

Brand News

By Joe Aliperta

CITGO: **Pay at the Pump with Fuelman**

Fuelman Fleet cards can now be accepted at the pump. Citgo locations that have a direct agreement with Fuelman and utilize the VeriFone Ruby system version 5.07.02 or higher are now eligible for the CITPAK upgrade. The CITPAK version can be upgraded by your local VeriFone contractor and is needed to help support Fuelman functionality. Help drive additional business to your site with this Fuelman fleet management system. Contact your marketing representative for additional information or to help answer any questions you may have.

CLARK: **Clark Platinum MasterCard Promotion**

Now dealers and consumers can equally enjoy attractive benefits with the Clark Platinum MasterCard. For a limited time, consumers can earn up to an 8% rebate on all Clark purchases and 2% on purchases made everywhere else. Dealers can take pleasure in the benefits of NO transaction fee and improving their customer loyalty. Be sure to have the latest Point of Purchase materials posted at your location.

MARATHON: **STP Additive Promotion**

Marathon introduced one of its most exciting product enhancements yet. In September, Marathon unleashed a cleaner fuel into the marketplace. That's right - Marathon has teamed up with STP to enhance their fuel and ultimately your engine. STP has proven additives that prevent the build up of harmful deposits while helping to maintain vehicle performance. Be sure to properly display all the appropriate marketing materials including the vinyl hose wraps packaged in your kit (see the enclosed instructions for proper installation).

MOBIL: **Reinforcing the Mobil Advantage**

ExxonMobil's Brand Elevation promotion is now underway and will run through late January. This

campaign has been generated to reinforce the strength of Exxon Mobil brand. Drivers can feel reassured knowing trusted products and services - offered by an industry leader - are available at your locations, whenever they may need them. Point of Purchase materials have been sent and should be posted if they are not already.

PHILLIPS: **Is your P.O.P. Current?**

Don't lose points on your next Mystery Shop; make sure to have the latest promotional campaign posted and application holders full. The current promotion is the \$2,000 MasterCard Sweepstakes. Consumers who purchase fuel with their Conoco MasterCard are automatically entered for a chance to win a \$2,000 gift card. Need additional applications or application holders? Call Pointsmith at 1-888-582-1380.

ULSD Update *continued*

several refiners were able to attain that target date much sooner. Through 2010, ULSD (15 ppm) and Low Sulfur (500 ppm) will be available to the motoring public. Although ULSD and LSD will be available through 2010, Parent has been delivering ULSD exclusively since October.

Used in combination with cleaner-burning diesel engines and vehicles, ULSD fuel will help to improve air quality by significantly reducing emissions. The EPA estimates that ULSD will cost \$.04 to \$.05 more per gallon to produce and may cost retailers more to sell at the pump. However, EPA estimates that the reduction in air pollution from ULSD will save us about \$70 billion in health benefits, nationally.

Parent ensures product integrity through an active program of safeguards, testing, and continuous monitoring.

Parent Petroleum Company

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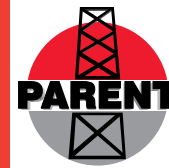
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PARENT ADVANTAGE

"The achievements of an organization are the results of the combined effort of each individual."

-Vince Lombardi



Viva Valero!

Valero is coming to Chicago! We expect the Valero brand to be well received in the greater Chicago area because of its tremendous supply capabilities, great brand image, competitive offering and solid reputation.

Valero, a San Antonio-based energy company, has approximately 5,500 retail and branded wholesale outlets in the U.S., Canada and the Caribbean under various brand names including Valero, Diamond Shamrock, Ultramar, Beacon and Shamrock. It markets fuel in 42 U.S. states, Canada, Latin America and the Caribbean.

It also operates 18 refineries with a refining throughput capacity of 3.3 million barrels per day and boasts assets of more than \$33 billion. Named as the "2006 Convenience Store Chain of the Year" by Convenience Store Decisions magazine, Valero is a true American success story. Founded in 1980, it was a virtual

(continued inside)

January 2007

Connecting with Calvin Herd



Parent Transport Coordinator, Calvin Herd enjoys sports, is a trivia buff and participates in a year-round competitive bowling league. He says it the diversity and variety of the work that keeps him motivated and challenged at Parent.

If it has to do with fuel transportation, chances are you've talked with Calvin Herd, Parent Petroleum's Transport Coordinator. Calvin is the person responsible for taking fuel orders and getting them to the right haulers; he coordinates delivery dates and times, addresses supply issues with terminals, and constantly keeps an eye on weather forecasts for dispatching purposes. In order to keep things rolling along as smooth as possible,

he works closely with customers and colleagues in his often hectic and fast paced role.

A Chicago native, Calvin was orphaned at a young age and raised at the Maryville Academy. After graduating from Maine North High School, Calvin spent the next six years in the United States Air Force and Air

National Guard. Shortly thereafter, he enrolled in a local college and earned a degree in communications.

