



---

**City of Fort Worth  
Purchasing Division, Lower Level  
1000 Throckmorton Street  
Fort Worth, TX. 76102**

**RFP No. 14-0121  
Due: 07/24/2014**

**Presented by:**

**David Zarfoss  
Mansfield Oil Company  
1025 Airport Parkway SW  
Gainesville, GA 30501  
[dzarfoss@mansfieldoil.com](mailto:dzarfoss@mansfieldoil.com)  
1-800-255-6699, Ext. 2107**



## Executive Team

### **Michael F. Mansfield Sr., Chief Executive Officer**

Michael Mansfield is a strategic visionary with staying power. At age 21 he joined Mansfield Oil Company, a business founded by his parents in 1957. Over the course of the next three decades, Michael has focused on one mission: building Mansfield into an industry leader in supply, distribution, and delivery of fuel products and supply chain services. Today, with revenues in excess of \$4B, the company's service offerings remain rooted in Michael's beliefs for building trustworthy, performance based relationships, as well as in his expectations for continuous business reinvention and innovation.

Under his leadership, the company now operates on a national basis and supports the daily service and logistics needs of the world's largest fuel buyers. Generating over \$20 million in sales per employee, Michael has built his company into a model of process and technological efficiency—a company known for its world class service expertise.

Michael believes Mansfield's primary responsibility is converting the chaotic and volatile petroleum industry supply chain into customer friendly solutions. By doggedly following this client centric philosophy, the company has enjoyed double digit growth for decades. In Michael's opinion, the company's growth cycle remains in its earliest stages and, with his seasoned executive team, will continue to expand in both scale and operational sophistication.

### **Douglas S. Haugh, President and CIO**

Doug has worked in the energy and technology industries for the past 15 years. A chemical engineer by education, Doug began his career in the industry with Exxon in marketing and business development, eventually leading business development activities for lubricant and specialty products across the western U.S.

Doug has concentrated on building high performance organizations that focus on developing leading edge processes and technology to manage complex supply chains. As co-founder and COO at FuelQuest, Haugh created supply chain management and tax automation solutions throughout the downstream energy industry for clients like Wal-Mart, Ryder, 7-Eleven, UPS, and Chevron.

Doug is responsible for all of Mansfield's sales and marketing activities including national account sales, channel sales, new business development, corporate marketing, and field sales force operations. Leading sales and marketing and being the CIO may seem like quite an odd combination until one considers that much of the value Mansfield creates for customers is technology driven. Doug's ability to bring these two roles together provides Mansfield with a unique competitive advantage.



---

Doug brings a global perspective and entrepreneurial spirit to help Mansfield customers overcome the challenges they face today in fuel supply, financial controls, and risk management. Haugh was named Ernst & Young Entrepreneur of the Year, Energy Technology, Houston and Gulf Coast Area, 2006. This year Doug was honored as a 2009 Clemson Alumni Entrepreneur by the Arthur M. Spiro Institute for Entrepreneurial Leadership at Clemson University. He is a Magna Cum Laude graduate of Clemson University in Chemical Engineering and holds an MBA in Technology Management.

**John Byrd, Executive Vice President of Operations**

As Executive Vice President of Operations at Mansfield Oil, Byrd is a hands-on leader that focuses on perfecting each transaction for optimal efficiency—which reduces the overall fuel spend for each Mansfield customer. He is a firm believer that you only get better at something by tracking and monitoring it, and he is known for establishing efficiencies and metrics in every function for which he is responsible. By establishing these metrics and continuously focusing on them, he and his team have reduced the time it takes to invoice customers by approximately 50% and have sliced invoicing errors by 35%.

Over the next two years, Byrd plans to make “touching paper” an exception—and accurate, immediate electronic processing the standard. He and his team have already made great strides into this endeavor by receiving roughly 80% of their supplier invoices and Bills of Lading electronically. His goal is to help customers have more visibility than ever into their total fuel spend and to drive the customer’s cost of processing a fuel transaction down through automation and technology. Utilizing his accounting and consulting background, Byrd will accomplish the above also by working with customers to perform a “Gap Analysis” on the customer’s processes and procedures to make them as efficient and accurate as possible while accounting for every gallon the customer purchases to reduce fuel shrink.

