

## Precision

Kum & Go has a vibrant history of growth and innovation. We attribute this success to our outstanding associates and how they approach our business each and every day. Our culture is built upon **seven core values** including:

Caring **FAMILY**  
**Discipline** *Integrity* **Teamwork**  
**PROFESSIONALISM** Work Ethic

These core values heavily influence how Kum & Go is able to provide our customers with positive experiences, friendly services and quality products. We continually seek ways to improve how we interact with our customers. When they stop in our stores, we want to help them get on their way faster and make their lives easier.

At Kum & Go, we make smart decisions by using facts, sound data and timely information. Our research guides us to make these decisions and we take pride in knowing our offerings have been specially selected with our customers in mind.

We follow a simple philosophy when it comes to environmental stewardship and sustainability: *let's make a difference in how we do business and build our stores.*

We strive to be a responsible retailer and a good corporate citizen in the communities in which we serve.

***We Go All Out!***

## Passion

*“For those of us who work with Kyle and Sharon on a regular basis, we see first-hand the compassion, caring and commitment that they have toward improving the communities in which Kum & Go does business.”*

*– Dennis N. Folden, Chief Operating Officer*

Kum & Go shares 10 percent of our profits with charitable and educational causes each year. Our dedication to giving back extends to a variety of important charitable causes.

In 2010, Kum & Go President and CEO Kyle J. Krause, along with his wife, Sharon received the Outstanding Individual Philanthropist of the Year award by the Association of Fundraising Professionals in Iowa.

Kyle J. Krause, along with his wife, Sharon, were also honored with *The Des Moines Register's* “2010 Iowa Star Award.” This prestigious award recognizes central lowans who have given back to the community and made an extraordinary difference.



## People

### Customer Testimonials

*"The infectious smile and engaging way of Kirby, Smile Project Winner #10, will pick you up... The 22 year-old Sioux City native has only worked at this Kum & Go since July, but she's already taken ownership of her customers' happiness and satisfaction...I've been a regular there for about a month and found her at the counter, holding a caffeine-free diet Pepsi in one hand and a Kit-Kat in the other for me."*

— Unsecret Mystery Shopper, West Des Moines, Iowa

*"I travel clear across town because of how they treat me as a customer and because I feel like they are my family...that's what I call phenomenal service they were my heroes."*

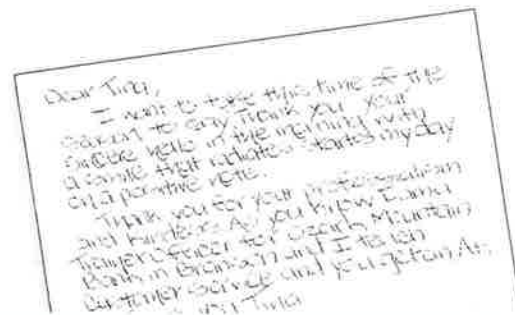
— Letter from Peggy W. of Burlington, Iowa

*"Thank you for your professionalism and kindness...you get an A+"*

— Handwritten Note from Nitabelle S. of Branson, Missouri

*"He proceeded to go out in the rain and change her tire...for a customer who had her hands full with two young kids..."*

— Email about Mick R. at Store 2091 in West Des Moines, IA



*"...Kum & Go, because of that experience, I will stop & shop, as often as possible."*

— Online Blog by Dave H.

*"Stephanie went over to the man and immediately took action to save his life..."*

— Going All Out! Nomination from Kum & Go Associate





# Fast Facts

# 5th

largest privately held,  
company-operated  
convenience store chain  
in the United States

# 10%

of annual profits go  
to charitable and  
educational causes  
each year

# 4,000

Kum & Go associates

## About Kum & Go

- 400,000 daily customers
- 430+ stores in 11 states
- Inc. 5000: #20 in total revenue
- Forbes ranking: #238

