

## NELLA Oil Picnic 2002



It's amazing what people will do for a prize.



The annual tradition



Lou, Doug & Rob



Elke, David, Jeannie, Niki (of course!), Karly & Ali.



Jennifer, Jason, Amanda & guests



No chickens or ducks around here!



PLEASE! Don't feed the area managers.

### Testimonial from a Guest of the North Area

Letter to Paul Rix on 9/20/02

Dear Mr. Rix,

This letter is in regard to an incident that took place September 18, 2002. I am a 65 year old woman (who was) traveling alone from So. California to Bellevue, WA. On the morning of the 18th, I filled my tank with gas at the EXXON station on Cypress in Redding, CA. I used the restroom at that station and foolishly left my purse on the floor and drove away. Not until over 1 hour later did I discover my mistake. All of my money and identification was in that purse. Upon returning to the EXXON station, your employee, a lady named "Rocky", gave me back my purse with everything still in it - all the money, etc. I tried 3 times to give her a well-deserved reward and she refused, would not accept it. How refreshing in this day and age to meet such a fine lady. You and your Company are indeed fortunate to have this extremely honest employee working for you.

Sincerely and most gratefully,  
Jacqueline M. Castleman

## SOUTH AREA NEWS

Chere Ewings

This quarter the South Area has much to be thankful for. **Bob Peters**, South Area Tanker driver is back to work after a serious head injury kept him off work for eight months. We are so glad to have him back. We are also thankful for **Isidro**, who did a great job in Bob's absence. **Linda Smith** (Mgr #81 Visalia) has also returned

after a lengthy illness. Her guests kept asking about her during her time out. Returning to the South Area are **Isela Magana** (Mgr) and **Erasmo Perdomo** (Asst Mgr) at Store #33 in Watsonville, which NELLA re-acquired. Lastly, we had some team members have family additions, they are **Mike Rodgers** (#25 San Luis Obispo), **Ramona Briano** (#89 Visalia) and **Bev Sweredoski** #25 San Luis Obispo) became a grandma! She doesn't look old enough to be a grandma!!!

## Managers' Conference 2002



Q. How many managers does it take to pick up a stock?  
A. Something other than 10.

Hula hoop contest



Revolution 2002 Winners: Shirrley Williams (#22), Ali Mortesaei (Central Area), Elke McCullough (#64), Linda Harrington (#89), Duane Hallford (#5), & Robin Enos (#51).



Now, there is an intelligent looking group!

Chris Dolan of Olivehurst California, is the proud winner of a Classic 1977 Mercedes Benz! Chris entered our contest daily at our Yuba City store and is an avid supporter of Special Olympics. Congratulations Chris!



Standing with Chris is Gary O'Connell from Special Olympics and Maurice Hollins (athlete).



With the addition of the OLYMPIAN and GULF names, NELLA Oil Company is now a major "player" in the California market. We'll still face some "challenges" as we move toward the efficient operation of the blending of the Companies, the acquisition process and takeover went smooth due to the diligence of the "Management Support" team as well as the patience and execution of all NELLA, Olympian and Gulf team



NELLA'S management support team: Front row: Debbie Kaiser (Exec. Assistant), Jack Rhoades (Engineering), Rick Teske (General Manager) and Tom Dwelle (Partner); Back Row: Walt Dwelle (Partner), Mike Belles (HR), Lynn Olson (Bay Area Coord.), Tom D. Mercurio (Technology), Kari Akchurin (Commercial Fules), Dolores Santos (Supply), Chris Frickstad (Retail Manager), Alan Breeze (Accounting) & Jerry Lightell (Transportation). Not pictured: Tom Nolan (Operations Manager)

## EAST AREA NEWS

By Michael Walker

I would like to take this opportunity to say thank you to the East Area Store Managers for the warm welcome I have received as the new East Area Manager. A special thanks to **Rick Teske** and **Chris Frickstad** for the employment opportunity and a thank you to store manager **Duane Hallford** at station #5 for the quality training I received. A thank you also goes out to the other area managers for their support. My work history includes 24 years in the restaurant industry and I hope that some of my working knowledge will be of benefit to Nella Oil in the future. I would also like to wish **Keith Karney** the prior area manager a speedy recovery from

# THE PIPELINE

NELLA OIL COMPANY

Fall 2002

## NELLA + FLYERS + OLYMPIAN + GULF Ready or Not, HERE WE COME!!!!

members. The many hours of planning and cooperation between departments resulted in the avoidance of the many "problems" that can arise in a transaction of this magnitude. A big thanks to everyone for a successful transition.

