



PURE OIL JOBBERS COOPERATIVE TRAVELS TO CHARLESTON FOR ANNUAL STOCKHOLDERS MEETING ON NOV. 12-13, 2010

Members of the PURE Oil Jobbers Cooperative, Inc. are gathering for their Annual Stockholders' Meeting in Charleston, South Carolina during the weekend of Nov. 12-13, 2010. The event is being held downtown in the historic district at the Charleston Doubletree Guest Suites on Church Street.



The Agenda of the annual meeting begins with a golf outing on Friday morning, following by a cocktail reception and dinner later that evening, thanks to event sponsor TransMontaigne. The business of the Co-op then will be conducted on Saturday, beginning with the shareholders' meeting at 9:00 a.m., followed by the fourth quarter meeting of the board of directors at noon.

All members are invited to attend, and participation is critical at the annual shareholders' meeting, says Frank Dotson, general manager of the PURE Co-op. That's when the Co-op membership will seek to finalize the revisions to its By-laws and Articles of Incorporation through a Resolution that must be approved by a

majority stockholder vote.

During the annual shareholders' meeting on Saturday, the Co-op membership also will receive updates on the capitalization plan of the Co-op leadership, specifically the finance committee, as well as news and information on supply arrangements being discussed with current suppliers, with the help of consultants from Professional Energy Management (PEM). In addition, approved vendors of PURE also will be on hand during the Saturday business meetings to educate petroleum marketers/oil jobbers on products and services available to them through their Co-op membership.

"This is the one time during the year that our members can gather for fellowship, while attending to Co-op business," says Dotson. "Charleston is an ideal city with lots to do conveniently located near our hotel, as we hope this will be an attractive destination and occasion for our members and their families to enjoy."



PURE Co-OP CONTINUES PROGRESS TOWARD PETROLEUM "SUPPLY INDEPENDENCE"

The long-term strategic plan of the PURE Co-op includes, foremost, protecting the business interests of its members – more specifically, the competitive price of the petroleum pumping through their retail outlets and wholesale operations, says Tim Allen, President of the PURE Oil Jobbers Cooperative.

Progress continues on that front, as leaders from the PURE Board of Directors attempt to improve the organization's competitive advantage by becoming a (supply) price maker, rather than a price taker. The Co-op's supply and finance committees, with the more recent help of consultants from Professional Energy Management (PEM), have been active on several fronts, from obtaining necessary financing, to implementing the back office administrative capabilities needed for the purchase and distribution of product among PURE petroleum marketers.

But first the Co-op membership must approve the plan by adopting a resolution to amend the PURE Oil Jobbers Cooperative Articles of Incorporation and By-Laws. The resolution will go before the PURE membership during the annual shareholders' meeting in Charleston in Novem-



ber. At this time, a majority vote in favor will be necessary to move forward with the next steps in the process.

Following more than a year of research and planning, the PURE Co-op Board of Directors determined that it was in the best interest of the membership to alter the way PURE provides product to its shareholders. The ultimate goal is to have the Co-op directly purchase product to resell to shareholders, leveraging the collective volume/demand of Co-op members to obtain more favorable product pricing from competing suppliers.

In order to do so, PURE must raise significant amounts of additional capital and/or pledges of letters of credit from member shareholders. The Co-op's leadership, while campaigning to establish the organization's credit worthiness, has located a potential source for financing.

In addition, after receiving bids from several potential vendors, the Co-op has likewise identified a qualified contractor to provide the back-office solution necessary to support the requirements of the organization if/when it restructures to function as a purchasing agent.

For more information on this exciting but challenging process to enhance the capabilities of the Co-op and growth potential of the PURE brand, members can contact their district sales manager, who can provide a complete overview and details of the capitalization and restructuring plan.

NEW BOARD MEMBERS BRING DIVERSE SKILLS TO PURE Co-OP

Clayton Hooks, District 1

Clayton Hooks has been with Craddock Oil Company in McComb, Mississippi for more than 18 years. In addition, he has spent 22 years in the U.S. military.

Hooks, who has been a Co-op member for 10 years, says he is interested in offering input on the image of the PURE brand,



Clayton Hooks (left) and Lynn Keffer

as well as serving on the supply committee. “I am curious about the availability and potential for alternative fuels, and I hope we can keep our supply affordable while keeping our eyes open to the possibilities of other product types,” he says. “I’m optimistic about the future growth of the Co-op, as we explore areas to expand the PURE brand.”

Lynn Keffer, District 2

Lynn Keffer is the President of Crossroads Fuel Service,

Inc. in Chesapeake, Virginia. He has been a Co-op member for approximately 15 years. He says that supply is the key issue facing the organization currently, and one in which he is becoming more involved.

“It is a great privilege to have some input in how your supplier conducts business,” says Keffer. “Responsibility and privilege run hand in hand.”

James Frank Bundrant, District 5

James Frank Bundrant is the CEO of Bundrant Car Care, Inc. in Waynesboro, Tennessee. He has been a Co-op member for 12 years. He is serving on the marketing committee, while also remaining interested in supply arrangements for the Co-op, including the further development of the PURE brand through expansion.

“PURE has been good for our company over the years, and I want to give something back to the Co-op,” he says.



James Frank Bundrant

PURE’S APPROVED VENDORS BRING NEW OFFERS AND BENEFITS TO MEMBERS

Lion Uniform “Fueling Awareness”

Lion Uniform Group is the primary uniform and apparel provider for PURE members, and the company added a few new items to its catalog this year. Lion Uniform is “Fueling Awareness” through a campaign featuring a specially designed pink ribbon included on various clothing and uniform selections. The campaign is designed to increase breast cancer awareness. Lion Uniform’s contact is Megan Radford at 937-873-4511, or mradford@gkservices.com.



Lion Uniform is “Fueling Awareness.”

Fuel Power Marketing

Fuel Power Marketing Company, Inc. and its President Tom Griffin is one of the newest vendors for PURE. Based out of San Diego, Fuel Power Marketing provides a gaso-

line additive that is available for sale in PURE retail outlets. Early indications are that the products are receiving positive reviews from PURE members and their customers. Fuel Power Marketing’s Tom Griffin is available at 1-800-895-5804, or at tjgfp@gmail.com.

Cobb & Cobb Promotional Products

Cobb & Cobb Promotional Products has been serving the PURE Co-op as a vendor for more than 17 years, providing members with all types of specialty advertising, promotional products, gift items, etc. Cobb & Cobb can help with trade shows, employee recognitions, customer appreciations, and more. Jake & Linda Cobb can be reached at 205-640-2222, or cobbs@windstream.net.



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