

Celebrating 25 Years of Fueling Excellence



Dolores' first office



Manager's Conference 1997 5K Run — OK, you old-timers, how many of these people do you recognize?



NELLA Tanker T-1 is born in 1983. Proud papa stands in front. Store #4 in Auburn — Gas is .99/Gallon!



Snow in Visalia in the late 1990's

Happy Anniversary!!!!!!



Frank Piccolo, 20 years



Mike Belles, Rick Teske, Linda Smith (15 years) and Ken Bundy



Mike Belles, Jack Rhoades (20 years), David Dwelle and Rick Teske



Debbie Karalius (15 years) and Lynn Olson



Kari Akchurin (20 years) and Lynn Olson



Doug Weider (20 years) and Dan Koch



Allan, Pat, Rafael (15 years) and Joseph



“THE SKY’S THE LIMIT” for those who choose to fly with NELLA!

Congratulations to **Charles Goulding** from Store #34 in Placerville for coming up with the new name for the Team Member advancement/raise program. Charles will get a \$100 gift certificate to Target for his idea. The program is designed to reward team members for knowing Company policies and procedures. Part of the process requires them to demonstrate certain “key” processes that are critical to guest service and compliance matters. With the advancement of Computer Based Training, the process will get easier to administer. Talk to your Store Manager, Area Manager or HR if you have questions about the “Sky’s the Limit” program.

NELLA’s efforts to raise money for Special Olympics got off to a great start this Spring by collecting about \$48,000

from our guests. The collection boxes on our store counters for guests to donate their “spare change” has proven to be great strategy. Thanks to all the team members who make the “special” effort to encourage donations. **Leah Dalpogetto** from #41 in Grass Valley won the drawing for a trip by stepping up and encouraging donations from our guests.

Check out the article about the Manager’s Conference and those site Managers who were awarded the “Best of the Best” for each Area. Special recognition goes to **Jeannie Griggs**, who was selected as “Manager of the Year” for 2003.

We have several new faces at the Main Office. They include **Jeff Briggs** and **Ken Bundy** in Accounting, **Stephanie Lugtu** in San Bruno, **Steve Speelman** as

Marketing Manager and **Greg Smith** as Marketing Coordinator and Price Book support. Let’s also welcome **Rusty Ramer** as Area Manager. Join me in welcoming these new team members.

On the safety front, NELLA is having an improved year. Thanks to all team members who work safe and promote safe work practices. While we can congratulate ourselves for improvement, we must never let our guard down nor forget our goal of ZERO accidents. In order to do this, we must actively think safety every day we work. We need to attend and participate in our monthly safety meetings. We also must know NELLA procedures in regards to safety so that when we do have to react, we do so in the best possible way, taking the proper steps.

Commercial Fueling Update

Spotlight on site 247 – Bates Avenue
This CFS/Retail site is unique location within the Cardlock Department. Olympian originally acquired the site in 2001 from Redding Petroleum, a local East Bay jobber run by George and Jon Redding and their family since 1944.

The cardlock site pumps approximately 400,000 gallons of fuel through 21 hoses per month, for both cardlock and retail purchases. The site also operates a will-call office and delivery service of lubricants to local customers. In June, a new high-speed red diesel pump was installed for customers who purchase red fuel through the cardlock system.

The site, located at 2560 Bates Avenue in Concord, is staffed by Stacy Moreno (Manager), Barbara Butt (Cashier), and Angel (Part-time employee.) The station has a constant flow of customers who like the personalized service that Stacy and her gang provide.

Site 247 is also the home of Gulf Transportation’s dispatch office – so there is always something happening at this jewel of a cardlock.

New Sites // Now Open on CFN
Vacaville –
800 Merchant Street -CFNnet Site #4157
- Mobile brand - All fuels available

Bay Area News

On June 18th & 19th, Flyers #29, located on East 14th Street in San Leandro celebrated their Grand Opening. During the two day event, guests enjoyed having their windshields cleaned while they filled their tanks. If the rock bottom fuel prices didn’t entice them to join the



Chrissy Villanueva, Keith Johnson, and Deandria Green pose with the cheerleaders.

delivered right to their cars. As if this weren’t enough, every coffee item purchased also came with a free Bon Appetit pastry. And who could resist the 3 for .99 cent candy bars at the checkout? Just when guests thought they had seen it all, they stepped outside and were greeted by Punchy and escorted to the .99 cent meal deal and/or the .49 cent ice cream sandwiches.

