

**Quarterly
Newsletter
March 2019
Issue - 7**



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LEWIS & Raulerson, INC.

"Integrity Driven...Service Powered"

Est. 1938

Brand Culture - Are you delivering a message that will carry your business across the line?

By: Bill Raulerson



We were in a staff meeting recently discussing how customers viewed Lewis & Raulerson and how the motoring public viewed Friendly Express. We then asked ourselves what did we look like to the consumer or what's our reputation in the market place. As we all know, whether real or imaginary, perception can manifest into reality. While we all want to build a brand that is trusted, we must first define our culture. For this discussion, we will focus on corporate culture and brand which should represent our personal traits. According to corporate culture - developing corporate culture refers to shared values, attitudes, standards and beliefs that characterize members of an organization. Corporate brand is a unique design, sign, symbol, words or combination of these, employed in creating an image that identifies a product or service and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (brand positioning). It is often difficult for competitors to duplicate a brand. Some examples of branded products or economy line stocks that you may be familiar with in North America include: GE, Coke, Ford, Proctor & Gamble, General Mills, Johnson & Johnson of which have manufactured products that we have all consumed during the last 100 years. On a regional scale; Wawa, Sheetz, Gate, MAPCO and Race Trac have all built respectable brands.

Lewis & Raulerson's motto is: **"Integrity Driven ... Service Powered"**. We want to conduct business with transparency, with a sense of urgency, and honor our commitments. In other words, we care about our customers' success and as their supplier, we want to make them more profitable. Friendly Express's motto is: **"Family Friendly"**. We decided long ago to present a family friendly atmosphere. We do not market pornographic material or drug paraphernalia. We want to be recognized in the community as a safe, fast and a friendly place to shop. We have tried to make decisions supporting our beliefs; i.e., well groomed, uniformed & friendly staff, clean restrooms, curb appeal, good corporate citizen, valuable assets, fresh coffee and donuts.



So, while you may fly a major flag at your store, consider building your brand (store name) first in the community so people are trading with you. It took me awhile to come to this conclusion. While branded products may or may not be important to your offering, the brand awareness that you create in the consumer's minds will be the determining factor in capturing a larger share of their wallets. Remember, it is important to define your vision, surround yourself with those that believe in your culture, and then execute all at the street. Are your operations and assets representatives of your brand culture?

Good Selling, Bill

Waycross -Ware County Chamber of Commerce names:

Lewis & Raulerson, Inc.

2018 Business of The Year!

Congratulations to our leaders and team members on a job well done.

A Shout-out to Lewis & Raulerson, Past and Present

By: David Turner, President



One thing that I have always admired about the culture of our company is its humility. It has been a rare moment that we've stepped upon the podium and given ourselves a shout-out for anything that we've accomplished throughout this company's journey. To the best of my knowledge, we've always kept any traces of self-appreciation hidden deep within the walls of our comfortable, yet humble, corporate office, always reminding ourselves that pride comes before the fall and choosing each day to go quietly about the business of executing our mission to the benefit of our hard-working customers.

Much to our surprise, we were recently recognized by the Waycross-Ware County Chamber of Commerce as the **2018 Business of the Year**. It was an honor to be recognized by our community peers for such a worthy award and a warm sense of appreciation and respect has been the result.

As we reflect on the things that brought us this recognition, I think that it's only fair to give credit where it is due. To do so, we must look back eighty-plus years to the vision of Ernest Lewis, who, among many other ventures, had a desire to form a fuel company. Also, to his partner Bill W. Raulerson, who brought grit, determination and an everyday wisdom to Mr. Lewis' vision, the two of which, created a successful culture that has survived multiple generations, changes to the industry and business cycles; To Mr. Carl Lewis, who brought stability, consistency and solid decision-making in the after-math of Mr. Lewis' death and wisely ushered-in the youth-movement of Grady Lewis and Bill F. Raulerson; To Bill and Grady, the two of whom moved the company into a modernization and growth mode which is the foundation of what the company is today. Finally, to the many wonderful men and women that have walked through its doors during its long history and have delivered exceptional service to thousands of customers spanning eight US states. The all mentioned, the success of this company cannot be fully appreciated without recognizing your efforts and dogged determination to do things right and fair.

