

By Joe Aliperta

BP: "Refinery Expansion"

With an increase in supply changes to the Gulf Coast and Midwest, BP plans to invest more than \$3 billion to modernize its Whiting Refinery ultimately increasing oil production from 30 to 90 percent. Unfortunately this project has been under great controversy by local environmentalists. The claim is that BP will dump thousands of pounds of ammonia and sludge into Lake Michigan and increase the toxic mercury level. BP defends itself saying that the refinery will not discharge sludge into Lake Michigan and that 99.9% of the water discharged into the Lake is just that; plain water. Consult your local marketing representative for facts and additional details on this steaming topic.

CITGO: "New Euro Style Price Sign"

CITGO Petroleum Company has introduced a newly imaged price sign for the future. The new "Euro Style" sign features an arched design with blue price panels in place of the current red ones and conveys a "less is better" approach to the overall image. All new-to-brand locations and any newly remodeled sites are eligible to receive the new Euro Style price sign. Be sure to ask your marketing representative to share photos of CITGO's new signage.

Marathon: "New Mystery Shop Program"

Marathon has revised its "Customer First" Mystery Shop program for 2007. The new program is an excellent opportunity to gain a fresh perspective on your site's operation. The quarterly evaluation will be based off of the same three core categories, Exterior Image, Interior Image and Personal Assessment. Sites that score above 80% will have their program fee waved and failures will be charged the following per occurrence: first \$30, second \$100, third \$250, and fourth \$500. Remember, that it is your site's image that helps to attract consumers and a positive customer experience will keep them coming back.

Mobil: "Service Recovery Kit"

Soda pop machine out of order? Dispenser nozzle not working? Restroom temporarily closed? Exxon

Mobil to the rescue! Now you will be able to effectively notify your consumers of any such mishaps, with the Exxon Mobil "Service Recovery Kit." This complementary kit houses all of the necessary materials and signage required to deliver quality service at your locations. Service Recovery Kits will be arriving soon. Consult your marketing representative for additional details.

Valero: "The Valero Standard"

The Valero brand is among the best in the industry when it comes to representing quality operations in terms of visual appeal and customer service satisfaction. As soon as newly imaged facilities are on-line, dealers need to uphold their end of the bargain by laying the groundwork for maintaining clean locations and promoting positive consumer experiences. Be sure to review the standard requirements with your marketing representative to ensure your compliance.

Road Warrior Reminders

continued

Monday, December 24 (Christmas Eve - no deliveries)

Tuesday, December 25 (Christmas Day - a minimum of "Keep Full" sites will receive deliveries)

Monday, December 31 (New Year's Eve - no deliveries)

Tuesday, January 1 (New Year's Day - a minimum of "Keep Full" sites will receive deliveries)

Through improved planning, incorporating 24-hour advanced notice for all deliveries, inspecting all tank pads to ensure a hassle-free delivery, constant monitoring of weather, competition, pricing and holiday delivery restrictions, and understanding how these variables impact your inventory needs, will reduce outages and help us to help you sell more gas.

Parent Petroleum Company

37 West 370 Route 38
St. Charles, IL 60175
B: 630.584.2505 • F: 630.584.2576
www.parentpetroleum.com

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"Always treat your employees exactly as you want them to treat your best customers."
-Stephen R. Covey



Parent Treats Biodiesel On Site

With the Midwest winter fast approaching, our thoughts turn to doing our part to help you best serve the motoring public during this cold-weather driving season. Last year we utilized the additive *Primrose 2030 which has been shown to lower cold filter plugging down to -20F in bio-diesel mixtures.

We made this product available to dealers who wanted to minimize the possibility of cold-weather issues related to bio-diesel usage. This winter, in order to make it easier for you, the retailer, we have made arrangements for our haulers to carry the additive on their trucks and add it to your tanks upon delivery of your bio-diesel load. This should improve efficiency and lighten your burden. We now offer fuel with Primrose additive priced at \$.03 a gallon above the untreated bio-diesel price (effective November 5).

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On Duty with Dan Drasler



Dan Drasler is a certified trainer, branding coordinator, merchandising specialist and versatile sales rep for Parent Petroleum. He has been an asset during his five-year tenure with the company.

Dan Drasler, Brand Coordinator for Parent Petroleum, is thrilled with his role and service to the company and its customers. It's a position that has grown in size and scope during this Illinois-native's short five-year tenure. Dan has proved to be a good fit for the job. Outgoing and enthusiastic, Dan's knowledge, experience and work ethic has helped develop and define his role on the fuels marketing team.