Before joining Mansfield, Byrd was with TransMontaigne for four years as Senior Vice President of Accounting and Administration and Corporate Controller, responsible for both the operational and back-office accounting. Prior to TransMontaigne, he was with Arthur Andersen for eight years in both the Audit Division and the Business Process Outsourcing Division, focusing on process consulting for energy trading companies. He graduated Summa Cum Laude with a BS in Accounting from Louisiana State University.

**Andy Milton, Vice President of Supply and Distribution**

As Vice President of Supply, Andy Milton brings over 10 years of petroleum experience to Mansfield Oil. He started his career at RaceTrac Petroleum, which is one of the largest independent retail chains in the U.S. He held several supply positions over the years involved in



dispatch, pricing, analysis, and special projects. Andy has extensive experience in index-based pricing; involving such methods as PLATTS and OPIS. He also brings trading experience. This trading experience comes from over half dozen pipelines and waterborne base supply giving Mansfield Oil not only downstream petroleum experience but also higher-level bulk purchasing knowledge. This combination successfully gives Mansfield not only competitive supply options but also a security of supply not found in the normal downstream division of the business.

Focusing on retail operations and wholesale fuels initially, Mansfield has grown to be a powerful fuel supply and service organization focusing on Fortune 500 commercial fuel users, state, local and federal governments as well as retail partners. Our mission is to be a leader in energy management by offering solutions and innovative ideas to our clients.

## **Experience**

Mansfield Oil is an industry leader in innovative process improvement programs. Our position as one of the largest US Petroleum Distributors allows us to focus on our core business principal-- driving cost out of the fuel procurement, fuel management, and fuel payment processes. Ranked by Forbes as one of the largest private companies in America, Mansfield Oil defines the next generation of downstream oil company, delivering a disciplined approach to fuel supply and services across all 50 states from over 900 supply points. Founded in 1957, the company has achieved double-digit growth for three decades. Mansfield Oil helps their customers optimize and control fuel-related costs with local service, nationwide. Mansfield Oil addresses the entire fuel management lifecycle so companies can maximize the value of every dollar they spend on fuel. Specific services include fuel supply, fuel logistics, fuel systems design, environmental compliance, ERP integration, tax exempt transaction processing, and fuel systems monitoring. Mansfield operates from 900 supply points in 50 states, with corporate headquarters in Gainesville, GA, five regional service centers located in Atlanta, Chicago, Denver, Detroit and Houston and 2 bio-fuels service centers in Bloomington, MN and Charlottesville, VA. Today Mansfield delivers more than two billion gallons of fuel every year to clients throughout the continental United States and Canada.

## **Statement of Qualifications**

Mansfield provides a dedicated sales, service and support organization. The City of Fort Worth would be assigned a Senior Account Executive that will be responsible for Corporate Level Business Relationship Management. In addition, a dedicated Account Manager will be assigned to serve as primary contact for operational management and issue resolution through interaction and support from various business groups including Supply, Transportation, IT, Operations, Accounting and Credit. The Account Manager



---

would be supported by a dedicated Customer Service Representative that is constantly engaged with your deliveries daily confirmation and activities. The individuals currently designated for these key roles are:

**Senior Account Executive:**

**David Zarfoss**

*Director of Pricing*

Office—(678) 450-2107

Fax—(678) 450-2242

[dzarfoss@mansfieldoil.com](mailto:dzarfoss@mansfieldoil.com)

David has managed Mansfield's Government book of business and bid process for the past four years; prior to that at Mansfield he helped develop and manage the P&L team and prior to that he was the Manager of Supply and Distribution working for Andy Milton. Previous to Mansfield, David worked for TransMontaigne in various capacities including pipeline scheduling and inventory accounting. David brings experience with many different pricing index methods, logistic knowledge both at the bulk and the truck level, and a solid foundation as to the economics of fuel purchasing. This history combined with Mansfield's Supply and Distribution group helps provide consistent and through coverage for our Government customers across the US.

