

THE INDEPENDENT **DEALER**

OFFICIAL PUBLICATION OF THE OHIO PETROLEUM RETAILERS & REPAIR ASSOCIATION

FOCUS ON MARKETING



**Bring
more
customers
to your
door,
and
keep
them
coming
back for
more...**

**See stories on
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MARCH/APRIL 1998

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at Sawmill Creek Resort in Huron, Ohio
Watch for details soon...



OPRRRA OPPOSES SHELL GAMES

Dear OPRRA Member,

Some very strange things are happening at the Shell Oil Company. One of the world's most profitable oil companies has apparently decided that it isn't profitable enough and that it needs to make even more money. Of course there's nothing wrong with that. After all, profit is the reason for being in business. Every business owner wants to maximize his or her profits.

What is disturbing about Shell's approach to profit maximization however, is that they apparently want to accomplish their goal at the expense of someone else, namely their dealers.

The company is prepared to roll out a new Shared Rent Program in April. Essentially their new program involves taking a percentage of all segments of their dealers' business. Starting with a base rent for each location, each dealer's total rent will then be increased by a portion of their gasoline sales, their C-store sales, their repair bay sales and their car wash revenues. They have even established formulas for capturing a portion of each dealer's ancillary sales and revenue such as ATMs and towing businesses. The formulas and math are much too complicated to explain here but let's just say that the company wants a piece of *everything*.

Unfortunately, when the program first rolled out to dealers around the country, the company left a number of holes in their

explanation of just how the program would work but dealers have been able to gather enough information and do the math and conclude that it will have a catastrophic impact on their businesses. The bottom line is that an overwhelming majority will experience dramatic rent increases. In some cases, those increases will be as much as \$12,-15,000 per month.

The first question that comes to mind is just how is a dealer supposed to make up for that kind of an increase in his rent? With competition and margins being what they are, an increase of only a few hundred dollars a month is difficult to overcome let alone one of several thousand dollars. As one dealer put it, "that's a helluva lot of Twinkies." The answer, of course, is that they won't be able to make it up without digging in to their already too slim profit margins. Many can't take that kind of a hit.

The second question is, why? Why would a company as profitable as Shell, that has traditionally enjoyed a good relationship with its dealers decide to make more money on the backs of its dealers? Is it because top marketing management doesn't understand the service station business and the work that is involved in just making a decent profit out there on the street where competition, oftentimes coming from a dealer's own supplier and landlord, forces margins to the point of nonexistence? Is it because the company has decided that there is no place for its dealer network

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SHELL GAMES

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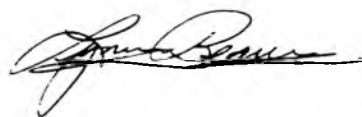
in the future and this is as good a way as any to begin to eliminate them? Or, is it as one dealer put it, "just plain greed?"

Whatever the answer, Shell dealers in Ohio and throughout the country are not taking this lying down. Numerous, well attended meetings of Shell dealers have been organized and dealers have expressed their strong dislike and unwillingness to accept this program in no uncertain terms. Shell Dealer Council members have been given a strong message from the dealers they represent to take to the company.

Dealers nationwide have backed up their word by raising and pledging hundreds of thousands of dollars should they need it for a court fight. More meetings have been scheduled and dealers are continuing to get every Shell dealer involved.

As an Association, OPRRA applauds the efforts of the Shell Dealers in Ohio and throughout the country and we will continue to support and assist them in any way possible. Their fight is our fight.

Sincerely,



Lynn Bearer
Executive Vice President
Ohio Petroleum Retailers
and Repair Association

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The Independent Dealer is a publication owned and published by the Ohio Petroleum Retailers & Repair Association, Inc. It is dedicated to the improvement of the independent gasoline retailer's and repair shop's position in the oil and automotive industries. Total circulation is 1,200. The magazine is mailed six times a year to service station operators, station suppliers, tire dealers, radiator dealers, automotive wholesalers, repair facilities and those in related businesses in northern, central and southeastern Ohio.

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**WANT TO ADD YOUR NAME TO THIS LIST?
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What can you do to help fight government intrusion into your business?

You can take action... political action by becoming a member of the OPRRA PAC. The OPRRA-PAC is the political arm of OPRRA designed to help elect pro-business candidates to the U.S. Congress and the Ohio General Assembly.

Why is the OPRRA-PAC important to you?

The OPRRA-PAC is your opportunity to directly impact the outcome of legislation elections in Ohio. All funds contributed to OPRRA-PAC will go to support candidates who understand our industry and our issues.

What is our goal?

To give our industry a necessary voice. Election campaigns cost money. It is our constitutional right and duty to support the candidates who support us.

Where does that rank our industry?

Based on 1994 election reports, if we meet our dollar goal OPRRA-PAC would rank ahead of Ashland, Marathon, and Sun, and right behind BP!

**Become a member of OPRRA-PAC.. The survival of your business
may depend on it!** Complete and return the following response form A.S.A.P



**OHIO PETROLEUM RETAILERS AND REPAIR ASSOCIATION
POLITICAL ACTION COMMITTEE -- MEMBERSHIP RESPONSE**



YES, sign me up as a member of the OPRRA-PAC. I am committed to helping our industry elect candidates who understand our issues, to represent us in the U.S. Congress and Ohio General Assembly.

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COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____

() I pledge the amount checked below. BILL ME LATER, _____ monthly, _____ quarterly, _____ yearly

() Enclosed is my contribution of: _____ \$50 _____ \$100 _____ \$250 _____ \$500 \$ _____ other

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How to bring customers in and make them yours

By Paul Harvey, Editor

HERE'S
SOME
SUREFIRE
MARKETING
TIPS TO
BRING 'EM
IN AND
KEEP 'EM
COMING
BACK FOR
MORE...

GASOLINE DEALERS, repair shops and convenience stores are three very different operations, but all have the same goal: Gain customers and increase profits.

Understanding that these three industries are different animals, we'll address MARKETING from two different broad objectives:

1. **Enticing more customers into your business.**
2. **Getting them to buy and keep buying your products and services.**

(You'll also find a comprehensive Merchandising story by OPRRA's Buying Power Group partner, J.F. Walker, on page 8 of this issue.)

Incorporate these time-proven, big-bang-for-your-buck tips to bolster sales and build your profits:

GETTING MORE CUSTOMERS TO YOUR DOOR

The Yellow Page Advertisement: Make yours stand out!

Your competitors may be spread geographically all over the city, but open the Yellow Pages and you're suddenly side-by-side with the best of the best (and the worst of the worst). Your ad must stand above the crowd and say, "CALL ME FIRST!"

Most Yellow Page ads say the same old thing like "We're No. 1" or "Under New Management," which means nothing to a prospective customer. You must give them a reason to call you over 50 competitors on the same page.

Adding a few simple elements to your Yellow Page ad will push your company to the top of the list.

Include a headline. People don't read the Yellow Pages. They scan through until something catches their attention. Experts say a good headline can increase your ad's effectiveness by 2,000 percent! Putting your business name or logo at the top of your ad is



NOT a headline. You must tell the customer WHAT'S IN IT FOR THEM. Here are some eye-catching headlines: "What have other repair shops been hiding?" or "10 reasons to shop at Debbie's C-Store" or "Do not fill your tank until you read this!"

Make an offer. In your ad, offer one of the following: "Free Informative Brochure" or "Free Consultation" or "Stop in for your free coupon booklet." An offer can increase your ad's effectiveness by up to 40 percent.

Testimonials. What do others say about your company? Include a quote from a satisfied customer such as "The clerks at Ginos Gas-n-Gallop actually carried my groceries to the car!"

Be specific. Forget claims like "Lowest Prices." Offer prospects something unique to your business. For example, "Our technicians have the most training in the industry" or "24 hour towing service available."

