

SAFETY MEETINGS AT WORK

By Rachael Gorman, Asst Mgr #245 in Santa Rosa

Every month, Debbie (Mgr #245 in Santa Rosa) schedules our mandatory Safety Meetings in the middle of the day and always on my day off. I attend every month and Debbie goes over the **SAME** stuff she did the month before and the month before that. And although the meetings are only scheduled for one hour...IT'S THE LONGEST HOUR EVER!! And every month I wish I didn't have to go...until now.

Around 8am on Saturday, October 11th, as I was getting ready to go and do a gas price survey, Maria (another team member) stopped by the store. As we were saying our goodbyes, I heard the sound that two cars make when they collide. I spun completely around and witnessed one of the two vehicles involved in the accident, still moving at a rapid pace and still out of control, pop the curb, continue moving forward, and slam into one of our guests, an off duty San Francisco Sheriff, who was pumping gas at one of our crinds. I couldn't believe my eyes!

Without a hesitation or thought, I sprang into action. I ran inside and yelled for Tekle to hit the All Pump Stop and continued on for the phone to call 911. It wasn't until I walked outside with 911 on the phone that I had realized that a Gulf

Transportation truck had already arrived at the station to drop fuel. I passed the 911 call to another team member and ran back to get the Polaroid camera. Just as I had gotten to the door, Tekle helped me put on my safety vest, he put on his and we both went outside.

Denise, a team member who happened to be right down the street came running to see if she could help out with anything. After passing the camera to Maria so she could take pictures, I asked that Denise just check on everybody that was injured until I returned. Just as the 911 call ended I took the phone back and called my Area Manager Beth to inform her of what had happened. She asked if I had called Debbie. I explained to her that Debbie was out of town and that she wouldn't be returning until late that night. Beth went over everything that we should be doing to handle the situation, and then let me know that she would take over making all the telephone calls and would check up on me every 40 minutes. I returned to the scene with all of our incident report forms, two clip boards and pens. I handed one to Denise and asked her to get all of the information she could from the witnesses and I did the same. As it turned out, two



Rachael, Maria and Tekle

cars collided, three cars were totaled and four people went to the hospital.

Looking back at the whole experience, if it wasn't for Debbie making us attend those Safety meetings once a month, I REALLY would not have remembered everything that we are to do in an emergency! I have a whole new attitude and understanding our the Safety Meetings and am very glad that the managers are required to give them. It all came together so smoothly as if I have had to do it every day. I was also very lucky to have had such a good staff there to assist me with everything. I know that everyone in this company who attends the meetings hates them just as much as I do and wish that we NEVER had to go, but take it from me, attend and pay attention. You never know when something like what happened at my station may happen at yours.



NELLA OIL COMPANY

WINTER 2003

NELLA Oil is "On the MOVE" with Mobil and PD

NELLA Oil continues to position itself as an industry leader with the rollout of the Mobil brand throughout Northern California. Site #263 in North Highlands was the first to see the re-branding and more sites will follow. Our Wholesale Department is preparing for the rollout of the Mobil brand to dealers throughout the area. **Mike Keefe** was recently brought on as NELLA's Senior Wholesale Representative. Mike came to us from Southern Counties and has an extensive background in wholesale fuel sales and major brand program rollouts. **Patrick Cruse** will return to the Wholesale Department from Cardlock to assist in the rollout of the Mobil program. **Jerry Lightell** in Gulf will be looking to expand the fleet of tanker trucks to accommodate the extra loads that will be coming our way.

In the accounting/technology groups, PD will soon be implemented and many of our processes will be streamlined allowing for faster and more accurate reporting and

billing. **Dovie Funtila** was recently hired as NELLA's new Credit Manager. Dovie has several years of experience in the industry and will be building NELLA's credit department in preparation of the increased business from both Wholesale and Cardlock. Other new faces in the main office include: **Christina McMahon** in Engineering, **Dalene Eggleston**, **Brandi Radford**, **Maureen Abbott** and **Dina Morrill** in accounting. **Lee Hamrick** in Technology and **Maria Santiago** in the Engineering Dept in South SF. Office team members making moves include **Sutton Thomas** to Engineering/Environmental and **Gina Davis** to Training/Recruitment.

