

Spirit letter

Spirit® Brand Marketer and Dealer News



The Fuel Relief Fund: Emergency Aid in Time of Crisis

As the annual hurricane season approaches its peak months of activity, Spirit® Petroleum highlights the efforts of the Fuel Relief Fund, a nonprofit disaster-relief organization based in Riverside, CA. Currently the only one of its kind, the Fuel Relief Fund provides temporary fuel assistance to victims in areas stricken by natural disasters by securing and transporting fuel to disaster sites and distributing it for free.

The Fuel Relief Fund was founded by California businessman Ted Honcharik, CEO of Pacific Tank Lines, a petroleum transportation and inventory management company. Recognizing that the lack of available fuel had severely hampered relief efforts in southern Florida

following Hurricane Andrew in 1992, Honcharik created the organization to collect donations, manage volunteers and implement an emergency response plan to bring fuel aid quickly to areas struck by broad-hitting natural disasters such as hurricanes and earthquakes. The fund's first deployment occurred in 2005 when Honcharik and others brought a tanker of gasoline to the Mississippi and Louisiana Gulf Coasts after Hurricane Katrina, distributing it to people and organizations in need of fuel for vehicles and generators.

Since that first deployment, the Fuel Relief Fund has rushed fuel aid, such as gasoline, diesel, heating oil and coal, to six disaster areas,

including Haiti after the 2010 earthquake; Japan after the 2011 earthquake and tsunami; and New Jersey after Superstorm Sandy in 2012. The fuel was purchased as close to the location of the disaster site as possible, and was then made available to hospitals, nursing homes, law enforcement stations, care facilities and relief agencies as well as humanitarian groups and individuals.

The fund is managed by a 9-person board, with members coming mostly from the petroleum transport and storage industries. All serve on a volunteer basis, as does Executive Director Gregory L. Minor. The individuals who function as crewmembers during deployments also donate their time. Crystal Guerrero, the fund's full-time assistant director, is the only paid staff person; other than her salary and a bare-bones operating budget, contributions go entirely toward providing fuel to disaster victims.

"We raise funds from as many sources as we can, from private individuals as well as corporations," says Guerrero. "The members of the petroleum industry have been particularly generous." The organization also conducts two annual fundraising events, receives grants, and works to strengthen its contacts in the international relief community.

"It's so difficult for disaster victims and relief agencies to even gain a toehold on recovery when there's no light, no power and no mobility," observes Guerrero. "The mission of the Fuel Relief Fund is to provide aid that can jumpstart that process."



Federated Insurance Risk Management Tip:

Time for a Policy Review?

When was the last time you reviewed your umbrella coverage limits? Four years ago? Five years? More? That's probably four or five years too many. Why? Can you name anything that costs less than it did five years ago? Probably not. That goes for legal costs and settlements too—they continue to increase exponentially.

Accidents happen. How they happen, and the outcome, typically defines the extent of the damages. For example, picture a slip and fall incident at your business, then imagine the claim difference between "just" a broken arm and a claim that involves a head injury resulting in traumatic brain damage. Or, what might be the consequences if your employee driver was in a head-on collision with a single-occupant vehicle versus one carrying a family of four?

It's easy to grasp the difference in claim costs when comparing a serious accident to a less severe one. If you haven't reviewed your umbrella limit recently, how confident are you it's enough to cover claims? Are you ready to pay for what it can't? Insurance is intended to help protect you after catastrophic events, but it can do so only if you have purchased adequate limits.

If it's time for a policy review, don't wait. Your provider should look at your umbrella limits; examine your exposures (large truck fleet, potentially hazardous product, etc.); and help you determine the business and personal assets you could lose, social responsibility, requirements of vendors or others you do business with, and any unique situations that should be taken into account when determining your policy limit.

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If you don't have an umbrella, adding one now may be more important than ever. Ask your provider to explain the advantages and help you determine the limits you may need to protect the business you've worked so hard to build.

