



PIPELINE



HELLO CHICAGO



From The Desk Of Geoff Lyden



Great opportunities happen to those who are ready and often times at an inopportune time.

After ten years as a Shell wholesaler, *truenorth* has successfully purchased 110 Shell branded dealer sites in the Chicago Metro area. It's a great opportunity and a privilege to obtain these sites and we welcome all our new customers to *truenorth*.

There is a professional "buzz" of excitement throughout the company, despite a tough economy. I sense a desire and readiness from all involved.

Look out Chicago, here comes *truenorth*!

truenorth TAKES ON THE WINDY CITY

Calling All "Over" Achievers

The "Performance Leader" pin is making its debut and will be awarded to employees who exemplify "*true*" leadership qualities, and who perform tasks that are "above & beyond" the call of duty!



So If you see one of our dedicated, hard working, over-achievers proudly wearing the "Performance Leader" pin, please offer them your **Congratulations!!** They earned it.



EMPLOYEE PROFILE

Karen Daleska, Store Manager

Store # 518 ~ 822 Monroe Street, Toledo, Ohio
17 YEARS OF EXCEPTIONAL SERVICE!

Karen began her employment with *truenorth* as an assistant manager and is currently managing our Downtown location in Toledo, OH. She loves being the mother of three and grandmother of six! Most of her weekends are spent with her grandchildren or chasing her cat, Patches...unless of course someone waves race tickets at her! She is a HUGE NASCAR fan!

Many thanks to Karen for her loyalty, hard work and dedication to *truenorth*!

HERE'S CONNEAUT...!



Along with the snow flakes and the holiday season, came the opening of our newest store located at 381 State Street in Conneaut. The former store was torn down and in an astonishing 110 days, a magnificent 3,500 square foot *truenorth* convenience store emerged in its place. All the latest equipment and designs, such as new canopy lighting and open air coolers, are just a few of the advancements that were put in place. Inside sales and gas sales well surpassed our estimations. Neighbors in the surrounding area were lined up on opening day to take part in our opening. Thanks to all who helped make this store a reality. We are looking forward to many years of success!





**2009
Driver of the Year
Ciprian Vlad**

Ciprian is based in Cleveland, OH and has been with *truenorth* for 2 years and Driver of the Quarter 5 Times!

Congratulations Ciprian!

How Do You Spell Relief?

The Shell Saver Card—that's how!
Remember to tell all your customers! No annual fees, no interest and 2 cents off per gallon! It's easy to apply for and easy to use.
www.shellsavercard.com



DISCOUNT DRUG MART HOLIDAY PROMOTION

Over the final 6 weeks of 2009, *truenorth*, Clear Channel and Discount Drug Marts teamed up for a promotional campaign covering a large portion of Ohio. Customers were encouraged to visit a Discount Drug Mart to enter to win \$2,500 in Free Shell Gasoline!

The promotion included 60-second commercials, on-air mentions, in-store appearances by radio personalities, ads in circulars and posters.

After much anticipation and excitement, Pat from Parma Heights was the winner of \$2,500 in Free Shell Gasoline.

Congratulations Pat and thank you Clear Channel and Discount Drug Mart!

<<<<< Christmas In July >>>>>

John Belak's wishes came true when he got to spend the day with the Cleveland Cavalier's Cheerleaders! Tuff Duty!

Excitement filled the air and cars lined the streets when the Cleveland CAVS sponsored a GAS GIVE-AWAY at Ahmad Jamal's station at 3020 Carnegie in Cleveland!

NO JOHN YOU CAN'T KEEP THEM!



Welcome S. Livingston, Inc.

*Ali, Mike, Zia and crew purchased our former company operated store located at 1937 E. Livingston in Columbus last July. They have since have made some great modifications to the store and are also involved in TIPS for PCI Compliance.
READY FOR THE FUTURE!
BEST OF LUCK AND THANKS FOR YOUR HARD WORK!*

~ HISTORY IN THE MAKING ~

On January 4, 1950, Bill Cairn caught a street car from his home on Ridgewood Avenue in Cleveland and headed for a little Shell station at 16207 Detroit Avenue. He opened the doors for business and thus, a new Shell dealer was born. SIXTY YEARS LATER he is still selling Shell products!