The Marketing Letter

A marketing letter campaign might not be effective for a C-store owner, but a repair shop owner trying to land a fleet account could see big results. A letter is an inexpensive yet powerful weapon. According to Jeffrey Dobkin, Author of "How to market a product for under \$500," mailing a series of five traditional letters to a prospective customer will change you from a salesman to a friend. In the letter, ask them to respond and ask for the order... twice! After the fifth letter you should call your new friend and ask for a meeting. Re-

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page 6

member, poor grammar, spelling mistakes and sloppiness are deal-breakers. Bad letters end up in the circular file.

The Press Release

A press release is simply a brief communication about your business. It should be sent to anyone who can put your name out on the streets. Send press releases to local newspaper, magazine and newsletter editors plus TV and radio stations. Call the editor and ask if they are the person you should send the press release to. When your press release arrives, they'll remember talking to you and may put your release near the top of the stack. A good formula for your press release, according to Dobkin, "New product or service offers benefit A, benefit B, benefit C, etc." For example: "New gas pump features built-in TV screen to catch up on latest news while you pump..." Whenever possible, include a crisp black and white or color photo.

These easy marketing plans should have more customers picking up the phone or heading for your door. The rest is up to you and your staff.

GETTING CUSTOMERS TO BUY (instead of "goodbye")

It's been said a bad receptionist can sink the biggest company. If a gruff, unfriendly voice answers your phone, kiss that customer goodbye. Instruct employees to answer the phone like this: "Good morning, this is Bob's

Repair, home of 20,000 quality parts. This is Bob, may I help you?" Never let a customer wait more than 10 seconds on hold unless you inform them there could be a short wait.

Once a customer enters your business, he is at a crossroads. If he likes what he sees and hears he may soon be a customer. Start him off on the right path to purchasing.

Offer him a clean parking area, fresh paint on the exterior and a clean waiting room and bathroom. If you're helping other customers when the new customer arrives, greet him and tell him you'll be right with him. Direct him to the waiting area and offer him a cup of coffee and a brochure about

your business.

Here's a baker's dozen of "Little Things" you can do to impress your customers and keep them coming back. (Source: Richard Ensman's "26 Little Things...")

1. Leave a candy dish and business cards on your public counter.

2. Hand out "For a Friend" or "Return Visit" coupons as thanks or mail them to their home with a thank you note.

3. Share a personal story.

4. Invite customers to call you with questions.

5. Give customers your pager number.

6. Share a newspaper article or report that might interest your customer.

7. Open the door for your customer.

8. Give a progress re-

port on service or delivery of products.

9. Sit or stand next to the customer instead of behind a service desk or counter.

10. Carry heavy items to the customer's vehicle.

11. Give a short "tour" of your business.

12. Inquire about customer's personal interests, health, children or grandchildren.

13. Smile.

Of course the above items won't overcome sub-par service and products, but they're the little things people remember. These courtesies will make you stand out in the customers' minds. And it all comes full circle when they give a good report to friends and family, who will soon arrive at your door. ♦

THE IMPORTANCE OF IMAGE

By Henry Holland, EA

Your image is the way your customers, employees, friends, family, loved ones, and even strangers regard you.

In your business it can make the difference with a first-time customer as to whether they ever return, and it can cause long-time customers and friends to forgive and forget occasional shortcomings because they know you and your employees usually don't drop the ball when it comes to customer service and caring. Your business image includes such diverse areas as cleanliness, friendliness, consistency, fairness and caring.

To project a good image, every part of your business should be clean and orderly for your customers and employees. Your employees should be in clean uniforms and wearing a smile whenever they make contact with customers.

They also should thank and tell your customers they are appreciated. Multimillion dollar customer surveys have revealed the amazing fact that customers like to do business with people who appreciate and care about them. Make sure you and your employees appreciate and care about your customers. Show and tell your customers before your competitors do.

Insist that your employees are fair and honest with your customers; this too is part of your image.

Projecting the best image possible is good business. It helps attract new customers. And it helps ensure you will retain loyal, longtime customers. ♦



Henry Holland, EA

Want to sell more product? Know your customers

By Terry Daly
The J.F. Walker Company

THERE ARE
ONLY TWO
SURE-FIRE
MEANS BY
WHICH TO
INCREASE
STORE
SALES: THE
ATTRACTION
OF MORE
CUSTOMERS
AND THE
INCREASE
OF SALES TO
EXISTING
CUSTOMERS

"Know your competition!" This catch phrase is often regarded as a key to business success. While no doubt an important concept, just as important and perhaps even more so, is the notion of knowing your own customer and his or her buying habits.

Of all the consumers that shop in convenience stores, only 32 percent visit at least once a week, 39 percent frequent a convenience store less than once per week, but more than once every three months, while the remaining 29 percent shop in a convenience store less than once every three weeks. As such, only one third of your customers can actually be considered a regular customer.

This one third consists primarily of teenaged to middle aged males with less education, lower incomes and blue-collar occupations. The vast majority within the group are smokers.

The largest segment of convenient store shoppers are less likely to smoke, slightly older, better educated, more affluent and hold down more professional occupations. While comprised of many males, this group of shoppers is more likely female.

The smallest group of convenience store shoppers consists primarily of women, nonsmokers and retired or non-working individuals.

Knowledge of who is shopping in your store is important. However, this represents only the beginning of a true understanding of your customer. The most frequent customers of convenience stores are men. These men most frequently purchase products such as gasoline, beer, lottery tickets and fast food. Women frequent convenient stores less often and most often purchase products such as milk, bread, groceries, confections and personal hygiene products.

The group of customers over fifty years

of age shops in convenience stores even less frequently and most often purchase gasoline, fresh coffee, milk and bakery products.

Understanding that men visit most frequently, it is important to offer those products most purchased by men. Equally important, however, is the understanding that the less frequent customers, women and individuals over 50 years of age, have their own unique needs. The less frequent customers may actually constitute 29



50+ percent of the convenience store industry's customer base, so where beer and lottery tickets may satisfy your "regular" customer, these products may not satisfy the needs of the majority of your customers.

Understanding how your customer shops also plays an important role in satisfying their needs. All purchases made in a convenience store can be categorized as either an impulse, planned or related item purchase. An impulse purchase refers to a decision made without prior intent. Conversely, a planned purchase refers to one that is made prior to arriving at the location. Often times, this planned purchase represents the reason for the visit. A related item purchase refers to products purchased in conjunction with other products, such as coffee and doughnuts or beer and pretzels.

Categories of products are merchandised based largely on what types of purchases they might represent. For ex-

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ample, most gasoline customers are in a store only long enough to pay for their fuel, and less than 50 percent make additional purchases. As such, it is important to merchandise some high impulse products near the transaction area to generate incremental sales from this group of customers.

Other customers make planned purchases. These customers typi-

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cally locate the product they desire and then head directly to the transaction area. Ideally, planned purchases should be merchandised further into the store to draw the customer past strategically located impulse products.

Another important factor to remember is that the walk-in cooler experiences the highest traffic volume of any display fixture in the store. Because more customers are drawn to the cooler, it is important to merchandise related products, such as chips and pretzels nearby and high impulse products within the traffic patterns leading to the cooler and back to the transaction area. Understanding the customer and how he moves around your store will enhance his shopping experience by making products readily available and easy to locate, and will also enhance store sales by exposing more products to the customer.

An additional factor that affects the viability of the convenience store is consumer perception. While most convenience stores offer convenient parking, a more convenient location,

fast checkouts and 24 hour service, other competitors have made the commitments necessary to counter these convenience store advantages. For example, many large grocery stores now offer 24 hour service, open all their checkouts during peak periods and have even introduced the "store within a store" concept to attract the convenience store customer.

While the competition has lessened the impact of the convenience stores' inherent advantages, the industry must also deal with perceived weaknesses. Among these perceived weaknesses are low service levels, noncompetitive pricing, safety concerns, lack of cleanliness and poor quality merchandise. Efforts to counter these perceived shortcomings are important, if convenience store operators are to maintain or expand their customer base. Women, for example, make up a large proportion of the customer base, however, they do not shop in convenience stores on a consistent basis. While there may be numer-



ous reasons for this behavior, non-competitive prices, poor lighting and dirty stores very likely play a role in discouraging many women from shopping in a particular convenience store or convenient stores in general.

