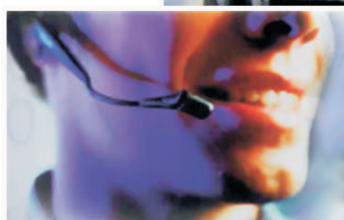
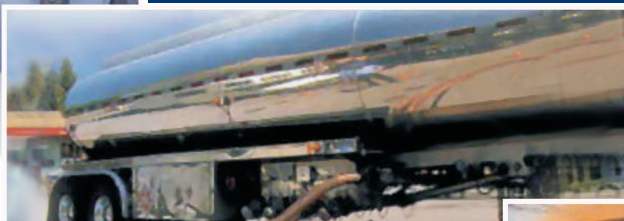


# Direct from AIMS

Fall/Winter 2009



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## Marketing Assistant

*Add this new COMPAS Commander Module to your marketing strategy, and watch your business grow!*

What if you had a staff member who produced and then faxed or emailed as many product price quotes as you wanted, at any frequency you wanted, and no clerical errors were ever made? The new **Marketing Assistant** module, an option for COMPAS Commander, will do just that. COMPAS Commander can become a powerful marketing tool with the addition of the Marketing Assistant module.

Put your company and your offer in front of every customer you have at any frequency you want—daily, every other day, weekly, monthly, whatever. *And*, if you have fax numbers and/or email addresses for companies whose business you'd like to gain or increase, you can send them price quotes too! *A recipient company does not have to be an existing customer in order to get Marketing Assistant price quotes.* This is how Marketing Assistant can potentially increase your sales, plus enhance commercial, industrial and ag account loyalty to your company.

Any product you sell—*not just fuels*—can be quoted through Marketing Assistant.

What changes to your IT infrastructure need to be made? You will need a fax modem. The Windows Server operating system has built-in fax software and email send/receive capability. Other than a fax modem, no additional external hardware devices need to be employed. The “sent” email price quote will go to the Sent box of the Microsoft Outlook account of your employee who handles

the Marketing Assistant module; faxed quotes are archived by the Windows fax driver software. In these ways, all price quotes get archived.

The various quote cycles (daily, weekly, monthly, etc.) are entirely user-defined. You can create as many different cycles as needed, and then assign a cycle to a recipient.

More than one person at a recipient company can receive your quotes. Quotes can be sent to individual recipients by fax and/or by email.

For companies to which you are quoting fuels, you choose the racks that you want to be included in the system's best-buy calculation. This means you can define each quote recipient company's allowable racks by brand and geographic area.

Pictured on page three is an example of a Marketing Assistant price quote. This example shows the unit cost, all taxes, freight and a delivered unit price. However, other formats are available. The simplest format only shows the current rack price. Another format will show tax and freight combined into one number, with the total delivered unit price displayed.

Marketing Assistant comes with a content editor. Besides being able to control the display of delivered prices, you can control the content of text messages within the price quotes.

Don't overlook the advertising and promotional vehicle Marketing Assistant offers you! Price quotes can carry up

*(cont. on page 3)*



# Meet Our Team!

## Stan Hargus

*In the prior two issues of “Direct from AIMS” we featured our most senior staff member, Harold Cripps, and our second-most senior staffer, Jo Ann Lewis. In this issue, we continue the series by featuring our third-most senior staff member, Stan Hargus. The more complex product a company sells, the more important the quality and experience of its personnel becomes. AIMS personnel translate the potential benefits of AIMS’ software into actual benefits for our customers.*

Stan joined AIMS on September 4, 1986 as the Director of Marketing and Sales. At that time, the true personal computer (PC) was just coming into its own. AIMS’ then-president, Dr. Bobby Canterbury, saw the software business changing and broadening as the newer and much less expensive PC’s gained acceptance in business, and he saw the growth opportunity that these less expensive platforms presented. AIMS needed to make a consistent effort to present its software to the petroleum marketing industry, beyond the local market that it had cultivated since 1975.

In 1986, AIMS had developed only the most basic sales and promotional material. Beginning work with only an obscure word processing package called Palantir, Stan set about creating more detailed sales literature while learning the software and the petroleum marketing business. At the same time, he had to hunt for prospective new customers, do some traveling, make presentations and write the proposals. He was the entire sales and marketing department. Many times he folded, stuffed, sealed and stamped hundreds of direct mail pieces for an advertising campaign.

AIMS brought the AUTOSEND system to market in 1990. One of

Stan’s most satisfying projects was the creation of the 20-minute AUTOSEND VHS demo tape. This promotional tool helped put AIMS on the map and extended the company’s customer base far beyond AIMS’ immediate area. In 1994, Stan scripted and directed the AUTOSIR VHS tape, which proved to be another very effective sales tool. By the time COMPAS Commander came along, software technology allowed Stan to create video presentations for it without the need for video cameras and TV production facilities.

Stan sees his area of greatest expertise as that of communicator, of being able to present the many features and functions of AIMS’ software in a way that lets the oil marketer understand its benefits. From the many times he has made presentations of AIMS’ products, he has been able to bring in ideas for new features.

When Stan started with AIMS, the company was a regional player. Today, AIMS is a major national player. Stan’s continued motivation is to do what he can to make AIMS



firmly the company of choice for the national jobber community.