Our apologies to the following team members who were inadvertently



Congratulations Louie - 20 Years

left off the 20 year list as working for NELLA and/or Olympian. **Betty Brawner (almost 25 years)**, **Peggy De Marco (24 years)**, **Mel Coppa (28 years)**, and **Kari Akchurin (20 years)**. Congratulations!

Commercial Fueling Update

By Kari Akchurin

CFS sites are undergoing tank & Site Improvements! Over the past several months the Nella operations dept. has coordinated construction work at the following cardlock Sites:

West Winton Ave – Hayward
Depot Road, Hayward
Citrus Road, Rancho Cordova
Toland Street, San Francisco

May of the site upgrades included new underground tanks, state of the art high-speed dispensers, additional fueling positions, new signage & decals. Before year end we will also remodel 2 more sites located in Belmont & San leandro. After each site reopened our CFS Operations Manager (Patrick Cruse) and each territory sales rep have been on site for the opening offering customers, COFFEE, DONUTS, CFN Map Directories, and Giveaways. THANKS AGAIN, to operations, sales and customer service for all their efforts and site coordination.

ULTRA-LOW SULFUR DIESEL NOW AVAILABLE CFS SITES:

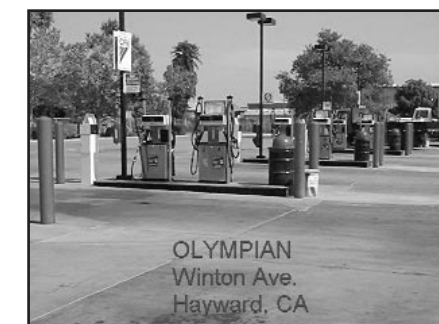
Olympian / Nella are continually looking for better ways to provide products necessary to or commercial diesel customers. By 2005 all "on-road" diesel fuel will be required to be "Ultra-low sulfur diesel". Recently with the

assistance of our Supply dept. and we are able to offer the ultra low diesel to our commercial customers at the following cardlocks:

190 East Grand Ave, so. San Francisco
2005 West Winton Ave, Hayward
23rd & 3rd Street, San Francisco



Olympian Cardlock on Depot Road in Hayward



Olympian Cardlock on Winton Avenue in Hayward



Congratulations to the Team Members at Store #74 in Sacramento! They received a 100% score from the Sacramento County Tobacco Control Commission. Great Job!!

Wholesale News



Tim Robertson



Stuart Winters

Recently, I was having a conversation with one of our Wholesale Dealers about the different ways our industry has evolved over the decades of its existence. From the old full-service and repair-bay days to the QSR and ancillary profit center days of today, we noticed how our industry has adapted to adversity and overcome most obstacles since its inception. **We shared how important it is to streamline operations, cut costs and control expenses in order to maximize profits.**

We understand that today's consumers have higher expectations than ever before of superior service, quality products, convenience, and value. To be the best at anything requires a commitment every day of time, energy, and money.

I would like take this time and salute **Olympian-Dealer Chris Nielsen of San**



Shell's Mastercard Program

Special Olympics Update

NELLA's Special Olympics fundraising efforts finished strong in 2003 with a torch sale effort at our retail sites and the annual golf tournament. Our 2003 YTD

Carlos, Exxon-Dealer Nick Bokides of Lathrop and Firebaugh, Texaco-Dealer Steve Cohn of Belmont and Beacon-Dealer Tawab Wafa of Concord for giving that extra effort every day. **Good Job!!!**

We also would like to welcome **Andrew Juner** and his family to our Dealer family. Andrew, a long time South San Francisco Chevron dealer will become our newest Olympian dealer in late October. Please stop in to Camino Petroleum and welcome Andy to our Dealer Group.

Shell dealers in Cambria (**Byron Lynn**) and Penn Valley (**Charlie Ewing**) are participating in a Mastercard Promo. **Rick Shields** Grass Valley Chevrons continue to get 100% guest service awards and **Peter Pe's** Folsom Gas was re-branded MOBIL in October.



Byron Lynn and Frank Lopez at Lynn's annual golf fundraiser.



The Mobil Brand at Folsom Gas

total donation amount will be over \$130,000!!! Many thanks to everyone who was involved in the effort. Special recognition to the top performing stores go to: #22 (Sonora), which raised almost \$4,000; #89 (Visalia) which raised almost \$3,000; Store #4 (Auburn) which raised over \$2,000; and to the following stores who raised over \$1,000 each, #256



Christina Hugi at Main Street Chevron in Grass Valley.



