

CAMPBELL QUARTERLY



**LABRONN
CAMPBELL**

ANNOUNCES RETIREMENT

In 1975 Labronn Campbell started working with his father, Claude, in Moulton, Alabama in the oil business.

As the oil company grew in size and moved to Huntsville, LaBronn assumed increasing responsibilities. With the retirement of his father in 1989 LaBronn was a driving force in the rapid growth of the company. We all wish LaBronn great happiness since he has surely earned it. Watch out fish!



FIRST LIBERTY 2000 NOW OPEN

From the picture to the right you can see our first Liberty 2000 retail outlet which is located at the corner of Drake Ave. and Triana in Huntsville, Al. Number two will be on Andrew Jackson Way in Huntsville with number three in New Hope, Al. We have had positive feed-back from customers and are excited about the future of the Liberty 2000 brand. Our slogan "Liberty For All"



**TODD
FINNERTY**

NAMED VICE PRESIDENT

In January, 1987 Todd Finnerty joined our company. Todd has had many varied responsibilities including supervision of salaried operated convenience stores, managing lubricants, dispatching of petroleum orders, and maintenance. Alan and Tony Campbell have just named Todd our Vice President and we all applaud that decision. We are certain that with Todd's leadership we will continue to move forward. Congratulations Todd.



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"On Monday, Feb. 7, 2000 we will be in our new office located at 6-08 Church St., Huntsville, Al.

We invite all our many customers, friends, and business associates to stop by and see us."

Check Out Our Web Site - New Discount Coupons Available

Go to our Campbell website at www.campbellandsons.com and check out the new Texaco discount coupons available to the public at our Texaco stores in Madison and Morgan Counties.



HAPPY VALENTINE'S DAY

If the program has successful results we will expand to include other locations where possible.

The coupons authorize the customer to receive free regular car wash with eight gallon fill-up of gasoline or a \$1.00 off on super gasoline with 8 gallon fill-up.

Texaco Fire Chief Tugboat

Coming soon in April, 2000 the first in the nautical Texaco series - Texaco Fire Chief tugboat.

Later in the summer of 2000 we will hve the 8th Texaco airplane - 1936 Keystone-Loening and for 2000 Christmas we will have a 1919 GMC Stake Truck Bank - No. 17 in the truck series.

WE ARE MOVING

We are pleased to announce the consolidation of our offices with the Stephens Oil purchase to 608 Church St., in Huntsville, Alabama. This office is at the corner of Church St. and Wheeler immediately behind the new Huntsville Police Dept. Hdqs. and only one block south of University Dr. and one block east of Mem. Pkwy. Our new mailing address is: P.O.Box 18968, Huntsville, Alabama, 35804.

Physical address: 608 Church St.
Huntsville,Al. 35801
Phone numbers: 256-534-1601
256-534-1657
Fax number: 256-536-7698
Website:
www.campbellandsons.com

Our move is effective Feb. 7, 2000.
We invite all our many customers, friends and business associates to stop by and see us.

Exclusive Programs for Texaco Marketers!

New! Fire Chief Tugboat Bank

2000 Spring Programs
11 in the new
Nautical Series



2000 Summer Programs
1936 Keystone-Loening
Airplane Bank
8 in the Wings of
Texaco Series

2000 Christmas Programs
1919 GMC Stake Truck
Bank
17 in the Texaco
Truck Bank Series



Available only at
Cost Collectibles

CAMPBELL OIL SPRING FEVER BASS CLASSIC

We are happy to announce that once again we are continuing our tradition of sponsoring the exciting Donny McElvoy Outdoor Advantage Show Spring Fever Bass Classic March 25th at GoosePond Colony.. Applications will be distributed to all stores soon. Hundreds of fishermen compete annually.



BIG FISH
NETS
BIG CASH



"TOP 6" CUSTOMER COMPLAINTS RETAIL

According to the customer service desk the following are the top 6 complaints from our customer at our convenience stores for the latter part of 1999.

The top complaint is employee rudeness - a condition that can be remedied by training your employees in customer service skills.