NELLA's annual picnic held in August provided a fun time for all. Many of our Bay Area team members made the trip to Rocklin for the event. Many prizes were awarded and there was plenty of food, music, and events to keep everyone entertained. Thanks to **Shauna, Louie, Velma** and a host of other "helpers" for putting on this event. In September, we held our latest "Managers" Conference on the Delta King in Old Sacramento. In addition to bringing the Manager's together for some informative meetings and fun, the Revolution 2002 winners were announced and were treated to a trip to the NACS convention in Orlando. GREAT JOB to all the winners! In the murder mystery dinner, we learned a great deal about many of our team members. **Tom Fitzgerald, Kishor Dutt & Ali Mortesaei** have regular contact with AM/PM! **Don Walk** is NOT to be trusted! **Rick Teske** seems to attract attention wherever he is.

**Chris Frickstad** is.....well, I can't print that! And you don't mess with **Sharon Smith!** Congratulations to **Rebecca Neilson** for correctly picking the "murderer".

Auburn's accounting staff recently moved into "NELLA Manor" so that everyone could actually have their own desk! Congratulations to **Chris Dolan** of Olivehurst (near Marysville/Yuba City) who won the Mercedes Benz in the Special Olympics drawing this past Spring! Chris entered our drawing often and is an avid supporter of Special Olympics. And finally, a welcome to all of the new team members who recently joined the NELLA "team". Since there are too many to mention here, we will try to highlight them in the issues that follow.



his illness, and thank him for the quality management team he had developed.

The East Area grew a little the second quarter of the year with the addition of three new stores 24, 67, and 71. Welcome **Sylvia Hoehn, Melody Wilson and Vicki Potter**. We are currently fully staffed with 8 quality store managers and 11 assistant managers with 2 team members in training for the assistant position.

We had a few success stories this quarter with station # 51 winning the 4th of July Pepsi display contest and Station #42 winning the Pepsi six pack selling contest. Way to go **Robin Enos** and **Steve Jarrett!** We also had surprise shopper visits by underage plain-clothes officers attempting to buy alcohol. They were successfully carded and refused by the cashiers at stations # 34 and # 42 in the

Placerville area. Great Job! **Bill Miller, Steve Jarrett** and their store's team members, it pays to follow the company's policies.

In the training area, each of the East Area stores received a Code Date manual to learn how to read the multiple varieties of expiration dates listed on our products. Some of our team members love to go looking for and if they can find any, remove the out dated products before a guest may find it. I have also used the East Are stores as test units in rolling out the upcoming Safe Food Program that will be implemented in the 3rd quarter of this year. Look for larger and better success stories coming out of the East Area in the future.

## Wholesale News



Tim Robertson



Stuart Winters

As pre-announced in our last issue of the Pipeline we have added another Exxon dealer site to the Wholesale network group last May. Please welcome both **Anup** and **Tony Sandhu** into our network team of Exxon dealers. The new dealer site is located at 1000 Douglas Blvd. in Roseville. I encourage many of the Flyers' faithful to stop by and give them a warm

welcome.

We have among our Exxon dealers two stellar performers for 2001. It was announced recently that **Steve** and **Randy Pastor** of Exxon in Citrus Heights received the honored award as "**businessmen of the year**" for Citrus Heights. Please join me in congratulating both men and the whole Pastor's team on this distinguished honor for excellence in the convenience store and fueling

facility field within their community.



Left to right; Randy and Steve Pastor, Pastor's Exxon, Citrus Heights Business Men of the Year

**Bill Thornton (Chico)** and **Rick Shields (Grass Valley)** are Chevron dealers often mentioned in the Pipeline for outstanding guest service within our NELLA Oil Company dealer network group. May I present some photos of the people in the trenches making these superior results a reality.