By making women more comfortable with the prices they are paying and the quality of the products being purchased and less threatened by being in a convenient store, you may attract your competitors' female customers and/or encourage non-convenience store customers to consider your location as another shopping choice.

It is important to consider the possibility that your store may be operating at a disadvantage to your

Continued on page 30

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TeleManagement Solutions:**OPRRRA's newest Buying Power Group partner**

OPRRRA's Buying Power Group is on a roll. The 134 members who signed up in January divided nearly \$20,000 in accruals according to OPRRA Member Services Director Terry Mulgrew.

Buying as a united group instead of as individuals gives independent dealers a lot of power and great prices and service. Now, there's even more incentive to join. In addition to food and beverage accruals and specials from distributors J.F. Walker and Brooks Beverage Management, OPRRA has now partnered with a provider of ATM machines and pay phone services.

TeleManagement Solutions, based out of Reston, VA will offer discounted rates to OPRRA members on automated teller cash machines, and on pay phones.

TeleManagement Solutions can work with existing ATMs and telephones already in place in your business, or help you purchase or lease new equipment. The company then provides all related services required to maintain ATM and pay phones at your site.

ATMs will only grow more popular as people in our society get busier and demand more conveniences. We thought TeleManagement Solutions would make a good partner for the OPRRA Buying Power Group because they were eager to work with



our association, and because they offer a couple of different programs which will help members earn good commissions," says Mulgrew.

Mulgrew added, "I think this is a good partnership because in this business, we're always looking for new profit centers, and many people have pay phones which could be more profitable, and are looking in

GROUP MEMBERS SAVE BIG!**NOVEMBER SAVINGS: \$11,775****DECEMBER SAVINGS: \$15,602***Above figures reflect J.F. Walker savings only!***JANUARY SAVINGS: \$19,000+****CALL 888-804-9808 to join.**

to putting ATMs in their stores."

Participating OPRRA members profit from the TeleManagement Solutions relationship from ATM service charges to customers who use the cash machines. You, as an OPRRA member would also receive commission on telephone calls made from the payphone on your property.

Mulgrew also believes that OPRRA members will often get better ATM deals through their association than with oil companies. "Typically, when you lease an ATM through an oil company or a bank, that company gets a cut of the profits. With an association, the member makes all of the commissions, with the exception of Telemanagement Solutions' small handling fees.

Mulgrew says, "By participating, there is strength you build as an independent business owner and association member. When you work through your oil company, you lose some of that strength. We are an organization for dealers, run by dealers, and we're trying to give as much back to the members as possible. We can always do better together."

134 SIGN UP FOR BUYING POWER GROUP, JOIN THE CLUB!

"The more members that participate, the better it is!" exclaims an exhilarated Terry Mulgrew, OPRRA's Director of Member Services

At the time this issue of The Independent Dealer was published, 134 OPRRA members had joined the Buying Power Group, and had already received nearly \$20,000 in c-store and beverage accruals and special savings.

Current buying group members, or

those who join the Buying Power Group this month can take advantage of the current special from Brooks Beverage Management and J.F. Walker.

For information on this month's special, contact Terry Mulgrew at (888) 804-9808.

A reminder to buying group members or those who want to join: Our group only remains eligible for special accruals, prices and specials if all members reconcile their invoices within seven days of shipment.

Join now to take advantage of the current special!

Joining is easy! If you haven't yet been contacted by representatives from the group buying program, call Terry Mulgrew at 888-804-9808.

"The more who participate, the better the program and the savings become!" reminds Mulgrew.



OPRRRA Buying Group Program Agreement

Name: _____ Membership Number: _____

Company Name: _____

Please complete a separate form for each of your locations.

Address: _____

Telephone: () _____ Fax: () _____

Existing vendor account number: _____

Company: _____ Acct #: _____

Company: _____ Acct #: _____

I hereby enroll me in the OPRRA Buying Group Program. I have read and fully understand the terms outlined in this contract and agree to abide by the terms herein stated.

Signature _____

Title _____

Please print name here _____

Date _____

TERMS

Participation requirements

- Must be an OPRRA member in good standing.
- Must complete all necessary paperwork including but not limited to:
 - a) Buying Group Program Agreement

Accrual Allowances

- J.F. Walker: The allowance will be issued by OPRRA monthly, on approximately the twentieth day of the following month that the goods were purchased in.
- Brooks Beverage: The allowance will be issued by OPRRA quarterly, on approximately the twentieth day of the month following the quarter the goods were purchased in.
- To participate in Brooks Beverage Partnership Program an additional form must be completed with your local Brook's representative.
- The allowance amount cannot be used to offset any money owed to the supplier.
- Accrual allowances will begin from the date the agreement is received by this office.

Administration

- OPRRRA will receive 5% of the allowance amount to offset the administration cost. This agreement, upon notification, can be amended or adjusted as necessary for proper administration of this program.
- Suppliers will be notified of a members participation by the OPRRA office. Credit terms are available through the supplier. Please contact them directly for any credit applications. The vendors in this program are the sole decision makers regarding credit extension.
- Any member cancelled from the Buying Group Program due to non-payment of dues will be notified by mail. OPRRA will advise suppliers to discontinue any rebate programs and discounts available.
- This program can be amended by the addition or deletion of vendors.

Application accepted by: _____ on behalf of OPRRA Buying Group Program.

Date: _____

Please retain the yellow copy for your records.

BRUCE AND NEYSI SAMPLE

Second Career Wisdom

HERE'S A TALE OF HUSBAND AND WIFE WHO HAVE PROVEN THAT COUPLES CAN WORK WELL TOGETHER

By Gina LaVecchia, OPRRA Correspondent

Met Bruce and Neysi Sample of Woodville.

The Samples run Gail's Quick Trip, a four-pump Sunoco dealership, 2,000 square-foot convenience store, and beverage drive-through.

A couple of things that make the Sample's business different from others is that it is the second career they have ventured into together, and, that they lease part of their building to a pizza operator. As many dealers are finding out, this type of co-branding—whether you choose to operate both parts of the business or not—helps to boost both gas and restaurant profit centers. Gas customers often stop for a bite to eat, while pizza customers frequently fill their tank or pick up snacks and drinks.

A broad background

The Samples have seen and done it all. The couple met when Bruce was attending college in San Francisco. Neysi, who was born and grew up in Nicaragua, had come to California after one of her Nicaraguan friends wrote letters to Neysi, telling her

how much she was enjoying life on the U.S. West Coast.

Bruce and Neysi later married, and spent the following two years traveling throughout Neysi's homeland. Two years later, "We were a little broke," Neysi remembers fondly, and the young couple moved to Ohio where Bruce worked with his brother in the construction business. That business eventually brought the Samples to Michigan, where they eventually purchased a small vending machine business. Realizing the business's profit potential, the Samples began to grow the business, and eventually owned and operated more than 200 machines in factories throughout the Spring Lake and Muskegon area.

In the early 1990s, with their three children grown and out of the house, the Samples sold the vending business, and retired to Florida. From there, they did some more travelling, spending a year in Costa Rica, while they ventured into partial ownership of Gail's Quick Trip. Bruce's brother was their partner, and ran the station until 1993, when he moved to



Bruce and Neysi Sample behind the counter at Gail's Quick Trip, the couple's Woodville, Ohio operation.

Texas. That's when Neysi and Bruce decided to buy him out, return to Ohio, and run the business themselves.

As they did with their vending business, the Samples set out to grow their service station operation, and remodeled their facility in 1994, adding the restaurant space, as well as the drive-through beverage store, which generates about 25 percent of the business's non-gas revenues.

The Samples say that while their vending experience has been helpful in operating their c-store, the gas business has forced them to learn a new and challenging skill.