(largest privately held company) 2008 & 2009

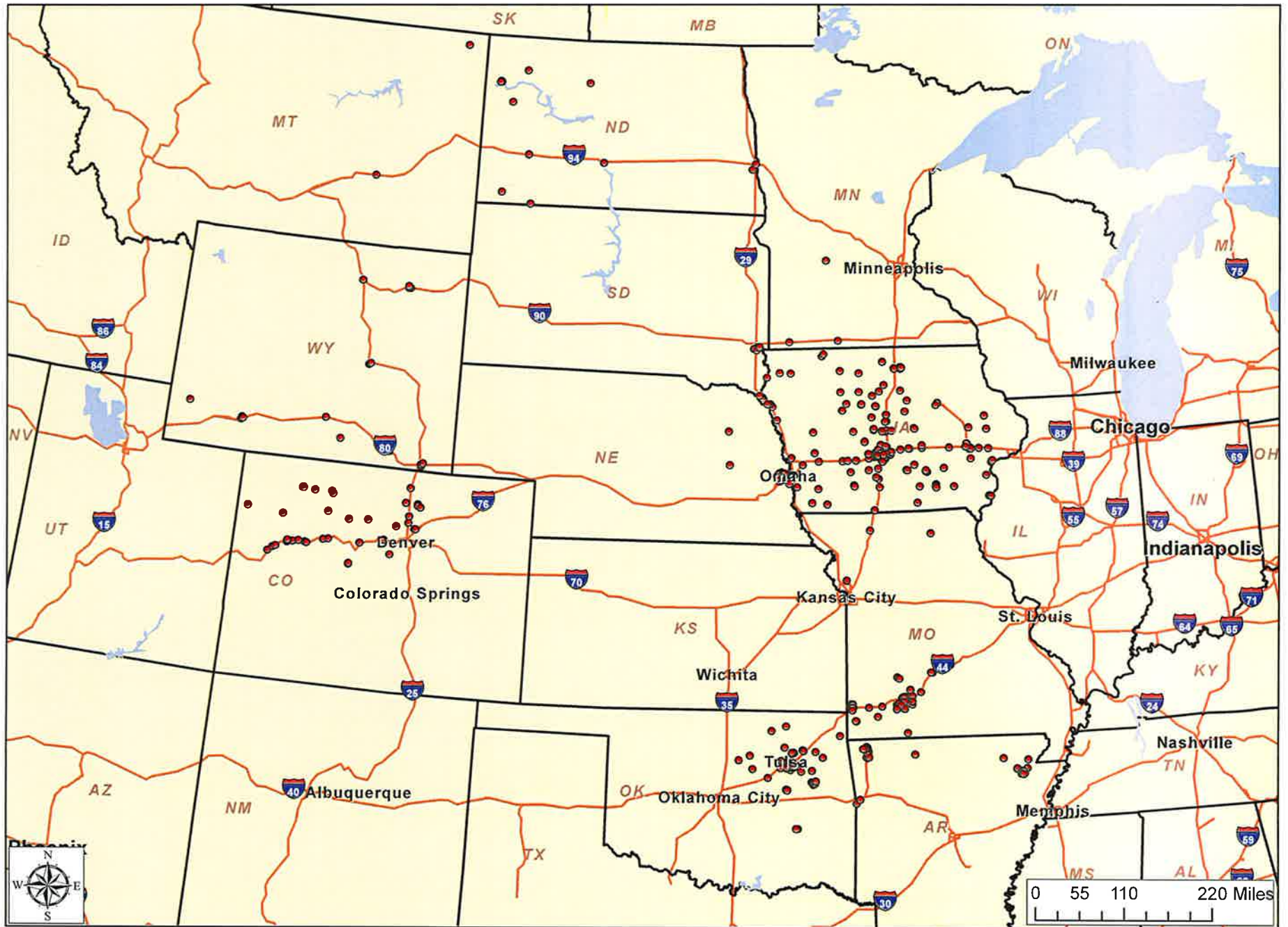
## Kum & Go Leads The Way

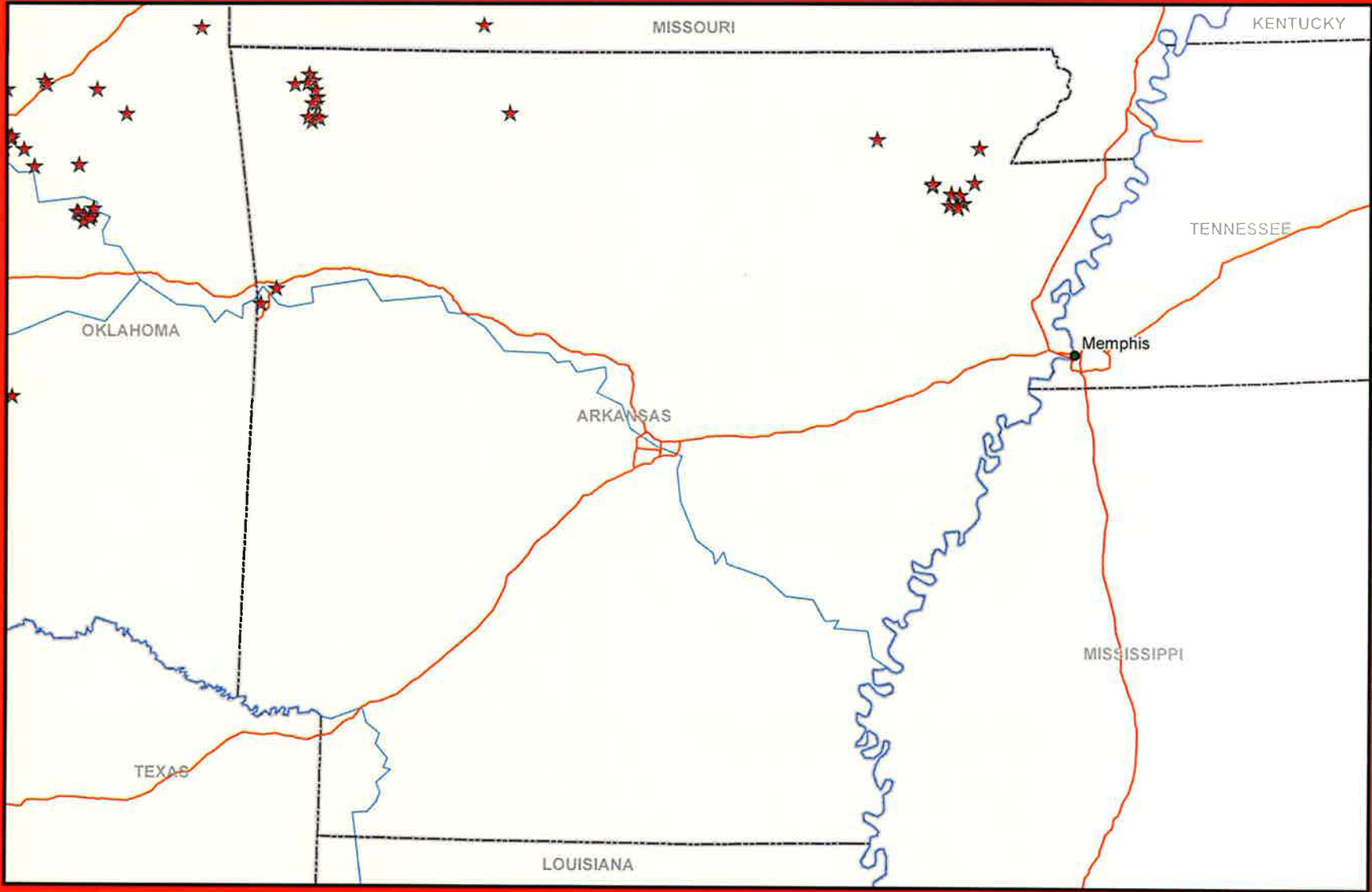
- Largest E85 retailer in the state of Iowa
- One of the first convenient store chains in the nation to offer a 10% ethanol blend
- First convenience store in Iowa to receive LEED certifications for two stores

## Kum & Go Recent Recognitions

- “2011 Iowa Star Award”  
(Kyle J. and Sharon S. Krause) *The DesMoines Register*
- “2011 Biodiesel Marketing Award” *Iowa Secretary of Agriculture*
- “2011 Distinguished Business Leadership Award”  
(Kyle J. Krause) *Greater Des Moines Leadership Institute*
- “2011 Alumnus of the Year – Forty Under 40”  
(Kyle J. Krause) *Des Moines Business Record*