Our Olympian branded dealer group has seen both ups and downs over the last summer. The growth of convenience outlets with significant non-gas presence has changed the playing field and forced

us to identify new strategies to differentiate ourselves. We know that today's consumers have higher



Thornton's Chevron, Chico - Left to right: John Romanszky, Marco Lara, Humberto Rangel. Gold Service winners for Chevron's Service and Satisfaction Program

and bringing us together as a winning team. She is a great manager. On the other hand, let's talk about Tom Fitzgerald a.k.a. Patrick Swayze. He is from another planet (in the retail biz that is) he comes from AM/PM. He took over the position as Area Manager for the West area. He has brought lots of new ideas and strategies. He also has a great opportunity and is easy to get along with. We also want to extend a warm welcome to Mr. Tom. Until next time this is Jennifer Singleton signing out.

**Addendum by Tom Fitzgerald** (a.k.a. Patrick Swayze???)

Since coming to West area, I have witnessed a transformation from 5 stores to one area. A team of individuals looking and willing to help one another achieve the

expectations than ever before. They demand superior service, quality products, convenience and value. No other Dealer delivers this better than **Bob Reed's Service in San Mateo**. Our oldest "Oly" dealer, **Bob** has been a Dealer of ours since 1974. Bob's

always there, along with his wife **Randy** and son **Jimmy**. Bringing a warm smile to all their customers. Please stop by and say "Hi" the

next time you're in the area. Finally, we would like to welcome the entire Olympian dealer group and extend a hearty welcome and invitation to the valued support assistance that our department teams at the South San

Francisco and Auburn offices can bring to their business. Please call upon us to assist wherever we can in your business needs.



Bob Reed's service is San Mateo

main goal, building the Flyers brand. I would like to thank all Team Members within the West Area for grueling through the first steps in making us the best. As a man of many words with very little meaning, I look elsewhere to express a challenge to other areas and competitors. "Don't look back. Something might be gaining on you." - Satchel Paige

Olympian has been delivering fuel to customer's onsite tanks for over 45 years. Today, via bobtails and truck and trailers, the department is responsible for delivering fuel to over 450 customers throughout the Bay Area, Central Valley, and North Bay. Managing the division is **Agnes Borja** with 12 years of hands on experience in delivered fuels. **Diane Johnson** is the inside sales representative while **Roberta Duran** and **Debbie Smyser** assist customers with orders and pricing in customer service. All deliveries are done by the assistance of Gulf Transportation offering friendly on-time service.



Tom Fitzgerald and Roseann Doak

## North Area News

That "**Nella Oil Spirit**" from the North. Don Walk, Store 46 Chico, California

When asked to write an article, my first thought was "no way"! After all, I was fairly new to the company and who would want to be reading articles from a "Newbie". But then it hit me. I could write about the experiences of a new manager during the first few months of employment. Naturally the first & foremost experience in your memory bank is the introduction to the employees already working at your store. The questions running through your mind are endless and for the most part, imaginary. Will they accept me? Will they accept the changes I am going to bring? Will they give notice & leave? Will I be able to sell them on my management style? The list continues and you keep coming up with an infinite supply of worries and questions.

In my case, I knew there would be employees leaving (grapevine) and I knew there would be some who would be asked to leave (in my own way). All I could ask for (secretly) was that the ones with experience and the ones who knew how to steer the ship, would stick around long

## Olympian Commercial Sales "Getting To Know Us" Delivered Fuels & Commercial Fueling Divisions

By Kari Akchurin

### Delivered Fuels

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Delivered Fuels has a vast customer list including Blue and Gold Fleet, which fuels the ferries in the S.F. Bay, COIT Cleaners,

enough for the new captain to find his bearings. I lucked out! A few of them did and with the help of the Team Members, North Store Area Managers, and an extremely qualified Area Manager I was able to keep the ship afloat until I found my bearings, righted the ship and set sail in the right direction. Albeit, a ziz-zagging course and a little bit of seasickness for a few weeks.

