



SPRING 2011



PIPELINE



Brecksville

OHIO

springing into the future...

From The Desk Of Geoff Lyden



In the last twelve years The Lyden Company thru its partnership with Shell has experienced a 300% + growth while operating out of three regional offices. The move to the *truenorth* corporate complex in Brecksville, Ohio (Ohio Turnpike and I-77) will allow us to consolidate Toledo, Cleveland and Youngstown offices into one campus. I anxiously look forward to having all disciplines of *truenorth* on one campus and anticipate numerous synergies. Building completion: Fall, 2011!

Truenorth Corporate Complex “Springs” To Life!



Flowers aren't the only thing sprouting out of the ground this Spring! Construction of the new *truenorth* corporate complex located in Brecksville, Ohio is finally coming to life. The new corporate office, consisting of over 30,000 square feet (shown above), will provide "state of the art" facilities and the latest technology available. The 20 acre complex will also be the home of the new *truenorth* trucking office/terminal (shown below). The new corporate complex will enable *truenorth* to consolidate the regional and corporate offices onto one property.





Toledo's Next Top Models ???
 Could be Here's Kristina Zacharias (#508) and Alexandria Bailey (#517) sporting the new Shell #22 racing polo shirt! Looking Good Ladies!



Employee Profile

TRACI KEATON ~ STORE MANAGER
 #308 ~ Lee Road ~ Cleveland Heights, OH

Traci Keaton joined the *truenorth* team in June 2010 bringing with her more than 15 years of retail experience. When she's not working to maximize the sales potential at our Lee Road location, she's busy taking care of her three beautiful teenage daughters: Darranae (18) and twins Dasheree and DaSheonna (15), and let's not forget (the man of the house) their cat, Jacob.

Stop by to visit Traci at her store and you'll likely find her with a coffee or Orange Sunkist in her hand (depending what time of day it is). If you'd like to take her to lunch while you're in the neighborhood, her favorite foods are cheeseburgers and hot wings. Welcome to *truenorth*, Traci! With such a bright future, you'll definitely need to wear those signature sunglasses of yours!

SMITHVILLE GETS A BRAND NEW LOOK



During the month of March, our Smithville store (#707) experienced a

refreshing transformation. While new dispensers were being installed, our Merchandising team took advantage of the down time and



worked their magic on the interior of the store. A total reset was put into action which included new shelving and new selection of products! The outcome was fantastic and our customers are delighted with the makeover. Thanks to everyone involved. Your hard work sure paid off!



**2009 & 2010
Driver of the Year
Ciprian Vlad**

Ciprian has claimed the title of "Driver Of The Year" for the second year in a row! He has been a driver in Cleveland area for the past four years and has also won "Driver of The Quarter" 8 times! Can he do it again.....!?!

Congratulations Ciprian!

**Allen Hodgkinson Wins
"Driver of The Quarter"
For 4th Quarter 2010**

Allen has been with *truenorth* Trucking since 2003 and has won the "Driver of the Quarter" 7 times since 2003.

Great Job Allen!

Looks like Ciprian might have some friendly competition!

Had a long day....need a lift in spirits?? Check out our new "SCENT-sational" carwash packages! Not only can you treat your ride to a superb cleaning experience ...you can also relax and enjoy the new scents which come from our custom blended cleaning chemicals! Pumpkin Spice, Chocolate, Peppermint, Fresh Laundry.....Yummy!

SMELL YA LATER



Grocer Rewards

In today's economy, customers are looking for more and more ways to cut costs. That's why Kroger and Shell have teamed up to offer customers a chance to save on fuel. By using their Kroger Rewards Card, customers can earn fuel discounts at Shell. So far, Kroger customers in our Toledo, Dayton, and Detroit areas have all enjoyed savings! In May, Kroger customers in the Columbus market will be able to redeem points at their local Shell station and save up to \$1 per gallon.

truenorth welcomes

Eby-Brown

truenorth is welcoming Eby-Brown as our new grocery wholesaler partner. Founded in 1887, Eby-Brown is the third largest grocery wholesaler in the country - doing about \$4.5 billion in sales. They currently have 7 distribution centers of which *truenorth* will be serviced out of their Lansing, MI and Springfield, OH warehouses. *truenorth* has been testing Eby in the Toledo market for the past year. Eby brings many new and exciting things with them including state of the art SmartHandhelds and their Smart Process for Category Management, both of which will increase sales and profits for *truenorth*. We are very excited to have Eby-Brown as our new partner.