"The c-store is like vending," says Neysi. "It's a cash business, and we're dealing with the same kinds of merchandise—cigarettes, candy, pop, but the gas is different for us. We knew nothing about it. That's why we joined OPRRA, and the other members have taught us a lot."

Productive partnerships

Like a marriage, business requires contributions from both partners, and the Samples have perfected this. Neysi manages the c-store's purchasing, marketing and merchandising, while Bruce balances the books with a software system for his personal computer, which was designed for the Samples by their computer-savvy son, Mike.

After each shift, the program balances gas, lottery, and carry-out sales. "This system keeps records of every shift's instant lotto sales. It used to take about 20 minutes per shift to write down the lottery numbers, but now we have a scanner running from the store to the office, and we can finish a shift change in 30 seconds," explains Bruce.

Both Bruce and Neysi also work some of the station's shifts, which they share with their three em-

Continued on next page

Continued from
previous page

ployees.

Bruce and Neysi have also looked outside their business for supportive partnerships. Shortly after the Samples joined OPRRA, they became involved in the effort to organize OPRRA's recently-launched Buying Power Group.

From their vending background, the Samples knew the power behind large volume purchasing. That was part of my desire to get a program going for Ohio dealers, says Neysi. "When we had our vending business, we had a lot of clout because of the quantities we were buying. We could control the price. When you're alone in a small store, vendors can take advantage of you. But if you are in a big group, you have a lot more clout. Our members can really benefit from this." ♦

INNER-VIEW



Business:

Gail's Quick Trip: 1115 West Main, Woodville, OH

Owners:

Bruce and Neysi Sample

Family:

The Samples' children, Mike, Lorna and Karen live in Michigan and California. Three grandchildren (and a fourth on the way) give the Samples plenty of reason to still hit the highways.

Their personal stamp on business:

Bruce's brother was their partner in the business until Bruce and Neysi bought him out. "It was at the end of town, and a little run down when we took over. We did extensive remodeling, including the drive-through and adding canopies, and business has really picked up, so I'm happy we did it.

Other profit sources:

"The pizza business we rent to has helped the balance sheet. We also own a parking lot next door to our station, and an apartment building on that lot," says Bruce.

On the service station business:

"I really enjoy having the business because our kids are raised, and it keeps me active and in touch with people," says Bruce. "I like this business," adds Neysi. "Our c-store is doing well, especially now with the group buying program. This is a competitive business, and I like that."

The secret of success?

Neysi: "There is no secret. Just hard work."

Bruce: "Having a good wife who does all the hard work," he says with a hearty laugh.

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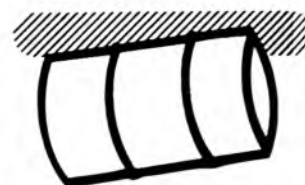
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▪ Richard Butcher ▪ Wayne Eliason ▪ Jane Zahorodnij



Performing cost-effective site assessments and interim remedial action

Site assessments account for a large percentage of the overall corrective action costs reimbursed by the Petroleum Underground Storage Tank Release Compensation Board. This article describes a typical site assessment, presents average costs based on the Board's experience, and discusses ways to control costs for a conventional site assessment.



By Dave Reeder
PUSTRCB

If an owner/operator experiences a release from an underground storage tank (UST), a site assessment must be completed to determine the extent of the contamination. It is during the site assessment that data is collected for the evaluation of a site's geology, hydrology and surface characteristics. This data is used to determine the characteristics of the contamination and the environment in which the release has occurred, so that an effective remedial action plan can be developed.

It is important that a thorough site assessment be conducted. According to statistics compiled by U.S. EPA, a comprehensive assessment can lower both the cleanup costs and the total cost of a project. An incomplete site assessment can provide inaccurate or misleading information which may decrease the effectiveness of corrective actions and increase the overall cost of the project. The Board encourages owners and operators to work with their consultants in completing site assessments that are both comprehensive and cost-effective.

During a typical site assessment, a drill rig is mobilized to the site and soil borings are installed. The soil samples are field screened for contamination and the highest reading from each boring is sent to

a laboratory to determine the concentrations of petroleum contamination. If groundwater is encountered, some of the soil borings are converted into monitoring wells so that water samples can be collected and analyzed. The results of the soil and water sample analyses are used

assessment costs vary depending on site circumstances.

When a claim is submitted, a reimbursement analyst will look at the costs and the various factors which make up the total costs. Total costs will be evaluated on the number of soil borings and monitor-

existed. To reduce the possibility of non-reimbursable costs, the Board encourages owners to voluntarily submit site assessment costs for pre-approval.

TYPICAL COSTS

When site assessment costs are submitted in a claim, a determination is made as to whether the costs are in a typical range based upon the Board's experience. The Board reimburses for the costs of laboratory analyses and has experienced the following average costs:

BTEX; \$71
TPH; \$55
BTEX/TPH; \$140
PAH; \$154

Labor rates and the classification of personnel are also evaluated according to what is typical based upon the Board's experience. On a conventional site assessment the Board would expect to see most site assessment work performed by technicians, staff and project geologists, with planning and review performed by a senior project geologist or project manager. The Board has experienced the following average rates and classifications for consultants:

Principal; \$105/hour
Project Mgr.; \$81/hour
Senior Project Engineer/Geologist;

Continued on page 30

HISTORICALLY, THE BOARD HAS EXPERIENCED TOTAL COSTS IN THE RANGE OF \$25,000-\$35,000 FOR A TYPICAL CONVENTIONAL SITE ASSESSMENT.

to determine the horizontal and vertical extent of the contamination. After the full assessment is completed, a consultant uses this information to develop a long-term remedial action plan (RAP) that will efficiently and cost-effectively clean up the site.

Historically, the Board has experienced total costs in the range of \$25,000-\$35,000 for a typical conventional site assessment. However, please note that the Board's data is based only on sites with claims received where costs exceed the deductible amount. Sites with low levels of contamination do not, at times, exceed their deductibles. Total site as-

ing wells installed and the average cost per boring and well. The Board is currently experiencing an average cost of \$2,900 per monitoring well. Included in this typical cost is project setup, drilling, installations, oversight, sampling and laboratory analysis, cutting disposal and report preparation.

Factors which can affect total costs include the depth of the monitoring wells, well size (2", 4" 6"), on or off site drilling, drilling techniques, labor hours and rates for performing work, the frequency of mobilization, pump/slug tests, site conditions or any other special conditions which may have

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Workers' comp dividend credits a breath of fresh air in taxing times

OPRRRA group rating members share in big savings

By David Merz
The Frank Gates Service Company

In case you've not already heard the good news, the Ohio Bureau of Employment Workers' Compensation (BWC) has decided to reduce the burgeoning surplus in the State Insurance Fund by \$1.3 billion. The BWC attributes the surplus to strong investment performance, increased operating efficiencies and lower than expected claims costs.

How will you benefit? The 20 percent premium dividend credit granted to Ohio employers in the 1996 fiscal year has been enlarged to a 75 percent premium dividend for the 1997 fiscal year. This 75 percent discount off the total premium, including assessments, is over and

above any other discounts that apply, such as group credit modifications.

OPRRRA group rating members have an added bonus. They will see half of their group rating savings immediately because they will pay premium into the group savings pool at just half their normal rate. With

the cash flow advantage of "direct" group rating plan and the risk management protec-

tions that only a well executed shared savings plan can provide, OPRRA members have the best of both worlds.

An employer's premium that would normally be \$10,000 is reduced to just \$2,500 thanks to the BWC's 75 percent premium dividend. The \$2,500 payment is then reduced by half to \$1,250, courtesy

Frank Gates

Frank Gates always welcomes calls from OPRRA group rating participants and inquiries from others. The toll free number is 800-777-4283. Ask for Mike Stange at extension 431 or Dave Merz at extension 318.

of OPRRA's immediate group discount. Finally, the OPRRA group member receives still more savings via a residual rebate check due to the shared savings equalization process.