Descoe Chetnick and Andrea Vargas at McKnight Grass Valley Chevron.



San Te, Crystal Ung, and Peter Pe display the Mobil flag.

(Vacaville), #74 (Sacramento), #219 (South SF), #81 (Visalia), #68, (Rio Linda), #73 (West Sacramento), #51 (Newcastle), #64 (Roseville), #33 (Watsonville), #65 (Sacramento), and #213 (Daly City). Also to **Wendy Avalos** at #74 who raised \$1,320 all by herself! Congratulations!

NELLA's "Grand" Contribution to a Cleaner World

By Soap E. Sudsworth

As announced to the World... the "world of NELLA", that is, two Car Wash Grand Openings were held in the Bay Area (219) and Sacramento (65) markets during the month of September to celebrate and promote the installation of our "state-of-the-art" Kärcher systems. The anticipation built for both of these events was reflected in large attendances, meeting (and in some cases exceeding) our expectations!

Due to the predominately commercial demographic of both areas, a concerted effort was put forth to contact surrounding business centers with a business to business "walk-a-bout". The results were reflected in the numerous flyers and promotional mail pieces returned during both events.

Both Grand Openings were held on a Friday (9/5 & 9/19) from 6:00 am – 6:00 pm to capture all of the weekend "drive home" traffic. Activities included special celebrity appearances by "Punchy" (Hawaiian Punch), "Twinkie the Kid" (Hostess), the Exxon Tiger, and the Blues Bandit (KFLY Radio... NELLA Broadcasting).

The courtesy "Touch-Up" towel dryers were a big hit with all guests going through the car wash on both days. "Louie's" game board, Hot Dog lunch specials, free ice cream and promotional pricing on Pepsi all added

to the excitement and festive nature of the event.

We were privileged to have an elite group of 18 Petroleum Industry leaders from the *Group 100 Study Program* visiting the South San Francisco event during their morning tour of Bay Area locations. Needless to say... they were impressed!

A special thanks goes out to all NELLA personnel who made these two Grand Openings a success! This is one more example of what it means to be part of a winning T.E.A.M!



Stone #65 Team Members; Christopher Macharci and Roberta Seymour



Cars lining up for a wash at the #219 in South S.F.



Mike Walker, Punchy and Chris Frickstad

NORTH AREA NEWS

Experience of a new Manager

By Roxanne Swenson

When I was first put in charge of Paradise store #45 in late January, I thought, "with a name like Paradise, how bad could it be?" Boy, was I surprised, I even thought I might be in over my head. I had been trained very well as an Assistant Manager by Don Walk (who is now my Area Manager), so I was very comfortable in that position, but as a Manager I was a little unsure. I spent several weeks adjusting to the change, trying to avoid any bad feelings towards me by being put in the position I was, some of the team members did not make things easy. It

was a huge adjustment for everyone at the store. I even heard some saying things like; better watch out for me because I would give them write-ups for the most minor things. Of course, this was not entirely true, I did start to buckle down on policy standards, which had not been enforced for about a month before I was put in charge.

There were many changes made in the first three months to meet my personal standards I had set for myself and my team members, for example, holding team members responsible on cash accountability, dealing with internal and external theft, insubordination, engaging in criminal activities, long and frequent personal phone use, fraudulent acts, breach of trust, just to name some of most obvious violations of policy. Not only were there many policy violations I had to enforce, I started running into computer problems, which in reality, I found to be personnel incompetence, and thank

goodness for the MIT book to help me through those problems.

During this time of "change" I gained plenty of advice, teaching and encouragement from the other Managers and Area Manager in the Northern area. So needless to say, after a little disciplinary action, everything started to level out and run quite smoothly. My store no longer seemed to be at the top of the problem store list. Don eventually stopped asking "what happened today" when he would call to see if the store was running okay. For all this I gained a lot more confidence in my management skills, and the confidence I have in my team members. Finally in June I was given, and passed the MIT test, now I am very comfortable in my position, and now have a few other manager actually asking me how to do some things. I hope to stay in my position for as long as I am able, or until I am promoted to something more.