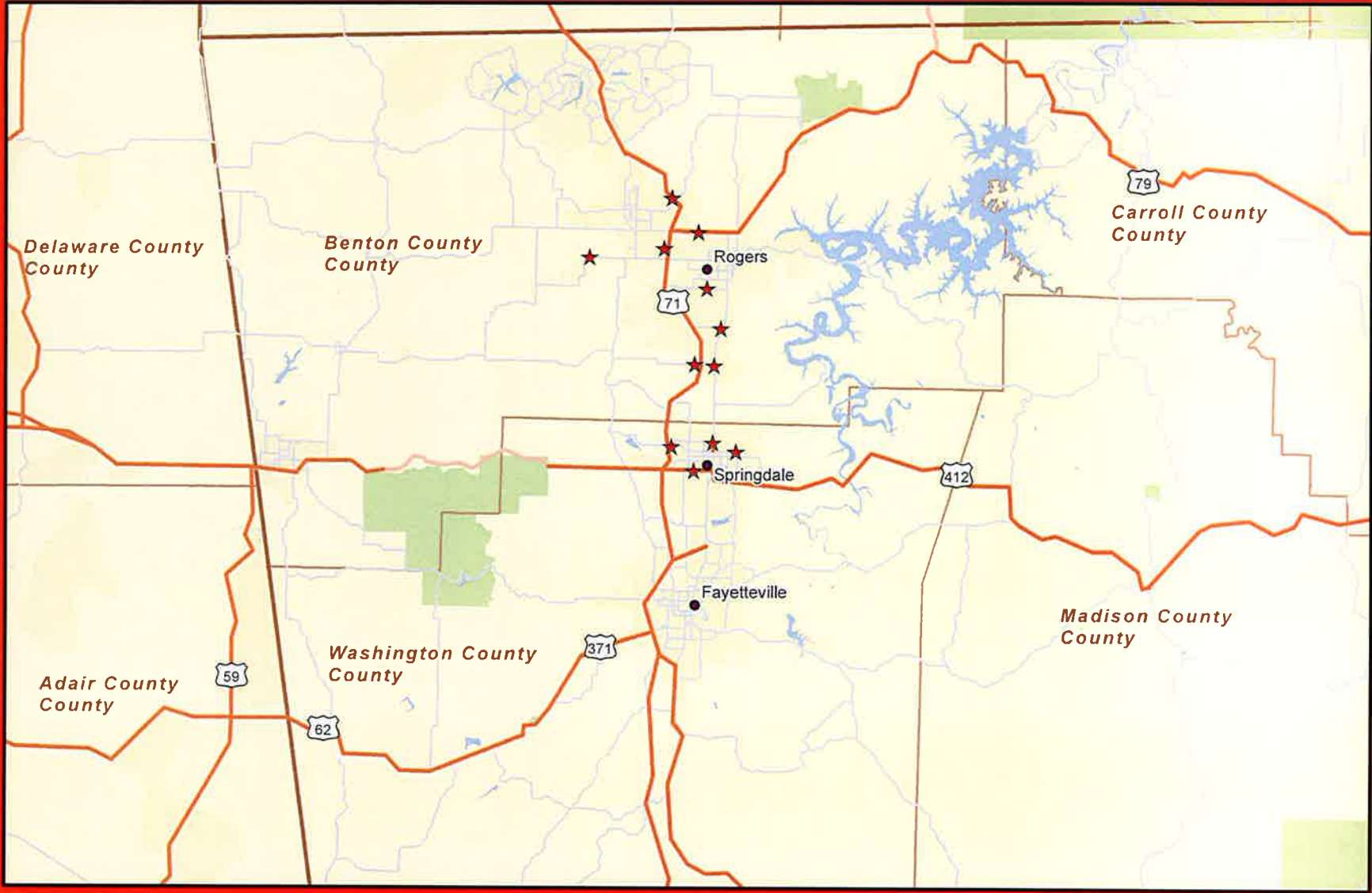
# Kum & Go - Locations





# Kum & Go Convenience Stores Arkansas





# Kum & Go Convenience Stores NW Arkansas



# Kum & Go Team

- 2200 Sales Associates
- 800 Sales Managers
- 430 General Managers
- 30 District Supervisors
- 200 Corporate Associates

*People make the difference and the difference is Kum & Go people. ~W.A. Krause*





# Convenience Store News

KEEPING THE INDUSTRY AHEAD OF WHAT'S NEXT

December 11, 2006 Volume 42/Number 15

A portrait of W. A. Krause, an older man with white hair and glasses, wearing a dark suit jacket, a blue and white checkered shirt, and a colorful patterned tie. He is standing in front of a large window with a view of a building and a green lawn.