Exciting new technology has changed the way we bring new hires into the company. Remember the stacks of paper you filled out when you were hired...well, those days are gone and **Onboarding** is here! **Onboarding** provides us with the process to complete all employment documents on-line by entering basic employee information. In a blink of the cursor, the new employee authorizes their paperwork by using an electronic signature; the hiring manager verifies documents, electronically signs and the completed package is delivered to payroll for storage. WOW ...talk about saving timeand trees!

TECH CORNER



ONBOARDING

From The Desk of Mary Lyden ~ Vice President—IT:

I'm sure you have all heard the word **eStore** floating around in regarding the store accounting system. Let me try and clarify this a little bit for you.

Right now **eStore** means the home office accounting software that the auditors use to create all of our financial data, regarding the store. Where feasible, it will also mean the software the stores will access (through our network), eliminating Power Store, in the next 6 months or so.

For store managers it means no more mark up/downs for merchandise that goes on promotion...saving hours of time.

For Pricebook, it means the ability to categorize products more efficiently so reporting becomes more useful.

It also means much greater reporting capabilities for Operations. We will have access to the entire Sapphire journal transactions, with all of its detail, here at home office. So anything the manager can now access on the journal tape, like voids, over rings, customer counts, time of day for sales....whatever is there, we will have access to it here in the office and we will be able to create reports from that information. For the time being, we are gathering this information, but do not have all the reports written to actually access it all...so be patient.

eStore will come to mean that what happens at the store, transaction wise, will be accessible to everyone. This will be so helpful to all of us and over time we will be sending reports, automatically, to anyone who requires it, with the information that is relevant to them. Most of it will be exception based, so you won't have to look at endless data....just that data that is outside what we would call acceptable.

We are pretty excited about our new system and as new reports become available we will be sharing them with the field.



Despite endless pleading and John's famous spreadsheets on time saving benefits... Keith McIntyre (VP-Dealers) and John Guzdanski (CFO) were unsuccessful in negotiating for a new company car (shown here)! Sorry Guys ..we'll leave that car to the professionals!

NEW TO THE TRUENORTH FAMILY

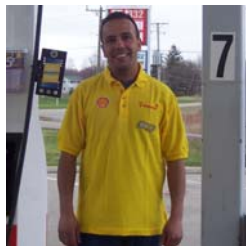


Dan Qutail and his wife, Saeda, are the proud parents of...Yes... Triplets! The little guys names are Fares, Jude and Jad (left to right). Dan has 5 Shell gas stations in the Youngstown area which are operated under the name "Xpress. Congratulations go out to Dan and Saeda!

A huge welcome to Sam Almahmoud (owner) and his hard-working crews at Pataskala and Reynoldsburg Shells! These two locations were converted to Shell just in time for the Kroger/Columbus Launch in May! Smiles and compliments



Fred, Mike & Red (left to right) - Reynoldsburg Shell



Adam—Pataskala Shell

were abundant on opening day from customers who were delighted to see the beautiful new dispensers ...best of luck to you all!



Summer with Attitude! Stores will be "invaded" this summer with our new H1 Hummer that has undergone a slight "attitude adjustment". This bad boy will be showing up at co-op and dealer locations in connection with "Customer Appreciation Days" bringing live radio remotes and other activities to celebrate summer....stay tuned!

WELCOME

Let's give a warm *truenorth* welcome to Tom Gimmartino who joined us in October, 2010 as our *General Manager* in charge of *Construction* as well as John Herbert a.k.a. "Herb" who joined us in February, 2011 as our new *Category Manager*. In addition, Lisa Brackett, the new Toledo Office receptionist, came aboard in March. It's great to have you with us!

