



PURE OIL JOBBERS COOPERATIVE PREPARES FOR ANNUAL STOCKHOLDERS MEETING



Dennis Combs (left) chats with Pat Campbell (center) and his wife Madelyn at last year's Annual Stockholders Meeting.

The PURE Oil Jobbers Cooperative, Inc. will host its Annual Stockholders Meeting during the weekend of March 23-25, 2012, at the Gaylord Palms Resort & Convention Center in

Kissimmee, Florida.

"This is an exciting time for the PURE Co-op, so we expect a good turnout for the Annual Stockholders Meeting, especially with another great location in Orlando selected by our planning committee," says Frank Dotson, general manager of the PURE Oil Jobbers Cooperative. "We also hope that the industry will take notice of the current enhancements our Board has provided for the Co-op, which are well underway to improve our competitiveness in the marketplace."

During the Annual Stockholders Meeting, PURE members will gather to receive feedback on their financial investment in the Co-op, which should include reports on contracted volumes achieved for the year. The Stockholders Meeting also typically includes updates on supply arrangements from consultants at Professional Energy Management (PEM) and improvements to Co-op operations that will allow PURE to become a price maker instead of a price taker in the petroleum marketing business, says Dotson.



PURE Co-op Past President Davis Cosey (right) chats with current President Buck Grist during the opening reception of last year's Annual Stockholders Meeting.

The opening reception of the PURE Annual Stockholders Meeting will feature a vendor trade show, where the authorized vendors of PURE products and services

will be on hand to share their latest offerings available to PURE members. The event's opening reception, on Friday evening March 23, is being sponsored by PEM, while the dinner that evening is being sponsored by TransMontaigne, Inc.

The weekend gathering will conclude with the Annual Stockholders Meeting on Saturday morning March 24, following by the first quarter meeting for 2012 of the PURE Board of Directors. The breakfast that morning is being sponsored by

Federated Insurance, PURE's recommended insurance carrier for property and casualty, life and disability insurance, as well as financial protection services. Orchestra, LLC and WorldPay will provide refreshments during the event, while Colonial Oil has signed on as a sponsor of the Annual Meeting as well.

The PURE Annual Stockholders Meeting has been held in previous years during the month of November, but the organization's By Laws allow for the Annual Stockholders Meeting to be held within the first quarter of the following year.



Gayle and John Hughes of Hughes Oil Company join Cleve and Trevor Carter of Carter Oil Company during last year's Annual Stockholders Meeting.

PURE WELCOMES JARRED CAIL AS CFO

The PURE Oil Jobbers Cooperative added a new professional to its staff at the Rock Hill headquarters this



past December, when Jarred Cail joined the ranks as Chief Financial Officer.

Jarred brings a wealth of

professional experience to the PURE Co-op, which he will put to good use as CFO, in addition to overseeing the back-end software and office administration for supply purchasing, distribution, and billing of PURE members once these arrangements of the new Co-op are in place.

Jarred comes to the PURE Co-op from his previous position as the CFO for Carolinas ACG and its subsidiaries, which is the largest construction trade association in the Carolinas.

MEMBER SPOTLIGHT: THE LITTLE OIL COMPANY THAT COULD



Congratulations are extended to The Little Oil Company in Richmond, Virginia, a PURE Co-op member who celebrated their 90th Anniversary this past year. The highlight of the anniversary included being honored by the Commonwealth of Virginia through House Joint Resolution No. 819.

Virginia House Delegate John O'Bannon (third from right) presents the Resolution to The Little Oil Company's (left to right): Treasurer and Controller Donita Miles, Vice-President Michelle Ward, President Stratford Ward, Sales Manager Barry Grizzard, and Operations Manager Greg Jordan.

JUST ASK SAM...BY GEORGE BENSON, VICE PRESIDENT, MARKET STRATEGIES AT HASKEL THOMPSON & ASSOCIATES

In the petroleum industry, just like any business, nothing happens until somebody sells something. For members of the PURE Oil Jobbers Cooperative, that selling process typically starts and ends at the pump island dispenser. When everyone is united by the common goal to aid in the flow of each gallon of product through the nozzles at retail sites, then everyone benefits. If we don't get things on the site right, everything else in the organization could go awry.

By focusing on quality-driven station and store operations, the result is an over-performing retail network; and over-performing networks equal profits. "Back-to-the-basics" thinking is sometimes required to assure retail dispensers are pumping profitably. And for a low-cost solution to the challenge of selling fuel profitably, just ask **SAM** (Service, Appearance, and Merchandising).

Let's start with **Service**. Petroleum marketers and their on-site personnel are probably trained in the basics of cleanliness, courtesy and cashier efficiencies. But are they true ambassadors of the PURE brand who know how to go the extra mile? That includes walking out to the pump island and cleaning the wind-shields of a customer during down times, or promoting an in-store special at the cash register, or opening the door for an incoming elderly customer, or making genuine food service suggestions as a customer ponders their snack decision. Your uniformed station and store staff can't overdo service.

The second pillar of the SAM formula is **Appearance**. Directly stated, mobile consumers won't drive into a site to fill-

up or buy C-store items if that property looks unsightly. Appearance is all about curb appeal. The pump island should be painted regularly, the dispensers' chrome polished and decaled, and the pump toppers clean. Oil stains and debris should be nonexistent. The squeegees should contain clean water, and the trash cans should be emptied well ahead of overflow. Landscaping should be attractive. Working PURE brand signs and lighting fixtures, as well as a clean and painted building exterior, wrap up the package. Not the least of all matters of physical appearance is ensuring that site staff is in uniform.

Merchandising is the third and final pillar of the SAM formula. A well merchandised pump island makes for a lively buying environment, and that includes consumers going for a fill-up. Motor oil signs and seasonal product signs should be professionally presented on pump toppers, pole sign frames, squeegee inserts, and banners. If there is a C-store on location, then a tasteful display of window signs, which are management approved and not supplier mounted, is an essential element as well.

So there you have it – three important steps that will shake up competition and positively impact consumer loyalty. It all begins and ends with people. Having the right people in place to train and sustain a lucrative network of sites is a proven formula to facilitate the overall success and profitability of petroleum marketers.

For more information, log on to: www.HaskelThompson.com.

FEDERATED JOINS PURE AS PREFERRED INSURANCE CARRIER

The PURE Oil Jobbers Cooperative Board of Directors, through its marketing committee, has approved Federated Insurance Companies as the preferred carrier for members seeking a number of insurance and financial service products. The Co-op recommends Federated for property and casualty, workman's compensation, life and disability insurance, as well as financial protection services and other offerings.

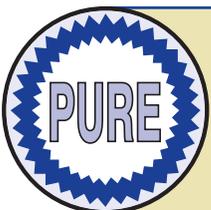
"The most significant factor for our board's recommendation of Federated to our members for these various pro-

grams is their excellent service, not to mention the quality of their coverage," says Frank Dotson, General Manager of the PURE Co-op. "We look forward to a mutually beneficial relationship with one of the leading providers of business insurance for our industry."

Dotson also notes that Federated Insurance's commitment to loss control or risk management, while offering the possibility of a dividend to participating members, brought added value to their package of products and services tailored specifically for the PURE Co-op.



Brad Humphries (standing) of Federated Insurance discusses the benefits of his company's property and casualty insurance, as well as financial protection services.



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