What about the workers' comp picture on a larger scale? Premium dividends on top of decreasing base premium rates, discounts for safety implementation, record high group rating enrollment, decreasing claims cost due to managed care, and more all converge to present an interesting mix. Unlike most of your other overhead costs, this is one important portion that is trending downward. How long this trip will last no one knows, but, for the time being, employers can enjoy the ride. ♦

WORKERS' COMP COMMITTEE

READY TO SAVE MONEY ON WORKERS' COMP?

The amount OPRRA members will have to pay into workers compensation will be dramatically cut this year.

This can be attributed, in part, to the fact that Ohio Governor George Voinovich's Worker's Compensation Bureau is providing a rebate to all of those who made 1997 payments to the bureau. The rebate is intended to reduce the amount of surplus money in the state's workers compensation fund, and will pay back \$1.3 billion dollars to Ohio employers who made payments in 1997. That includes all OPRRA members.

But there's more savings. Before the news of the governor's rebate was announced, OPRRA's Worker's Compensation committee, headed by Andy Tilton, made the decision to charge members only half of what they officially owed to worker's comp.

"That means that instead of get-

ting the usual refund checks we are used to getting every year as a result of being in a group rating program, we will get smaller rebate checks, but pay less into the program, which keeps more money in our stations," explains Tilton.

This means OPRRA members will pay only 50% of their traditional OPRRA rates to OPRRA's third-party administrator, Frank Gates Co. This also means that "each OPRRA member will only pay 12.5% of what he or she would have paid if paying the Workers Comp Bureau directly, and if he or she were not part of a group rating program," says Tilton.

In practical numbers, he explains, a member who was paying \$9,800 per year typically received a \$6,800 rebate for being part of the OPRRA group rating program. This year, the same dealer would only pay \$1,058, and receive a small rebate check.



Next year, the savings may be less, as the bureau's rebate may be smaller, or nonexistent.

"Next year, there won't be a 75% give-back, so we'll have to pay more. Our best guess is that it will be 25% or 30% of what we paid last year. For the average dealer it will still only be in the three or four thousand dollar range," says Tilton. "We have a great program. Everyone gets coverage and we all share in the savings."

Nine steps to a better safety program

By Gary Hanson
President
American Safety
& Health Management
Consultants, Inc.

Starting July 1, 1996 the Ohio Division of Safety and Hygiene implemented new safety guidelines for companies that were members of a Workers' Compensation Group Rating Program. These nine steps are similar to those that were implemented in 1995 for companies that were Penalty Rated and wanted to participate in the Premium Discount Program. Since Group Rating was implemented there has always been a requirement that associations sponsoring groups promote safety and demonstrate improved safety performance for the group. Until now, however, there were never any clear guidelines for the associations to follow and there were no safety program guidelines for member companies.

The new set of guidelines for member companies is called the Nine Key Safety Program Parameters, which include the following steps:

1. A written safety and health policy statement signed by the Owner, President or key Senior Management Official.
2. Visible and active Senior Management Leadership.
3. Employee involvement and Recognition.
4. Regular Communication to all Employees.
5. Orientation and Training.
6. Published safe work practices.
7. Assigning an individual the responsibilities of Coordinating the Safety Effort.
8. Early return to work program.
9. Internal Program to assess the success of the Safety Program.

These nine steps were developed by a joint committee that consisted of members from the Division of Safety & Hygiene and various association representatives. An effort was made not to be so OSHA specific, but to provide for a balanced, managed approach. The nine step program provides a guideline for any type of business. These steps have proven effective in improving safety efforts for many companies.

At first glance these nine steps may appear unattainable for a small company.

However, if you look at and work on each step independently, they can be implemented gradually. The Division of Safety & Hygiene and your association recognize this may take some time. Over the next year, a realistic effort should be made to implement as many of the steps as practical. Assistance is available through your association, American Safety and Health Management Consultants, Inc., and the Division of Safety & Hygiene.

In order to help you get started on the process we will break the steps down into segments and outline what you need to do for each. Hopefully, the information will be helpful in your efforts. To help you get started, we will review each of the nine steps and outline how to satisfy the requirement.

The following cover step 1:

Step 1:

A written Safety and Health Policy Statement

Your statement should define your company's commitment to your safety program.

- It needs to be signed by the company's owner, president or other key senior management official.
- It should be put on company letterhead and posted where all employees can read it.
- It should also be reviewed with all new employees at the time they are hired so they know that safety is an important concern to management.

Do not fall into the trap of outlining a list of safety rules that your employees will be expected to follow and use this as your Safety Policy Statement. Safety rules should be implemented but they should be separate. Instead your Safety Policy Statement should show your concern for your employees and your commitment for protecting their safety.

A sample Safety Policy Statement

A Safety Policy Statement should be similar to the following:

Our company is committed to providing the safest possible working environment and conditions for our employees. The

safety of employees is a prime concern to management and critical to continued success and growth. With this in mind the following commitment is being made to prevent unnecessary injuries:

- Management recognizes that safety is a core management value and that the prevention of injuries is an important part of our business.
- Safe working conditions will be provided and maintained.
- Employees will be trained in safe working practices.
- Safe procedures will be developed and communicated to all employees.
- Management is open to any suggestions or ideas from employees that will help improve the overall safety effort of the company.
- Employees will be encouraged to follow safe work practices and, where necessary, safety policies and rules will be enforced.
- Every effort will be made, when practical, to return injured employees to transitional work.
- Safety is good business, good for our employees and good for the company.

The previous items can be amended or other ones added for your particular company, but this will give you a good guide to follow.

A closing paragraph should be added similar to the following:

The prevention of employee injuries is of the utmost importance to the company and a key ingredient to the continued success and growth of the company. We urge all our employees to join with us to make our company the safest possible place to work.

*Sincerely,
Owner/President/Key Management Official*

Other articles covering this Nine Key Safety Program Parameters will be published on a regular basis. Please use this information to help improve your safety program. ♦

A representative from American Safety & Health Management Consultants is available if you have questions or need assistance. Please call the toll free Safety Service Line at (800) 211-2358.

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Lifting is an important part of our job duties. While it is a required part of the job, we do not need to suffer injuries as a result. Back injuries can be very painful and can be difficult to heal. The vast majority of back injuries can be prevented. Back injuries are caused by a number of factors.

The following is a list of the most common:

- Overexertion over a period of time.
- Lifting more weight than you are physically capable of handling.
- Lifting in an awkward position.
- Lifting objects too far away from your body.
- Twisting while lifting or carrying a heavy object.
- Trying to lift objects too high into the air or trying to lift down objects from overhead.
- Hurrying and not taking time to plan your lift.
- Failure to maintain proper muscle tone and strength.
- The natural aging process and the gradual reduction in physical capabilities that go along with it.

The following items are important to keep in mind when you are preparing to lift:

- Try to reduce the weight of the load if possible.
- Get help to lift objects that are too heavy and cannot be lightened.
- Think through the lifting process before actually lifting.
- Take your time, don't hurry.
- Try to lift only what you can handle comfortably.
- Use your legs while lifting, not your back.
- Don't bend over at the waist when picking up an object.
- Avoid overhead lifting when possible.
- Keep objects close to your body while lifting.
- Never twist or jerk while lifting.
- Use mechanical assistance whenever possible.

- Do not try to reach over an object to lift another object.
- Exercise and stay in good physical shape.

Before lifting an object always remember:

- A.** Seek alternative lifting methods if possible:
- Lighten the load. Never attempt to lift a heavy object unnecessarily.
 - Use mechanical assistance such as a hoist, crane, lift truck, pallet jack or two wheel dolly
 - Get help from others when you cannot lighten the load.
 - If items are stacked too high, use a ladder. Remove items one at a time.

- B.** Size up the load and determine how heavy it is.
- If the weight is unknown, review the type and size of the object.
 - Shake the object, if it moves easily you should be able to lift it.

- C.** Inspect the object to be lifted for sharp edges, tears, or other problems which could cause an injury.