Special thanks to all those who helped make this Grand Opening a huge success. We all look forward to seeing great things from Store #29 in the future.



Alan & Shirley Breese celebrate their 40 year anniversary.

Wholesale News



Speedpass Mobil

By Stuart Winters & Tim Robertson

Our Chevron dealer group continues to wow our Chevron guests. We would like to thank all of the 100% True Blue mystery shop award winners for Chevron during the first quarter of 2004. We had one Chevron dealer that was awarded the 2003 True Blue Gold Award plaque. It was Rick Shields' Grass Valley Chevron on McKnight Way in Grass Valley. Manager, **Descoe Chetnick**, received a weekend Las Vegas stay at Mandalay Bay Resort Hotel recently to celebrate the award.



Descoe Chetnick, Grass Valley Chevron True Blue Award

The introduction of the Mobil brand to our wholesale dealer group has brought about many new guest service stars to our Nella Oil Company Wholesale network group. Top performers in June and July 2004 were **Ali Amiri** and **James Beaulieu** from Kings Beach Mobil. Both team members received their top performer pins for 100% mystery shops from Mobil recently. Great work. Speedpass has been a welcome addition to the fueling experience for our Mobil guests. The fast and greater convenience has become the "way to pay" at our new Mobil facilities. **For Mobil Speedpass at 1(800) 438-3996**



John Craddock, Cisco Grove Mobil

Recently, I was having a conversation

with a Guest at the Grand Opening of Sunyo Suhaimi's Mobil Martinez. One of the questions that came up was "What is Mobil?" and "What's so special about Mobil Gasoline? Good questions right? I'm sure many of you can answer but for those of you that need some help...

What is Mobil? Marketed around the world, Mobil is known for performance and innovation. Mobil's tradition of excellence is aimed at building and maintaining lasting relationships with its customers. In continuing this tradition, our Wholesale Dealers dedication to the customer is reflected in these simple commitments:

- To deliver quality products our customers can trust
- To employ friendly, helpful people
- To provide speedy, reliable service
- To provide clean attractive retail facilities
- To be responsible, environmentally conscious neighbor

What is so special about Mobil and the Mobil gas?

Whenever you fill up at (our) one of our service station(s), you can feel confident that our gasolines will do everything they should do for your vehicle. Mobil's developed three quality gasolines that will perform to the high standards you've come to expect.

Mobil Regular Unleaded – Our most popular gasoline has an octane level of 87 and is blended with a detergency package that helps keep your vehicle's fuel injectors and intake valves clean when used regularly.

Mobil Special Unleaded – With an octane level of 89, this gasoline was developed to meet the needs of drivers like you with cars that could benefit from using a gasoline with higher octane.



Sunyo Suhaimi's Mobil in Martinez



Kim Te, Folsom Mobil says "Call Speedpass Today!"

Mobil Super+ Unleaded – Formulated to meet the demands of today's engines, it has an octane level of 91. Mobil Super+ has the highest detergency level of all of our gasolines. You can find out what octane your vehicle's engine needs by checking your owner's manual.

Committed to Excellence

Providing you and your vehicle with a high-quality fuel takes more than technical leadership. Quality must first be designed into the fuel. After that, the fuel must be refined and blended properly, and then must be guarded against contamination as it moves through the distribution system. To



Stuart Winters, Heather Casey, and Sunyo

ensure your driving satisfaction, we have stringent quality control procedures to protect our fuels at every step of the process.

You can fill up your vehicle with confidence, knowing that an active research organization dedicated to keeping the gasoline that goes into your vehicle in step with the latest vehicle testing technology. We're always on the lookout for anything that might give our gasolines an extra "edge" for you.

Thanks for Your Business!

Manager's Conference 2004

By Steve L. Heller, Director of Retail Operations

Webster's dictionary defines "Honor" as "Esteem, respect, a recognition or distinction". That is exactly what happened at the Manager's Conference in May. A backdrop of Patriotism surrounded this 2-day event. The point of this theme was to point out that there is something bigger than ourselves. When we, as a family, can reach a point in our operations that we are willing to give our best employee to another site that needs help then I think we will



Linda Harrington, Dejon White & Nacho Aguilar - Special Olympics Fundraising Champions

have arrived as a Great Company.

