

SPRING 2008



PIPELINE



ONLY THE STRONG SURVIVE

Three dollars a gallon, Sixty Dollars a fill-up! Where or when will it end? Possibly Never!

In order to survive in business we at truенorth take over.

truенorth's survival company culture in that we ience retailer versus a gaso-



today's gasoline distribution must change or Darwin will

is tied to a change within the need to become a convenience retailer.

Understanding our customers and identifying all of their convenience needs is our only hope for survival.

After 89 years of doing business the gasoline way ~ it's time to change and SURVIVE! W. G. Lyden, III ~ CEO



truенorth is proud to announce the opening of its newest store; #418 located at Broadview and Royalton Road in Broadview Heights. Cleveland store manager, Larry Rotuno, is proud to take the reins of our newest location. Located on prime real estate in a growing retail area, the Broadview Heights store boasts our newest interior graphics selected to represent our commitment to excellence and customer service. Store #418 has already exceeded all expectations and is expected to continue on this track to success!

MANAGER PROFILE

PAM COPPOCK

STORE #715 ~ PIQUA, OH

Pam has been an truенorth since Pam was hired as run our Piqua, cated at 600 She was instru-bringing this lo-truенorth stan-hired a full and keep things run-smoothly. Pam has three children, Stacy, Michelle and Lindsay. Her favorite vacation was two years ago when all of her kids were gone for the summer. Her favorite food is steak and baked potatoes. Her favorite beverage is Bud Light or Rum/Coke. It's great to have Pam part of the truенorth team! Keep up the good work!



employee of June, 2005. a manager to Ohio store lo-State Street. mental in cation up to dards and caring staff to ning

Store #761/Springboro is trueClean With Their New Car Wash

Store #761/Springboro recently had a new rollover car wash installed and it seems to be a big hit with the customers. In speaking with Customers while visiting the store they are very impressed with the way it cleans your car. One customer stated that his experience in our new wash has changed his thinking about auto-

matic car washes. The new car wash was opened on March 17th and has already washed 325 cars. As an added convenience, Store #761/Springboro also has 4 self serve bays. Delmar Jessee, Manager, is very proud of this exciting new addition.





**John Campbell—GM
Human Resources**

The best way to retain employees is to provide job knowledge and a rewarding job environment. There are many approaches to teach, train, and develop individuals. Some may

feel the company should teach and train to develop skills; others take the initiative to venture on their own to seek out information. The best outcome comes from those who embrace being taught. They are eager to share ideas to enable others to grow; and they are willing to seek out answers to everyday challenges. Our goal for 2008 is to teach, train, and develop our manager level positions, raising their knowledge bar. This will enable training to cascade down through the stores providing our employees with the desire to be part of the truenorth team! truenorth provides opportunity for growth and development for those willing to step up to the challenge. Let's accept the challenge and keep truenorth the #1 Retailer in 2008 through development of its greatest resource – our PEOPLE!



**EMPLOYEE PROFILE
MICKEY CONWAY
VP—
TRUENORTH TRUCKING**

- 14 year employee – started 8/1/1994
- Married for 37 years to Kathleen
- 2 children: Michael is in

the USAF in Montgomery, Alabama with 2 children. Kevin is in law school in New Orleans.

- Favorite food: pasta.
- Favorite beverage: vodka gimlet.

Mickey's initial duties began with managing 9 trucks and 18 drivers who delivered to the Toledo, Cleveland and Youngstown Districts. The following years saw many changes. First was the addition of 15 Unocal locations in Cleveland. At this time, Mickey was given the responsibility of taking all Dealer orders and inventory control for all co-ops. Next came the addition of the Omega stores in Dayton; followed by the merger with Shell. The acquisition of the Detroit and Columbus Districts resulted in an increase to 19 trucks and 36 drivers. Mickey claims that the dedication, experience and hard work of the drivers, shop and office personnel over the years has made this ever changing experience fun and professionally rewarding.



WOW !!

Look what's new in the Toledo district! The customers in Perrysburg and Sylvania are enjoying bright new dispensers that are making **Petrol Point (#507)** and **Regency (#508)** shine! Not only are they gorgeous ~ it enables these locations to participate in the coming Shell Rewards program. These are the first of many new projects coming to our district this year.

CALLING ALL DEALERS ~ YOU HAVE TO SURVIVE TO THRIVE!!

SPRING HAS SPRUNG and it is time to prepare for the summer season and beyond. Shed those winter blahs and refresh your location with paint, new uniforms, decals, signs and a little elbow grease. **DON'T FORGET** — Shell/truenorth's co-op advertising fund is designed to help you with some of these needs.

IT'S A JUNGLE OUT THERE ~ evaluate your business and consider the investment needed to compete successfully with current and future market competition. More than 20 dealers have taken advantage of the programs offered by truenorth to rebuild their station or replace their dispensers. Hurry and Sign Up ~ several dealers have and are in the planning stage for 2008.

HERE COMES "SHELL REWARDS" ~ "Shell Rewards" is an exciting new program offered by Shell that offers promotional messaging to the customer on the fuel dispenser display screen and can offer "instant rewards" in the form of fuel price rollbacks or discounts, car wash discounts, etc. This program gives you an opportunity to target customers based on buying history which will increase product and brand loyalty.

IT'S SURVIVAL OF THE FITTEST ~ YOUR DISTRICT MANAGER to discuss Shell Rewards, dispensers, and rebuild program opportunities. Working together gives us a greater opportunity to grow and improve our business in the future. Thanks for your business ~ Keith McIntyre, VP ~ Dealers



**2007
"Driver of The Year"
Rodney Kirk**

Rodney has been employed with **truenorth** Trucking since 1994. He started his career in Youngstown and is now the lead driver in Columbus. This is the 2nd year in a row that Rodney has earned this honor!
Way To Go Rodney !!



**2007 ~ 1st & 2nd
Quarter Winner**



Ciprian Vlad

**2007 ~
3rd Qtr Winner
Ed Swank**



**2007 ~
4th Qtr Winner**



Dave Melillo

Each year our drivers put their skills and expertise to work to compete for the covenant title of "**Driver of the Year**". Points are accumulated for safety, environmental, productivity and inter-personal attributes. Each quarter the driver with the most points is awarded "**Driver of the Quarter**". At the end of the year, the driver with the most points accumulated in each category is named "**Driver of The Year**". Here are our **SUPER-STARS for 2007 !! Great Job Guys !**



**Look Whose Up
and RUNNING....**

The Siebenthaler Shell remodel in Dayton is finished and looks AWESOME !! Anan Deek (owner) and his crew opened the doors at the first of the

year and everyone involved did a great job on this 3-bay renovation. This site has a 17 door cooler, alcohol, lottery, Cricket phone service, dual pay points, new dispensers and a drive-thru.

A BIG thanks to Anan and crew for their hard work !!



WELCOME ABOARD !!

A big **truenorth** welcome goes out to Steve & Kristin Gaetjens who recently purchased and opened Store #2411 located at Rts 306 & 87 in Novelty, Ohio. Prior to taking over the station, Steve was involved with computer software but still finds time to continue his work in that field. Steve and Kristin have two boys, Scott (14) and Jeff (10). Best of Luck to You!!

**25 YEARS OF
EXCELLENT SERVICE**



Cindy Schrickel at Store #2627 (Wilson Road/70, Columbus) has been working under the Shell flag for 25 years. She has worked as a salary manager and a dealer manager during her tenure. Cindy knows the value of excellent customer service and image to make it happen in today's world.

THANKS CINDY FOR YOUR HARD WORK !!!!



Food Mart