**Account Management & Operational Resolutions**

**Alexi Russell**

*Government Operations Supervisor*

Office—(678) 207-4751

Fax—(678) 450-2242

[arussell@mansfieldoil.com](mailto:arussell@mansfieldoil.com)

Alexi comes to Mansfield from Gwinnett County's Community Development Program where she was employed as a Community Programs Manager. She has extensive experience in county government procurement procedures in the sealed bid process. Alexi worked for Governor Deal's Disability Service Ombudsman Office where she developed strategies to implement the proliferation of Community Based assistance program throughout Georgia to satisfy the Olmstead Act. Alexi acquired a Master's degree from Georgia College State University in Public Administration in 2012 and a Bachelors of Arts degree in Political Science from the University of Georgia in 2008. In addition, Alexi has extensive legal experience working for Russell Law Offices as a paralegal for two years.



---

**Daniel Lampl**  
*Government Account Coordinator - Southwest*  
678-450-2136  
[dlampl@mansfieldoil.com](mailto:dlampl@mansfieldoil.com)

**Dispatch & Logistics**

**Midwest Region (Houston Office)**  
**Eric Culp**  
Operations Supervisor-Midwest Region  
Mansfield Oil Company  
678.207.4796 (o)  
713.906.4926 (m)  
Email: [eculp@mansfieldoil.com](mailto:eculp@mansfieldoil.com)

**24/7 Customer Service Line**

Phone: (800) 471-3835  
Email: [mansfield-midwest@mansfieldoil.com](mailto:mansfield-midwest@mansfieldoil.com)

**Prompt Service & Performance Controls**

Quality controls are specifically designed to control fuel services and are targeted to occur at several points in the relationship. We have outlined some controls in place to ensure that the contract set-up runs smoothly and product quality is insured.

**Account Setup:** All delivery locations will be established independently as it may require differing products and or delivery requirements. Contact information is then distributed to each location.

**Account Confirmation:** Once the primary information sheet has been established with the customer, the account is set up within the Mansfield system. Each account will have specific references in pop-up notes and restrictions to ensure that product and delivery requirements meet each sites specification.

**Order Entry:** Products are restricted within the Mansfield account so that key punch errors are avoided. Should product changes made during the year, per the City of Fort Worth's request and will affect locations such as the amount of fuel needed, will be changed within the system to reflect the changes. Product codes based on the customers 'directions and regulatory laws in effect will regulate the product that is delivered to the City of Fort Worth locations.



---

**Order Review:** All orders are reviewed daily by dedicated customer service representatives to insure all information has been correctly transmitted and accepted by delivery partners. This review includes a verbal confirmation of acceptance, delivery time, location and products.

**Supply Logistics:** Should supply issues result due to execution, terminal or supply, resulting in the inability for the carrier to lift the product from the intended supply source. Mansfield has a regional operations team that manages the logistics of sourcing each delivery. Mansfield offers carriers and customers the ability to call into a live person at any hour to respond to loading issues.

**Inventory Management:** When applicable, Mansfield offers inventory management to our customers. Daily monitoring of equipment for tank gauge issues, missing and/or inaccurate readings as well as forecasting delivery schedules based on stored historical data.

These highlights reflect the necessity of real time availability in trained personnel to effectively manage the fuel delivery process to ensure ample supply and cost effectiveness. Our systems, procedures and people are solely focused on this key element of the “last mile” of the refined petroleum products supply chain ensuring our customer’s delivery expectations and requirements our exceeded.

## **Financial Statements**

*A bank report can be provided upon Request.*

## **Bonding Capacity**

Mansfield Oil Company maintains credit and bonding capacity to the extent necessary for this contract and all foreseeable contractual obligations.

## **Methodology/Approach to Carrying Out Scope of Work**

The Mansfield network of distribution includes almost all public water and pipeline terminal facilities. In most cases, fuel is purchased from all unbranded supply points within a terminal area. That may range from 1 to 28 different suppliers depending on the size of the market. This capacity at the rack level allows Mansfield to automatically



---

review all available unbranded supply in the spot market. Additionally, where warranted, Mansfield maintains a targeted percentage of no less than 25% of volume to be contractually backed by a refiner or Mansfield owned inventory secured through pipeline batches. This allows Mansfield the security of supply to its customers as well as the ability to deliver contract volumes in adverse supply situations.

