

The



# Agenda

## PURE Oil Jobbers annual stockholders' meeting to conclude 15th anniversary of the Co-op

*Petroleum marketers' year-end gathering set for Nov. 14-16, in Savannah, Georgia*

As this year marks the 15th anniversary of the PURE Oil Jobbers Cooperative, the annual stockholders' meeting is the perfect occasion to commemorate this historical event. The year-end business and planning meeting will be held Nov. 14-16, 2008, at the Hyatt Regency in Savannah, Georgia.

All PURE Co-op members are invited to attend, and even though this is perhaps the most anticipated business meeting of the year, the weekend will provide plenty of opportunities for fellowship with family, friends, and fellow Co-op members as well.

The tentative schedule of this year's PURE Co-op stockholders' meeting begins with registration from 3:00 to 6:00 p.m. on Friday, Nov. 14, followed by the opening reception from 6:00 to 7:30 p.m. However, anyone coming early to the event may want to enjoy a golf outing, set for Friday morning, as well as historical tours of the city, available from 9:00 a.m. to 4:00 p.m. that day.

On Saturday, Nov. 15, the annual stockholders' meeting will begin at 10:00 a.m., and immediately following its conclusion, the PURE Co-op Board of Directors will hold the fourth and final quarterly board meeting for the year. The PURE Co-op vendor exhibits will be on hand

at that time as well, from 11:00 a.m. to 2:00 p.m. This is a great time for members to see the products and services available to them through the Co-op, while speaking directly with those PURE vendors who will be on hand.

After the annual stockholders' gathering and fourth quarter board meeting are completed on Saturday, the weekend's planned activities will conclude with a cocktail reception at 6:00 p.m., followed by dinner from 7:00 to 9:00 p.m.

While the annual stockholders' meeting is the perfect time to reconnect with old friends, meet new ones, and learn more about

Co-op business and operations, it's also the time to celebrate the end of another successful year. As members are aware, at the end of each year those in good standing receive annual dividends, as declared by the Co-op at the annual meeting.

As Co-op members have enjoyed the monthly rebates they've obtained by reaching their minimum contract volumes, so too are they able to enjoy additional dividends at the end of the year. The Co-op has provided its members with dividends each year since 1996. These annual dividends and monthly rebates are just two of the many benefits of membership in the PURE Oil Jobbers Cooperative.

"We hope our members will turn out in great number at the annual stockholders' meeting, especially those who may not have been to this event before," says Frank Dotson, general manager of the PURE Oil Jobbers Cooperative. "We want to celebrate the end of a challenging, but successful year, as well as our 15th anniversary, and recognize those who have provided leadership during this historical time for the Co-op."



One of the highlights of the PURE Oil Jobbers Cooperative annual stockholders' meeting is the vendor exhibit. Members in attendance can discuss business first-hand with PURE Co-op vendors, such as Lion Uniforms (above), providers of PURE uniforms and apparel for members and employees at retail sites.



Dean and Bruce Phillips, with Marcum Oil Company in Oneonta, Alabama, enjoy the opening reception of last year's PURE Oil Jobbers Cooperative annual stockholders' meeting. This year's event will be held Nov. 14-16, 2008 in Savannah, Georgia, and will commemorate the 15th anniversary of the Co-op.



**Be Sure With Pure**



## PURE Oil Jobbers Cooperative continues expansion outside of the Southeastern region

*Taylor Oil Company provides first retail outlets for PURE in the state of Maryland*

For one of the newest licensees of the PURE Oil Jobbers Cooperative, Inc., joining this petroleum marketers group is like coming back to the beginning of the company's founding.

Taylor Oil Company, Inc. in Salisbury, Maryland announced earlier this summer it was joining the PURE Oil Jobbers Cooperative, by taking on the independent petroleum brand that it initially distributed in 1927, when the company was founded. Taylor marketed and distributed PURE Oil products until changing to Gulf in the early 1980's, and then turning over to a Chevron marketer in 1985, after the merger between these two majors. Now after being dormant for more than a quarter century, PURE is back in business at Taylor Oil again.

