

Desert Fuels Refreshingly Different

Goals 2016 – Theme “FOCUS”

Be the most trusted & preferred wholesale fuel supplier by Focusing...

On Excellence	On Our Strengths	On Serving People
<ul style="list-style-type: none"> ☆ Develop Financial Analytics For Transport To Improve Decision-Making ☆ Develop & Implement an Asset Evaluation Model for Maximizing Income 	<ul style="list-style-type: none"> ☆ Develop Sales Plan to Reach 5M GPM ☆ Make Transport Profitable ☆ Increase Supply & Lines of Credit by 20% ☆ Every Team Member Knows & Works out of Their Strengths 	<ul style="list-style-type: none"> ☆ Make Desert Fuels the BPTW by Educating & Improving Employee Benefits ☆ Develop and Implement a system to value and reward our best carriers, suppliers, & customers

W M S V V

Why?

Fix The Broken Trust of the Fuel Industry

Strategy (How We Accomplish the What?)

“BOTS”

- Build a Platform Co.
- Open the Closed Doors
- Transform the Archaic
- Simplify the Complex

Mission (What?)

Revolutionize the way wholesale fuel is bought and sold

Vision (Future Snapshot)

To be the most Trusted & Preferred wholesale fuel supplier for Desert Fuel’s customers & regions

Values

“CHOCLITES”

- **Change:** Where you can see the current situation and envision a possible better future.
- **High Expectations:** We fight for the Highest Possible Good in others utilizing high challenge and high invitation
- **Others First:** Authentically serve our team, customers, suppliers with genuine interest in their needs FIRST
- **Choose A Good Perspective:** See the good in every person and situation
- **Learning / Humility:** We don’t know everything; we learn from everyone
- **Intentional Mentorship:** Learning and teaching as we go
- **Trust = OC x RFT:** Over-Communication x Ridiculous Follow-Through
- **Excellence:** Focus on continuous improvement in everything we do
- **Solution Oriented:** Proactive collaboration solving problems together

My Job Description: To lead the Desert Fuels Team to revolutionize the fuel industry with innovation and fresh ideas, and inspire them to their full potential & to be exceptional every day. - **J.J. Mancini**