Calvin began his career in the oil industry as a lubricants sales representative in the Chicago area. He joined Parent Petroleum in January 1997. At Parent, Calvin gained more knowledge and experience in the fuels side of the business and eventually worked his way to the specialty position of Transport Coordinator.

"There are lots of issues that come up each day that need to be handled quickly," Calvin points out. "I also spend time analyzing situations and finding workable solutions. There is a lot of troubleshooting and problem-solving that takes place each and every day in this highly competitive market." Being articulate, good with numbers and patient are some attributes that have helped Calvin excel in his role.

Calvin enjoys his work and hopes that dealers understand that he does whatever it takes to ensure that they get their fuel deliveries in a timely manner. Given the tight timelines and urgency of most orders, he continues to appreciate the cooperation and patience that most dealers extend.

Did You Know?

Petroleum has increased in price by 50% in the past two years while natural gas prices have increased 50% in just one year.

-Source: U.S. Department of Energy

Pete's Winter Diesel Tip

This year will be extremely difficult for winter blends. Due to the high price differential of \$.30 to \$.50/gal between No. 1 and No. 2 diesel, we suggest you utilize an antigel additive instead of the blends. Traditional winter blends (80/20, 70/30, 60/40,...) are going to be priced from \$.07 to \$.15/gal over the No. 2 diesel price. We stock a line of diesel fuel conditioners that ensure cold weather operability down to about 15 below zero, with an additive treatment cost of between \$.02 to \$.03/gal. All you have to do is simply add a pail of this conditioner to your tank of diesel fuel with each load.

Ultra Low Sulfur Diesel (ULSD)

New U.S. Environmental Protection Agency (EPA) standards require a major reduction in sulfur content of diesel fuels and emission levels from diesel engines and vehicles. The mandated deadline for refiners to begin producing a minimum of 80% Ultra Low Sulfur Diesel (ULSD) annually was October 15, 2006. By the end of 2010, all highway diesel fuel offered for sale must be ULSD fuel.

Parent Petroleum has already been providing this cleaner burning diesel fuel to its retailers because

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Chummar Up to the Challenge



Thomas Chummar and his son, Jimmie, in front of their new facility just outside the city limits of Gurnee, Illinois.

The gateway to Gurnee, IL has gotten a facelift thanks to Thomas Chummar. Chummar, a businessman who has cultivated success in the greater Chicago petroleum retail market, took a fledgling facility and transformed it into a state-of-the-art truck stop, fueling center and convenience store.

This venture was a major undertaking for Chummar, who gutted the operation and built it new from the ground up. It was an amazing feat for an individual who had not been in the industry all that long. However, challenge is nothing new for Chummar.

Chummar traveled to the United States after spending more than 11 years in the Indian Air Force. He worked for a local manufacturer until purchasing his first fuel station in 1991. This was the beginning of the business venture that would involve the entire family (his wife Mary and children, Jimmie and Remy). Chummar purchased his second station in 1993. Enjoying success with his two Shell dealerships, Chummar took a leap of faith when he purchased the more than 55-year old facility that was operating as a Citgo just outside the city limits of Gurnee.

Today, this showcase Citgo-branded station located on 19 acres, is open 24 hours a day, seven days a week. It offers 22 pumps and a six-truck island for truckers with gasoline, diesel and biodiesel fuel. There is a car wash and over 60 parking spaces, convenience store stocked with a wide variety of beverages and snack and sundry items from sandwiches to cigarettes. There is also a U-Haul rental, Western Union and ATM on site.

According to Chummar, it was a labor of love and the work has paid off. "Sales in the first months quickly outpaced sales at the highpoint of the operation prior to our purchase," Chummar said. Chummar, who lives in Northbrook, IL, credits Parent Petroleum for their help and assistance in making this dream a reality. "Parent was with me every step of the way," adds Chummar. "I am very pleased with the end result and to look forward to a long lasting relationship with Parent."

Viva Valero! *continued*

unknown in the downstream petroleum business until 2000 when it made its brand debut.

Today, the company has grown into the largest refiner in North America and based on the company's revenues (\$80 billion), it ranks No. 15 among the Fortune 500. For the second year in a row, Valero has been ranked No. 1 among the world's refining and marketing companies in the Platts Top 250 Global Energy Company Awards. It is the only refining and marketing company among the world's top 20 energy companies and only one of four among the top 20 that is not a big integrated oil and gas firm.

In terms of site count and geographic expansion, Valero's most dramatic growth has occurred in its branded wholesale network. It's distinctive teal-and-yellow signs have made their way from California to the Carolinas and will be making its presence felt in the region soon thanks to an aggressive branded wholesale network program.

Valero has been consistent in its retail offering and refining capacity in order to deliver consumers a good value on fuel with no drop in quality. Even during these volatile times, Valero has continued to create excitement in the market with growth, strong in-store programs and a popular credit card network.

Valero has been consistent in its retail offering and refining capacity in order to deliver consumers a good value on fuel with no drop in quality. Even during these volatile times, Valero has continued to create excitement in the market with strong in-store programs and a popular credit card network. For more information about Valero, go to: www.valero.com