

## Glover Oil is on leading edge of biofuels market, Chris Marshall led way

By Ken Datzman

Tim Marshall and his brother Ken are early risers. Typically, they are in the Glover Oil Co. office by 5:30 every weekday morning. So is Joseph Glover III, whose late father founded the Melbourne enterprise that has grown into Brevard's largest petroleum marketer.

After a round of coffee, they begin discussing their purchasing strategy for the day. They take to their computer stations and begin monitoring the once-stable but now painful upward movement of fuel prices. Oil prices are up more than 100 percent in the last 12 months.

The causes for record prices almost on a daily basis include growing worldwide demand, the fall of the dollar relative to other currencies, and market speculation. The Marshalls have to make sense of all this as they operate their business and supply their large base of customers with fuels and lubricants.

"We closely watch price movement throughout the day and the evening," says Ken Marshall, vice president of the 61-year-old company. "In effect, it's commodity trading we're doing. We shop all over the state to make bulk purchases."

"We use different sources and different markets to purchase fuel at the best price and pass it on to the customer," adds Glover Oil President Tim Marshall, whose company has carved out a leadership position in the environmentally friendly biofuels industry in Florida. "Because we move so much volume, it's hard for Glover Oil to bring fuel in and keep it very long. So if the price goes down, it's not like we can hoard it, because our customers are using it now."

Over the past year, the Marshalls have seen firsthand how the energy crisis has impacted businesses in the region, from "their cash flow to their accounts receivables. From a business perspective, it really forces people to do

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BBN photo — Adrienne B. Roth

Tim Marshall, left, is president of Glover Oil Co. and his brother Ken is vice president. The company is a leader in the Sunshine State in the marketing of environmentally friendly biofuels. Their brother, Chris Marshall, led Glover Oil until his untimely death in 2007. Chris Marshall positioned the business for growth in the biofuels arena. "He was on the leading edge to bring biofuel to this state," Tim Marshall said.

## What can you really learn at Trump University?

By Ben Montgomery  
Scripps Howard Service

TAMPA — The seats are filling inside a ballroom at the Marriott Westshore in Tampa, Fla., where Donald Trump stares down from two big posters at the front of the room.

"Unheard-of Real Estate Market Factors Have Created A PERFECT STORM of Profit Opportunity!" said the ads in the newspaper that lured us all here. "FREE INTRODUCTORY CLASS!" It's hard to resist so many capital letters.

When everyone's equipped with a Marriott pad and pen, and when we've been thoroughly warned against cell phones and recordings, tonight's instruc-

tor jogs to the front of the room. James Harris wears thin black-rimmed glasses and a Tommy Bahama shirt. His shoes and hair look expensive.

Harris asks how everyone is. The response is muffled, and he seems angry about this.

"C'mon, guys!" he shouts.

"Good!" we say again.

He says his father left home when he was a boy, and his mother was addicted to drugs. He found himself sleeping in New York subway tunnels at 19, when a mentor taught him how to sell real estate.

Now he wants to help us. Welcome to Trump University, the latest real-estate seminar to slide through Tampa.

"Write this down," Harris says. "Your license plate when I'm done with you is

gonna say PAID FOR. Got that?" When Harris gets going, the session turns and twists and you quickly understand that we're getting about 80 percent of each moneymaking technique.

"We'll talk about that more later," he keeps saying.

Boiled down, this is Trump U's free advice: Buy low and sell low. Hit singles, and once in a while a double will come along.

Don't do business in your own name, or you'll lose your shirt if you ever have to file for bankruptcy protection.

Use other people's money to do your deals. Find people facing foreclosure, make them a low offer, then sell for more before any money changes hands.

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## Glover Oil Co.

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everything they can to sharpen their pencils," said Ken Marshall.

Glover Oil operates a fleet of 13 petroleum delivery vehicles. The company delivers Chevron-branded fuels and lubricants to a range of customers in Brevard and surrounding counties, including municipalities, construction businesses, and the marine industry. "The product that we haul is fuel. We're in the fuel business but we're basically a trucking company," Tim Marshall said.

He says his company is faced with the rising cost of tires and brake materials, as well as higher insurance premiums. One way Glover Oil is working to reduce operating costs is by running high-quality biodiesel in its delivery vehicles. The business also makes biofuels available to its customers. Glover Oil has the first B20 biodiesel fuel pump available to the public in Brevard County.

Twenty-percent biodiesel and 80 percent petroleum — B20 — is the most common biodiesel blend in the U.S., says the Department of Energy. It can be used in nearly all diesel equipment and is compatible with most storage and distribution equipment.

In Florida, Glover Oil is viewed by many in the industry as a pioneer in the marketing of biofuels. That's mainly because of the efforts and vision of the late Chris Marshall, who served as company president until his untimely death in September 2007. He guided Glover Oil as president for 10 years and kept the company on a solid growth path while smartly positioning it to tap a new, green industry. Chris Marshall joined Glover Oil in 1985 after graduating from Rollins College. His brothers, Tim and Ken, worked alongside him at the family business.

"My brother Chris was on the leading edge to bring biofuel to this state," said Tim Marshall, who was vice president of sales and marketing for Glover Oil under his brother. "Chris worked closely with some of the producers in the state. Chris promised one producer in Dade City that he would take his first load even before the producer started the manufacturing process. I went to Dade City and received that load in honor of Chris."

Tim and Ken Marshall are working to continue their brother's mission of keeping Glover Oil a leader in the biofuels revolution and the renewable-energy market.