Through three generations, Taylor Oil has been providing quality petroleum products and superior service for Eastern Shore residents in Wicomico, Somerset, and Worcester counties in Maryland. Jimmy Taylor, whose father and uncle started the family oil company more than 80 years ago, says Chevron priced them out of the business this year, leaving them looking for an independent brand of petroleum products.



Taylor Oil Company owner Jay Taylor (right) is working with his father Jim (left) to convert their nine outlets to PURE. Taylor Oil is the first licensee of the PURE Oil Jobbers Cooperative, Inc. to have retail locations in Maryland, and one of the select marketers to join the Co-op under the branded licensing agreement. For more information on Taylor Oil Company, check them out on the Web at [www.taylor-oil.com](http://www.taylor-oil.com).



Taylor Oil Company operations as they were in 1943. The founder of the family business, James W. Taylor, Sr., is shown in the lower right of the picture above.

"We wanted another brand and liked what we saw in PURE," says Taylor, whose son Jay now owns the company, the third generation in the family to do so. "The PURE Co-op is like a family, and we can talk to them. We're all in the same boat, and price and location are the most important (factors) for us now. That's primarily why we changed over to PURE."

Since Taylor Oil has its own supplier, the company is one of the unique Co-op members involved in a branded licensing agreement. This arrangement allows Taylor Oil, as a licensee, the rights to use the PURE trademark, signage, graphics, pump decals, and all benefits of the brand. Jimmy Taylor says his family's company has nine outlets to convert to PURE. Three will be switched hopefully no later than mid-September, while the other six should be

ready to go by October or November.

The Taylors say they plan to be active in the PURE Co-op, as they have been leaders in their community and within the petroleum industry in their region. Jay is the past president of the Mid-Atlantic Petroleum Association, the trade group of petroleum marketers in Maryland, Delaware, and Washington, D.C.

"We'll see how it works, but we're looking forward to it," says the elder Taylor, when pondering the future as a PURE Co-op member and petroleum marketer of this historic brand. "One thing is for sure, we're going to do it right."

### ***PURE branded licensing a win-win***

The PURE branded licensing agreement gives the Co-op a way to grow the PURE name in areas that are not currently served by a supplier arrangement. The details of the licensing agreement allow licensees to use the PURE Brand and Firebird Trademarks, Signage, Graphics, Pump Decals, Credit Card Processing Programs, etc., with product supply they have secured elsewhere.

The Co-op requires a licensing agreement for using its brand and trademarks for each licensee site; however, in addition to having the flexibility and convenience to arrange for their own supply, licensees also enjoy the same autonomy as other Co-op members, able to set their own imaging standards at their PURE retail outlets.

For more information on PURE branded licensing agreements, contact the Co-op office at 803-328-5284.



# Help Wanted!

*Co-op members provide valuable insights through committee work*

If you want to learn more about the inner workings of the PURE Co-op, and make a valuable contribution to the organization as well, consider volunteering to serve on a committee.



One of the responsibilities of the PURE Co-op Marketing Committee is to oversee all efforts to market the PURE brand and Firebird logo. One of the vendors assisting the Co-op in that regard is Sign Plant (above), who provides digital price signs, sign faces, decals, and other materials for member retail sites.

The PURE Oil Jobbers Cooperative, Inc. has eight standing committees. Each is comprised of a committee chair, who serves on the Co-op Board, as well as committee members who may come from the Board or general membership. Committee assignments also try to reflect representation from each of the Co-op's five regional districts.

The following committees have formed to serve the interests of the Co-op members through these various capacities:

The **Executive Committee** resolves any decisions that must be made between the quarterly Board meetings, and provides any assistance necessary to the Cooperative's General Manager.

The **Finance Committee** responsibilities include approving all major expenditures of the PURE Co-op, monitoring the current budget and updating the board accordingly, and reviewing budget line

items with the Co-op staff to make recommendations for changes as needed. The Finance Committee also oversees the annual audit and tax return(s) on behalf of the organization, as well as outlining the year-end dividend proposal for the membership.