## Keep On Going

*Convenience Store News* Hall of Famer, W. A. Krause, reflects on motivations and inspirations behind Kum & Go's unprecedented success

Page 42

**Salary Survey:  
Compensation  
Rising**

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**Ghost Story  
Haunts Carolina  
C-store**

Page 82








## Kum & Go Planning 8-10 Stores in Cedar Rapids Area



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 4 COMMENTS

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Story Created: Jul 27, 2011 at 11:59 AM CDT  
 ( Story Updated: Jul 27, 2011 at 11:59 AM CDT )

CEDAR RAPIDS, Iowa - Kum & Go is coming to the Cedar Rapids area in a big way over the next several years.

The West Des Moines-based convenience store chain is planning eight to 10 new locations in Cedar Rapids, Hiawatha and Marion, all incorporating "green" environmentally-friendly design.

Construction is progressing on a Kum & Go at Kirkwood Boulevard and Miller Avenue SW and the Cedar Rapids City Council on Tuesday approved the sale of land to Kum & Go at 16th Avenue and Williams Boulevard SW.

Catherine Huggins, a spokeswoman for Kum & Go, said the store at Kirkwood Boulevard and Miller Avenue SW is expected to open in mid to late September and the 16th Avenue and Williams Boulevard SW location will open in 2012. Huggins said each store will employ between 10 and 15 associates.

"We're excited these sites will feature Kum & Go's new store design," Huggins said. "This new store design was made possible through many ideas and suggestions offered by our associates."

"The new store concept has a greater product offering and fresh food choices such as 'made-to-order' pizzas and bakery items."

Huggins said another distinguishing feature of Kum & Go's new store design is a strong emphasis on "going green" by incorporating sustainable features.

"The focus on sustainability starts at construction and continues through the store's daily operations," Huggins said. "These new stores will be constructed like all new Kum & Go stores with Leadership in Energy and Environmental Design (LEED) building requirements in mind."

"Materials used for the construction will be sustainable, coming from local companies whenever possible. This will include recycled steel and no volatile organic compounds in paint and adhesives."

While Huggins declined to comment on the company's plans for additional locations citing competitive reasons, Cedar Rapids City Manager Jeff Pomeranz has confirmed that Kum & Go has expansion plans for the northern end of the Cedar Rapids-Iowa City Technology Corridor.

"We met with representatives of Kum & Go not long ago and they have a plan for more than 10 stores that they want to bring to the Cedar Rapids market," Pomeranz said. "They've identified the community as a place where they want to have a significant presence."

Scott Olson of Skogman Commercial has been working with Kum & Go representatives on a number of locations. Olson said the convenience store chain is working through the planning and zoning process on locations in Cedar Rapids, Hiawatha and Marion.

Kum & Go operates a store at 3370 Seventh Ave. in Marion as well as locations in Coralville, Iowa City, North Liberty, Tiffin, Tipton, West Branch and Williamsburg. The company employs more than 4,000 associates at over 430 stores in 11 states.

The fifth-largest privately-held, company-operated convenience store chain in the United States ended 2010 with sales of more than \$2 billion.





K U M   &   G O   # 4 1 3   F A Y E T T E V I L L E ,   A R K A N S A S  
S H I F F L E R   A S S O C I A T E S   A R C H I T E C T S ,   P . L . C .



K U M & G O # 4 1 3 F A Y E T T E V I L L E , A R K A N S A S  
S H I F F L E R A S S O C I A T E S A R C H I T E C T S , P . L . C .

**Proposed Kum & Go Site  
Intersection of MLK Blvd & Hill Ave**





ENGINEERS ■ SURVEYORS ■ PLANNERS  
LANDSCAPE ARCHITECTS ■ ENVIRONMENTAL SCIENTISTS

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Bentonville, AR 72712  
479.273.9472 Fax 479.273.0844

DISTRIBUTION:  
RER/File  
Kum & Go, L.C.