That being said, at the very end of the

MEET THE GEEKS

Do you get excited when you see the following acronyms: RLAN, HTML, SQL, or UNIX? The IT Dept. sure does, and after you read about the many timesaving and job essential services created with these technologies, we think your reaction might change.

NELLA's Information Technology Department is committed to serving its guests (All of NELLA Oil Company) through timesaving process automation, helpful online services, responsive technical support, and innovative networking solutions. Here are some examples of services you might be more familiar with:

- Online Help Desk (<http://helpdesk.nellaoil.com>): We built the NELLA Helpdesk for all office and store staff to use. By logging a support request, the staff member is directly connected to an IT expert for immediate troubleshooting. This website allows us to see at a glance how many support tickets are currently open and to prioritize the requests to provide help where it is needed most.
- Company Websites (<http://www.nellaoil.com>, <http://www.4fly-ers.com>, <http://www.oly.com>, <http://www.gulftransportation.com>): Customers have the ability to fill out an online job application, research career opportunities, receive directions to a store, download a credit application, complete a Dealership/Jobber application, and access

training documents.

Manager's Conference, it was our pleasure to honor the top site manager for 2003. Each area was given the daunting task of sorting through a series of numbers to come up with who is the best site operator within each area. We looked at sales increases, gas gallon increases, labor hour management, cash and merchandise variation, turnover, safety, and a willingness to help others.

The winners of the "Best of Best" for each area were:

- South Area – **Linda Harrington** #89
- Bay Area – **Rafael Grandos** #215
- North Area – **Bill Webster** #50
- Central Area – **Jeanne Griggs** #66
- Foothills Area – **Nacho Aguilar** #64
- North Bar Area – **Richard Williams** #253

While it was tough to determine the best Site Manager within each area, it was even tougher to determine who was the best of the year. Well, if you haven't heard from the Grapevine, our Winner of the 2003 Site Manager of the year was **Jeanne Griggs**

processes or Price Book downloads to finish. This technology also makes it easier for the IT team to quickly troubleshoot computer problems without having to visit the store; now that we are connected through the RLAN we can fix many problems without leaving our desks. At locations where an RLAN is not available, we're researching and testing comparable high-speed timesaving connections for future implementation.

• Process Automation: A batch program was created to automate the process of hand faxing dozens of reports to customers. Automating this step has saved the Supply Department many hours each day. We are constantly looking for ways to make your job easier!

• Broadband Store Networking: To improve the efficiency of our store/office communication, in areas where available, we've implemented an RLAN (Remote Local Area Network) over a broadband connection. Since this network connection is many times faster than the dial-up modems previously used, stores no longer have to wait hours for To/From Office



Left to right: Tom DiMercurio, Eric Warsing, Brian Little, and Bill Jackson

• Wireless Networking: In order for Area Managers to stay in contact with the home office and their stores while on the road, they've been equipped with laptops that have wireless networking capability. Being able to send/receive emails anywhere allows the AM's to stay in the field supporting their staff longer since they aren't tied to a network connection in an office or hotel.

from Site #66.

Now, we all realize that to make a great manager requires a great team and that is why we rewarded Jeanne in a big way. Here's what she and her team won:

1. An all expense paid trip to Lake Tahoe for Jeanne and her family.
2. A night out at a Rivercats game for the entire staff of her store.
3. A trophy that Jeanne can proudly showcase in her site to her team and customers showing that she was the best for 2003.

The key word in that last line was "Was". The question looms "Who" will be the 2004 Site Manager of the Year? Will it be you...? It is well within your reach.



Steve Heller, Jeannie Griggs, and Ali Mortezaei

• Outlook Web Access (<http://owa.nellaoil.com>, <http://owa.oly.com>): Now you can access your email anywhere that you can get online! Tom Dwelle can vouch for the success of this technology as he recently checked his email while on a boat crossing the Panama Canal!

• Online Account Access (<http://customers.oly.com>): We've built a website that gives customers access to their fuel accounts to view account activity, maintain cards, create transaction reports, and download invoices. Without this technology, our customer service department would have to field calls and emails each time a customer requested a change to their account.

Led by Director, **Tom Di Mercurio**, the IT team includes: **Bill Jackson**, Web Developer/Tech. Support; **Brian Little**, Information Systems Coordinator; and **Eric Warsing**, Network Administrator.

Stay tuned for future IT projects, the most visible will be a re-design of the NELLA website to highlight our new corporate image!