

California Service
Station &
Automotive Repair
Association

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CSSARA

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AUTO\$ENSE

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To be removed from our contact list, please call the CSSARA office.

The Domination of Big Oil Companies

A Shell spokesperson informed media sources that Shell will be dissolving its multi-site operator (MSO) partnerships; she said it's a matter of portfolio optimization for the Texas based oil giant.

What's ironic about this statement is the word partnership. Shell used these key pawns to drive out their fellow PMPA franchised lessee dealers by setting the retail price for gasoline at these MSO operated stations far below what a PMPA franchise Shell dealer could sustain a profitable operation at.

This clearly blatant policy of price fixing by Shell has created the financial demise of hundreds of our states Shell dealers. The announcement goes on to state Shell oil products U.S. is now expanding the policy and will sell off all its retail holdings by 2010.

The MSO strategy worked very well for Shell Corporate as it has reduced its dealer ranks, limited its exposure to expensive litigation by reducing its franchisees profitability and most importantly to Shell it stifled entrepreneurial tenancies within its own marketers ranks; pitting commission agents against franchised dealers. The bottom line result of Shell's policies has further reduced the concept of a free and open market within the retail petroleum marketplace. Consumers and small business will continue to pay the price as big oil goes unfettered in their quest for profits and control.

Associations like CSSARA have and will continue to fight for a free marketplace and the rights of small business that are engaged in both petroleum and alternative fuel retailing. Our problem is a simple one "we are and have been beaten down" by corporate giants' policies and poor government oversight, not to mention our own apathy.

Maybe, just maybe, those of us who survive big oil's squeeze will most likely become property owners and need to associate even more than when

we were simply renters. Issues facing us like the state mandate by April 2009 to upgrade our stations with enhanced EVR Phase II will cost the average station approximately \$40,000. Together we can become a loud voice on this issue demanding reasonable policy and implementation. Alternative fuel is another area of importance to us and the future of our businesses. So renew your entrepreneurial spirit, get involved, and help us rebuild CSSARA now!

CSSARA ANNUAL MEETING

The CSSARA Annual Meeting will be held on
November 14 & 15, 2007

at

The Lodge at Sonoma

1325 Broadway
Sonoma, CA 95476

Come and participate, meet fellow industry leaders, elect new board members and support the only association left in the state that represents petroleum retailers.

LET'S REBUILD CSSARA TOGETHER!

Welcome to Our New CSSARA Members

Joseph Elsinetti, 19th Avenue 76, San Francisco
Alberto Guzman, A& A auto Repair
/ North Main Tow, Walnut Creek

New Associate Member:

Michael Vawter, CCIFIS (CA Coastal Insurance)
Deisy Bach, HRIdeas,