Stan now daily uses video production software, the latest word processing software, teleconferencing systems, and the Front Page HTML editor.

From his beginning job as Director of Marketing and Sales, Stan became AIMS’ vice president in 1996. In 2008, he moved away from direct responsibility for sales and concentrated on more pure marketing, assuming the title of Marketing Manager.

Outside of work, Stan’s interests and hobbies include music production, reading, target shooting and dog training. He has been married for 30 years to his wife, Lynn, and they have two daughters and three grandchildren.

# News & Views



## Is Your Company's Internet Domain Name a Part of Your Business Email Address?

Many AIMS customers still use generic email addresses for business communication (e.g. @aol.com or @yahoo.com, etc.). If you are one of them, did you know that you can easily and inexpensively get a domain name that is representative of your company (e.g. @youoilcompanyname.com)? There are at least four benefits of doing this.

**1) If you choose to change ISP's or if your ISP changes (Time Warner to Comcast, for instance), you won't need to change your personnel's business email addresses.** No matter how much time you spend notifying your business partners and customers about your new email addresses, not everyone will make note and you'll wind up missing potentially important business correspondence.

**2) Having a domain name that is representative of your company gives your company a more**

**professional presence.** How many emails do you get from your suppliers that end with @yahoo.com or @gmail.com? Big companies pay attention to details like this and you should too.

**3) It is easier for those outside your company to deduce correct email addresses for others inside your company.** For example, if your email address is [jdoe@myoilcompany.com](mailto:jdoe@myoilcompany.com), then your co-worker Suzie Smith's email address would likely be [ssmith@myoilcompany.com](mailto:ssmith@myoilcompany.com)

**4) If you do not currently have a company website, by going ahead now and using an obvious domain name (your company's name) for your email addresses, when you do publish a commercial website for your company, you can use the same domain name that you've already established with your email addresses.**

## Marketing Assistant, continued from p. 1

to two sections of free-form text comments—perfect for reminding customers and would-be customers about your special offers and programs.

Marketing Assistant can be added to any COMPAS Commander system.

System prerequisites are that you must be storing fuel supplier rack prices in the Vendor Price Maintenance program and that you must be using the Customer Price Maintenance program to control your markups for sales.

Contact AIMS for a look at the Marketing Assistant module!

### Example of a Marketing Assistant price quote:

COMPAS Demo Company, Inc.  
235 Information Hwy.  
MONROE, LA 71201  
(318)323-2467

1700  
LA BONTE BROS CONSTRUCTION  
448 W CINEMA  
PORT GIBSON  
MS 39150

1700  
LA BONTE BROS CONSTRUCTION  
448 W CINEMA  
PORT GIBSON  
MS 39150

Good From: Thursday, October 01, 2009 6:00:00 AM  
Good Thru: Friday, October 02, 2009 6:00:00 AM

Code	Description	Price	Tax	Freight	Total
1-2000	PLUS89 GASOLINE	2.1195	0.36400	0.04500	2.5285

Did you know that we offer special terms for fuels that you commit to buy on a contract basis? Call Rhett at 318-323-2467 and ask about our contract sales!

Need lubricants? The COMPAS Demo Co. can supply several major quality brands of lubricants at great prices and in any container you need (bulk, pails, drums, packaged). Call Lulu at 318-323-2467 and talk to her about our great lubricants programs.



235 DeSiard St. • Monroe, LA 71201  
 (800) 729-2467 • Fax (318) 322-3472  
 www.aims1.com • aims@aims1.com

Presorted Standard  
 U.S. Postage  
**PAID**  
 Permit No. 1045  
 Monroe, LA



## There's Money In RINS!

Whenever you decide to track and trade RINS (Renewable Identification Numbers) associated with bio/renewable fuel products, AIMS can point you toward a solution! AIMS has formed a partnership with Guru Alliance of Omaha, NE to market Guru Alliance's "RINSource" RINs tracking package to AIMS' customers.

In the past, RIN prices have ranged from 2 to 3 cents and have sold for as high as 15 cents per gallon. "RINSource" software helps companies profit from this emerging market while keeping them compliant. "RINSource" is extremely easy to use, available for use immediately and is inexpensive.

How profitable can RINS trading be? Here are the spreads from 2008 and YTD 2009 (as of mid-October):

**ETHANOL RIN CREDITS (per gallon)**  
 2008 \$0.0285 - \$0.0295  
 2009 \$0.0865 - \$0.0885

**BIODIESEL RIN CREDITS (per gallon)**  
 2009 \$0.0825 - \$0.0900

"RINSource" is a type of software product called SaaS (Software as a Service), which simply means it is Internet-based and is sold on a subscription basis. "RINSource's" implementation requires very little time from your staff, and probably no changes to your IT infrastructure.



**We wish you a wonderful season celebrating Christmas and the New Year with your family and friends.**

**Thank you so much for your confidence in AIMS. We look forward to working with you in 2010!**

Although some of our staff members will be taking additional time off before and/or after Christmas, support and sales services will still be available any business day other than Christmas Day.

### **AIMS' Holiday Schedule**

Our offices will be closed in observance of the following holidays:

**Christmas Day - Friday, December 25, 2009**  
**New Year's Day - Friday, January 1, 2010**