

The



# Agenda

## Annual shareholders' meeting concludes Co-op's 15th anniversary

*Elections, declaration of annual dividends highlight the year-end event*

**T**he PURE Oil Jobbers Cooperative, in gathering for its annual shareholders' meeting that coincides with the final board meeting of the year, is celebrating the conclusion of its 15th anniversary as an independent group of petroleum marketers of the PURE brand. More than 100 members are attending the joint meetings at the Hyatt Regency in Savannah, Georgia.



Kathy and Jack Parsons, of Parsons Oil Company in Fayetteville, Tennessee, enjoy last year's annual shareholders' meeting opening reception. Parsons serves on the Co-op Board of Directors, representing members in District 5.

Two of the many highlights of the weekend events include the election of the 2009 Board of Directors, as well as the announcement of the annual dividends to be distributed at the end of the calendar year to members in good standing. This will mark the 12th consecutive year the Co-op has provided this annual return on the members' investments, since the organization first offered dividends to its members in 1996.

The weekend festivities also include a golf outing and historical tours, as well as an opening reception, breakfast prior to the annual shareholders' meeting and board meeting, and a closing reception after these weekend business meetings have concluded. In addition, during the annual shareholders' meeting each year, all Co-op vendors offer a small trade show for the benefit of Co-op members in attendance.

The trade show portion of the annual meeting is an ideal opportunity for Co-op members to hear from approved contractors about such business services as petroleum product supply, credit card processing

programs, apparel and uniforms, signs and imaging of PURE outlets, software for PURE sites, payroll assistance, workman's comp, long-term care and medical insurance, and more. While vendors are always available to assist Co-op members with management decisions, the annual shareholders' meeting is the ideal time for interaction, since all vendors are gathered in one site for the only time during the year.

The annual meeting of the shareholders is a "can't miss" gathering of Co-op members, as reflected in the attendance each year. Savannah also provides an ideal conference setting for family and friends to enjoy together.

Certainly, the news that the Co-op will be providing an annual dividend, even during a challenging year, and commemorating its 15th anniversary, are reasons Co-op members should be celebrating the end of an historic year. The annual dividends and monthly rebates, provided to those members who pull 85% of their contract volumes, are two of the primary benefits for investing in Co-op membership.

"We've received a lot of positive feedback on Savannah as a site for our annual shareholders' meeting, as it provides a lot for members and their families to do and enjoy," says Frank Dotson, general manager of the PURE Oil Jobbers Cooperative. "As we close the books on 2008 and our 15th anniversary, we also look forward to continued growth and better years that are ahead."



Tim Allen (far right, standing), Co-op Vice President, speaks with fellow members and friends during last year's annual shareholders' meeting. Allen is Vice President of Allen Oil Company in Sylacauga, Alabama and has been a member of the Co-op since its founding 15 years ago.



Larry Jones, (left) President of Cougar Oil in Selma, Alabama, speaks with Erik Bartlam, with AIMS, Inc., during the vendor trade show at last year's annual shareholders' meeting. AIMS, Inc. provides members with software innovations designed specifically for the petroleum and C-store industries.



**Be Sure With Pure**



## PURE Co-op launches new Web site

Check us out online at [www.besurewithpure.com](http://www.besurewithpure.com)

On October 29, the PURE Oil Jobbers Cooperative launched its new Web site [www.besurewithpure.com](http://www.besurewithpure.com) with the help of the award-winning designers at Plexus Web Creations in Athens, Georgia. The primary objective of the Web site was to create an updated online presence for the PURE Oil Jobbers Cooperative, Inc. In addition, the Web site is intended to help the Co-op communicate its message to targeted audiences online, while introducing another level of functionality to marketing efforts.

The dynamic content features of the revamped PURE Co-op Web site include: staff and board member profiles, photo galleries, news events, and a secured documents section that will only be accessible by Co-op members. This information is updated continually by the Co-op through the Site Manager, providing flexibility for the Co-op to consistently disseminate timely and relevant public information to members and others.