November 18, 2011

City of Fayetteville  
City Council  
113 W. Mountain Street  
Fayetteville, AR 72701  
Attn: Planning Department

**Re: Appeal of Planning Commission to deny proposed improvements  
Kum & Go, #413  
CEI Project No. 26728.0**

To Fayetteville City Council:

Kum & Go, L.C. respectfully request the appeal to be heard in the decision of Planning Commission's vote at the November 14<sup>th</sup>, 2011 meeting for approval in the Kum & Go Convenience Store Large Scale Development.

The property is located at the southwest corner of Martin Luther King Jr. Blvd and Hill Ave. The property is currently undeveloped and slopes significantly (Approximately 28-feet) from the north property line to the south property line.

Throughout the City approval process, revisions to the overall site layout were requested by two separate subdivision committee reviews in regards to the Large Scale Development plans.

Under the first Subdivision Committee review (October 13, 2011) and as requested by the committee; Kum & Go was to provide a shared access drive from Royal Oak and shift the Martin Luther King Jr. Blvd access east, approximately 25-feet closer to Hill Ave. This request was accepted by Kum & Go and tabled for the next subdivision committee review for approval to these changes.

Following the second Subdivision Committee review (November 3, 2011) and as requested by the committee; Kum & Go was then directed to remove the shared access drive along Royal Oak due to possible issues in traffic movements around the intersection and due to the geometric roadway configuration. As a result to the existing topography; the roadway became superelevated along the median and grades became steep along the access drive located within the site. Furthermore, the adjacent property owner's representative to Hill Place Apartments stated that they were not in favor of a shared access and would not allow for such access through the privately owned median. In addition, the committee

*Providing Consolidated Land Development Services*

CALIFORNIA ■ ARIZONA ■ TEXAS ■ ARKANSAS ■ MINNESOTA ■ GEORGIA ■ PENNSYLVANIA

Kum & Go, 413  
Project # 26728.0

recommended a ¾ access drive with a median which would limit traffic movement to a right-in, left-in, and right-out access only from the Martin Luther King Jr. Blvd proposed access drive. This request was accepted by Kum & Go, revised, and moved forward to Planning Commission, dated November 14, 2011.

Certain restraints have been held to this site in regards to the existing grades, close proximity to the Royal Oak drive, and current City ordinances. Should the site's Finish Floor elevations be lowered to accommodate the shared access drive along Royal Oak, then the MLK Jr. Blvd access drive becomes too steep which in turn limits the access of the delivery trucks. In the case of a right-in only drive; if a potential customer traveling west along MLK Jr. Blvd. chooses not to turn onto Hill Ave. before approaching the site, then the only option left for the driver is a possible "illegal" U-turn or to carrying on further west until finding an appropriate turn-around point.

This property is an ideal location for this type of development and is welcomed by the residents of the Hill Place Apartments and is sure to be a convenience to the Fayetteville community. Several business's along the Marin Luther King Jr. Blvd corridor has in the past and recently been provided the convenience of a full access drive. For Kum and Go to be denied a full access or even a ¾ access drive will only deprive them of the rights or privileges granted to other developments within recent time.

In conclusion, we believe the public health, safety, welfare, and morals would be better served if the Planning Commission's vote were reversed because the highest and best use for this property would be for what the Kum and Go stores represent and the services they provide to a community.