To our customers, thank you for becoming a part of our family over the years and for contributing greatly to the success of this company. You have become more than a means of making a profit. You've also become an exceptional network of friends and business partners that we enjoy interacting with each day. To our suppliers and vendors, thank you for graciously supporting our company during its journey. You have been patient with us during trying times, gracious with us during the good times, and have joined hands with us to support our community's needs by raising in excess of \$1,000,000 through our charitable foundation.

Most importantly, to our founders and employees - the people that have made this company what it is today, **here's a shout-out to everyone of you, past and present, for a job well-done**. Thank you so much for all that you mean, and have meant, to us. We are so thankful for you and your contributions to our success. Take a moment and quickly pat yourselves on the back.....and then let's get back to doing what we have done to be successful for more than eighty years.

Congratulations!



Connie Cofield, Business Development Manager, AL shares sweet flowers with her "Hanceville Exxon Team". Congrats ladies on another perfect mystery shop score.

More Mystery Shop Results on Back Page



Compliance Management! 7G provides Lewis & Raulerson with the following risk management and environmental compliance three –phase solution package.

Phase 1: Compliance Inspection

- Monthly visual inspection of all visible piping, containment, electrical, and mechanical components of the storage tank and dispenser systems
- Performance of monthly release detection per state and federal regulations
- Review of required records including permitting, financial responsibility, and annual testing
- Completion and retention of monthly inspection report, required state forms, and release detection.
- C-Operator Training is conducted by 7G inspectors where applicable.

Phase 2: Deficiency and Critical Date Tracking

- Noted deficiencies are recorded and triaged to the appropriate internal or external managers for corrective action.
- Annual testing is tracked and notifications are provided to ensure required testing is performed.
- Permit and Insurance documentation is tracked to ensure that coverage does not lapse.

Phase 3: Cloud Based Record Management

- All required record-keeping and analytical data is stored safely in a cloud based system with individualized secure access.
- Records are provided to state and federal regulators upon demand or during regulatory inspections.

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Fantastic Job BP Dealers

in representing the BP brand in 2018!
You finished the year with a **93.5%** in SP3, which is **above the national average.**



Keep up the great work!

HOW ARE YOU DOING COMPARED TO THE BP NETWORK? [View Report](#)



Friendly Express pledges support for band fundraiser, challenges others to match

Casey Hall, Executive Assistant



Brunswick High School band director John Birge accepts a check from Friendly Express executive assistant Casey Hall to help fund a band trip to Philadelphia to march in the Thanksgiving Parade this year. Friendly Express is challenging other businesses to match the donation. The Brunswick News—Bobby Haven and Lauren McDonald

Danny Smith, President of Friendly Express, Inc. was browsing through the local news recently when he came across an article about some students with a hefty goal. He wanted to do something to support the teens.

The marching band at Brunswick High School had put out a call for help as they begin fundraising for a trip to Philadelphia in November. The band announced at the end of last year that they'd earned a spot to march in the Philadelphia Thanksgiving Day Parade, the oldest Thanksgiving Day parade in the country.

They earned that spot based on their impressive performance throughout their most recent fall season.

That request was answered by Friendly Express with a large check in the amount of \$2,000.00.

The donation came with an additional gift. Friendly Express, Inc., is now challenging other businesses in the community to offer support to the marching band as they work to raise money for their trip.

We want to challenge local businesses to match. We think it's great to do things for the youth in our community. The kids are the future, so we want to invest in them.

John Birge, the band director at Brunswick High,



hopes to bring every member of the band to Philly this fall. That will require a great deal of fundraising. *"This trip is quite expensive,"* Birge said.

The students were excited to learn that a local business has already pledged support, Birge said. But like all undertakings of the band, he intends to make sure the students work to earn it.