Renewable fuels, or biofuels, like ethanol and biodiesel, are liquid-transportation fuels made from agriculture crops such as corn and soybeans. Ethanol is a cleaning-burning gasoline-type fuel made by fermenting grain or cane sugar into alcohol. Biodiesel is created from oil seeds and waste materials, including palm oil and recycled cooking oil.

In 2007 alone, U.S. biodiesel production displaced 20 million barrels of petroleum, according to the National Biodiesel Board, a trade association. The use of biodiesel fuel reduces carbon-lifecycle emissions by 78 percent, the equivalent of removing 700,000 cars from the nation's roadways, the NBB says. Federal analysts say that without biofuels, gas prices would jump another 20 to 35 cents per gallon.

Tim Marshall, who started with Glover Oil in 1993 after running his own construction business, says his "brother was ahead of the game. Chris knew where

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the market was headed. He got into the biofuels business before it became a commodity. We were able to introduce it not only as an alternative fuel but also as a cost savings to Glover Oil customers. There was an incentive to use it."

Glover Oil was the first fuel company in the county to offers its customers agri-biodiesel, a blend of soy, palm, or waste vegetable oil and petroleum diesel, which burns cleaner and helps lower dependency on fossil fuels.

Chris Marshall closely followed a renewable-energy initiative which was presented to Congress in February 2007, Tim Marshall said. The initiative, known as "25 by '25," outlines specific recommendations to put America on a path to meet 25 percent of its energy needs with renewable sources by the year 2025.

The "25 by '25" alliance is comprised of agricultural, forestry, environmental, conservation and other organizations and businesses. "I don't think they will meet the goal by 2025. However, they are trying to achieve 10 percent by 2012, which is an ambitious undertaking," Tim Marshall said.

The Oak Ridge National Laboratory reports that the U.S. has more than 1 billion tons of unused raw materials each year that could be used to make biofuels.

As demand grows for biodiesel as an alternative transportation fuel, more people are scrambling to get a piece of this new market, including "backyard barbecuers" who concoct their own batches. Said Ken Marshall: "One thing that is absolutely critical is meeting the quality standard for biodiesel. There is so much biodiesel product on the market today. But to be biodiesel it must be ASTM D6751 certified. That's all we accept. And Glover Oil has a very rigorous program to maintain quality after it receives the fuel."

The American Society for Testing and Materials International is one of the largest voluntary standards-development organizations in the world. Biodiesel must be properly processed to meet the approved ASTM specifications regardless of the feedstock used to produce it, Tim Marshall said. "We won't buy a product that doesn't come with a certificate of analysis. If it doesn't meet the ASTM 'spec,' it is not biodiesel. Will it burn in your engine? Sure it will. Is it going to clog things up? Sure it will."

Thanks to its sizable storage capacity and the "way Glover Oil shops for fuel, we have been able to hold down biodiesel prices for our customers. We are now a big hitter in the market. We buy quantity. Glover Oil has one of the largest storage capacities for biodiesel in the region. We can store up to 100,000 gallons of biodiesel fuel," Tim Marshall said.

When entertainers swing through Florida on their tour buses, Glover Oil refuels their vehicles with biodiesel. Sheryl Crow, Willie Nelson and Melissa Etheridge, among other stars, all burn biodiesel in

their buses, Tim Marshall said. "They are going green. They not only preach it but also practice it." In 2007, Crow's "Stop Global Warming College Tour" visited a number of states including Florida. "We'll be refueling their buses with biodiesel again this summer when they come through."

Two weeks ago, the ASTM approved a trio of long-awaited specifications for biodiesel blends. One of the biodiesel specifications approved should bolster automaker support and consumer demand for biodiesel, experts say. It is a new specification for blends of between 6 percent biodiesel (B6) and 20 percent biodiesel (B20). Automakers and engine manufacturers have been requesting a finished blend specification for B20 biodiesel blends for several years.

The Marshalls have been working in the community to help educate people about biodiesel and alternative fuels. Glover Oil recently hosted a workshop in Viera, bringing together government officials, businesspeople and academia. Ken Marshall, a graduate of Rollins College and former aerospace manager, said the event was a success, with more than 65 leaders attending the session. "We literally wanted to bring the community together, and we did. We think this is a very important issue."

Glover Oil also works with University of Central Florida researchers at The Florida Solar Energy Center on joint efforts to "improve properties and test methodologies."

In 2007, Brevard Public Schools realized a savings of more than \$60,000 by using alternative fuels in its vehicles. The fuel was supplied by Glover Oil.

With the hurricane season under way, Glover Oil is marketing its "First Priority Fueling" program to businesses and organizations. The program was designed to maximize the likelihood that emergency diesel power will be available to Glover Oil customers during power outages.

Following the hurricane season of 2004, many area businesses installed diesel-powered generators as backup sources to continue functioning. The FPF program has a number of features, including "guaranteed fuel delivery before any named storm makes landfall."

A company pays a monthly fee (12-month minimum) to be put on the priority-fill list. Tim Marshall said the program is growing. It was started by Chris Marshall. "He saw a need in the market for this type of service. We have a wide range of customers, including individuals, private enterprise, hospitals and care facilities."

Under Chris Marshall's leadership, Glover Oil was inducted into the Chevron/Texaco Oil Co.'s inaugural "Signature Class Marketers" in 2003. The program honored the 10 percent of Chevron distributors nationally for a combination of volume, customer service, quality control, financial strength, and management.