Mansfield manages relationships with over 450 carriers across the United States. In our role, as proposed, we will be solely responsible for managing all aspects of the carrier relationship with The City of Fort Worth. At the top of our priorities are safety, positive interaction and execution with client personnel and adequate coverage for liability.

Mansfield Oil's unique and extensive national supply and distribution networks allow for distributing products from nearest available supply in the event that fuel becomes short in the primary area. This has proven to be of great benefit to our existing customer base, operating with the knowledge that endless alternative supply capacity is available.

### **Freight Model**

Freight charges, as specified in the bid, shall be a direct pass through to the end user. Carriers determine rates by assessing the sites mileage from the terminal, the type of tank and any special delivery requirements. The attached table is indicative of freight rates for locations around the Dallas Metro area with underground storage tanks. For entities in other markets, a similar table can be provided along with contact information for carriers solicited during their set up process. Freight costs are a cpg rate accessed on the gross gallons delivered. Economics for this solicitation are based on full transport deliveries which are 7,500 gallons of diesel and 8,500 gallons of gasoline. Any assessorial charges (i.e. pump, min freight, fuel surcharge or delay) shall be passed along to the entity with no additional mark up or margin by Mansfield Oil Company.



Mansfield Oil Company of Gainesville, Inc.

RATES

DIESEL & JET FUEL

MINIMUM WEIGHT : 7,000 Gallons Per Vehicle Used.

RATE IN CENTS PER GALLON

DISTANCE (MILES)	CPG RATE	DISTANCE (MILES)	CPG RATE	DISTANCE (MILES)	RATE	DISTANCE (MILES)	RATE	DISTANCE (MILES)	RATE
15	\$ 0.0159	165	\$ 0.0757	315	\$ 0.1428	465	\$ 0.2109	700	\$ 0.3169
20	\$ 0.0188	170	\$ 0.0777	320	\$ 0.1450	470	\$ 0.2119	725	\$ 0.3287
25	\$ 0.0206	175	\$ 0.0792	325	\$ 0.1474	475	\$ 0.2156	750	\$ 0.3398