"Part of our thing is we want them to work for it," he said. *"We're going to do fundraisers with them."*

Those wishing to donate can contact Birge at jbirge@glynn.k12.ga.us.

"The Sweetest"

Michelle Harris was voted the "Sweetest" on Valentine's Day by fellow co-workers. Corporate office employees were asked to nominate someone that goes above and beyond to help others. Michelle was nominated for going the extra mile in helping a customer or fellow employee. Congratulations, Michelle!



“Lubes to Power” Generation

By: Mike Cifranic, Industrial Sales / Technical Consultant



The power generation industry depends heavily on effective lubrication of the turbine generator for reliable electricity output. Over the last 4 years Lewis and Raulerson has brought Shell’s new “state of the art” turbine lubricant technology to 2 brand new power plants: Albany Green Energy in Georgia and Eight Flags Energy in Florida.

The new Shell turbine lubricant, Turbo S4, uses base oil that is synthesized from natural gas rather than standard petroleum crude oil. They call the patented technology “gas to liquid” and it is exclusive to Shell products only. The purity of the natural gas versus crude oil base stock is the key factor leading to a variety of performance benefits over conventional mineral or synthetic turbine lubricants.

Albany Green Energy/ Exelon Corp.: This plant was commissioned with an Alstom brand steam turbine in 2017 at the Proctor & Gamble facility in Albany GA.



The company originally specified a **Chevron** turbine oil as the only one approved for the Alstom unit and invited our Plantation Petroleum division to submit a bid for the 7,000 gallon Chevron oil order. We went to work with the technical folks at Shell and came up with an approval document from Alstom for the Turbo S4 premium product which, coupled with our presentation of the benefits of the product, enabled them to change

their minds and go with Shell for the selected lubricant for startup.

Eight Flags Energy, Fernandina Florida: In 2016, Lewis & Raulerson /Shell competed with Exxon Mobil’s traditional “PAO” synthetic and Dow Chemical’s “PAG” synthetic for the bid on this Solar brand turbine 2,200 gallon oil oppor-



tunity. In these type projects there are at least 3 parties that can influence component and process material purchase decisions: the turbine OEM, the plant construction company, and finally the owner/operator of the finished plant (the ultimate customer). We went to work with all 3, leveraged our quality reputation from neighboring plant Rayonier, and lobbied the folks at Shell technical to support our ground efforts. After some stubborn wrestling that went to the 11th hour, we won this project for the Turbo S4 product against some significant players. This month Lewis and Raulerson will deliver another 220 gallons of premium S4 product to Eight Flags and provide rental equipment and materials to filter the oil as part of their turbine upgrade project. Our Shell technical advisor, Mike Darr, continues to provide support and monitor oil condition, documenting superior performance and resiliency of this S4 product application. We look forward to further business opportunities for the product as at least 1 or 2 more Solar installations are currently in discussion for the area.



Shell Lubricants
Distributor

Workplace Safety

By: Michelle Flynn, HR Manager



According to studies, every 7 seconds a worker is injured on the job. These numbers are staggering, and the worst part is that each one is preventable. Taking preventative action can spare workers of needless pain and suffering. The top 3 causes of work-related injuries are listed below.

The number one cause of work-related injuries is **Overexertion**. This is typically related to lifting, pushing, pulling, holding, carrying, throwing, or repetitive motions. When lifting, an employee should avoid bending, reaching, and twisting. It is important to take frequent short breaks.

Every 7 Seconds a worker is injured on the job.

Slip, trips and falls account for 1/3rd of work-related injuries. The types of injuries incurred from slips, trips and falls include head and back injuries, broken bones, cuts and lacerations, and sprains or pulled muscles. There are three keys to preventing workplace accidents due to slips, trips and falls: good housekeeping, quality walking surfaces and proper footwear. In addition, employees should be reminded to take their time and pay attention to where they are going. They should also be encouraged to report areas where clutter, obstruction, spillage or damage have occurred.

