

Spirit letter

Spirit® Brand Marketer and Dealer News



New and Improved: www.spiritpetroleum.com

The creative team at Spirit® Petroleum is proud to announce the April 1 launch of Spirit®'s newly redesigned and reorganized website. The site features expanded information, complete brand resources and a fresh new look and feel, all at the site's existing web address: www.spiritpetroleum.com.

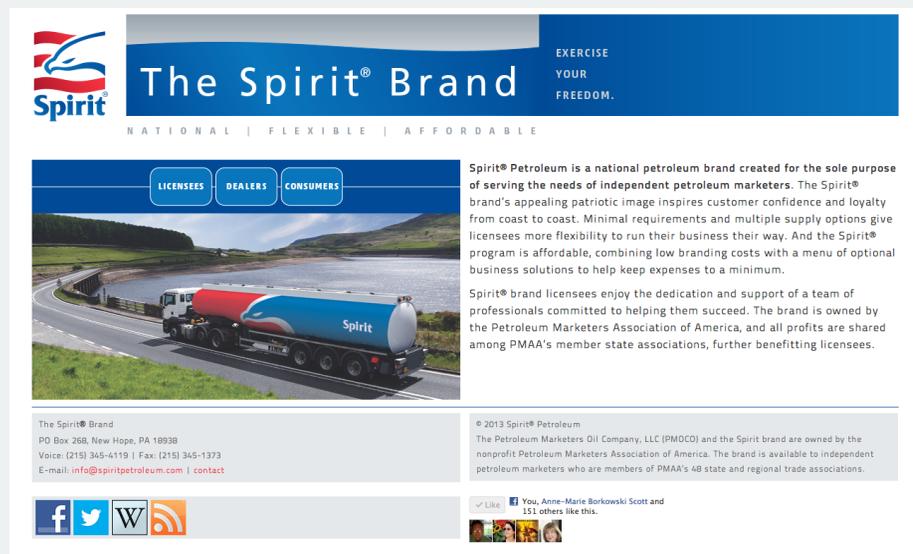
The site is organized into individual sections for Licensees, Dealers and Consumers so that users can explore the site at will, and custom-tailor their visit.

What users can expect to find on the new and improved Spirit® Petroleum website:

- Complete brand imaging information including the Spirit® Test Drive program and Image Standards manual, vendor information for imaging products, and custom design options.
- Links to downloadable forms and resources including the Spirit® License Agreement, Spirit® brand Image Standards, the Dealer

brochure and other printable promotional materials.

- Profiles, contact information and links for Spirit®'s network of preferred vendors.
- Links to news articles, press releases and up-to-date information about the Spirit® brand, PMAA and our industry.
- Links to Spirit®'s presence across the Internet, including pages on Facebook, Twitter and Wikipedia.
- Testimonials and photographs of current Spirit® sites across the nation.



Screen shot of the new Spirit home page

“We’re delighted to bring this newly revamped resource to existing and potential brand licensees,” says Spirit® president Vera Haskins. “The Spirit® brand has experienced enormous growth and change in the years since we first established a presence on the Internet, and it was clearly time to have all our positives represented on our website. We couldn’t be prouder of our new space, and trust that it will succeed in bringing the story of Spirit®, our mission and the benefits of licensing the brand to as wide an audience as possible.”

State Executive Profile

Suzanne Budge – Idaho Petroleum Marketers and Convenience Store Association

You might say Suzanne Budge was born to her current position, although she herself describes her career path as a bit odd. After gaining undergraduate and graduate degrees in geology, Budge went to work first in the mining then petroleum industries. She held positions in the exploration and production areas at Conoco in Texas for several years before returning to her home state of Idaho, where she has worked in communications, issues management, lobbying and government relations since 1989. Budge has helmed the Idaho Petroleum Marketers and Convenience Store Association as its Executive Director since 2002.



“My father was an Idaho state legislator for 20 years, including service as the President Pro Tem of the state senate and also chairman of the senate transportation committee,”

Budge confirms. “I grew up running in and out of the state capital, and had a built-in ease and affiliation with the political process in our state.”