1. *Rudeness*
2. *Unacceptable service.*
3. *Issues with pump & equip.*
4. *Dirty rest rooms.*
5. *Stores not properly stocked.*
6. *Alleged fuel contamination.*

For Free Sales Associate Training in Atlanta Call Texaco - 1-800-42-TRAIN
You can't blame them if you don't train them!



What's New at Campbell Oil



Larry Daugette



RICH SULLIVAN



SONYA REEDER



RAY WARD

A. LARRY DAUGETTE AND ALL THE CHEVRON DEALERS:

We want everyone to know that through the hard work of all the Chevron Dealers and the leadership of Larry Daugette we have won the Chevron Gold Level Image Award for 1999. This is outstanding and demonstrates what some smart hard-working Dealers with great assistance from Larry can do. Thanks.

B. REBECCA KOONCE IN ATHENS, AL.:

Our new Texaco Retailer in Athens on Market Street across from the Post Office is Rebecca Koonce. Rebecca just opened the store this week and she is off to a good start despite the nasty weather. In Athens please stop and say hello to Rebecca.

C. NEW LIBERTY 2000 IN NEW HOPE, AL.:

We want to welcome Jim Honea of New Hope, Ala. to our working family. Jim is the owner of a nice convenience store on New Hope Road and in about two weeks will be one of our Liberty 2000 Retailers. Jim make it happen "Liberty For All"

D. RICH SULLIVAN MAKES IT HAPPEN:

We were fortunate to have one key man at Campbell Oil to co-ordinate and make things happen in a positive way. During the purchase of Stevens Oil and in the work recently to consolidate offices, accounting systems, office personnel and procedures Rich Sullivan was the man that made it work and everything click. This change required a lot of planning, organizing, and controlling and Rich did it.

E. SONYA REEDER PROMOTED:

Congratulations to Sonya. Within a few days of each other she had Christmas, a birthday and a job promotion. Sonya will be supervising administrative work in our Accounting Dept. She is well qualified for the job from the experience stand-point plus college training in computer science and accounting. Good for you - Sonya.

F. RAY WARD SECURES SHELL CONTRACT:

Ray has been working for some time to secure a contract on lubricants with Shell Oil and his work has paid off. We now have a contract with Shell for oils and grease and we thank Ray and his team in Decatur for their dedication. Thank you.

PETROLEUM CO. CREDIT CARDS ARE VITAL

Regardless of your Brand, Conoco, Texaco or Chevron, it is very important to help your customers and solicit new motorists to acquire and use your branded credit card. We all know that our credit card customers spend more at our stores and have greater loyalty.

THERE ARE THREE WAYS FOR THE CHEVRON, TEXACO OR CONOCO POTENTIAL CREDIT CUSTOMER TO APPLY: PHONE, INTERNET, OR MAIL IN APPLICATION. Make sure your store personnel understand this. Customer can go to our Campbell Oil Website and apply directly to Texaco, Chevron or Conoco. Our website is www.campbellandsons.com.

Consumer Website Now Open for Business!

Texaco Credit Card's new website, which was designed to attract potential customers through the Internet, became active in August. Visitors to the site are invited to fill out an application online, and are given the toll free number for applying by phone. Potential cardholders can read benefits of having a Texaco credit card and the cardholder agreement.



Another site, geared specifically toward college aged consumers, also became active in August. This site's look is much more casual, and includes answers to common credit questions. The goal is to attract new cardholders who are college students and to educate young consumers about the intelligent use of credit.

The new sites have generated 5,386 applications for Texaco accounts since their debut in August. As the Internet becomes more popular, the number of people who choose this form of application should continue to rise. Potential customers can find these new sites through web browsers, and the location is advertised on the Take One Applications in the stores.

Visit the Texaco Credit Card Web Sites at: www.Texacocard.com for the Texaco site and www.Texacocollegecard.com for the Texaco college site.



The in store marketing campaign for Texaco Credit Card is an ongoing process. In 2000, more marketing materials will be distributed for your Texaco locations. In the meantime, it is still very important to keep the opinion of a Texaco Credit Card in potential cardholders' minds. An Application Holder, with a riser card and stocked with applications and business calling cards, serves that purpose in the station. Please be certain that all of your stations display the application holder prominently. If you need more applications or calling cards, contact

Corporate Express, PO Box 2568, Houston, Texas 77252-2568, (800) 826-6440