

St. Michael Oil Joins Forces with Yocum Oil Company, Inc.

Yocum Oil Company, Inc. announced early Friday (March 5th) morning that it has partnered with St. Michael Oil Co. Pat Meyer, President of St. Michael Oil, will join the Yocum Oil Company team and help insure a smooth transition for his customers. The partnership is a convergence of industry knowledge and unsurpassed customer service.

St. Michael Oil has been in business for over 20 years, supplying fuel, lubricants and excellent service to its customers. The strength of St. Michael Oil and Pat Meyer is an uncompromising commitment to its customers. When approached by Yocum Oil Company, Pat saw his business philosophy was shared by the Yocum family.

Yocum Oil has been providing quality products and service to their customers for three generations. Since 1959, the company has revolved around its mission statement as they've moved forward, continuing to deliver a variety of commercial and consumer products and services. The mission statement is mounted on their office walls, clearly visible, where it can generate inspiration for the team at Yocum Oil and the two generations of Yocums active in the company: "To be an industry leader in providing energy products and services that enhance the performance, profitability and livelihood of our customers."

The family-based approach of Yocum Oil is what has driven the Vice Presidents of the company, Tim Yocum, Jon Yocum, and Tony Yocum V, to bestow courtesy and quality to their customers at all times. "We always want to take our family values and extend them to customers for the long-term, with the same passion that our grandfather and father have since Yocum Oil began," explains Tim.

"Yocum Oil is a diverse company," says Tony. Along with operating 10 Holiday Stationstores, they serve both residential and commercial customers with heating oil delivery and a full service mechanical department, while serving businesses with industrial and automotive lubricants and commercial gasoline and fuels. "We've grown considerably since our start in 1959".

In 1959, Paul and Fern Yocum launched Yocum Oil Company, originally delivering heating oil to many residential heating oil accounts. "We used to generate a majority of our revenue in the winters, selling heating oil," says Tony. To balance the cycle that tended to fluctuate widely with the seasonal changes in Minnesota, Paul and Fern began to diversify their business by employing furnace technicians to further support the company's residential

customers. They also built a Skelly service station on Stillwater Road and expanded to begin servicing commercial accounts in addition to their residential customers.

Yocum Oil expanded again in the early 1980's, with Tony Yocum, CEO, adding lubricants to the mix of products. By 1990, Yocum Oil had become the largest Caterpillar lubricants distributor in the nation. "Through product and service offerings, we deliver the highest value that we can in everything we do," Tony says. "We add value to our residential customers through a "Keep Full" program where our customers do not need to monitor their fuel usage," Tim elaborates. "We calculate their usage, take care of their oil and air conditioning needs, and maintain a budget throughout a year that can vary wildly in temperature. We have trained service personnel for every job we undertake, from home heating or cooling installations to large industrial lubricant piping systems.

Being an industry leader, Yocum Oil surges forward with an awareness toward building a true community, both within and outside of our organization. "We are very involved in the communities in which we operate, contributing to organizations and causes that strengthen those communities completes the circle for a business" says Jon. The Yocums have been in the petroleum business for 60 years; "our Grandfather worked in the oil business even before starting the company. Tony V, Jon and I will move forward together," says Tim.

Tony agrees, "We recognize that highly ethical and skilled employees are key to successful growth, and we've got a great team," he says. "We've set aggressive growth plans in all areas and are continually looking for additional ways to deliver value in products and service to our customers."

The Yocum family anticipates maintaining success and growth in the coming years, operating, as always, under their community-centered, customer driven mission. They look forward to working with Pat Meyer and supplying the loyal customers of St. Michael Oil with the quality products and outstanding customer service that they have come to expect.