

# Spiritletter

Spirit® Brand Marketer and Dealer News



## Spirit®'s Newly Revised Image Standards Manual

The Spirit® brand's bright, appealing image has always been a big draw for petroleum marketers. Customers respond well to the patriotic color scheme, thoughtfully designed abstract eagle logo and the clean, inviting look of a Spirit® site. One after another, licensees have seen volume increases almost immediately upon converting a site to the Spirit® brand.

Uniformity in the way an image is presented is crucial to the impact and success of any petroleum brand, particularly one that is national in scope. Factors like the proper use of colors and the exact placement of the logo on structures and equipment all contribute to the consistency of an image from site to site. And a consistent image improves customer recognition and response, helping to increase traffic at all sites flagged with the brand.

When it comes to site imaging, the devil is in the details, according to Mark St. Amand, Spirit® Petroleum's lead graphic designer. In his opinion, even small deviations from established specifications weaken the look of a site, and thus weaken the brand's strength at every site.

One way to guard against mistakes is to obtain all imaging materials from Spirit®-approved vendors. "Not only do our vendors have the right products, they are more than happy to advise marketers on how to apply or install them," says St. Amand. "They know our brand identity, and can save marketers money, time and aggravation by helping them do it right the first time."

To help licensees meet their contractual obligations regarding site imaging and logo

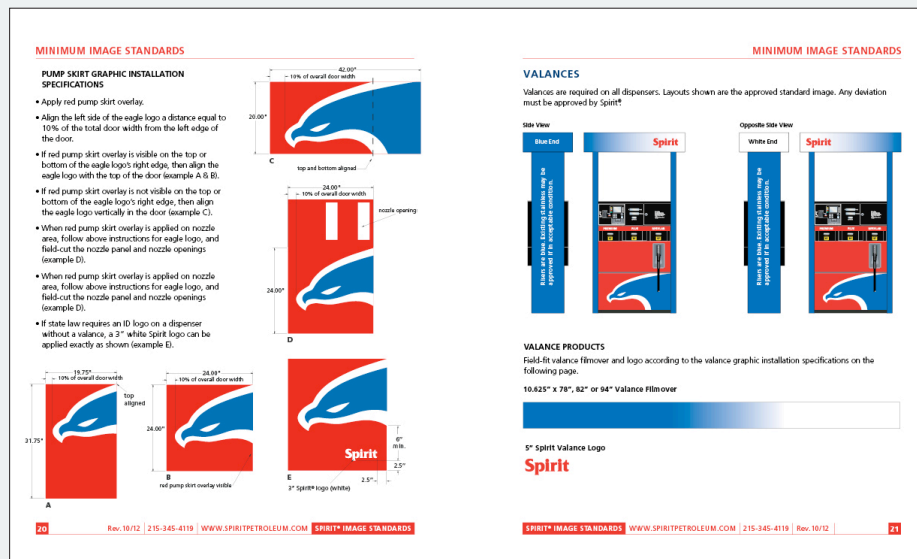
use, Spirit® Petroleum has just issued a newly revised and expanded edition of its Image Standards Manual. In addition to contact information for all Spirit®-approved vendors, the manual provides clear and detailed instructions on everything from correct use of the Spirit® logo for marketing purposes to specifications for imaging canopies, sign faces, pumps and valances.

Executing a site conversion correctly is of paramount importance in keeping costs and downtime to a minimum. "It's crucial to follow the instructions in the manual exactly," St. Amand asserts, "because the site imaging must be approved by Spirit® before it can be considered complete. If the image is not done according to specifications, it'll have to be redone. The best way to avoid this is to

have the most recent version of the manual at hand, and to make sure the contractor or installer looks at all the relevant sections before starting work."

The new and improved Image Standards Manual is available online at [www.spiritpetroleum.com](http://www.spiritpetroleum.com).

"We're very proud of our brand image here at Spirit® Petroleum, because we know it works for marketers," says Spirit® president Vera Haskins. "And because helping marketers succeed is the goal of everything we do, we're glad to offer the new Image Standards Manual as a tool to smooth the process of site conversion, keep costs down and maintain the integrity of our image so that it continues to work for all of our licensees."



Dispenser imaging details from the revised Image Standards Manual

## State Executive Profile

### Thomas J. Peters – Empire State Petroleum Association



Thomas J. Peters, Executive Vice President and CEO of the Empire State Petroleum Association, finds a lot of satisfaction in leading an organization that serves independent petroleum marketers throughout the state of New York. Founded in 1941 and today based near Albany, NY, ESPA represents some 200 marketers located in all parts of the state.