- D.** Inspect the area around the object to be lifted. Do you have room to lift it safely? Is there a safe path to where you want to go? Is the floor free of slipping or tripping hazards? If not, make sure the area around the object to be lifted is cleared and/or cleaned up before lifting.

Know the proper steps of lifting:

- Start by placing feet about shoulder width apart, stand back from the object to be lifted (about six inches). Turn the box or object to be lifted to the left at a 45 degree angle to your body. This will allow you to get as close as possible and reduce the stress on your back.
- With feet shoulder width apart, kneel down, putting your hand on the object to be lifted to maintain balance.
- Slide up to the box or object. Place left foot alongside the left side of the box. Get as close to the box as possible.

The inside corner of the box should be directly below your breast bone.

- Place your right hand under the right side of the box. Your right arm should be straight up and down. Make sure the object is balanced properly.

- Place your left hand on the left side of the box. Hand should be centered on the box to provide the best balance.

- Lean forward, keep your back straight to keep spine in alignment. Do not bend over.

- Tuck chin in so it is in alignment with your neck and back. Take a deep breath and tighten stomach and abdominal muscles.

- Lift straight up with legs in a smooth steady lift. Do not jerk. Keep back straight and object close to your body.

- Pull object into your body as soon as you stand up. Get a good grip on the box with both hands. Be careful not to drop the box.

- Keep elbows in tight.

- Never twist your body while carrying an object. Always step, turn and pivot in direction of travel.

- Set the box, or object, down by bending your knees. Keep your spine in a straight alignment. If setting on a table, shelf or counter, set the object down on the edge then slide into place.

- When picking up an object from a counter, slide the object as close to your body as possible. Bend your knees, lift with your legs.

- Special caution is needed when lifting objects above shoulder level. Always lighten the load before trying to lift. Get as close to the object as possible. Set your feet shoulder width apart and gently lift the object down. If necessary, use the step stool or ladder.

- Do not reach over an object to lift another object or box. Lifting at arms length puts extreme pressure on the back.

Remember, always practice proper lifting habits. You can prevent a back injury if you follow proper lifting procedures at all times. ♦

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OPRRRA NEWS



1998 Membership Meeting and Buying Power Group in full gear for 1998... don't miss out!

By Nicola Jones
OPRRRA Business Manager

Your OPRRA leadership has been busy improving your Association.

First, we cut your membership dues. It is not because we don't need the money. We felt an incentive should be given to members who choose to pay their dues annually. With less time spent on the administration of processing and billing dues information more time can be applied to exploring better benefits

and programs for the Association.

Many of you took advantage of this offer. Whether it was for the savings gained or for the convenience of not having to remember to pay each month, either way it seemed to be a change many of you desired.

Second, we came up with a program you should not pass up! Yes, I'm talking about the OPRRA Buying Power Group we introduced in November. J.F. Walker, Brooks Beverage and TeleManagement Solutions have arranged some terrific discount programs exclusive to OPRRA members. If you are currently not enrolled in the program, I strongly recommend you look at the plans available and seriously ask yourself "why not?" If you think you currently have a good deal, you should still compare it with our plan.

In November alone, accruals totaling over \$11,000 were distributed to the members participating, and an additional \$4,000 was discounted straight off the supplier invoice. Yes... this could be money in your pocket, so call the office if you want further details.

Third, but not least... Reserve these dates now: September 11-13,

1998. Why? Because you'll be spending the weekend at Sawmill Creek Resort in Huron, Ohio for the 1998 OPRRA membership meeting.

Without going into too much detail before the promotional brochure is released, I will say the membership meeting isn't going to be all work and no play. We all need a break from time to time. Friday, September 11 will be entertaining, so I encourage all members to bring their spouse, invite employees, or bring a guest to join us in celebrating with our peers.

Saturday, September 12, participants get down to business with some important topics and issues that every member can appreciate. While we encourage spouses who are involved with the business to attend the seminars we haven't forgotten those that are not. A separate program has been scheduled that will definitely keep them busy until it's time to go home. There's even plans for a golf outing on Sunday, September 13.

There's been a flurry of activity at the OPRRA office this winter. I hope you will take advantage and enjoy, learn and benefit from your Association. We're here working for you!

Attention OPRRA members

You will soon receive a copy of "The OPRRA Membership Survey." Please fill out and return the survey as soon as possible, since the Board of Directors and staff will use your input to tailor new programs and re-tool existing membership benefits. This is an easy way to take part in your association. If you don't receive the survey, contact the office and one will be faxed or mailed to you immediately.

Your response is appreciated. Thank you,
Terry Mulgrew, Director of Member Services



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Cleveland, Ohio 44131-6808
Phone (216) 520-0088
Fax (216) 520-0044

William C. Pepple
Glenn D. Waggoner

Cheryl T. Maimona
Kevin J. Locke

OPRRRA VP changes business name

OPRRRA Vice President Andy Tilton has changed the name, and the focus, of his business. Tilton closed his pumps last December and is reapplying his labor and financial resources to concentrate on his seven-bay auto repair business.

"We took out the grocery store," says Tilton, "and replaced it with a service writ-

ing and waiting area." He also had his gas pumps—operative since 1989—removed.

"I think it's what we've always done best. For a while I thought the gas would complement it, but after last year, I realized it was hindering that core business, because it was creating a cash crunch and because a lot of labor and resources were going into managing it." Tilton has renamed the business Tilton's Automotive Service.

CALENDAR

Send your calendar items to:
Editor, The Independent Dealer
P.O. Box 16818 • Rocky River, OH 44116
or Fax to: (440) 356-3776

OPRRA/INDUSTRY EVENTS, TAX DUE DATES AND IMPORTANT DEADLINES

MARCH 1998

First semi-annual savings rebate check sent to all July 1, 1997 participants.

SPRING 1998

ASE Spring Tests: Automobile/Light Truck, Medium/Heavy Truck, Collision Repair/Refinish, Engine Machinist, Auto Advanced Level, Alternate Fuels/CNG, School Bus, All recertification tests. Deadline for registration is April 3, 1998. Test dates: May 5, 7 and 12.

MARCH 31

Progress Report Deadline for all current July 1, 1997 Premium Discount Program (PDP) participants applies only to "ungrouped" members).

APRIL 1-4, 1998

SSDA-AT International Conference & Exposition in Louisville, KY.

APRIL 30

Deposit Federal Unemployment Tax due if it is more than \$100

NOVEMBER 3-6, 1998

SSDA-AT Board & Committee Meetings, Las Vegas, NV

DECEMBER, 1998

Deadline for new Underground Storage Tank Regulations. Call Terry Mulgrew, Director of Member Services, at (614) 221-0095 soon for more information.



Reserve these dates NOW!

September 11-13, 1998

For the OPRRA Annual Meeting at Sawmill Creek Resort in Huron, Ohio. Watch for details soon...



Need help? Log on to the Internet and try these business and industrial web sites:

SITE OF THE MONTH: International Technicians Network

www.iatn.net/
Worldwide site featuring techs discussing problems from shop to cars. Sponsored by ASA, ASE, Snap-On, Fluke. Currently 10,613 techs online. Check it out!
Submitted by OPRRA member John Watson.

ALLDATA
www.alldata.tsb.com

CarTalk
www.cartalk.com

All Things Automotive
www.autodirectory.com

Automotive Parts & Accessories Assoc.
www.appa.org

Online Auto Repair
www.win.net/~onlineauto/welcome.html

ASE
www.asecert.org
Class registration and testing information, plus repair tips and much more.

EPA
www.epa.ohio.gov
Stay up-to-the-minute on EPA regs and rulings.

National Assoc. of C-stores
www.cstorecentral.com

Petroleum Equipment Institute
www.peinet.org

Steel Tank Institute
www.steeltank.com

American Petroleum Institute
www.api.org

PMAA
www.pmaa.org

National Petroleum Council
www.npc.org

The Drive Train Page
www.quiknet.com/celery/index1.htm

Oxygenated Fuels Association
www.cleanfuels.com
Find out how your state is rating cleaning up the air by using more efficient fuels.