The static content site pages include information on the History of the Co-op, its Leadership, its organizational structure of Membership, Committees, and Benefits, the value of the PRUE brand and Firebird trademark, the Marketing programs and business services offered by the Co-op,

and more. Design elements, graphics, images and text have been purposefully selected to both enhance the site visually and provide a proper search engine friendly foundation for the site.

Through XHTML conversion, the Web site design team validated and tested all code in all browsers and platforms, to ensure all users can access the site, regardless of what browser and kind of computer they are using, i.e. portables, such as hand held devises, phones, etc.

Additionally, search engines will be able to properly index the site to optimize its rankings and ensure compliance with Section 508 Accessibility Requirements, which means those who use screen readers or non-mouse methods of navigation should have as equally pleasant and successful an experience as non-disabled users.

The site is live, so check it out today. There is even an avenue for providing feedback to let the Co-op know your thoughts. Reflecting the tag line and brand equity of the Co-op, the new URL for the Web site is appropriately [www.besurewithpure.com](http://www.besurewithpure.com).

Member Login

**PURE**

HISTORY THE CO-OP LEADERSHIP THE BRAND MARKETING MEDIA CONTACT

### Be Sure with PURE

Celebrating 15 years as a co-op, and nearly 100 years as a leading American petroleum brand.

#### Welcome to the PURE Co-op

Founded in 1993, the PURE Oil Jobbers Cooperative, Inc. (formerly the Southeastern Oil Jobbers Cooperative, Inc.) is an organization of independent petroleum marketers of the PURE brand, which dates back to the founding of PURE Oil Company in 1920. With approximately 350 members originally located within 10 Southern states, the PURE Oil Jobbers Co-op now has product and/or licensing available to oil jobbers and petroleum marketers throughout the United States.

#### PURE News

**PURE Oil Jobbers annual stockholders meeting to conclude 15th anniversary of the Co-op**  
Sep 02, 2008  
(Rock Hill, SC) As this year marks the 15th anniversary of the PURE Oil Jobbers Cooperative, the annual stockholders' meeting is the perfect occasion to commemorate this historical event. The year...  
[View more...](#)

**PURE Oil Jobbers Cooperative continues expansion outside of the Southeastern region**  
Aug 11, 2008  
(Rock Hill, SC) For one of the newest members of the PURE Oil Jobbers Cooperative, Inc., joining this petroleum marketers group is like coming back to the beginning of the company's founding.  
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#### PURE Images

Click on a gallery below to view the PURE brand of yesterday & today.

**Historic Images**  
(4 photos)

**2008 Board Meeting**  
(29 photos)

[View Gallery Archive](#)

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## Strong Leadership from the 2008 Board of Directors garners successful year for PURE Co-op

The leadership of the PURE Oil Jobbers Cooperative is determined by the equally vested voting interest of each member. The members elect a Board of Directors to manage and determine policies for the Cooperative. There are five districts within the Co-op, with three board members elected to serve from each of these districts. The 15 members of the governing Board of Directors of the PURE Co-op serve staggering, three-year terms. The PURE Co-op Board then selects an annual slate of officers to serve in the roles of President, Vice President, Secretary, and Treasurer, with the intent that they might move up in their respective roles each year.

One of the highlights of the annual shareholders' meeting is the election of the incoming 2009 Board of Directors, while also recognizing the leadership and service of the volunteers on the 2008 Board.

In 2008, the PURE Co-op was led by President Frank McNeill, President of McNeill Oil Company in Aberdeen, North Carolina; Vice-President Tim Allen, Vice President of Allen Oil Company in Sylacauga, Alabama; Secretary Davis Cosey, CEO of Davis Oil Company in Perry, Georgia; and Treasurer Larry Jones, President of Cougar Oil Company in Selma, Alabama. The remaining members of the PURE Co-op Board of Directors in 2008 served as representatives of their respective districts.

District 1 covers Co-op members in Mississippi, Louisiana, and Arkansas. Tommy White of C.W. White, Inc. in Water Valley, Mississippi, and Johnny Fair of Louisville/Fair Oil Company in Louisville, Mississippi, served the Board this past year from District 1.