With an undergraduate degree in marketing and a MBA from Northern Illinois University, Dan transitioned easily into the workforce. As a matter of fact, he started his career with one of the country's most well known companies -

Procter & Gamble. Over the course of the next two decades, Dan would enjoy a successful career in the package goods industry that would take him through several companies and around the country.

Dan became familiar with the petroleum industry when he worked as the National Sales Manager for Petroleum Marketers for VERYFINE© Juices, calling on major oil companies throughout the United States. He joined the Parent team in 2003.

It didn't take long for Dan to become an indispensable member of the team. He is a certified trainer, branding coordinator, and merchandising specialist, as well as a versatile sales rep that takes good care of his customers in addition to acquiring new business. "Each new customer brings with him or her a diverse set of needs," explains Dan, who believes very much in the 'hands-on' philosophy. "It's my job to ensure the transition is smooth and that our customer's needs are met in every way." Dan likens his role for Parent to that as a fireman - education, prevention, assistance, and sometimes-rescue.

"This has been a great job," says Dan, who appreciates the management style and camaraderie of the Parent team. "I really enjoy my work and customers. It's worthwhile, rewarding and fun."

Parent to Treat Biodiesel

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For those of you who plan to sell diesel and biodiesel throughout the winter and opt not to take advantage of this offer to treat the fuel with the Primrose additive upon delivery, we strongly suggest you add a fuel conditioner that prevents gelling in cold weather. You can obtain this additive from us by contacting your Parent sales representative.

**Please note any type of treatment of diesel fuel or diesel fuel blends is designed for prevention and is not a guarantee that fuel will not gel in extreme cold temperatures. Parent Petroleum is not responsible for any consequences resulting from fuel gelling.*

Did You Know?

Parent Petroleum helped raise more than \$110,000 for Hope for Vision at its 11th annual Golf Classic in September.



Behind the Scenes with Akhtar Bhatti



Akhtar Bhatti

Akhtar Bhatti may be new to the petroleum industry but he brings with him years of knowledge and experience in business management. With just four years into this industry, Akhtar has found his true calling.

While a student at Bowling Green State University (Ohio), Akhtar dabbled in a number of fields but it was the restaurant industry where he found success and focused his career. He started at the Ponderosa Steak House franchise and spent more than three decades opening and managing a variety of restaurant chains in the Midwest and ultimately, the greater Chicago area. While Akhtar was successful at his craft, he was never really satisfied working for someone else. He stepped out on his own with an Indian radio rental shop. This move only reinforced his entrepreneurial spirit and served to fuel his desire to own a convenience store.

A native of Lahore, Pakistan, Akhtar spent nearly eight years with this venture while he built up his resources to take the leap into the petroleum industry. With the help of Parent Petroleum, he has achieved his dream and exceeded his own expectations.

Akhtar built his new station at an old, fledgling, non-branded facility on a 1.6-acre piece of property in Rockford, IL. It features a large canopy covering six dispensers and a well-merchandised convenience store with hot and cold food, fountain drinks, premium coffee program, and an ATM.

Having been in retail all his life, Akhtar's ability to manage the business, control inventories, effectively merchandise, and build relationships has been instrumental as a working owner in the retail end of the petroleum industry. His background and experience paved the way for a smooth transition into this field and has resulted in a very successful operation. Open just under two years, the business

is already up 20 percent from when Akhtar initially opened. "I credit the staff at Parent Petroleum for helping me along the way and making this dream a reality," says Akhtar. "I couldn't have done it without them."

"Business is consistent and growing," notes Akhtar, who is living his dream. "I should have done this a long time ago."

Road Warrior Reminders

By Tom Moore

Remember the old cliché "You can't sell from an empty wagon?" As the price volatility of fuels intensifies, it becomes increasingly important that we optimize our communication and planning. Here's how:

1. Placing all orders for petroleum at least 24 hours in advance, unless you're on 'Keep-Full.' This will help our haulers optimize their efficiencies, and get the fuel delivered when you need it.
2. As colder weather advances, serious attention must be paid to areas where gasoline loads will be dropped. A shovel, plow and/or salt plan on behalf of all dealers must be implemented to allow our haulers to make clean, safe and timely deliveries to all our customers. Increased inspections of all fill areas including *under* the manhole covers must take place. Remember that sometimes snowplows are the unintentional culprits that cause manhole covers to be displaced and allow ice/snow/debris/water to fill up those spill containment areas. Once those areas are frozen the station is considered "undeliverable" until those conditions are rectified.
3. Finally, according to RAESS Trucking, here's a list of holidays where gasoline will not be delivered. Afterall, truckers have families too!

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