

# Sweet Success

brought to you this time by...

## Jobber George McMath

Oceanway Amoco, Accomac, Va.

**W**elcome to *Sweet Success*, a new column designed to give all marketers in the Amoco system—regardless of channel—an opportunity to swap business tips and share best practices in convenience retailing and the pursuit of profitability.

In each issue, we'll bring you mini success stories, straight from the C-stores and driveways of Amoco service stations throughout the country. Among these stories, we're sure you'll find something of value—some piece of information you can apply to your own business, to boost sales, cut costs, or at least keep the consumer coming back.

If you have a success story to share, send it to:

Amoco Marketing Communications  
Mail Code 1608  
200 E. Randolph Dr., Chicago, IL 60601-7125  
Attn: Editor, Jobber Magazine

# How about

*Virginia jobber boosts volume through discounts, giveaways, and giving back to the community*



George McMath

**S**ome of what he learned in the newspaper business, George McMath put to work in his next career as an Amoco jobber. He published 32 resort and community newspapers in five states, before selling his business several years ago. After an attempt at retirement, the energetic McMath acquired Oceanway Amoco in Accomac, Va.

"I missed being in business," he says. "One of the things I enjoyed most in publishing was the promotions." As a newspaperman, McMath staged numerous PR events, such as dinners for local civic leaders.

McMath's "retirement" had included unpaid service as president of a local hospital.

During that period, he came to see the importance of local rescue crews and fire companies. "They're volunteers who do a hard job in all kinds of weather, fighting fires and taking people to the hospital," he says. "I thought they deserved some kind of recognition."

After becoming an Amoco jobber, McMath took one step toward appropriate recognition, in the form of a sales promotion. Oceanway Amoco extended a discount on personal gasoline purchases to the more than 500 firefighters and medical technicians serving Accomack County.

Oceanway Amoco first sent letters to 15 local fire and rescue companies, soliciting names of the volunteers. After assembling a list, the company issued ID cards to all qualified personnel. The card entitles the holder to a 5-cent per gallon discount on posted gasoline prices at any of Oceanway's three Amoco stations. The discount is intended for personal-vehicle purchases only.

"The response was extremely enthusiastic," says McMath. Several individual firefighters and medical technicians wrote letters of thanks. One was published in a local newspaper. The response was so favorable, Oceanway Amoco launched additional promotions for selected segments of the community.

Every Monday, local high school and college students bearing valid school ID cards are entitled to a 5-cent per gallon discount. On Wednesdays, senior citizens receive the same discount. Proof of age, if needed, comes from the driver's license of the customer.