District 2 of the PURE Co-op includes members in North and South



(Left to Right): Co-op Vice-President Tim Allen, and Board Members Jack Parsons and Ted Hall, discuss policy issues during a previous Board Meeting this year.

Carolina, Virginia, as well as West Virginia and Maryland. District 2 Board Members in 2008 included: Mac Campbell of Campbell Oil Company in Elizabethtown, North Carolina; Ted Hall of Tar Heel Oil, Inc. in North Wilkesboro, North Carolina; and Co-op President Frank McNeill.

District 3 of the PURE Oil Jobbers Cooperative includes members in Georgia. Board Members from District 3 this past year included: Co-op Secretary Davis Cosey, as well as Buck Grist of Grist Oil Company in Blakely, Georgia, and David Pitts of Williams-Pitts Oil Company in Cordele, Georgia.

District 4 of the PURE Co-op covers the state of Florida. Board Members from District 4 this past year included: Bob Oliver of Edison Oil Company in Fort Myers, Florida; Dennis Combs of Combs Oil Company in Naples, Florida; and Joe Baxley of K.W. Baxley, Inc. in Ocala, Florida.

Finally, District 5 of the Co-op includes members in Alabama and Tennessee. Board Members representing District 5 during 2008 were Co-op Vice-President Tim Allen and Co-op Treasurer Larry Jones, as well as Board Member Jack Parsons of Parsons Oil Company in Fayetteville, Tennessee.

For more information and profiles of the 2008 Officers and Board Members, check out the Leadership section of the PURE Co-op Web site at [www.besurewithpure.com](http://www.besurewithpure.com).



Members of the 2008 PURE Co-op Board of Directors included (left to right): Secretary Davis Cosey, Joe Baxley, Johnny Fair, Ted Hall, President Frank McNeill, Vice-President Tim Allen, Tommy White, Bob Oliver, Attorney Robert Bassman, David Pitts, Treasurer Larry Jones, Jack Parsons, Mac Campbell, Buck Grist, and Dennis Combs.

## PURE Co-op staff applies extensive industry experience to assist members

The sales team and staff of the PURE Oil Jobbers Cooperative work out of the home office in Rock Hill, South Carolina, as well as on the road in their respective districts.

Frank Dotson is the General Manager of the PURE Co-op, as well as being the District Sales Manager for District 2, serving members in North and South Carolina, Virginia, as well as West Virginia and Maryland. Lynn Carpenter, Office Manager for the PURE Co-op, assists Frank, the other District Sales Managers, as well as members, while working out of the PURE office in Rock Hill.

The role of the General Manager is to provide continual communication between the Co-op and its membership, while assisting District Sales Managers and the President with correspondence to individual members as well. In addition, the General Manager is responsible for submitting available figures of member product purchases to the District Sales Managers, while reporting instances of non-compliance to the Co-op President and Board of Directors, so they may intervene if necessary.

The District Sales Managers respond to the needs of the growing number of members in their respective territories. They also monitor each member's month to month purchases, to help ensure the member is in compliance with the member agreement, which includes a specific fuel purchase arrangement. In addition, District Sales Managers are responsible for growing the Co-op by calling on prospective members, though they are always available to assist existing members with whatever they need.

The District Sales Managers for the PURE Co-op include: Mike Dickerson, overseeing all of District 1 and a portion of District 5, Graham Varn, covering all of District 4 and portions of Districts 2 and 3, as well as Anita Malone, assisting members in the majority of District 3 and a portion of District 5. The District Sales Managers' contact information appears on the boilerplate of every issue of this *PURE Agenda* newsletter, as well as on the Web site at [www.besurewithpure.com](http://www.besurewithpure.com).



The PURE Co-op staff includes (left to right): Retired District Sales Manager Jerry Carter, District Sales Managers Mike Dickerson and Graham Varn, Legal Counsel Robert Bassman, District Sales Manager Anita Malone, and Co-op General Manager Frank Dotson. Not pictured: Office Manager Lynn Carpenter.



**Be Sure With Pure**

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