

April Sees Grand Opening in Cordelia

A unique month long Grand Opening was celebrated in Cordelia (Store #28) this past April. Many NELLA team members participated in the variety of activities. Thanks to all for your support!

John Lobue, Velma Hamilton, Ben Louie, Tim Robertson and Ali Mortezaei man the Hot Dog booth. ▼



▲NEW Store graphics.

Roseann makes sure the Store is well stocked. ▶



▲Tim, Velma, Louie and Patrick Cruise.

Joe Rocolo (Sandoval) shows how to change a nozzle. ▼



“Dinky” the pig stopped by for a fill-up. He passed on the free hot dog. ▶



▲Mel Wilson (#67) and daughter Candace.



I heard it through the Grapevine

By : Tim Robertson

Dick Brooks and Matt Maderos are very busy lately re-imaging their Chico Chevron facility. Dick and Matt will be signing a new contract to continue their business association with Nella Oil Company as their Chevron distributor.

We are proud to announce their decision to stay Chevron in Chico and look forward to assisting in their future success.

Once again, **Bill Thornton and his team** have wowed Chevron and the guests at their store in Chico. Bill and his wife, Pamela, will be going with other Chevron winners on a trip to Madrid, Spain in May of this year for their ongoing 100% performance in Chevron's 2001 mystery shopper program. Bill and his team have scored a perfect unannounced inspection rating of 100% on their last 17 shops (4 and 1/4 years). This is an amazing accomplishment. Way to go **Thornton's Chevron**.



Bill Thornton



Brooks and Maderos' Chevron



NELLA OIL COMPANY PURCHASES OLYMPIAN JV OF SOUTH SAN FRANCISCO

NELLA Oil Company has reached an agreement to purchase Olympian Oil of South San Francisco. Closing date will be sometime this summer. Like NELLA, Olympian has been a family owned and operated company since 1954. Fred Bertetta Jr. owns and operates the company today. The deal adds Olympian's 9 retail sites, 37 Cardlock sites, and extensive Commercial Fueling, Wholesale and Transportation Divisions to NELLA's existing operation.

Most of Olympian's retail sites display the company's name which will be retained by NELLA. In addition, NELLA will add sites branded Texaco and Valero to our existing Exxon, Chevron, Shell, and FLYERS sites. The total number of team members in the company will expand from 340 to about 470.



Growing by Leaps and Bounds

By Michael Belles



Michael Belles

For the past few years, many in the Company have said "We're Growing!" That time is here and now! With the addition of the Olympian sites and network, NELLA has grown in a big way. With the growth, there will be many new faces that have (and will) join the Company to help manage the new growth and prepare for the next step.

Some of the people who have been added recently in preparation for this growth include: Lou Hollman and Barbara Wozniak in the Environmental Department. Louis Leach has been assisting in the Marketing Department and with Debbie Kaiser in assembling documentation and bringing our record-keeping up-to-date. Recent Area Manager additions include Michael Walker and Tom Fitzgerald. Joining the Store Manager ranks are Don Walk(Chico),

Keith Johnson(Cordelia) and Christy Snodgrass(Sacramento). We will be adding many more team members and introducing them to you in the near future!

In other news.....Congratulations to Scott Beauchamp (#46 in Chico) and Gloria Miser (#42 in Placerville) for placing first and second in the Special Olympics Mug contest in March. They sold 89 and 84 mugs respectively and receive prizes for their efforts. Great Job!!



Barbara Wozniak



Lou Hollman



Louis Leach

Employee Spotlight

By Dolores Santos

The Pipeline's "Spotlight" for this quarter's issue is focused on Ben Louie. "Louie", as he is affectionately known by all of us, joined NELLA Oil Company on April 13, 1983.

With NELLA just entering the C-store industry, Louie brought nearly twenty years of retail grocery experience (Farmers Market 1964 - 1983) to enhance our position in the market place.

Louie's first responsibility as a manager trainee began at store # 9 in Sacramento. He was quickly promoted to Store Manager and transferred to the Red Bluff site # 47. Both of these locations are no longer in the chain. In 1986 Louie

came to Auburn to manage store # 5. He was later transferred to the main office where his talents for store merchandising were utilized more fully. In 1989 it was back into the field, moving up to Chico to manage store # 50 until his return to Auburn in 1991 to take the lead in store merchandising and marketing assistance.

