

THE PIPELINE



Safety Awards

Congratulations to the retail sites below for successfully completing 2008 without a disqualifying accident! Promoting and creating a safe work environment takes the effort and focus of both management and team members. Educating ourselves using the monthly communications and being constantly aware of safe work practices and conditions are necessary to achieve this goal. Thanks to all involved in keeping NELLA safe!

Site #31 Grass Valley
Site #41 Grass Valley
Site #42 Placerville
Site #51 Newcastle
Site #65 Rancho Cordova
Site #22 Sonora
Site #89 Visalia
Site #213 Daly City
Site #215 Daly City
Site #216 South San Francisco
Site #232 San Francisco
Site #233 San Francisco
Site #235 San Francisco
Site #23 San Leandro
Site #28 Fairfield
Site #66 North Highlands
Site #263 North Highlands
Site #74 Sacramento
Site #252 Antioch
Site #224 Willits
Site #46 Chico
Site #50 Chico

Store #89 Visalia sets the standard in Special Olympics fundraising

Chere Ewings has worked diligently for NELLA Oil since 1991, working at our Flyers Visalia location. Chere manages a staff of eight, while her duties also include daily reports, staff changes, managing deliveries, coordinating price changes with NELLA headquarters, checking the fueling islands to make sure everything is in working order, and much more. With all these duties Chere is still able to motivate her staff and raised \$11,478 for Special Olympics in 2008! She does this by selling \$1 icons four times per year and collects donations in her Special Olympic canister year round.

Chere makes a point and to ask every guest if they would like to buy a Special Olympic icon and encourages her staff to do the same. This effort had greatly increased their store icon sales. Another great strategy Chere has incorporated is asking guests if they would like to donate their change from the transaction. The cash canister fills up quickly with this approach.

Chere and her staff have a great time logging in their daily icon sales. It has turned into a friendly competition between team members and they look forward to the sale dates! Chere and the team members at Flyers Store 89 in Visalia have done a fantastic job bringing awareness and funds to support the Special Olympic family. Thank you Chere and the team members at #89.

January 2009

E85 for 85 cents

The television-station satellite trucks were at site #263 (North Highlands) in the wee hours of the morning to promote our E85 for 85 cents Monday. Several people heard the television stories and pulled in to fuel with E85. A couple more vehicles whose owners didn't know they could use E85 were identified on the spot.



E85 is on the CFN network. Many government fleets are required to use alternative fuels in a percentage of their vehicles.



Gulf driver Balvinder Pannu waits in the background to drop a load of E85 at 263 while "roving reporter" Tom Dwelle talks with the morning anchors on Fox 40.



Assemblyman Roger Niello and Sacramento Metropolitan Air Quality Management District Executive Director Larry Greene were on hand for the ceremony. Larry's organization managed the grant funds that enabled us to put in tanks and dispensers at 24 and at 263. Manager Scot Mortenson cut the big red ribbon to cap off the ceremonies.



This guest saw the news and came over to fuel up at 85 cents per gallon. Her yellow gas cap hanging below the nozzle is one indicator of a Flex Fuel Vehicle.



David Dwelle and Glen Frickstad share a laugh at 263 Monday.

January 2009



Thanks to Scot, Stevie and Clint at 263 for their preparation. The station was "spick-n-span" for the press event.

Jim Ferrell recognized by Chevron

NELLA/Western Energetix recently received the Bronze Award for excellence as a distributor of Chevron products for the Southwest Region. Western Energetix was the only distributor from California, Nevada, Arizona and Hawaii to receive this award. The Company thanks **Jim Ferrell, Tom Johnson** and all of our team members working in the Bulk Plants and the Sales staff for their efforts. **Jim Ferrell** also received an award for the most outstanding sales representative of Chevron products and programs for the Southwest Region.



Jim Ferrell (2nd from left) and Tom Johnson (3rd from left) receive the award from Chevron.

FUELING SUCCESS AWARD December, 2008



Glen Frickstad

By Jack Rhoades, Director of Engineering

It has been my pleasure to work with **Glen Frickstad** since he joined NELLA in 1991. During that time Glen's primary function has been to provide repair and maintenance to NELLA convenience stores. His original specialty was refrigeration and air conditioning but over the years he developed technical expertise in a wide range of areas covering all food service equipment, non-food convenience store equipment, facilities maintenance, and lately expanding his abilities to include Petroleum equipment repair.

In the normal course of the day his duties require that he interact with team members at all levels within NELLA. With respect to that interaction, NELLA has been the beneficiary of Glen's likeable nature and his affinity for associating with people. I think it's fair to say he's one of the most likeable people you'll ever meet.

Glen has repeatedly proven himself a skilled Technician who takes pride in his work consistently performing at a high level day after day without fanfare or drama, always helpful and always accommodating. Through his 18 years of service, he has established himself as a valuable, well-respected, dependable member of this organization and well deserving of this recognition.

January 2009

FUELING SUCCESS AWARD November, 2008



**Harry Dimitroff, Battle Mountain Bulk Plant
Manager**

by Tom Johnson and Lawrence Waugh

Harry Dimitroff consistently demonstrates great guest service. He knows and anticipates his guest's fuel and lubricant needs in a very efficient manner. Harry began working in the industry as a driver for Red Ripley, former owner of the Battle Mountain plant. When Berry-Hinckley purchased the plant he was promoted to plant manager where he has flourished. He has the trust and respect of our guests, and his fellow team members.

The Battle Mountain plant is unique as it's the only one with an active rail siding. Harry and his team members coordinate the delivery of ethanol to the Sparks terminal from the rail siding. Harry is active in the Battle Mountain and surrounding community and serves on the volunteer fire department. He is a valued team member and leader.

When Harry Dimitroff was nominated for this award it came as no surprise to those who know Harry. The nomination was presented by another Team Member who had visited one of our Guests with Harry on a sales / service call. The appreciation the Guest expressed for the dedication, performance, and professionalism extended by Harry over a very long period of

time is a great example of our Company's values. Congratulations Harry, well deserved, well earned, and Thank You.

Have a question? Need information? Visit the NELLA resources website for your answers.

<http://www.nellaoil.com/resources/>

FYLERS at NASCAR!

At a recent NASCAR event, Kevin Harvick's car was adorned with the FLYERS logo!

