



NEWLY ELECTED OFFICERS TO CARRY ON THE TRADITION OF PURE LEADERSHIP FOR 2009

Growth and expansion planned outside of the Southeast

the PURE Oil Jobbers Cooperative is in place, with growth and expansion in mind for the organization this year, including plans to build PURE brand awareness and increase membership in 13 new states.

Tim Allen, Vice President of Allen Oil Company in Sylacauga, Alabama, has taken the reigns as President of the PURE Co-op this year, while also chairing the Executive Committee. He follows Frank McNeill of McNeill Oil Company in Aberdeen, North Carolina as President.

Tim has been with the PURE Co-op since its founding more than 15 years ago, having served on two separate occasions as a member of the board of directors, including last year as the organization's Vice President. His Allen Oil Company is a fully integrated petroleum marketer involved in the industrial, commercial, automotive, agricultural, utility, mining, manufactur-

Leading a Co-op of more than 300 petroleum marketers through a time of transition and opportunity is no easy task, but four officers have accepted the challenge and have hit the ground running with a full agenda of objectives and ideas for the PURE Co-op this year.

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ing, food processing, and racing sectors.

Davis Cosey, who served last year as Co-op Secretary, has taken on the role of Vice President, while again chairing the Supply Committee in 2009. Davis is CEO of Davis Oil Company in Perry, Georgia, which provides quality fuels and lubricants to customers in that area. Davis has been a member of the PURE Co-op Board of Directors for six years.

Larry Jones is serving another year as Co-op Treasurer and Chairman of the Finance Committee. Larry is President of Cougar Oil, Inc. in Selma, Alabama. He has been involved in the PURE Co-op since it was established in 1993, even serving as its first president. Cougar Oil was founded in 1971 as a wholesaler of petroleum products, with operations throughout Alabama and in the Florida panhandle.

Finally, the newest officer on the PURE Co-op Board of Directors is another member who has served in various leadership roles for the organization in the past. Dennis Combs was selected to serve as Secretary of the Co-op this year, bringing with him 15 years of experience with PURE. Dennis is President of Combs Oil Company in Naples, Florida. Combs Oil only markets the PURE brand, through sales in marine fueling, lubricants, and to retail sites in that area.



Dennis Combs (right), newly elected Secretary of the PURE Oil Jobbers Cooperative, presents a gavel and gift from the PURE Board of Directors to Frank McNeill (left), to thank him for his service as President last year.

TWO NEWCOMERS JOIN THE 2009 PURE Co-OP BOARD

The PURE Oil Jobbers Cooperative membership also recently elected two newcomers to the 2009 Board of Directors. Jeremy Holmes, with Pigott Oil Company in Tylertown, Mississippi, and Buddy Lisle, Manager of Gilbert Oil Company in Okeechobee, Florida, have been selected to serve Districts 1 and 4, respectively, on the PURE Co-op Board of Directors this year.

While this is the first time these two members have served on the PURE Co-op board, they are not newcomers to the organization, bringing a wealth of industry experience to these leadership positions.



(Left to Right): Buddy Lisle, newly elected member of the PURE Co-op Board, enjoys the opening reception at the annual meeting with his wife Julie, as well as Debbie and Lynn Keffer.

Buddy has been with Gilbert Oil Company since 1986, and his company has been a member of the PURE Co-op for 10 years. Gilbert Oil, which Buddy describes as "an old style jobber," delivers gas, diesel, oil and lubricants, to wholesale accounts as well as to its own retail sites.

Jeremy brings a unique skill set to his post on the PURE Co-op Board of Directors. A licensed pharmacist, he also manages Pigott Oil Company, which was founded by his father-in-law Steve Pigott approximately 25 years ago. Pigott Oil provides diesel, gas, and lubricants, primarily to construction and agricultural clients in northeast Louisiana and south Mississippi.

For more information on the PURE Co-op, including profiles of board members in office this year, log onto www.besurewithpure.com.



Jeremy Holmes (center) chats with fellow PURE Co-op Board Member Johnny Fair (left) and District Sales Manager Mike Dickerson (right) at a recent meeting.

TAKING OUR ACT ON THE ROAD!

PURE Co-op OBJECTIVE: INCREASE EXPOSURE OF THE PURE BRAND OUTSIDE OF THE SOUTHEAST

In an attempt to increase the exposure of the PURE brand outside of the Southeastern United States, as well as the membership of the PURE Oil Jobbers Cooperative beyond its original 10-state region, the PURE Co-op is taking its act on the road!

That is, the Co-op staff has been busy as vendors and/or participants in state and regional trade shows all across the country, introducing the PURE brand and Firebird logo to new friends and potential additions to the family of petroleum marketers that make up the PURE Oil Jobbers Cooperative, Inc.



(Left to Right): PURE General Manager Frank Dotson, District Managers Anita Malone and Mike Dickerson, Office Manager Lynn Carpenter, and District Manager Graham Varn, have been busy attending industry trade shows this year.

"When this Co-op was founded a little more than 15 years ago, we concentrated our membership to the Southeast because that's where the jobbers were when Unocal pulled out of this region back then," says Frank Dotson, general manager of the PURE Co-op. "But a little known byproduct of those negotiations with Unocal was that we obtained the rights to the PURE brand and Firebird logo, as well as opportunities to expand our membership, in all 50 states. This is the first major step in our master plan for growing the PURE brand outside of the area where we were founded."

Dotson and his fellow district sales managers have been busy traveling the trade show circuit, with several more industry events still to come this summer and fall. With a new display and collateral materials in hand, the PURE sales team is sharing the benefits of Co-op membership and the competitive advantages of the independent PURE petroleum brand to marketers within the Southeast, as well as those in 13 additional states targeted by the organization.

Jobbers being introduced to the PURE Co-op and petroleum

brand include those members of trade associations within the new territory that includes: Nebraska, Oklahoma, Texas, Iowa, Pennsylvania, Maryland (Mid-Atlantic), Missouri, Kansas, Indiana, Illinois, Kentucky, Ohio, and Michigan.

For starters, the PURE Co-op participated as a vendor in the Petroleum and Convenience Store Exposition of Mid-America (PACE), held in Branson, Missouri on Feb. 27-28. The PACE event is hosted by the state associations of Kansas and Missouri. This 13th annual joint Missouri-Kansas regional tradeshow featured approximately 2,200 marketers attending the event themed: "a change of PACE."

After attending the PACE event in late February, PURE then had a presence at the Midwest Petroleum and Convenience Tradeshow (M-PACT) in Indianapolis on March 25-26. The first M-PACT event was held in 2002 by the Indiana and Illinois trade associations, with Kentucky and Ohio joining as hosts the following year. Today, M-PACT is the largest regional petroleum tradeshow in the Midwest.

Those considering membership in the PURE Co-op have responded favorably to the idea that influence in the organization is equally divided among all members.



PURE Co-op members also are entitled to monthly rebates and annual dividends, which have been given every year since 1996. Plus, the PURE Co-op offers strength in numbers when negotiating prices and volumes for product supply, as well as business services such as insurance, credit card processing, uniforms and apparel, and more. Even so, PURE Co-op members retain autonomy to make their own decisions concerning the imaging standards of their branded sites.

For more information about the PURE independent petroleum brand and the benefits of PURE Co-op membership, contact us at 803-328-5284, or check us out on the Web at www.besurewithpure.com.

Be Sure With Pure



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