The **Marketing Committee** reviews and submits all ideas, initiatives, and proposals designed to market the "Pure" brand, the "Firebird" logo, or other marketing or communications initiatives on behalf of the membership. Some of the main functions of the Marketing Committee are to develop incentive plans for new business and promote membership in the Co-op, oversee purchases and handling of marketing materials, and review, negotiate, and recommend credit card processing programs on behalf of the membership.

The function of the **Nominating Committee** is to select nominees for the Board of Directors and slate of officers for the succeeding fiscal year. The 15-member Co-op Board of Directors is comprised of three members from each of five districts. Each director serves a staggering, three-year term, so five directors rotate off the Board each year. At least two direc-

tors must be nominated from each district annually, to be confirmed and voted on by the entire Co-op membership.

The **Personnel Committee** reviews each employee's performance and reports to the Board such evaluations, with subsequent recommendations on employee bonus amounts, etc. The committee also assists with all interviews of potential new employees and makes recommendations to the Board on hiring. In addition, committee members review job descriptions, as well as employees' pay, benefits, and incentives, while making recommendations for improving them as necessary.

The **Planning Committee** prepares and presents to the Board a five-year, updated master plan, encompassing the proposed future development and expansion of the Co-op, including estimated growth, goals, and personnel needs. The planning committee also oversees the Board's adherence to the Co-op bylaws and submits proposed bylaw changes to the Board for their review. The Board then submits any changes to the bylaws in the form of resolutions to the Cooperative membership for final approval.

Finally, the PURE Co-op **Supply Committee** maintains dialogue with the Co-op's supplier(s) about future contracts. The supply committee also studies all new supply proposals, negotiates on behalf of the Co-op when necessary, and makes final recommendations to the Board at the appropriate time.

These eight PURE Co-op committees benefit from your input. Co-op members have various experiences and areas of expertise that they can bring to committee work, so consider getting involved in a committee. Your talents are needed to strengthen the everyday operations of your PURE Co-op.



Tim Allen (far right), vice president of the PURE Oil Jobbers Cooperative, also serves as chairman of the Co-op executive committee, while Mac Campbell (second from the right), a fellow Co-op board member, chairs the marketing committee as well. Members are invited to join any of the eight standing committees that oversee the operations of the PURE Co-op.

## PURE Credit Card Processing Programs offer savings for members

The Marketing Committee and Board of Directors for the PURE Co-op have approved two new credit card processing companies for members to utilize.



Gary Grant (far right), with RBS Lynk out of Atlanta, speaks with Davis Cosey (left), secretary of the PURE Oil Jobbers Cooperative, during the closing reception at last year's annual stockholders' meeting. RBS Lynk and Petroleum Card Services (PCS) are the two newly approved credit card processing program vendors for the PURE Co-op.

RBS Lynk and Petroleum Card Services (PCS) have already started to help Co-op members save money. At the time the Co-op negotiated the details of the credit card processing program last year with these two current vendors, the terms were designed to save members somewhere in the neighborhood of \$40,000 to \$80,000 per month in fees.

Some members are still operating under

the old rate system. On June 30, the Co-op terminated the agreement with the previous credit card processor – First Data/Concord.

"I encourage members to revisit this area of their business and take a closer look at our current credit card program vendors," says Frank Dotson, general manager of the PURE Co-op.

For more information on the credit card processing program and these Co-op approved vendors, contact your district sales manager or the PURE Co-op office at 803-328-5284.

## Redesigned PURE Web site is on the way

In order to keep its members in the loop concerning news and developments of the PURE Oil Jobbers Cooperative, as well as to provide more information to the public on the PURE petroleum brand, the Pure Co-op group will soon launch its redesigned Web site at [www.besurewithpure.com](http://www.besurewithpure.com).

The new Web address reflects the historical tag line of the petroleum brand that has an origin that dates back to 1920, as well as a history that includes being one of the most visible gasoline brands used during the early days of stockcar racing.

The Co-op plans to launch the site prior to its annual stockholders' meeting, which is set for Nov. 14-16, 2008. This annual meeting brings all of the Co-op members together for the fourth quarter board meeting and vendor exhibit, which accompany the stockholders' meeting where the annual dividends will be declared.



**Be Sure With Pure**

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