



## PURE JOINS FORCES WITH PROFESSIONAL ENERGY MANAGEMENT TO BRING ADDED VALUE TO CO-OP MEMBERSHIP

The board of directors of the PURE Oil Jobbers Cooperative, Inc. has voted to join forces with a proven industry consultant with expertise in assisting clients to develop customized business strategies and processes for the negotiation, procurement and distribution of petroleum.



The PURE Co-op has engaged Professional Energy Management (PEM) to develop and identify a unique business strategy that optimizes PURE's unique position in the petroleum industry, by providing PURE with access to the knowledge and skills necessary for leveraging the aggregate volume represented by the Co-op's more than 300 members.

"I'm confident that the relationship between PURE and PEM will result in more competitive pricing of product to PURE members, greater security in their supply, and the ability for PURE to add new value to its members," says Jeff Deatherage, President of PEM. "PURE is not going to leave anything on the negotiating table. Its members will reap many new benefits by evolving into a true and complete Cooperative entity with stand-alone opera-

tions for administration, trading and distribution activities."

PURE and PEM have identified several synergies between the consultancy's past and present experience in the Southeast and Midwest and the Co-Op's desire to improve or expand the positioning of the PURE brand in these regions, adds Deatherage.

PEM is based in Kansas City, Missouri. The industry consultant also maintains a satellite office in Atlanta, Georgia to anticipate meeting various needs of PURE's membership that might require the close proximity of a PEM representative during the initial stages of growth and prior to the planned growth of the PURE brand into the Midwest. In Kansas City, PEM will provide an anchor presence to assist PURE's growth as well as all trading and administrative assistance.

PEM has a long history of providing education, strategy, and execution, throughout the value chain in the downstream petroleum market. The consultancy has a team of accomplished professionals with significant knowledge and extensive experience. PEM assists clients such as PURE in the transformation from being a "price taker" to a "price maker" in the downstream petroleum value chain. The consultancy is particularly skilled in providing services that include analyzing and diversifying energy assets; developing business strategy; optimizing the negotiation and procurement of petroleum; trading, shipping and delivery capabilities; as well as transacting abilities.

"We think the expertise of PEM is a natural fit with the current needs and future direction of the Co-op," says Tim Allen, President of the PURE Oil Jobbers Cooperative. "They bring a wealth of insight not just in securing and negotiating supply arrangements, but in assisting with the overall efficiency in operations for Co-ops like ours."

## PURE ANNUAL STOCKHOLDERS MEETING SET FOR NOV. 13-14, AT THE MUSIC CITY SHERATON IN NASHVILLE

PURE Co-op members should make their plans to attend the Annual Stockholders Meeting at the Music City Sheraton in Nashville, scheduled for the weekend of Nov. 13-14, 2009. The site for this year's event moves to Nashville, where a number of attractions and amenities are accessible for members and their families to enjoy.

Located conveniently near the airport, The Music City Sheraton is within Nashville's Opryland area, where the former theme park site still offers entertainment at the Grand Ole Opry, as well as shopping at the Opry Mills Shopping Mall, one of the largest shopping centers in the South. The conference hotel also is just a short drive from downtown, where Co-op members and guests can enjoy the historic 2nd Avenue Entertainment District, Printer's Alley, the Country Music Hall of Fame, and more.



The Pure Co-op Annual Stockholders Meeting on November 14 will precede the fourth quarter Board Meeting at the Music City Sheraton in Nashville.

As for tending to Co-op business, the Annual Stockholders Meeting will be held prior to the fourth quarter Co-op Board Meeting, when the 15-member board will be recognized for their leadership, election results for 2010 board members will be announced, and a new slate of officers will prepare to begin their terms. In addition, the Co-op will announce the yearend dividend payment for members in good standing. The annual meeting also will include special recognition for members reaching milestones in their involvement in the Co-op, as well as a welcome to those new members joining the organization this year.

The Annual Stockholders Meeting is a must for Co-op members and their families, so we hope to see you there.



Darrell and Rhonda Jones of PetroSouth/Petroleum Purchasing in Locust Grove, Georgia enjoy last year's Pure Annual Stockholders meeting in Savannah.

## TWO NEW BOARD MEMBERS JOIN THE RANKS TO FILL UNEXPIRED TERMS

When their PURE Co-op needed them to step forward to fill the unexpired terms of two board members this year, they were more than willing to accept these leadership roles.



Hardy Peacock (far left), President of Cleveland County Oil Company in Rison, Arkansas, and C&W Oil Company in Dumas, Arkansas, takes part in his first meeting as a member of the PURE Co-op Board. Peacock is a Past President of the Arkansas Oil Marketers Association, in addition to being a long-time member of the PURE Co-op.

Hardy Peacock, President of Cleveland County Oil Company and P&W Oil Company, Inc. in Rison and Dumas, Arkansas, respectively, and Craig Lynch, of Lynch Oil in Kissimmee and Ocala, Florida, are the two newest members of the PURE Co-op Board of Directors. Peacock fills the unexpired term of PURE board member Tommy White, representing the Co-op's District 1, while Lynch fills the unexpired term of long-time PURE member Bob Oliver, representing the Co-op's District 4.

Hardy Peacock joined the jobber business in 1973, when he purchased a share in P&W Oil Company, an operation he owned outright by 1981. P&W Oil was one of the first PURE customers in the state of Arkansas, says Peacock, who transferred the PURE membership from P&W Oil Company in Dumas, Arkansas to Cleveland County Oil Company in Rison, because of an opportunity to bring the PURE brand to this untapped market.

With 36 years of experience in the industry, including service as a Past President of the Arkansas Oil Marketers Association, Peacock notes the challenges of managing an evolving business.

"I'm not sure if I have 36 years of experience, or one year of

experience 36 different times," he says. "What we do now bears little resemblance to what we did when we first started."

Hardy says he is excited about the direction of the Co-op, to improve its leverage as a group of petroleum marketers who should be able to negotiate better contracts for supply and other services. He calls the cooperative buying power of a group like PURE "the new paradigm for the future of oil jobbers."

Craig Lynch says Lynch Oil Company has a strong sense of commitment to their customers, employees, and community, evident in his company's 99.8% reliability rating for assuring customers don't ever run out of fuel, even with more than 3,000 deliveries per month throughout central Florida.

Founded in 1969, Lynch Oil is a petroleum wholesale distributor for Shell, Chevron, Pennzoil, and Quaker State lubricants, as well as being a PURE oil jobber. This year Lynch Oil celebrates its 40th anniversary, currently employing more than 30 professionals, working out of two warehouses, with a fleet of 16 trucks serving 16 counties.

As for the direction of the PURE Co-op, Craig notes, "jobbers need additional supply sources to remain competitive in a changing environment."



Craig Lynch (second from the right) of Lynch Oil in Kissimmee and Ocala, Florida is one of the newest members of the PURE Co-op Board, filling in as a representative for District 4. He is pictured at a Juvenile Diabetes Research Foundation fundraiser at the University of Central Florida with fellow Lynch Oil employees (left to right) Roberta Medina, Laurie Martin, Tom Darnell, (Craig), and Roberta Parkes.



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