Motorcrafts
www.motorcraft.com

Bob Hewitts Auto Repair Page
www.MisterFixit.com

Small Office
www.smalloffice.com
Check out the latest information on running your small business.

Send us your favorite website with a brief description.
E-mail ideas to:
Harvdawg@worldnet.att.net

INTERNET DIRECTORY

ONLINE HELP



What is the Ohio Petroleum Retailers & Repair Association?

history

The Cleveland Gas Dealers Association began in 1950, and eventually changed its name to NOPRA. The Toledo Association joined NOPRA in 1989, then in 1993 the Columbus Association (ISSARA) allied with us to form OPRRA. Our goal is to help dealers be effectively represented in the marketplace.

benefits

Legal Program, Legislative Updates, Group Health Insurance, Dental Insurance, Credit Card Program, Check Acceptance Program, UST Information, SIRAS Program, Workers's Compensation Group Rating, Free Classified Advertising, Member Magazine -- *The Independent Dealer, Membership Directory and Buyers's Guide*, Federal Credit Union, Hotline Bulletins, Ongoing Education and Training Programs and the comradery of working side-by-side with hundreds of experienced business-owners in our industry.

Become a member... We do better *together!*

I am interested in joining OPRRA.

Please contact me and send me more information on the following topics:

Fax or mail this form to OPRRA at: (Fax) 614-221-1989 • (Phone) 888-804-9808
17 South High Street • Suite 200 • Columbus, OH 43215

- ☐ Group health/dental/life insurance
- ☐ Workers' Comp Group Rating
- ☐ Legal Program
- ☐ Credit Union
- ☐ Credit Card/Check Program
- ☐ Telecheck Program
- ☐ UST Information

Name: _____

Company: _____

Address: _____

Phone: _____



1998 COMMITTEE LIST

To join a committee, contact the Chairperson
or the OPRRA office at 1-888-804-9808

FINANCE	CHAIR: John Kirkland, Neysi Sample
FED/STATE GOV. RELATIONS	CHAIR: Pat LaVecchia, Jack Bope
BY LAWS	CHAIR: Tracy Stanton, John Quinn
WORKERS' COMP	CHAIR: Andy Tilton, Bob Ramsey, Joe Zigman, Jay Linn
HEALTH INSURANCE	CHAIR: Ron Milburn, Bob Ramsey, John Price, Greg Horan
SCHOLARSHIP	CHAIR: Dan Cricks, Pat LaVecchia (Advisor)
PAC	CHAIR: Jamie Hicks, John Quinn
PUBLICATIONS/ PROMOTIONS	CHAIR: Al Garvin, Ralph Miller
'98 CONVENTION	CHAIR: Greg Horan
LEGAL	CHAIR: Maurice Helou, John Quinn
BUYING POWER	CHAIR: Ken Frank, Terry Mulgrew, Ron Milburn, Neysi Sample

Crisp new taste of 7UP; Nationwide rollout underway

DALLAS, TX -- With a new flavor profile for 1998, 7 UP, the familiar American soft drink that refreshes millions of people daily, is now rolling out nationwide to grocery, convenience, mass merchandise and drug stores,

and to restaurants. Bottlers throughout the nation recently began producing 7 UP, with its "crisp new taste." The flavor change resulted from two years of research, development and testing by Dallas-based Dr Pepper/

Seven Up, Inc., which first announced the change at its annual bottler meeting last September.

In addition to its new taste, 7 UP is sporting updated packaging graphics with "Crisp, Clear, Refreshing Taste" replacing "The Uncola," which dates back to 1968. Consumers will be able to identify the new products by the yellow lemon slice and green lime slice superimposed atop the familiar 7 UP dot.

"7 UP has tremendous brand equity among existing soft drink consumers, and we plan to expand that consumer base with the program we've developed for 1998," stated Mike McGrath, 7 UP's chief operating officer.

7 UP was first created in 1929, and is the second largest brand in DPSU's portfolio, after Dr Pepper. Dr Pepper/Seven Up, Inc. is the largest non-cola soft drink enterprise in North America, and the largest operating division of London-based Cadbury Schweppes plc.

For more information on Seven UP products, contact Brooks Beverage, OPRRA's beverage partner in the OPRRA Buying Power Group.

Press release supplied by Brooks Beverage Management.

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- ✓ BUSTR Site Assessments
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- ✓ Annual UST Leak Detection (S.I.R.)

Flynn Environmental provides these services guaranteeing you the lowest price and your complete satisfaction.

Call for more information and references.

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Sponsored for 40 years by the International Tire and Rubber Association (formerly ARA), this event gains the power of a new partner this year. For the first time, the Service Station Dealers of America and Allied Trades joins with ITRA to make the industry's biggest event even bigger.

The Exhibition will feature the newest technology and will cover almost 300,000 square feet of indoor space and a vast outdoor demonstration area at the Kentucky Fair and Exposition Center.

The Conference Center and meeting facilities are adjacent to the Exhibit Hall, allowing you to make the most of both opportunities.



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APRIL 2, 3, 4, & 5, 1998 APRIL 3, 4, & 5, 1998



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800-426-8835

502-968-8900

Fax: 502-964-7859

E-Mail: itra@itra.com

<http://www.itra.com>

SSDA-AT/ITRA CONFERENCE REGISTRATION INFORMATION

PRE-REGISTRATION FORM

PLEASE READ INSTRUCTIONS FIRST!

Please type or attach business cards with the names (use first names rather than initials) as you would like them to appear on your badges.

The number of characters allowed per line on the badge is limited. That number is in parentheses. Example: the first name is limited to 10 characters. ITRA will abbreviate as needed if the information submitted exceeds these parameters.

Mail this completed form with your registration fee to: ITRA, P.O. Box 37203, Louisville, Kentucky 40233-7203 USA or fax with credit card information to 502-964-7859. For additional registrations, please duplicate this form. Incomplete forms will be returned.

If you require special assistance because of a disability, please call ITRA, 502-968-8900 or 800-426-8835.

Company (25) _____

Name: First (10) _____ Last (20) _____

Title (25) _____

Address (25) _____

Location (30) City _____ State _____ Zip+4 _____

Country (other than U.S.) _____ Phone _____ Fax _____

E-Mail _____ Internet _____

International registrants please provide credit card information: check in U.S. dollars on U.S. bank, or wire transfer funds to National City Bank, Louisville, KY #012 2944-3, Routing #08300054

Please indicate your primary interest:

☐ Service Station/Petroleum Marketer ☐ Tires/Retreading ☐ Scrap Tire/Rubber Recycling

Please indicate your primary business:

☐ Service Station Dealer ☐ Supplier, Service Station ☐ Commercial Tire Dealer/Sales ☐ Commercial User

☐ Commercial Tire Service ☐ Fleet ☐ Government ☐ Repairer ☐ Retreader Mold Cure DOT Code _____

☐ Retreader Precure DOT Code _____ ☐ Supplier, Tire Industry ☐ Supplier, Scrap Tire and Rubber

☐ Tire and Rubber Recycler ☐ Truck Stop ☐ Other _____

Credit Card Information

Name (print) _____

Signature _____

☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card Number _____ Expiration Date _____

Workshops

Please indicate the workshops you will attend by circling the number corresponding to the title (see schedule on the back of this form)

Thursday 8:00 a.m. 1 2 3 4 5

Thursday 9:45 a.m. 6 7 8 9 10 11

Thursday 11:30 a.m. 12

Friday 8:30 a.m. 13 14 15 16 17 18 19

Friday 10:15 a.m. 20

Friday 1:00 p.m. 21

Friday 2:00 p.m. 22 23

Saturday 11:00 a.m. 24

Saturday 1:00 p.m. 25

Sunday 8:30 a.m. 26 27 28

Please send information:

- ☐ Charity Golf Outing
- ☐ Gala Welcome Reception (complimentary ticketed event)
- ☐ ITRA Membership Meeting and Breakfast (ticketed event)
- ☐ Commercial Tire Dealer "Rodeo"
- ☐ Hall of Fame Induction and ITRA Awards Banquet (ticketed event)
- ☐ Barbecue (ticketed event)
- ☐ Spouses Program
- ☐ Stretch Your Stay pre and post Conference travel
- ☐ CTS Instructor Training and Certification
- ☐ CTS Technician Training and Certification

ROOM RESERVATION FORM



Please complete this form in its entirety and mail by March 1 to: Louisville Housing Department, 400 South First Street, Louisville, Kentucky 40202-1416 or fax to 502-561-3121. Questions? Call the Housing Department at 800-743-3100, 502-561-3100.