A "day-in-the-life" of Ben Louie includes meeting with vendors, selecting items to sell in the stores, negotiating "best buy" deals with the vendors and developing and executing monthly store promotions. Louie also spends a great deal of time in the field, visiting stores, checking on promotional displays and program execution, changing product gondolas and shelving (resets) and making sure all fuel dispensers are properly decaled.



North Area News

The North would like to welcome our newest Manager, **Mr. Don Walk #46**. He brings to us over fifteen years in retail management. **Joe Rocolo (Sandoval) (# 50)** has been busy retraining the former 7-11 man into a full fledged Nella Oil man, and boy is it a big job! He has been an active foster parent, and an avid softball player.

We also welcome the new Assistant manager **Michele Davis** at #3. She came over from Tom Sierra company where she was an assistant manager for the last two years.

Don Walk's first day!



...& after 2 weeks.

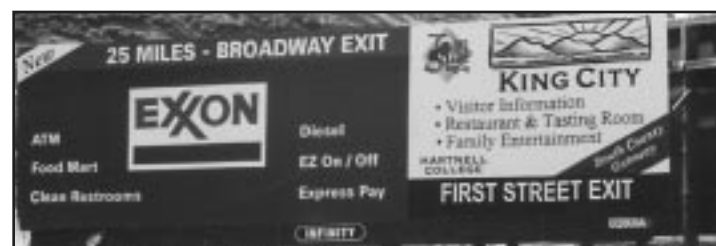


Tim Robertson

Wholesale News
Chevron



By Tim Robertson



Lynn's Too - King City Exxon dealer Byron Lynn's new billboard on Hwy 101.

Our dealer network group saw one of the most challenging first quarters in many years for fuel profits. Street pricing in many dealer markets continues to be very competitive. The decision between maintaining fuel volumes versus pricing fuel margins has kept many of our major brand dealers on pricing assistance programs from their major brand supplier through most of 2002. The importance of **facility management** will ever increase as we work together through the remainder of this year. As pledged, Nella Oil Company and our support network team through the main office are available to discuss the environment at your location.

We are proud to welcome two new Exxon dealers into our successful dealer

network group. They are **Sam Kang** at 5400 Dewey Way (Dewey / Madison) in Fair Oaks and **Jarnail Singh** at 9603 Stockton Blvd. (Stockton / Elk Grove) in Elk Grove. Sam currently operates other successful convenience and fueling facilities in Northern California, while Jarnail operates another location in Galt. We welcome their experience into our team of dealers and hope that many of the Flyers' faithful will stop by and give them a warm welcome. Look for another new Exxon dealer to arrive in mid-May.

Wow, is all we can say about the recent remodel at **John Hallvik's, Cambria's Old Marketplace**. Expanded store, added car wash, exterior facelift, new Shell image and the new island dispensers have

brought about a lot of excitement in Cambria. **Eric Johnson**, facility manger, and his team are fired up for the upcoming summer season. Good luck to the whole team in Cambria.

Two of our Chevron dealers were honored last month as guests of Chevron aboard the Queen Mary, on the water in Long Beach, for their exceptional 2001 Mystery Shopper average scores (97% +). They were **Rick Sheilds** (Grass Valley) and **Bill Thornton** (Chico). Activities included a trip to Catalina Island, tour of the Queen Mary and an Awards Evening honoring their individual achievements. Way to go gentlemen and all team members at both Chevron sites, we salute your commitment to excellence.



Old Cambria Marketplace. New RVI Shell image for Nella Oil dealer John Hallvik.

CENTRAL AREA NEWS

By Ali Mortezaei

Say hello to **Elke McCollough**. Elke joined the Nella team in year 1997 as a cashier and worked her way up to her current position as the Manager of #64. Elke has also been involved with the training of "MIT" members, and the

following are just a few that have been thru her sane madness and been able to gain the necessary experience and knowledge in order to meet and overcome the daily challenges of their current positions. **Dave Butcher #69**, **Vicki Potter #71**, **Kishor Dutt #72**, **Ali Mortezaei**, **Tom Fitzgerald** (her latest victim).