Contact with objects and equipment also account for 1/3rd of work-related injuries. This includes being struck by or against an object/equipment, caught in or compressed by object/equipment, and struck, caught, or crushed in collapsing structure equipment/ material. There are several keys to preventing these types of accidents: securely and neatly store loose materials, store heavy objects close to the floor, secure any items stored at a height, be aware of moving equipment/objects in your work area, and only operate equipment you are trained to use.

Every person who works for the company carries the responsibility of safety. This means taking reasonable care for the safety of himself and other human beings and the surroundings which may be affected by his acts or omissions.



Together, we can accomplish Workplace Safety.



MEET THE TEAM

Daniel Smith, IT Technician



Daniel started with L&R & FE in June of 2013. Daniel is very knowledgeable and brings innovation to our IT Department. Daniel is positive, willing to help others and always shows initiative. Thank you for your hard work and dedication.

MEET THE TEAM

Barbara Dixon, Accounting Specialist

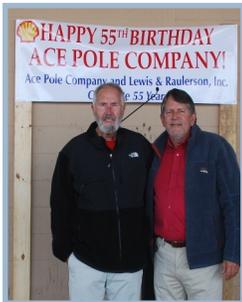


Barbara started with FE in May 2012. She has since taken on new roles for other in house corporate entities. She currently reconciles fuel and credit cards for FE and handles customer drafts and credit cards for L&R. Barbara is an asset to our company. Thank you for your hard work and dedication.

Ace Pole and Lewis & Raulerson, Inc. Celebrate 55 Years!!

Celebration was held at Ace Pole in Blackshear, GA on November 29th, 2018

Ace Pole Company and Lewis & Raulerson, Inc. celebrate 55 years! Mr. Steve Eunice, Ace Pole's founder, had many talents that most people may not be aware of. He was a master carpenter working for both Ernest and Carl Lewis. He was also a woods producer cutting timber for many including Ernest Lewis, Lewis Oil's founder. He also planted trees for many in SE GA. Although he earned no formal education, Mr. B.W. Raulerson told Bill F. Raulerson that Steve Eunice, Ernest Lewis and Carl Lewis were among the most gifted thinkers in the tri-county area. It was in these early days (1950-1960) that both founders developed an admiration for each other, not only for their engineering minds but their ability to operate successful businesses. Their friendship developed long before they traded commodities. Ace Pole is a family owned company that was built on core values. They believe in doing what they say they will do and building relationships with their customers. They promise to do everything possible to meet the customer's needs. Ace Pole Company is the largest producer of CCA-treated utility poles in the country. Every aspect of their facility was built with their customers in mind. Because the owners oversee the yard every day, only poles that meet their exacting standards are allowed to leave the facility. Their goal is not only to meet your expectations, but to exceed them, as is Lewis & Raulerson, Inc.'s. *"I would like to thank the Eunice family and staff for your valued friendship, business and the legacy that we have nurtured for over 5 decades. Thank you for your trust and loyalty, but more importantly, I thank you for your friendship and the fond memories between you, myself and the Lewis family. I spent many days riding timberland with Mr. Eunice and I learned a great deal about business. We would leave in the AM and get back after dark. The Eunice family has always welcomed me into their home and treated me like family. We are proud to be associated with your name and grateful to be a valued supplier"* said Bill Raulerson of Lewis & Raulerson, Inc.



LEWIS & RAULERSON, INC.
P.O. BOX 59
WAYCROSS, GA 31502

Congratulations On Your Perfect Mystery Shop Score!!!

1ST QTR—2019 (LISTED IF POSTED BY BRAND BY OR BEFORE 3/1/19)

Thank you for your hard work and dedication!

Friendly Express #73 Chevron

Friendly Express #72 Shell

Friendly Express # 31 Shell

Friendly Express #50 Shell

Friendly Express #101 Shell

K Grace Shell

Riverside Shell

Xpress Stop Sunoco

M & M Sunoco

Hanceville Exxon

Victory Fuels Exxon

