

## Brand News

By Joe Aliperta

### BP:

#### **The Amoco Ultimate Road Tour Game**

BP is giving away a free trip this summer! Consumers who purchase 8 gallons or more of gasoline become eligible for a chance to win over 125,000 prizes. Dealers are encouraged to review the Game Execution sheet to familiarize their staff with the Road Tour game pieces and rules. For additional questions please contact the BP Sales Support team at 1-877-992-6626.

### CITGO:

#### **Fueling More Than Your Car**

Citgo ramps up an aggressive co-branded credit card offering with their new Citi Platinum MasterCard promotion. This competitive offer will be hitting the streets August 1 and will consist of a TV, radio, print and Point of Purchase campaign. The 90-day launch offer will provide newly approved consumers with a 20% rebate on all their Citgo purchases for the first 60 days of opening their account. Dealers should be on the look out for POP materials that will be arriving at your stores shortly.

### CLARK:

#### **Clark Platinum MasterCard Dealer Incentive**

Now is the time to take advantage of the Clark MasterCard dealer incentive program. Eliminate your transaction fee when newly submitted MasterCard applications are approved. Clark will wave your site's transaction fees for the following month. That's right - a 0% fee for that entire month. Offer ends on September 30, 2006 and applies only on transactions under \$250.

### MARATHON:

#### **New Co-Branded MC Summer Promo**

The new Marathon Credit Card from Chase will be running through the end of August. This offer includes up to a 10% rebate on all Marathon purchases for the first 60 days. POS Kits have been sent. Dealers are asked to please remove and destroy the old applications and station signage.

### MOBIL:

#### **Instant Activation Speedpass Device**

It's finally here. The ExxonMobil instant activation Speedpass device has arrived. This handheld

system will provide an excellent opportunity to promote speedy and rewarding purchases to your consumers, right at the pump. ExxonMobil has introduced a quick and easy way for consumers to achieve instant Speedpass activation. Contact your marketing representative for more details on how to conduct your own Instant Activation Event.

### PHILLIPS:

#### **Summer Credit Card Offer**

Consumers who apply and are approved for the Phillips MasterCard between July 1 and September 31, 2006 may earn up to \$75 in bonus rebates. To help drive traffic to your stations, please exhibit all promotional materials and ensure your applications are prominently displayed. Make sure to use the new pump application holders that were included in the MasterCard promotional kit and shipped to your stations in June.

## Raffle to Benefit Hope for Vision



Parent Petroleum is hosting a raffle that will yield seven cash prizes totaling \$5,000. Proceeds from the raffle will benefit Hope for Vision. Hope for Vision is an organization dedicated to raising awareness of retinal degenerative and other blinding diseases, providing information and community tools to help those coping with vision loss, and developing the tools required to support a grassroots movement to raise urgently needed funding for scientific research.

The cost per ticket is \$20. To purchase your ticket and chance to win up to \$2,500, contact Joe Aliperta at 630-584-2505.

Winners will be announced at the Parent Petroleum Golf Classic on Monday, September 11, 2006 at the Ravinia Green Country Club in Riverwoods, IL.

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"Energy and persistence conquer all things."

— Benjamin Franklin



Parent Petroleum president, Pete Mancini, delivers an industry overview at the company's bi-annual Dealer Business Forum in May.

## DEALER BUSINESS FORUM RECAP

Parent Petroleum held its third bi-annual Dealer Business Forum on May 25 in Naperville. The day began with a group of informative subject matter experts who covered a wide range of pertinent topics from gasoline pricing and industry forecasting, UST regulatory issues, and major oil company trends in our market to site selection and facility design, UST regulatory issues and creative ways to finance upgrades and acquisitions. After lunch, brand representatives from BP, Clark, CITGO, Marathon, Mobil, and Phillips were on hand to deliver an informational seminar on their respective programs. The remainder of the afternoon included a tradeshow, which enabled the attendees to mingle with other station operators, along with vendors, service contractors, and manufacturers of many cutting edge products and services in our industry.

Congratulations to Wan Jun, a Mobil dealer, who won the drawing for a LED electronic reader board!

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### Meet Tom Moore

Tom Moore is the newest addition to Parent Petroleum's field staff. Hired as a marketing representative in July, Tom is proving to be a good fit for his role.

Shortly after graduating with a degree in political science from the University of Wisconsin, Tom went to work in the automotive aftermarket industry selling Champion spark plugs and wiper blades

*What Tom Moore enjoys most about his work is meeting people of all backgrounds and cultures. He appreciates the many benefits brought about by the diversity in the industry.*

in the greater Davenport, Iowa area. He moved to the TBA business unit for Amoco Oil where he was assigned a marketing territory in Atlanta, Georgia. Several years later, Tom returned to Chicago as a merchandiser prior to moving into Amoco's light oils department.

