manager. The Co-op Board of Directors recognized him at the annual shareholders meeting last November, where he announced his retirement with members of his family and his close Co-op friends in attendance. Jerry most recently handled sales and services for members of the Co-op in Alabama, Georgia, and Tennessee. Now he is assisting former Co-op Office Manager Anita Malone in taking his place in the field.

Jerry speaks fondly of his time in sales with the Co-op, which allowed him to witness growth in membership and volume, as well as the re-birth of the PURE brand in the hands of gifted petroleum marketers.

“The Co-op has been a blessing for the small jobber,” says Carter, noting the organization’s hard work to secure product (supply) volumes at stable, attractive prices. “We’ve grown when others weren’t, but now we need to consider growth outside of our original 10-state region.”

Carter is especially fond of the organizational structure of the Co-op, as each member owns an equal, single share of stock, with a vested interest in getting an annual rebate or return on that investment.

In addition to expanding the Co-op into additional markets, Jerry notes that such a growth strategy will require securing supplemental sources of supply.



Jerry Carter (second from the left) is pictured with his family prior to the yearend shareholders meeting, where he announced his retirement among PURE Co-op members he had served for 11 years as a District Sales Manager.

History of PURE includes 15th Anniversary of the Co-op



While the “Be Sure With PURE” tagline rings clearly with the approximately 340 members of the PURE Oil Jobbers Cooperative, Inc., the organization might also add: “celebrating a brand that has come full circle.”

The origin of the PURE Oil Company dates back to 1914, with the founding of the Ohio Cities Gas Company. Six years later, the company name changed to PURE Oil, and by 1926, it had moved to Chicago to establish its headquarters. From these offices in the Windy City, the company operated refineries located in Ohio, West Virginia, Oklahoma, and Texas.

In 1950, PURE Oil opened a new research laboratory, and by the late 1960’s, annual sales had grown to \$700 million, as PURE Oil ranked among the 100 largest industrial corporations in the United States, with more than 1,000 employees in the Chicago area alone.

It was 1965 when the Union Oil Company of California (Unocal) purchased PURE Oil. Unocal marketed the PURE brand until March of 1992,

when it announced it was pulling out of the Southeast and letting go of the PURE trademark, opting instead to focus on high-volume operations.

So in 1993, following the negotiations between Unocal and the oil jobbers it left behind in this region, the Southeastern Oil Jobbers Cooperative, Inc. (SOJC) was born.

Fast forward to 2008, and the recently renamed PURE Oil Jobbers Cooperative, Inc. (POJC) is celebrating its 15th anniversary as a group of highly principled petroleum marketers. Their talents now oversee a petroleum brand – PURE – that has come full circle, with tremendous brand equity garnered throughout its own 88 years.

So today, when Co-op members proclaim to “Be Sure With PURE”, you’ll know the chronicles of conviction from which these words come.

Sources for this news article: Encyclopedia of Chicago and The Journal of Petroleum Marketing.



The history of the PURE brand has come full circle for many oil jobbers, dating back to the founding of the Ohio Cities Gas Company in 1914, the name change to PURE Oil Company in 1920, the acquisition of PURE Oil by Unocal in 1965, and the purchase of the branded trademark by the Southeastern Oil Jobbers Cooperative, Inc. in 1993. The PURE Oil Jobbers Cooperative celebrates its 15th anniversary this year, as the PURE petroleum brand remains strong and continues to build equity in the Southeast and beyond.



Be Sure With Pure

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