30	\$ 0.0222	180	\$ 0.0817	330	\$ 0.1495	480	\$ 0.2175	775	\$ 0.3514
35	\$ 0.0246	185	\$ 0.0841	335	\$ 0.1519	485	\$ 0.2202	800	\$ 0.3625
	\$ -		\$ -		\$ -		\$ -		\$ -
40	\$ 0.0271	190	\$ 0.0856	340	\$ 0.1538	490	\$ 0.2220	825	\$ 0.3735
45	\$ 0.0274	195	\$ 0.0885	345	\$ 0.1567	495	\$ 0.2243	850	\$ 0.3850
50	\$ 0.0279	200	\$ 0.0906	350	\$ 0.1583	500	\$ 0.2267	875	\$ 0.3968
55	\$ 0.0293	205	\$ 0.0925	355	\$ 0.1610	505	\$ 0.2287	900	\$ 0.4075
60	\$ 0.0307	210	\$ 0.0949	360	\$ 0.1628	510	\$ 0.2313	925	\$ 0.4193
	\$ -		\$ -		\$ -		\$ -		\$ -
65	\$ 0.0339	215	\$ 0.0978	365	\$ 0.1659	515	\$ 0.2336	950	\$ 0.4306
70	\$ 0.0363	220	\$ 0.0995	370	\$ 0.1672	520	\$ 0.2354	975	\$ 0.4424
75	\$ 0.0400	225	\$ 0.1017	375	\$ 0.1698	525	\$ 0.2380	1000	\$ 0.4535
80	\$ 0.0415	230	\$ 0.1041	380	\$ 0.1723	530	\$ 0.2402	1025	\$ 0.4647
85	\$ 0.0437	235	\$ 0.1068	385	\$ 0.1748	535	\$ 0.2423	1050	\$ 0.4761
	\$ -		\$ -		\$ -		\$ -		\$ -
90	\$ 0.0462	240	\$ 0.1086	390	\$ 0.1764	540	\$ 0.2449	1075	\$ 0.4875
95	\$ 0.0495	245	\$ 0.1113	395	\$ 0.1792	545	\$ 0.2473	1100	\$ 0.4985
100	\$ 0.0513	250	\$ 0.1130	400	\$ 0.1809	550	\$ 0.2496	1125	\$ 0.5101
105	\$ 0.0533	255	\$ 0.1158	405	\$ 0.1836	555	\$ 0.2514	1150	\$ 0.5213
110	\$ 0.0555	260	\$ 0.1178	410	\$ 0.1855	560	\$ 0.2537	1175	\$ 0.5326
	\$ -		\$ -		\$ -		\$ -		\$ -
115	\$ 0.0575	265	\$ 0.1202	415	\$ 0.1882	565	\$ 0.2566	1200	\$ 0.5439
120	\$ 0.0594	270	\$ 0.1220	420	\$ 0.1902	570	\$ 0.2582	1225	\$ 0.5551
125	\$ 0.0618	275	\$ 0.1246	425	\$ 0.1928	575	\$ 0.2609	1250	\$ 0.5664
130	\$ 0.0628	280	\$ 0.1264	430	\$ 0.1950	580	\$ 0.2626	1275	\$ 0.5778
135	\$ 0.0655	285	\$ 0.1296	435	\$ 0.1972	590	\$ 0.2672	1300	\$ 0.5892
	\$ -		\$ -		\$ -		\$ -		\$ -
140	\$ 0.0670	290	\$ 0.1313	440	\$ 0.1995	595	\$ 0.2700	1325	\$ 0.6003
145	\$ 0.0692	295	\$ 0.1339	445	\$ 0.2018	600	\$ 0.2714	1350	\$ 0.6117
150	\$ 0.0708	300	\$ 0.1359	450	\$ 0.2041	625	\$ 0.2835	1375	\$ 0.6230
155	\$ 0.0727	305	\$ 0.1373	455	\$ 0.2063	650	\$ 0.2947	1400	\$ 0.6342
160	\$ 0.0740	310	\$ 0.1401	460	\$ 0.2087	675	\$ 0.3060	1425	\$ 0.6455
	\$ -		\$ -		\$ -		\$ -		\$ -