Bill is respected in his business and church communities, and contributes his success to his service to God, Family and his Customers. Thanks Sunoco for passing him by! *truenorth* and Shell are honored to have Bill on our team! Our hats are off to you, Mr. Cairns!! Congratulations for 60 successful years in business!!



CONGRATULATIONS

THE WINNERS OF THE COMMUNITY BOARD CONTEST ARE

#112 ~ E. Market; #205 ~ West Glen; #336 ~
Mayfield Heights; #342 ~ Northfield; #362 ~
Crocker; #353 ~ Seven Hills; #511 ~ Monroe; #519 ~
Holland; #710 ~ Huber Heights; #730 ~ Troy!
Way To Show Your Community Support!!

Look Who Won "Driver of The Quarter"

Dave Melillo – 1st Quarter Winner
Allen Hodgkinson - 2nd Quarter Winner
Ciprian Vlad – 3rd Quarter Winner
Allen Hodgkinson—4th Quarter Winner
Great Job Guys!



Team *truenorth* gathered it's forces (two-legged and four-legged) and participated in the JDRF ~ Walk to Cure Juvenile Diabetes in support of Claire Arndt's (Toledo office) daughter, Ashlee (pictured in pink—front and center)! A good time was had by all!

'Twas the Night before the Reset

By Denise Bowen

*'Twas the night before the reset, and all through the store,
All the fixtures were shining, and all approved signage was on the door.
The shelf tags were hung on the gondolas with care,
In hopes the SAS delivery soon would be there.*

*The managers were nervous and pacing about,
While hoping and praying everything turns out.
Char was busy scrambling and organizing it all,
While Cathy Wright was yelling at Tom Rogers "Now don't drop the ball!"*

*When outside the store there arose such a clatter,
Char mumbled to herself, "Aw hell, now what's the matter?"
Away to the window she made a mad dash,
Jumped over the totes and peered through the glass.*

*The canopy lights were all lit with a yellow glow,
Which gave luster to the PCI compliant dispensers below.
When, what to her wondering eyes should appear,
But Mr. Lyden, who's early, grinning ear to ear!*

*With a gasp and a squelch, so loud all could hear,
She turned to the team and said, "OH NO! He's coming in here!"
Being alert as a Meerkat and as swift as they came,
She whistled, and shouted, and called them by name!*

*"Come Laurie! Come, Patrick!, Come Ken and Cindy!
Hurry now, Norm! This is not an opportunity!
Run to the back room to find anything you can!
And fill these empty spaces before "you know what" hits the fan!"*

*As the team began to scramble, wanting to do their best,
Char realized there was no time to sit down and rest.
So quick to the back room she flew in a panic,
Hoping to find anything, even if it was in the attic.*

*She grabbed her shoe-phone and dialed in a hurry,
Calling all the Zone Managers, "It's a state of emergency!"
Begging and pleading and promising the moon,
She got them all to come, not a minute too soon!*

*Looking in the back room her eyes filled with glee,
As she saw Paul, Brad, and Roberta with Bailey and Lindsay.
Tom, Rod, and Fran were sporting a grin,
While Dina had a pan of 'It's not your Mama's Banana Puddin'!*

*Helen and Greg came flying into the lot,
While Kathy missed her exit and is now heading to a vacation spot.
Char looked at her peeps and so proudly exclaimed,
"I'm so glad you're all here, help me before I get blamed!"*

*Denise emerged from the back room carrying quite a heavy load,
"Let's use these Hostess Snowballs like they did at Lee Road!"
The team began to scramble and filled every empty slot,
While Jackie created more shelf tags right there on the spot.*

*Mr. Lyden walked in, the time is upon us,
If he doesn't approve of the reset, there's no Christmas bonus!
A wink of his eye and twist of his head
Soon told us all we had nothing to dread.*

*He spoke not a word, but went straight to his work,
Ran his white glove over the gondola, then turned with a jerk,
He showed us a clean glove and danced a little jig
"Now that's what I call putting lipstick on a pig!"
He sprang to his Audi, to his Retail Team gave a smile,
And away he drove off, at least for a while.
But we heard him exclaim, as he drove out of sight,
"Great reset you all, and to all a good-night!"*

**BEST WISHES
TO YOU AND
YOUR FAMILY
FOR A HAPPY
AND HEALTHY
NEW YEAR!!**



Our resident poet, Denise Bowen, not only delighted us with her holiday poem She also won the First Annual "Ugly Sweater" Contest for 2009! Congrats!