Elke, is looking forward to her next victim!

South Area News

By Shirley Williams

Store 22 (Sonora) is proud to recognize **Stamara Cavanagh** as our newest Assistant Manager. Tammy first heard about Nella from her brother Hilton who had worked at store 22. She was living in Newark and moved to Sonora to take a Team Member's position in March 2000. She and husband David have four children. Two who live at home with them, and two who reside in beautiful San Leandro. -She also has two grandchildren Ricardo

and Breanna.

Tammy has a great personality. She likes to dress up for contests and Holidays. Her biggest contribution is guest service. She knows the guests by name, many she knows their Family's names. She has their cigarettes and other favorite items on the counter ready for them as they come through the door.

This is a trait that is extremely important to guest service, but in a town like Sonora it's a must. CONGRATULATIONS Tammy on your recent Promotion, from all of us at store 22.



Look for Rachel "Vanna White" Pangburn (from the main office) in the "Chiller Thriller" GolfLand SunSplash commercials on KCRA Channel 3 in the Sacramento area through June 30th!

Celebrating Another Year With NELLA Oil Company

Name	Location	Anniversary
BENNY	LOUIE	HQ 04/13/1983
RICHARD M	TESKE	HQ 05/14/1986
CHRIS	FRICKSTAD	HQ 05/03/1987
JAMES W	FLANAGAN	HQ 06/24/1988
GLORIA	MISER	42 06/02/1989
LINDA I	JACOBSON	HQ 06/15/1992
KEITH S	KARNEY	HQ 04/04/1993
LEONARD	HALLFORD	5 04/07/1995
PAULINE	MALFATTO	42 04/10/1995
RANDY	BOLIN	Tanker 05/08/1997
ELKE	MCCULLOUGH	64 05/13/1997
ROBIN	ENOS	51 05/01/1998
EILEEN	SERRANO	41 05/08/1998
AARON	EIDE	48 04/02/1999
REBECCA	NEILSON	31 04/04/1999
ROSARIO	RIVERA	33 04/12/1999
ROHITESH	KUMAR	73 04/27/1999
COREY	MORRILL	51 05/01/1999
JAMIE	SALHUS	HQ 05/17/1999
SHERRY	TERRELL	23 05/25/1999
CHRISTINA	STINE	HQ 06/01/1999
JEANNE	GRIGGS	66 06/04/1999
ROSEANN	DOAK	73 06/15/1999
MELINDA	SILVA	3 04/13/2000
GERALD	LARSON	68 04/13/2000
LAURA	OBERTONE	41 04/15/2000
JOSEPH	BWEUPE	24 05/02/2000
JODI	CALLAHAN	22 05/05/2000
WENDY	SANDS	66 05/05/2000
NATALIE	RABURN	HQ 05/23/2000
ISELA	MAGANA	33 05/26/2000
LANCE	BENBOW	3 05/30/2000
DOLORES	SANTOS	HQ 06/02/2000
MARY	HULLIHEN	64 06/02/2000
SHAUNA	PICASSO	HQ 06/30/2000
GILBERT	MENIX	42 04/06/2001
WILLIAM	CAHALAN	418 04/06/2001
KIRBY	PRICE	67 04/11/2001
MATTHEW	MANLEY	31 04/16/2001
LINDA	RODEROS	81 04/16/2001
ANGELICA	ESCOTO	24 04/19/2001
DEWAYNE	HUNTSINGER	71 04/19/2001
SABRINA	HOWELL	22 04/20/2001
DIANNA	GUILLERMO	65 05/02/2001
MARY	KIMBLER	50 05/18/2001
ALI	MORTEZAEI	HQ 05/18/2001
SHELLEY	BARR	81 05/19/2001
TERRY	BOYTER	22 06/04/2001
STEPHANIE	ELLIS	50 06/06/2001
JENNIFER	ROYBAL	45 06/08/2001
BRAD	VALLOIS	25 06/14/2001
BEVERLY	SWEREDOSKI	25 06/14/2001
DEBORAH	KARL	32 06/15/2001
DIANA	LINDAN	25 06/15/2001
NYIESHA	HESTER-KENNEDY	23 06/15/2001
JENNIFER	CAPEN	66 06/29/2001