Without the patience and cooperativeness of Team Members, Northern Area Store Managers, Area Manager and Corporate Employees I would never have made it. Not once did any of the above fail to help or lend a helping hand. In twenty-five years of retailing, I have never seen the level of cooperation shown to me during these first few months. Was it difficult? Yes! Was it unpleasant? No! Will it continue? Yes, with the leadership exhibited by Nella Oil's Team Members, Store Managers, Area Managers and Corporate Leadership, it certainly will. No one within the Nella Oil framework should ever feel alone, isolated or abandoned. The spirit of teamwork is alive and active, and just waiting for the opportunity to help the next Team Member to become a success.

Now, for my most pleasant experience during these first few months. That would

BFI, and Crystal Cream & Butter. Delivered Fuels also provides equipment such as temporary and permanent fuel tanks, cardreaders, and dispensers.

### Commercial Fueling Systems & Mobile Fueling

48 Nella/Olympian combined sites!!!

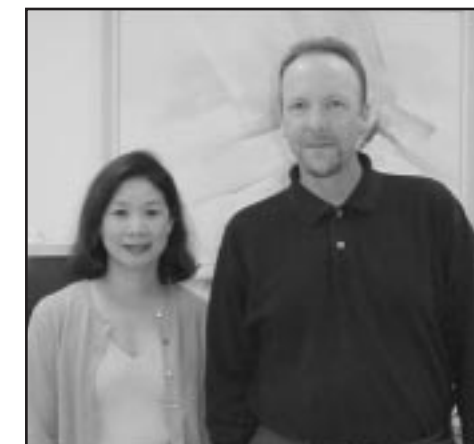
Overseeing the sales department requires patience and a smiling face to service over 3500 active customers. **Tom Burke** has been with Olympian for 5 years and Division Manager of Cardlock & Mobile Fueling for 1.5 years. His daily workload includes visiting customers in the field with sales reps, assisting the telemarketing division, interfacing with customers as well as selling our added value services like online payment and web access to existing customers. The division prides itself on personal and professional customer service and has an exceptional inside and outside sales team. Tom oversees 5 sales reps and 3 telemarketers that generate sales and oversee account maintenance. Some of our Commercial & Mobile Fueling customers include: McGuire & Hester, Airgas Inc., Bimbo Bakeries, Coca-Cola, Orco Construction, Airline Coach Service

have to be being presented with the task of training a new Team Member to become a Manager. There I was, three months into my position as a Store Manager and I had just lost both of my Assistant Managers and the most senior Team Member of my crew. Talk about hanging on with your fingernails! Like a fool, I put on a front and with a smiling face (and a churning stomach) told my persuasive Area Manager "Yes, I would train the M.I.T.". If only this M.I.T. knew what was really going through my mind (as I laugh out loud). But then again, it happened. That Nella Oil spirit began showing it's face and before I knew it, cooperation, help and assistance were being shoveled my way by the tank load. The Team Members in my store, the Store Managers in my area, my own Area Manager and of course the Leadership at the Corporate level all answered the call. With their spirit of teamwork, ambition and positive attitude there was nothing but success down the path. Again, nobody within this company should ever feel afraid or intimidated in accepting any challenge or task that could further their career. After all, the "Nella Oil Spirit" would not allow you to fail. Just accept the calling when it comes and let that "Spirit" go to work as usual.

& Scully Dist.

Our Sales reps offering outstanding service while covering the following territories:

<b>Autumn Neisz</b>	Alameda County, Contra Costa
<b>Debi Biggers</b>	Sacramento, Stockton
<b>Mateo Corpuz</b>	San Francisco, Contra Costa, Marin, Santa Rosa, Napa
<b>Mike Nathan</b>	East Bay, Santa Clara, San Jose
<b>Tom Cordell</b>	Bay Area, San Mateo County
<b>Abby Eller</b>	Telesales
<b>Charlene Bush</b>	Telesales
<b>Nancy Luahlti</b>	Telesales



Agnes Borja and Tom Burke