

Spirit letter



Spirit® Brand Marketer and Dealer News

The Perfect Shot

Spirit®'s Test-Drive program continues to serve as a popular tool for Spirit® licensees. Marketers are using the program to help dealers envision how their sites will look when converted to the Spirit® brand, and their feedback is overwhelmingly positive. The program goes a long way toward giving prospective dealers an introduction to the brand's visual appeal.

To take a Spirit® Test Drive, licensees simply send digital images of a prospective site to the Spirit® main office. Mark St. Amand, Spirit®'s lead graphic designer, then digitally alters the images, changing colors, signs, canopies, pump skirts, valances and other details to show how the site would appear when branded Spirit®.

The better those raw digital images are, the better the altered images will turn out in the end, according to St. Amand. To help licensees

get the best results, he offers a few tips for taking great Test Drive pictures.

1) Before aiming the viewfinder and snapping that shutter, make sure the camera is set to the highest resolution possible. In most digital camera settings, this is indicated as "picture size" or "picture quality," and is measured in megapixels (MP). Setting this option to the largest picture size or the highest number of megapixels will ensure the clearest, highest-quality photos of the site.

2) It's best to take Test-Drive pictures on a cloudy day. Cloud cover makes for a more even light, fewer dark shadows and better results for technically-altered photos. "Dark shadows, particularly under canopies and awnings, can be difficult to deal with digitally," says St. Amand.

3) Take many, many pictures from as many angles as possible—ten to fifteen is a good goal. "I always appreciate having a wide variety of images to work with," notes St. Amand. "The more pictures I get, the more likely it is that I'll be able to find a good, workable image that provides a good representation of how a site will appear. And that's the key to helping marketers make the pitch for Spirit® to their dealers."

Spirit® TEST-DRIVE



Test-Drive report as presented to the site owner

Spirit® Supports Profit Through Risk Management Designated Risk Manager Seminar To Be Offered March 25-27, 2013.

Federated's Designated Risk Manager Training Program was developed to target specific risk management concerns for the petroleum transportation and convenience store industries. This year's seminar will be held March 25-27, 2013 in Owatonna, MN.

According to Federated Insurance, companies that are the most successful in controlling losses have designated a key person as their risk manager. This person is supported by top management and is both responsible and accountable for identifying loss exposures and implementing risk management solutions.

Several Spirit® licensees and dealers have attended the seminar in the past and can give referrals on the course content. "I have attended the Federated Risk Manager Seminar in Owatonna, MN and found it to be very helpful in understanding what insurance companies are looking at when they underwrite

your business," says Jeff Scully, President of Scully Oil in Lyndon Station, WI. "The event was well planned and covered a broad range of information that appealed to everyone. If you want to get serious about understanding insurance, this course is a good first step."

Through Spirit®'s relationship with Federated Insurance, there is no charge to attend this training and attendees do not have to be a current Federated client. However, attendees are responsible for lodging and for air and ground transportation to and from Owatonna.

Petroleum marketers and dealers considering sending an appropriate company representative to this invaluable seminar should ask themselves the following questions: "Am I completely satisfied that the risk management culture at my firm is where it needs to be to protect profitability?" "If I have few losses, am I lucky or am I good? Am I consistently

executing all of the risk-management best practices available to insure that I avoid costly and preventable losses?"

The class is limited to 25 attendees and the registration cutoff date is February 22. For more information or to reserve a spot, contact Royetta Spurgeon at Federated, (507) 455-5604 or 800-533-0472 or rlspurgeon@fedins.com. For a short video about the seminar and other details visit the Designated Risk Manager Seminar page on Federated's website, www.federatedinsurance.com.



State Executive Profile

Emily LeRoy – Tennessee Fuel & Convenience Store Association

Nashville native Emily LeRoy, Executive Director of the Tennessee Fuel & Convenience Store Association, very much enjoys the people part of her job. “The folks I work with are great people, wonderful to work with,” states the leader of TFCA, which was founded in 1929 and currently represents approximately 300 wholesale fuel distributors, convenience store owners, oil and lubricant dealers, alternative fuel providers, vendors and major oil company suppliers throughout the state. LeRoy has helmed the organization since 2009, after having served for thirteen years as TFCA’s associate director.

LeRoy began her career in Washington DC, working in the offices of Congressman

Ed Jones from West Tennessee. Following her stint at the capital, she logged several years working at the FDIC’s Division of Liquidation in Atlanta before moving home and joining TFCA.