Peters began his career in the petroleum industry when he was a teenager, servicing equipment for a relative's heating oil business. After college, he built on that experience through technical and managerial positions with various wholesalers in the downstate New York area and at Texaco's world headquarters,

later taking a position at Shell Oil as a territory marketing manager in New Jersey. His experience with both the refiner and the wholesaler sides of the business—plus his heating fuels and motor fuels background—made Peters an ideal candidate for the position of associate director of ESPA, where he was hired in 1988. He was named Executive Vice President of the association in 1994.

Peters enjoys the challenge of serving as a voice representing the interests of petroleum marketers in state government. Recent successes include the defeat of several pieces of legislation potentially harmful to ESPA members, including proposed legislation related to zone pricing and open supply. Through ESPA's efforts, the New York State Motor Fuel Marketing Practices Act was also enacted to prohibit the below-cost sale of motor fuel where the effect is to injure competition.

"I like the people part of this job, and enjoy representing small businesses in a notoriously

tough industry," he says. "Petroleum products in general are over-regulated. The people who work in this industry have to have a lot of stamina and a strong work ethic; I'm always amazed at the struggles some of our members have gone through to continue their businesses as long as they have. Many of our members are family-owned businesses now operated by the third or fourth generation, and are facing succession issues as the next generation takes a hard look at the demands required by our industry."

Peters likes the fact that the Spirit® brand is owned and managed by marketers. "The brand is proving to be a great thing for our New York licensees," he affirms. "Awhile back there just weren't many options, and marketers were being boxed in by the major brands and their restrictions. It's been very good for our members to have this option. PMOCO is doing everything right with the Spirit® brand; the imaging is nice, and it's a good, solid alternative that marketers should take advantage of."

## Licensee Profile

### Eagles Landing, LLC—Beaver, UT

Mark Yardley, the owner of Eagle's Landing, LLC, put himself through college by working at a local filling station in Beaver, UT while completing his degree in education. Afterward he taught school for a few years before pursuing an opportunity to buy a small gas station in 1987. Finding he liked the independence of running his own business, Yardley expanded his company in 1994 with the purchase of an additional small station, then in 2005 built a new truck stop plaza in Scipio, UT, along the Interstate 15 corridor.

Today Eagle's Landing operates five sites, all within a hundred miles of Beaver. The newest site, Eagle's Landing Spirit®, opened last June.

Yardley has kept his business relatively small for several reasons, one of them being the desire to maintain a comfortable, small-town lifestyle that allows him time for community service and volunteering. He serves as the mayor of Beaver, and has coached the high school golf team to three consecutive state championships, all on a volunteer basis. Yardley also donates time to local vocational rehabilitation and addiction recovery programs.

While striving to keep Eagle's Landing's growth at a manageable level, Yardley has worked hard to position the company in such a way as to

sustain it for the long haul. "I've gotten a lot of satisfaction from building something my kids can be involved in," he says. "They're learning how to work, and I'm thankful to be able to give them a job—for me, that's one of the best things about it."

Yardley is quick to praise his experience as a Spirit® licensee. "It's so simple working with Spirit®, much simpler than with other brands," he affirms. "The credit card rate really helps us stay competitive, and the clean, fresh look of the image is a big draw for motorists. I think

the look and feel of a station is really important, and we've put a lot of effort into making our Spirit® station one of the most appealing around. Some of our customers say we've got the nicest service-station restrooms they've ever seen, and they intend to plan their rest stops here based just on that."

"We're seeing improving volumes at the Eagle's Landing Spirit® since the conversion," Yardley goes on. "And we've got our eye on opening another in the near future."



Eagle's Landing celebrated a grand opening for its newest site last June.

## Partner Spotlight

### Abierto Networks

Abierto Networks, Spirit® Petroleum's preferred provider for dial and serial-to-IP conversion hardware, is a natural fit with Spirit®'s mission of helping marketers run their business their way. Because Abierto offers conversion products that support many types of payment applications and hardware, the company is an excellent choice for Spirit® marketers who enjoy the flexibility of using the electronic systems that work best for their business.

Abierto sells and services products designed to work with a marketer's existing payment applications and hardware—not just credit card processing but many electronic processors and

applications on site, including check readers, ATMs, fleet card processing, prepaid card readers and automatic tank gauges. Abierto's hardware ships fully configured to arrive on site ready to plug in and power up. Phone-based installation support is included, as is a 5-year warranty on all IP converter equipment.

Abierto also offers wireless router/modem bundles and affordable data plans to accommodate communications over a mobile broadband network for sites that can't get standard DSL or cable connections or don't want to pay the high costs for satellite service.

"Most of our clients are involved in the petroleum industry," says Account Manager Tammie Garcia. "Abierto Networks specializes in converting applications that are particular

to this industry, from retail sites such as convenience stores and cardlocks to terminal fueling sites."

Along with IP converters, Abierto features a state-of-the-art digital marketing platform that encompasses digital signage, mobile phone coupons and coupon redemption at the point of sale.

**For more information or to place an order, contact:**

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