Hotel Choice 1) _____ 2) _____ 3) _____

Please indicate three choices. Refer to the map, list of hotels, and rates. Final hotel determination will be based on availability.

Room type: S - Single (one bed) DD - Double/Double (two beds)

☐ Please designate shared rooms. Additional charge may apply for extra people.

☐ Please indicate any special requests.

Name _____

Arrival Date _____ Departure Date _____ Type of Room _____

Name _____

Arrival Date _____ Departure Date _____ Type of Room _____

Company _____

Address _____

City _____ State _____ Zip+4 _____

Country (other than U.S.) _____ Phone _____ Fax _____

The hotels require a first night's deposit. Please complete the credit card information below to guarantee your rooms. I authorize the hotel to charge my credit card for one night's deposit and guarantee for late arrival.

Name (print) _____

Signature _____

☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card Number _____ Expiration Date _____

Your room reservation acknowledgment will be faxed or mailed from the Louisville Housing Department and confirmation will be sent by the hotel. Reservations will only be accepted by mail or fax — no telephone calls, please.

Rates**			Rates**		
Hotel	Single	D/D	Hotel	Single	D/D
1. Best Western Ashton Suites*	\$ 94	\$ 99	15. Holiday Inn - Hurstbourne	\$ 89	\$ 89
2. The Canterbury Brown*	95	110	16. Holiday Inn - Rivermont	67	67
3. The Club Hotel by Doubletree*	79	79	17. Holiday Inn - South*	89	89
4. Days Inn - Central*	52	62	18. Holiday Inn - Southeast*	65	65
5. Days Inn - East	68	78	19. Holiday Inn - Southwest	69	69
6. Executive Inn*	95	95	20. Hyatt Regency*	111	121
7. Executive Suites*	79	99	21. Louisville Marriott East	114	114
8. Executive West*	95	95	22. Ramada Plaza*	79	89
9. Goli House*	88	98	23. Seelbach*	103	113
10. Goli House East*	98	108	24. Signature Inn*	70	77
11. Hampton Hall*	65	75	25. Sleep Inn	57	67
12. Hampton Inn - Airport*	65	75	26. Thrifty Dutchman*	49	54
13. Holiday Inn - Airport East*	98	98	27. Travelodge Downtown*	59	62
14. Holiday Inn - Downtown*	82	92	28. Wilson Inn*	55	55

*Bridgeway shuttles will be available between these hotels and the Kentucky Fair & Exposition Center (KFEC)

**These current rates are subject to change.

Recreational vehicle facilities are available at the KFEC for \$20 a night. Call 502-347-5000 to make reservations.



For registration assistance, call (800) 426-8835

Site assessments...

Continued from page 14

\$71/hour
Project Engineer/
Geologist: \$63/hour
Staff Engineer/Geologist:
\$52/hour
Technician: \$40/hour

CONTROLLING COSTS

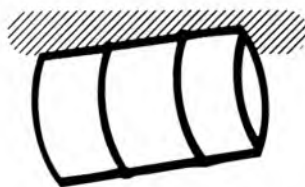
There are several steps which can reduce the overall costs of a site assessment. One of the most obvious is reducing costly mobilizations. Well defined data collection objectives can reduce the number of phases necessary to complete a site assessment. For example, the data needed to make a risk based exposure assessment or to develop a pilot study often can be collected during the initial mobilization. Additionally, a direct push drilling (geoprobe) can be used in tandem with a mobile laboratory to "outline" a plume. A standard drill rig can then be used to install monitoring wells to complete the conventional site assessment.

As a modification to the present standard methods of site investigation, a site assessment may be performance-based rather than task-based. In the standard methods data is collected, taken back to the office and analyzed, a report is written, and then the process is repeated in phases until the site assessment is complete.

A more cost-effective means is by using a performance-based or iterative process rather than a phased approach. The iterative process may use field screening with a PID or FID or even a mobile lab, which allows more substantial decisions to be made in the field rather than demobilizing and awaiting fixed lab analytical results. Thus, in an iterative process, the field-generated data is constantly evaluated and may be used to direct the assessment.

The number of reports submitted for a site assessment should be held to a minimum. Unnecessary reporting can significantly increase costs and may not be reimbursable. Interim reports should include brief summaries of activities designed to facilitate decisions for further activities.

During the site assessment, an interim remedial action may be required to prevent further migration of the contaminant including source



removal, free product recovery or selective short term extraction and treatment to reduce concentrations of the contaminant in the source area. Performing interim remedial action often leads to less active, and therefore, less costly long-term remedial actions. Many times a "hot spot" can be removed and the remaining area can qualify for monitoring only.

U.S. EPA has recently distributed a guide which encourages the use of expedited site assessments, which are called accelerated site characterizations (ASC) in Ohio. ASCs offer a rapid means of characterizing UST site conditions for input into corrective action decisions. Where conventional site assessments often take several mobilizations and months to collect the necessary data, an ASC is conducted in a single mobilization. The data collected in an ASC is used to constantly update and refine the conceptual model as the assessment proceeds. The iterative process previously discussed is a requirement in an ASC.

As an example, a major oil company recently compared two similar sites using a conventional site assessment at one site and an ASC at the other site. Both site assessments were performed by the same consultant. The conventional site included four phases (mobilizations) and fifteen monitoring wells to complete the assessment. A total of four reports were submitted to BUSTR. The total cost of the conventional site assessment was \$47,387.

The ASC site in comparison included an initial phase with the installation of seventeen geoprobes of which six were converted to monitoring wells during the second phase. Only two reports were submitted to BUSTR and the total cost of the ASC was \$26,541.

Site assessments are a critical and costly part of the overall corrective action process. Owners and operators working with their consultants, BUSTR and the Board to control site assessment costs will help maintain a solvent Financial Assurance Fund. ♦

KNOW YOUR CUSTOMERS...

Continued from page 9

competition, in that you have not identified a weakness, perceived or otherwise, that may discourage a customer or group of customers from patronizing your location.

There are only two sure fire means by which to increase store sales: the attraction of more customers and the increase of sales to existing customers. Attracting additional customers is most difficult. Not only must you draw customers away from your competitors, but in many cases you must combat prejudices and perceptions that plague the entire convenience store industry. Attention to details such as security and cleanliness, and understanding the importance of quality and value to the consumer, can help separate your store from other typical convenience stores and may bring new customers to your location.

In addition, a greater understanding of your customers' buying habits will assist in formulating a merchandising plan that maximizes the potential for each transaction. This means not only having what the customer needs, but also making readily available those products the customer wants at a moments notice. Most customers enter a convenience store to make a purchase, whether for gasoline or some other planned purchase, however, only by means of well planned merchandising strategies and competitive pricing can the opportunity for larger single transactions be realized. Again, it is these larger transactions and the addition of new customers that will result in the greater inside sales desired by all convenience store operators. ♦

Source: Merchandising 2000, the American Wholesale Marketers Education Foundation, 1996.



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 sale items.
- 2.** Include your phone
 number including area
 code and contact name.
- 3.** Fax or mail your ad to
 OPRRA: CLASSIFIEDS:
 P.O. Box 16818
 Rocky River, OH 44116
FAX: (440) 356-3776

**Ad will run for a minimum
 of three issues unless you fax
 a cancellation notice to the
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 Model 1090XL, New!
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Rd., Lyndhurst. (216) 449-4959,
ask for Paul.

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