During his decade in light oils, Tom developed a wealth of experience in the petroleum industry. He worked in the area of territory management helping dealers to improve the business end of their operations and sell more fuel products. In addition,

he assisted his customers develop their property and co-brand sites with McDonald's in northern Illinois and southern Wisconsin.

Backed by more than a decade of experience and a desire to venture out on his own, Tom purchased a full-service Marathon station in September 2001. During his tenure as a dealer there, he was called upon and got to know Parent marketing representative Ralph Pope, who introduced him to the company.

Over the past couple of years, Tom felt a calling back to his roots in the field. "While I enjoyed being a dealer," recalls Tom, "there were aspects of being in the field that I missed. The more I learned about Parent and the people who represented the company the more I liked what I saw."

Parent believed Tom had the right combination of experience and knowledge that would benefit the company and its customers and brought him on board. Tom was ready for the opportunity and has been making contributions from his first day on the job.

"Parent has given me an excellent opportunity to stay in an industry I know a lot about and where I can help customers grow and prosper while working for a well respected company," Tom notes.

### No Barriers for Nasser Ali



Nasser Ali, the new owner of a travel plaza in Indiana, is living the American dream. Nasser is proof positive that much can be achieved with hard work, an entrepreneurial spirit, and a belief in yourself.

Nasser left his birthplace in 1994 and traveled to New York in search of opportunity and a better life. With little money and little command of the English language and culture, Nasser had a number of obstacles to overcome. Yet, Nasser viewed potential barriers as opportunities for growth - personally and professionally.

*Nasser Ali in front of his new travel plaza in Indiana. The facility is a full service truck plaza open 24 hours a day, seven days a week. The operation sits on 12 acres of land conveniently located along the interstate in the northwest quadrant of the state. The facility features 15 diesel and 6 gas fueling stations, restrooms, showers, a convenience store stocked full of grocery and sundry items, beverages, and a full line of truck parts. In addition, the plaza is home to a CB shop and restaurant.*

*Nasser's travel plaza is a member of the National Association of Small Trucking Companies (NASTC) Quality Plus Network, one of just 37 authorized stops in Indiana.*

After spending a short time in New York with his father, Nasser moved to Chicago. It was here that Nasser began his career in the grocery industry, took English classes, began building his business skills, made connections, and put down roots.

Nasser moved up through the ranks quickly and purchased his own grocery store just a few years after moving to Chicago. Close to a decade later Nasser stepped into the convenience/fuel industry with the purchase of his first gas station in the greater Chicagoland area. The acquisition of the travel plaza this summer represents his third venture in this market and his first travel plaza.

Through the purchase of a Marathon location in Chicago a few years earlier, Nasser became a Parent Petroleum customer. It was only natural that Parent would be Nasser's supplier of choice for his travel plaza venture.

Today, some 13 years after traveling to the states, Nasser's hard work and dedication has paid off. A quick study with a positive attitude, good business sense and easy-going personality, Nasser has the right combination of skills for success. He continues to excel in the workplace and is enjoying the fruits of his labor.

"Life is good," says Nasser, whose honest and ethical business practices have been the foundation of his success. He believes it's good business to hire locally and has a solid business plan for improving the plaza. "I plan to keep this business strong and viable for many years to come," notes Nasser.

### Did You Know?

*There are some 20 stations throughout Illinois currently selling E85 fuel.*

*Source: NPN*

### E85 continued

certain materials, such as aluminum, a common component in gas pumps, are incompatible with E85 and may corrode, resulting in fuel contamination. New underground storage may be needed, as well.

2. At a minimum, disclaimer decals will have to be posted on E85 dispensers; in some cases, the dispensers will have to be relocated outside of the branded canopy area, as most of the refiners are distancing themselves from this alternative fuel.

There has been discussion of legislative proposals at the state and federal level that would mandate the sale of E85. This would put a significant burden on you, the retailer, as the cost of providing the infrastructure would take many years to recoup given the low demand based upon the factors outlined above. If you have the opportunity, it would benefit you to discuss E85 with your state and federal elected officials and voice your opinion.

### Entertaining the Idea of E85

There has been much interest lately in renewable fuels and ethanol by politicians and the media. We're all familiar with ethanol blends up to 10%, which we've been selling for years in this market. E85 (85% ethanol, 15% gasoline) is a much different product from the (E10) reformulated gasoline that has been around for a number of years.

Below is some information about E85 that may help you better understand some of the issues and obstacles that are inherent with the use and/or sale of E85.

#### From the consumer's point of view:

1. Depending upon the price of ethanol, E85 may be more expensive than gasoline.
2. E85 must be used in dedicated Flexible Fuel Vehicles (FFVs), which nationally comprise only 2 to 3% of the on-road fleet.
3. E85 has about 25% less energy content than gasoline resulting in significantly diminished fuel economy. Current model FFVs get 24 to 35% lower fuel economy on E85 compared to gasoline.

#### As a retailer:

1. Retail dispensing equipment may have to be replaced or modified to handle E85 because