Based in Boise, the IPM&CSA serves marketer and vendor members all over the state of Idaho. The organization forms part of the seven-state Western Petroleum Marketers Association, which provides administrative support for membership, financial accounting and convention planning to its member organizations. Budge and the team at IPM&CSA focus on legislative lobbying and representing members’ interests at state government agencies, and she points to numerous successes on those fronts.

“We’re always paying close attention to Idaho’s tax structure,” she affirms, “making sure that the system in place is one that our members can work with. Certain policy initiatives to make changes on that front present red flags for us, and we have been engaging particularly aggressively to prevent

a tax system that would create competitive disadvantages for our members in addition to being difficult and expensive to implement.”

Budge is also proud of IPM&CSA’s work on regulatory issues, and the organization’s close working relationships with agencies such as the state DEQ. “We’ve focused hard on maintaining the integrity and sustainability of our very successful petroleum storage tank fund, for example. Here in Idaho, rather than a cleanup-based program we have an insurance-based program managed by a legislatively appointed board. That program has been very successful both for the state and for our members, and we work hard to keep it that way.”

Licensee Profile

Missouri Valley Petroleum – Mandan, ND

Like many petroleum distribution companies, Missouri Valley Petroleum began as a small family business. “My grandfather Alex J. Froelich and his brother-in-law Leo Eckroth started it here in Mandan in 1947, as A&L Oil Company and in 1978 becoming Froelich Oil Co.,” acknowledged Tom Froelich, MVP’s Branded Wholesale Manager. “Even though I have four other siblings involved, we have evolved from that small, “mom and pop” beginning into a company of 200 employees with a diverse mix of products and services.”

In 2000, Froelich Oil Company merged with another distributor and the company took on its current name and focus. Today, Missouri Valley Petroleum is a full-service distributor of

petroleum products with locations in Bismarck, Mandan, Belfield and Rugby, and serves locations all over the state of North Dakota.

MVP is a relatively recent licensee of the Spirit® brand, instrumental in spreading the Spirit® eagle’s presence in the Upper Midwest. The company licenses the Conoco, Tesoro, Sinclair and Shell brands in addition to Spirit®.

“We were first introduced to Spirit® about two years ago when I met Vera at our state association convention,” recalls Froelich. “It was the first time I’d seen the brand and I was really impressed with it. We started looking for a site to brand, and used the Test-Drive program on several existing sites. We think we’ve found a great match with Jody Luger’s Red & White Trading Company, a new build on the Standing Rock Indian Reservation in Fort Yates that’s set to open in May.”

“It’s such a good-looking image,” Froelich goes on. “Jody is very patriotic, and Spirit®’s red, white and blue image suited him and his business to a T. Plus, this is a new build; we know it has a lot of potential but because we didn’t do a market survey we were unsure of the volume we could expect. Spirit® doesn’t have a minimum volume requirement, so it gives us a lot more flexibility and fewer restrictions on how we operate. Jody and I really liked that about it.”



Partner Spotlight

Wayne, a GE Energy Business

Wayne, a Spirit® preferred vendor for fuel pumps and dispensers, announced recently that it has initiated a new digital printing process that changes the method in which dispenser doors and metal valances are produced. The new digital printing method replaces Wayne’s former screen printing operation.

According to Rick Clark, Customer Graphics and Specifications Coordinator at Wayne, the new digital process will greatly improve the appearance and longevity of graphics on Wayne products. Clients can expect sharper images due to the much higher resolution

afforded by the digital process. And digitally printed dispenser doors are less likely to fade or degrade due to exposure to cleaning chemicals.

Clark touts the speed with which door skirts and valances can be produced using the new method, allowing for much faster turnaround times. The new process is also kinder to the environment, because digital printers use inks that are free of harmful volatile organic compounds and do not rely on harsh solvents.

For more information about Wayne products or to place an order, contact your local distributor through the company’s website.

www.wayne.com