“Every day brings new issues and new challenges across my desk,” she says. “We’ll have a lot going on this coming year, with a new food safety bill in the works as well as ongoing discussions about how wine, beer and liquor sales should be handled in our state. “In the regulatory arena, TFCA will have its hands full monitoring the state’s 2-year revision of underground storage tank policy manuals as well as its progress in eliminating Stage II air pollution control devices. “The EPA has set 2013 as the year that states may begin to eliminate these devices,” LeRoy notes, “and we want that process to go as smoothly as possible in the best interest of our members.”

In addition to monitoring legislation and regulation, TFCA works to educate members on all issues related to the industry. “Helping our members be aware of and understand regulations so as to stay in compliance is a big part of what we do here,” LeRoy says. “We’re very much focused on member service, and all of our members know that if they have any kind of question or issue, they can call us for answers and assistance.”

LeRoy recently agreed to serve on the PMOCO Management Committee, and looks forward to helping spread the word about Spirit® to marketers nationwide. “I’ve been a fan of the Spirit® brand since its inception,” she affirms. “It provides an important alternate avenue for retailers who want to go unbranded. The Spirit® brand provides a cost effective and attractive image package for the PMAA unbranded retailer.”

Licensee Profile

Capital Oil – Jackson, MS

Teaching high school might seem an unusual way to begin a career in petroleum marketing, but that was the path that led Stanley Roberts of Mississippi-based Capitol Oil to the industry. After graduating from Mississippi State University, Roberts taught high school chemistry and biology for four years. “Working as a teacher for a few years would be a good thing for all college grads,” he says. “It was an enjoyable experience and I learned a lot.”

In 1972 Roberts began working at G.C. Chambers Distributor, the business founded by his father-in-law in 1959 as a distributorship for Gulf Oil. Less than two years after Roberts came on



Stanley Roberts

board, Chambers passed away unexpectedly and Roberts took over the reins of the company. “He died way too young,” Roberts remembers, “but before his time came he taught me so much, about the business and how to handle the product.”

In 1975 Roberts became a commission agent and named the company G. Stanley Roberts Distributor, Inc. The company was a consignee for Gulf Oil Products. In 1979, the company began operating as an independent petroleum distributor (jobber), and its name was changed to Capital Oil in 1996. The company now serves locations and end users in the Jackson, MS metropolitan area. Ten of those locations are flagged with the Valero brand, and Roberts determined that the Spirit® brand would be the best option for the eleventh.

“I’ve been aware of and supportive of the Spirit® brand since it was created, but didn’t have a big part in its formation,” he says. “For whatever reason I didn’t have a need for it until recently. I had a niche location that I thought would work well as a Spirit® station. We branded it up and it’s very good-looking. It’s not a high volume site, but we’re going to end up nearly quadrupling the volume there. It’s a very positive thing for us.”

Roberts recently completed a one-year term as Chairman of the Board of Directors of PMAA, and enjoyed his time serving the association. “I think that every chairman wants to do what they can to further the cause of the organization,” he states. “As time goes on we’ll need to look into possible sources of revenue other than dues, and we’ve begun to explore that. And I’m proud to have appointed a long-range planning committee to look into PMAA and determine where we are, and where we are going as an organization. I’m looking forward to seeing what comes of that.”

Partner Spotlight

GKdirect

Since 2008, Dayton, Ohio-based GKdirect has worked with Spirit® licensees as Spirit® Petroleum’s preferred provider for brand-imaged apparel. In business for over 70 years as Lion Uniform, GKdirect changed its name in 2012 to better align itself with its parent company G&K Services, a national rental uniform and facility services provider. But, as notes Jeff Rider, GKdirect’s Account Manager, “We’re still the same company, the



same people, with the same great products and customer service.”

The Image Apparel Program available to Spirit® licensees includes GKdirect’s stock line of high quality polo shirts, twill shirts, and accessories such as caps, aprons, smocks and outerwear, all embroidered with the Spirit® logo.

“Spirit® and our company have had a great relationship these past few years,” affirms

Rider. “We’ve enjoyed getting to know Spirit® licensees at trade shows and other industry events, and look forward to furthering those relationships in the future.”

For more information or to place an order, contact the GKdirect Customer Call Center at 800-543-9698.