



Fall 2008



PIPELINE

The Gasoline
Roller Coaster



From The Desk Of Geoff Lyden



Gas-O-Rama Roller Coaster

2008 ~ What A Ride! Looking back at 2008 most of us would rather forget more than we remembered - except for the price of gas. From \$4.00 to \$1.50 in the same year! The sticker shock of \$4.00/gallon changed consumer driving habits and due to the economy those habits continue even at \$1.50/gallon. What's a gasoline distributor to do? Answer: Accept the wishes of the consumer and continue to strive for their business while reaching out to all new prospective customers in a Fast ~ Friendly ~ Clean way!

COMING IN 2009 SEEK & DESTROY GUNK

On March 2, 2009 Shell will launch the NEW Shell Nitrogen Enriched Gasoline that will SEEK AND DESTROY engine gunk left by lower quality gasoline!

BUT WAIT THERE'S MORE!

A new Shell \$aver Card will be launched in the first quarter of 2009. The Shell \$aver Card will link to a checking account and offer 5¢ per gallon discount until June 1, 2009 for all new accounts that apply by June 1, 2009 and a 2¢ discount thereafter!

Watch For Announcements!



Employee Profile

Cyndy Baud, Store Manager

Store #125
13 N. Aurora Road
Aurora, Ohio

Cyndy joined *truenorth* in May, 2006 bringing over 20 years of experience in the convenience store industry! She brings her "ownership approach" in managing to our *truenorth* Aurora store. Cyndy has been very involved throughout the Cleveland District in her training and recruiting efforts - supporting several surrounding stores. Another one of Cyndy's priorities is always making sure she is active in supporting community events. Cyndy has three sons and four grandchildren! She enjoys traveling, gardening, dancing and being a grandmother! It's great to have you part of the *truenorth* team!

CROCKER ROAD



Two newly constructed stores made their *truenorth* debut last month! The store located on Crocker Road in Westlake (above) and another located on Stanley Avenue in Dayton (below) opened with great reviews!! Customers were delighted to see new graphics, warm colors, expansive cooler departments, and updated shelving. These stores are the first to fully embody the Retail Strategies' mindset of A-lines, adjacencies and "red dot" concepts.

STANLEY AVENUE





A truenorth Welcome to Scott Reichert

We are pleased to introduce Scott Reichert who, since January, 2008, has been the operator of the Shell station located on North Detroit in Xenia. Scott has lived near this station for 15 years and has been associated with the Shell brand in many Ohio markets for the past 22 years. Customers are delighted with the service and dedication of the staff. When Scott is away from the station, he and his wife, Donna, along with their three children are very active in the Xenia community and school system. Thanks for your hard work and dedication Scott!

True North Wins 2008 Best of Lorain Award

True North Energy has been selected for the 2008 Best of Lorain Award in the Gas Stations category by the U.S. Local Business Association (USLBA). The USLBA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USLBA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community. WAY TO GO!!



Dan Qutail and Hadi Hadi are the owners of two Shell stations located in Liberty and McDonald, Ohio. They also purchased the former *truenorth* store in Cornersburg. Dan and Hadi have been business partners since 1996 and they got their start with the purchase of the well known Conroy's convenience stores on the Southside of Youngstown. Both are Youngstown State graduates. Dan has a degree in Electrical Engineering and Hadi has a degree in Graphic Design and Organizational Communication.



Senior staff members were "Rock'N To The Oldies" at the 2008 Senior Staff Retreat.





What is 12 feet tall, incredibly cute and is guaranteed to bring smiles and lots of customers??? It's the Luster Bear, of course! This "honey" of a bear has been spotted at several *truenorth* car wash locations advertising our \$5 car wash promotion! Keep your eyes on the horizon - the Luster Bear will be coming to a station near you! It is "bearly" impossible to miss him!

Driver of the Quarter

Congratulations to:

**Dave Melillo – First Quarter Winner
"Driver of the Quarter"**

And

**Allen Hodgkinson - Second Quarter Winner
"Driver of the Quarter"**



UTA STREAMING IN BY MEGA PATH

Advances in technology are here! Most store managers now have the ability to log onto the Ultipro Web site which will allow them to view employee personnel information as well as UTA. This is going to be a great benefit allowing managers to view employee clock in/out in real time and make adjustments as needed. The Supervisor's focus will now turn toward ensuring store hour integrity is met and exceptions are reviewed.

UP, UP & AWAY !!

Congratulations to Kim Duff, Manager and the entire staff at our store located on Oakwood in Cuyahoga Falls. Kim's team broke their inside sales goal and numbers continue to tread upward!!

Great Job Team Keep up the Good Work!



**Kim Duff, Mgr; Debbie Milakovich, Lead Cashier;
Douglas Bedore, Coffee Host**

HAPPY RETIREMENT TO CAROL JACKSON & ED SOWERS



In 1985, Carol Jackson started out as a part time clerical worker and soon went to full time as the office receptionist. In 1999, she moved into the Auditing Department and was promoted in 2003 as one of the Head Auditors. Her responsibilities were expanded to include recruiting, hiring and training other auditors, as well as overseeing the auditors in the Toledo, Dayton and Columbus districts. Carol has been involved in taking the paper master to automation in the stores and the scanning process. She looks forward to spending more time with her husband, Cecil, and traveling to see their youngest son, who had been overseas for some time but is now home in the states.

Ed Sowers began his career in 1978 with Lyden Oil Company as a Dealer Representative in the Youngstown market. His duties were to protect the company assets while working with dealers to meet goals including TBA sales. Ed left Lyden Oil in 1986 to work in a different area of the petroleum industry but was rehired with *truenorth* in 2000. Of all the experiences Ed encountered, he says his greatest highlight was working with dealers to secure loans to buy their locations.