

# THE PIPELINE



## Cardlock 101

The oil & gasoline industry has changed drastically since Nella's inception in 1979. Retail gasoline and convenience stores have been the focus for twenty years. With the purchase of Olympian in 2004 and Western Energetix in 2007, Nella entered into the commercial fueling arena in full force. Cardlock, as it is called, has become a significant part of our business at Nella.

fueling site. When he puts in his PIN number, the card authorizes fueling according to security information determined by his company. If the driver needs only diesel, then the card will not authorize regular unleaded, or if the driver works only night shifts, the card will not allow him to pump fuel during the day. At the end of the billing period all transactions are put on one invoice for the commercial fueling client.



### The Network

As members of the Commercial Fuel Network (CFN), we associate with other fuel jobbers so our customers can fuel at their sites, and their customers can fuel at our sites. The network server handles the inter-jobber accounting and takes a fee for each transaction. We then bill our own customers for all of their transactions made with the fuel cards issued by us, no matter which site they use. This gives our customers the flexibility of using many more fueling locations than just ours.

### Here's How Unattended Fueling Works

At the heart of Cardlock is unattended fueling. A driver takes his fuel card and swipes it through the card reader at an unmanned



### Commercial Fueling at Retail Sites

While trucks and other large vehicles are accommodated more easily and quickly at unattended sites, many customers want to use our retail sites, too. At these locations we have equipment that allows our customers to use our fuel cards. These additional sites offer location convenience to our customer base.



### Where are our fueling sites?

Follow these links and click on "Locations."

CFN and FleetWide network locations:

<http://www.oly.com/cardlocks/index.htm>

Western Energetix locations:

<http://www.westernenergetix.com/cardlocks/index.htm>

## No Postage Needed for Cardlock Pay Online Feature

Cardlock has achieved a significant milestone with the help of several departments. The ability for customers to view and pay invoices online is now up and running for Western Energetix and for Olympian. Cardlock is positioned to streamline our receivables to get paid faster and with less expense. The benefit to the company is considerable.

After signing up, customers receive an e-mail when their invoice is ready - the day after it is processed. The message includes a link to the login page where they can login and see a PDF of their current and past invoices formatted on letterhead. "I love being able to see my invoices online the day after they come out instead of waiting for the mail," says Western Energetix customer On Target Xpress. For large volume accounts like On Target this enables them to qualify for discounts by paying earlier. It's good for everyone.



Auburn Credit Assistant Stephanie Galbraith can take same-day collection payments over the phone with Cardlock's new Pay Online website. Photo by Rochelle Soriano

The biggest impact to our bottom line will be made in converting customers who now pay by credit card and eliminating credit card fees. The Pay Online feature also enables Credit Department workers to take immediate one-time collections payments by check over the phone.

Credit, Accounting, and IT all have helped us put the pieces together. Thank you also to the Cardlock Customer Service people who, with little training, are cheerfully helping guests navigate this new feature.

June 2008

## Fueling Success Award, May 2008



by Ken Dwelle, Director of Transportation

When **Alan Barker** sat down for his initial job interview three years ago I had a look at his resume and was impressed. He had experience in the Military, as a Driver Trainer for a rival tanker company and ten years on the highway and as an instructor in one of the most well respected law enforcement organizations in the country. I knew within minutes that here was a guy who was ideally suited to be a safety and training manager in transportation. Only one problem...Transportation wasn't big enough to justify the position and what we really needed was a dispatcher! We ended up hiring Alan for the dispatch position and he worked hard to learn this difficult and thankless job but he and I both knew that he was better suited for other things. A year later, after the Berry-Hinckley purchase, Transportation tripled in size and we finally had a perfect match. Alan was promoted to Driver Manager with the additional responsibility of Safety and Training. Alan attacked the job with the zeal, enthusiasm and professionalism required to do it right. He has completely re-designed the new driver training program and created an Operational Training Manual which contains all of the driver procedures. He spends 2-3 days per week visiting drivers in the field and the balance in the office dealing with uniform, training or driver management issues. He has more work than he deserves but handles it with the calmness of a pro. It's been a real pleasure to

watch him grow into his position and hone his management and leadership skills. He is extremely good at his job AND he loves it! This goes to show you the value of getting the right person "on board" the company and then worrying about finding the right "place". Congratulations to Alan Barker, recipient of the May 2008 Fueling Success Award.

## Site #235 Team Members' quick response to incidents saves time and \$\$\$\$\$

By Linda Jacobson

Thanks to Site #235 (San Francisco) team members **Romeo Bequio** and **Edmund Cuellar** for the excellent work in recovering monies due on damaged breakaways. I was elated to see the four Incident Reports sent to Headquarters and the collection of monies on all four incidents. I cannot stress enough the importance of the team members attempting to collect for damaged dispenser equipment at the time of the incident. The cashier has a 90% chance of collecting the monies due at the time of the incident. Recovery on damaged dispenser equipment drops to greater than 50% when the incident report is sent into the office for collection. Best bet, collect at the time of the incident! The parts and labor needed to replace the breakaway can add up quickly when considered company wide. In addition, if the dispenser is down for any length of time there is a possible loss of revenue. Guests can become disgruntled when they pull up to a dispenser and the hose is down. While they may move to another dispenser, they can be irritated enough to go on to another station.

Thanks again to these two team members and all the others who help the Company operate efficiently, give great guest service and help keep our team members and guests safe!

