

Welcome to the 1st **Fueling the Bottom Line** newsletter where we will share tactics on how to successfully **grow** your business working **together as a team**. Quarterly, we'll share marketing results, what's working, and tips to help you promote your business and sell more gallons! We're keeping the topics high-level with links where you'll find more details.

This is **your** newsletter, so provide regular feedback on what you'd like to see featured and what you find useful. Please share topics or ideas by emailing us at [marketing@suburbanpropane.com](mailto:marketing@suburbanpropane.com).

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## Opportunity Zone - Target Outdoor Activities

With summer in full swing, camping and RV vacation trips have taken off. As a propane reseller, it's an opportunity to serve more customers by catering to those who use propane for outdoor activities, camp heaters and BBQ grills with their RVs, motor homes, travel trailers or boats.

[Read more](#)



Did you know...it's more beneficial to your customers to have their propane tanks **filled** at your location than to **exchange** it at a big box store?

National chains often offer exchange BBQ tanks that have only 15 pounds of propane or 3.5 gallons.

Your location fills customer's propane tank with 20 pounds of propane or 4.7 gallons.

When it comes to grilling, the 1.2 gallons difference equals about four to five hours of extra grilling time!

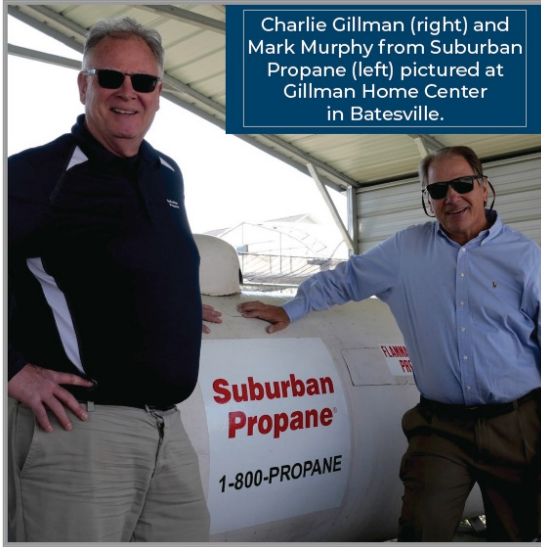
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## Reseller Spotlight - Gillman Home Center

partnership with Suburban Propane has been a vital component to the growth of both companies throughout Indiana and Ohio. Gillman's growth has been a natural fit for the small communities it partners with and propane is an important resource for each of them. Suburban Propane has always been a dependable, consistent vendor through the rise and fall of many others.

By the end of the 2021, Gillman Home Center will have 14 locations and shows no signs of slowing their growth — or Suburban Propane's involvement in it.

Charlie Gillman (right) and Mark Murphy from Suburban Propane (left) pictured at Gillman Home Center in Batesville.



“Suburban Propane has always done whatever was necessary to keep our customers happy. From staff training to emergency deliveries, we have always been able to count on them.” – Charlie Gillman

### Gillman’s Gallons by Location

Indiana Locations		Indiana cont...	
Batesville	20,939 gals	Lebanon	11,773 gals
Brookville	20,073 gals	New Castle	6,155 gals
Centerville	16,092 gals	Gas City	3,052 gals
Winchester	15,873 gals	Frankfort	2,722 gals
Connersville	14,828 gals	Ohio Locations	
Edinburgh	13,640 gals	Oxford	11,895 gals
Aurora	13,222 gals	Eaton	11,874 gals

In early 2005, Charlie Gillman found his Batesville, Indiana based hardware/lumber chain on the cusp of significant growth. Gillman Home Center was operating 3 stores and preparing to open its 4th. Propane supply, demand and fluctuating price was causing difficulties for his customers and Charlie recognized the instability of a valued rural commodity in his product offering. It was then that Charlie and Suburban Propane came to an agreement and put the first dispenser in the Batesville location.

Sixteen years later, 13 Gillman Home Centers are performing well and Gillman’s