\* Rates shown without fuel surcharges.

\* Tankwagon rates differ per region

Pump Off Fee	\$40.00
Split Drop Fee	\$50.00
Split Load Fee	\$50.00
Demurrage*	\$80.00

\*billable in quarter hour increments after the first hour.



Mansfield Oil Company of Gainesville, Inc.

RATES

GASOLINE & AVGAS

MINIMUM WEIGHT: 8,000 Gallons Per Vehicle Used.

RATE IN CENTS PER GALLON

DISTANCE (MILES)	RATE								
15	\$ 0.0135	165	\$ 0.0648	315	\$ 0.1214	465	\$ 0.1796	700	\$ 0.2699
20	\$ 0.0159	170	\$ 0.0660	320	\$ 0.1229	470	\$ 0.1809	725	\$ 0.2794
25	\$ 0.0176	175	\$ 0.0672	325	\$ 0.1258	475	\$ 0.1832	750	\$ 0.2889
30	\$ 0.0195	180	\$ 0.0694	330	\$ 0.1261	480	\$ 0.1849	775	\$ 0.2986
35	\$ 0.0214	185	\$ 0.0712	335	\$ 0.1296	485	\$ 0.1871	800	\$ 0.3079
	\$ -		\$ -		\$ -		\$ -		\$ -
40	\$ 0.0233	190	\$ 0.0737	340	\$ 0.1308	490	\$ 0.1884	825	\$ 0.3172
45	\$ 0.0238	195	\$ 0.0753	345	\$ 0.1328	495	\$ 0.1906	850	\$ 0.3276
50	\$ 0.0246	200	\$ 0.0773	350	\$ 0.1348	500	\$ 0.1928	875	\$ 0.3374
55	\$ 0.0260	205	\$ 0.0789	355	\$ 0.1367	505	\$ 0.1948	900	\$ 0.3471
60	\$ 0.0274	210	\$ 0.0809	360	\$ 0.1386	510	\$ 0.1967	925	\$ 0.3567
	\$ -		\$ -		\$ -		\$ -		\$ -
65	\$ 0.0291	215	\$ 0.0824	365	\$ 0.1407	515	\$ 0.1982	950	\$ 0.3663
70	\$ 0.0307	220	\$ 0.0846	370	\$ 0.1426	520	\$ 0.2002	975	\$ 0.3761
75	\$ 0.0340	225	\$ 0.0867	375	\$ 0.1449	525	\$ 0.2024	1000	\$ 0.3852
80	\$ 0.0350	230	\$ 0.0886	380	\$ 0.1460	530	\$ 0.2043	1025	\$ 0.3949
85	\$ 0.0376	235	\$ 0.0908	385	\$ 0.1486	535	\$ 0.2063	1050	\$ 0.4044
	\$ -		\$ -		\$ -		\$ -		\$ -
90	\$ 0.0392	240	\$ 0.0921	390	\$ 0.1498	540	\$ 0.2078	1075	\$ 0.4141
95	\$ 0.0417	245	\$ 0.0945	395	\$ 0.1526	545	\$ 0.2102	1100	\$ 0.4237
100	\$ 0.0436	250	\$ 0.0960	400	\$ 0.1538	550	\$ 0.2119	1125	\$ 0.4333
105	\$ 0.0453	255	\$ 0.0984	405	\$ 0.1566	555	\$ 0.2138	1150	\$ 0.4430
110	\$ 0.0475	260	\$ 0.1005	410	\$ 0.1576	560	\$ 0.2157	1175	\$ 0.4527
	\$ -		\$ -		\$ -		\$ -		\$ -
115	\$ 0.0495	265	\$ 0.1021	415	\$ 0.1600	565	\$ 0.2181	1200	\$ 0.4623
120	\$ 0.0503	270	\$ 0.1040	420	\$ 0.1618	570	\$ 0.2199	1225	\$ 0.4719
125	\$ 0.0528	275	\$ 0.1061	425	\$ 0.1634	575	\$ 0.2219	1250	\$ 0.4815
130	\$ 0.0540	280	\$ 0.1077	430	\$ 0.1659	580	\$ 0.2233	1275	\$ 0.4912
135	\$ 0.0557	285	\$ 0.1096	435	\$ 0.1678	590	\$ 0.2273	1300	\$ 0.5007
	\$ -		\$ -		\$ -		\$ -		\$ -
140	\$ 0.0572	290	\$ 0.1116	440	\$ 0.1693	595	\$ 0.2295	1325	\$ 0.5105
145	\$ 0.0586	295	\$ 0.1140	445	\$ 0.1718	600	\$ 0.2309	1350	\$ 0.5202
150	\$ 0.0600	300	\$ 0.1156	450	\$ 0.1731	625	\$ 0.2409	1375	\$ 0.5296
155	\$ 0.0620	305	\$ 0.1177	455	\$ 0.1756	650	\$ 0.2503	1400	\$ 0.5393
160	\$ 0.0632	310	\$ 0.1193	460	\$ 0.1771	675	\$ 0.2600	1425	\$ 0.5488
	\$ -		\$ -		\$ -		\$ -		\$ -

\* Rates shown without fuel surcharges.

\* Tankwagon rates differ per region

Pump Off Fee	\$40.00
Split Drop Fee	\$50.00
Split Load Fee	\$50.00
Demurrage*	\$80.00

\*billable in quarter hour increments after the first hour.



---

### **Payment Terms:**

Mansfield Oil Company will accept purchasing cards with a 3.25% convenience fee per transaction.

The bid economics are based off of Net 15 payment as indicated in the bid documents. No additional payment terms will be available) expect the terms indicated in the Attachment B- Market Differential Pricing Spreadsheet) unless mutually agreed upon by the supplier and requesting agency.

#### **PAYMENT REMITTANCE ADDRESS**

Mansfield Oil Company  
PO Box 638544  
Cincinnati, OH. 45263-8544