As Spirit Petroleum's recommended provider of insurance products, Federated Insurance is

also ready to help you make sure your umbrella policy provides adequate coverage.

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Licensee Profile

Valley Pacific Petroleum Services — Stockton, CA

From its home base in Stockton, CA, Valley Pacific Petroleum Services supplies commercial, fleet and retail clients over a broad swath of California's Central Valley. The company was founded by Durrel Woolsey, who started his career with Standard Oil after returning from duty in the South Pacific during World War II. He became a commission agent for the company in 1954, and in 1970 established Woolsey Oil Company as an independent jobbership, distributing product under the Chevron flag. Son Bruce Woolsey managed the company through the late 1980s and early 1990s, until it was purchased in 1994 by current owners Norm and Diane Crum and renamed Valley Pacific Petroleum in 2002.

Under the Crums' leadership the company has acquired several distributorships in the region

and initiated, then expanded, its retail division. Today Valley Pacific Petroleum is Chevron's largest distributor in California, supplying retail sites throughout the Central Valley, up into Northern California and along the central coast. The company also supplies Texaco, 76, and Valero brand fuels in addition to the Spirit® brand.

"We're so glad to offer Spirit® as an alternative to our other brands," asserts Dale Heinze, Valley Pacific's president of retail marketing. "We came on board early with Spirit®, and the brand has been helpful not only in attracting new business but also in retaining some of our existing clients who've gotten tired of being told how to run their business, the way some of the major brands have a tendency to do. When that kind of fatigue sets in, Spirit® is an appealing option that we can use as a tool to keep our clients on board with us."

Although big-brand recognition has definite appeal, Heinze acknowledges that "not

everyone wants to be affiliated with a big oil brand. Spirit® has the look and feel of a major brand but allows us and our dealers much more independence and freedom in the way we manage our business."

"Plus, since our principal brand Chevron distributes directly to the major metropolitan areas in our region, our marketing area has a very rural footprint, with smaller locations," Heinze observes. "Medium- to low-volume sites have been Valley Pacific's bread and butter since the get-go, and Spirit® is such a great fit for that type of site."

"We enjoy our affiliation with Spirit®; everyone we work with there is so accommodating, and it's a refreshing change. You always get that personal touch with Spirit® at the end of every phone call or interaction. It's this family-type atmosphere. And since that's how we've always operated at our company, it feels very comfortable to us."



Vendor Spotlight

Jones-Blair Company

The Jones-Blair Company, Spirit® Petroleum's exclusive provider for high-quality protective paints and coatings, recently announced its new affiliation with Hempel, a Denmark-based supplier of coatings products for the decorative, protective, marine, container and yacht markets. Founded in 1915, Hempel is based in Denmark and is recognized as a world leader in the coatings industry.

In the words of Jones-Blair's CEO, Jeff Powell, "We are excited about the acquisition...this is a win-win situation for both companies. Hempel's global presence will allow us to broaden our customer, product, geographical and technological base."

Spirit® has enjoyed a long and productive relationship with Jones-Blair, which is based in Dallas. The company is responsible for formulating the exclusive paint colors used in Spirit's patriotic color scheme and is a favorite with licensees for its excellent communication, responsive customer service, consistent pricing, and prompt shipping. Spirit® marketers and dealers are also quick to praise Jones-Blair products, which apply easily, resist fading and chipping, and hold up well under harsh weather conditions. Over time the savings in labor, materials and business disruptions resulting from fewer repaint cycles add up significantly.

According to Kristal Bluemer, Jones-Blair Account Manager for Spirit® licensees, the Hempel acquisition will not affect the client experience at Jones-Blair. "Nothing changes for our imaging clients," she said. "We will

continue to protect your premier brand image and provide unique solutions such as mildew resistant canopy deck coatings, as always."



For more information or to place an order, contact:

Jones-Blair Customer Service, Elida Rodriguez
Toll-Free: 800-492-9400, or 214-353-1604
www.jones-blair.com/imaging