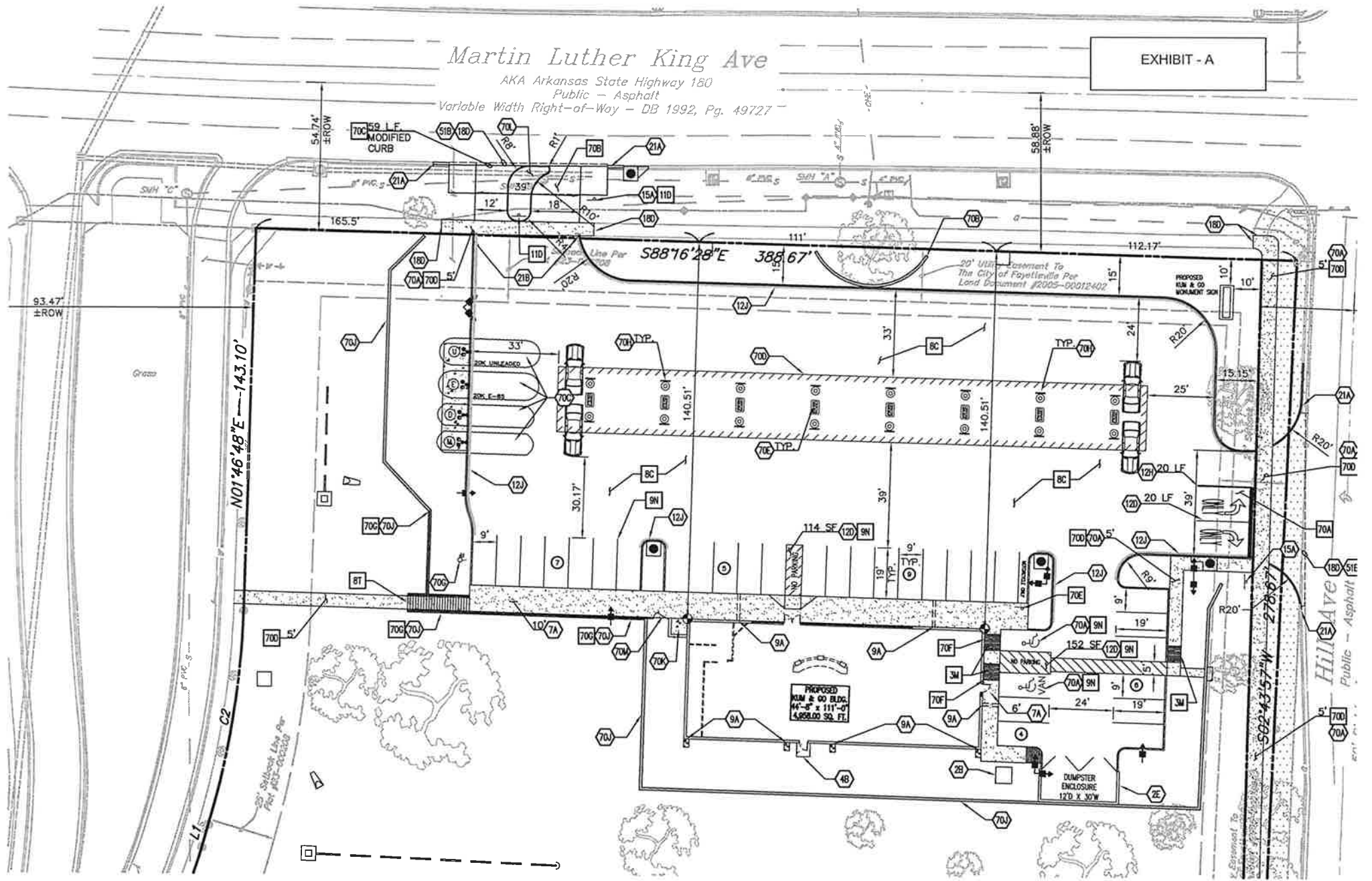
We appreciate your consideration in this matter, and if you have questions or concerns, please do not hesitate to contact me.

Respectfully submitted,



R. Erin Rushing, RLA  
Department Leader  
CEI Engineering Associates, Inc.





*Martin Luther King Ave*  
AKA Arkansas State Highway 180  
Public - Asphalt

Variable Width Right-of-Way - DB 1992, Pg. 49727

EXHIBIT - A

N01°46'48"E - 143.10'

S88°16'28"E 388.67'

S62°43'57"W 276.67'

PROPOSED KUM & GO BLDG.  
44'-8" x 111'-0"  
4,960.00 SQ. FT.

DUMPSTER ENCLOSURE  
12'0" X 30'0"

Hill Ave  
Public - Asphalt

20' Utility Easement To  
The City of Fayetteville Per  
Lead Document #2005-00012402

20' Setback Line Per  
PUD #02-000009

93.47' ±ROW

54.74' ±ROW

58.88' ±ROW

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180  
21A

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70B  
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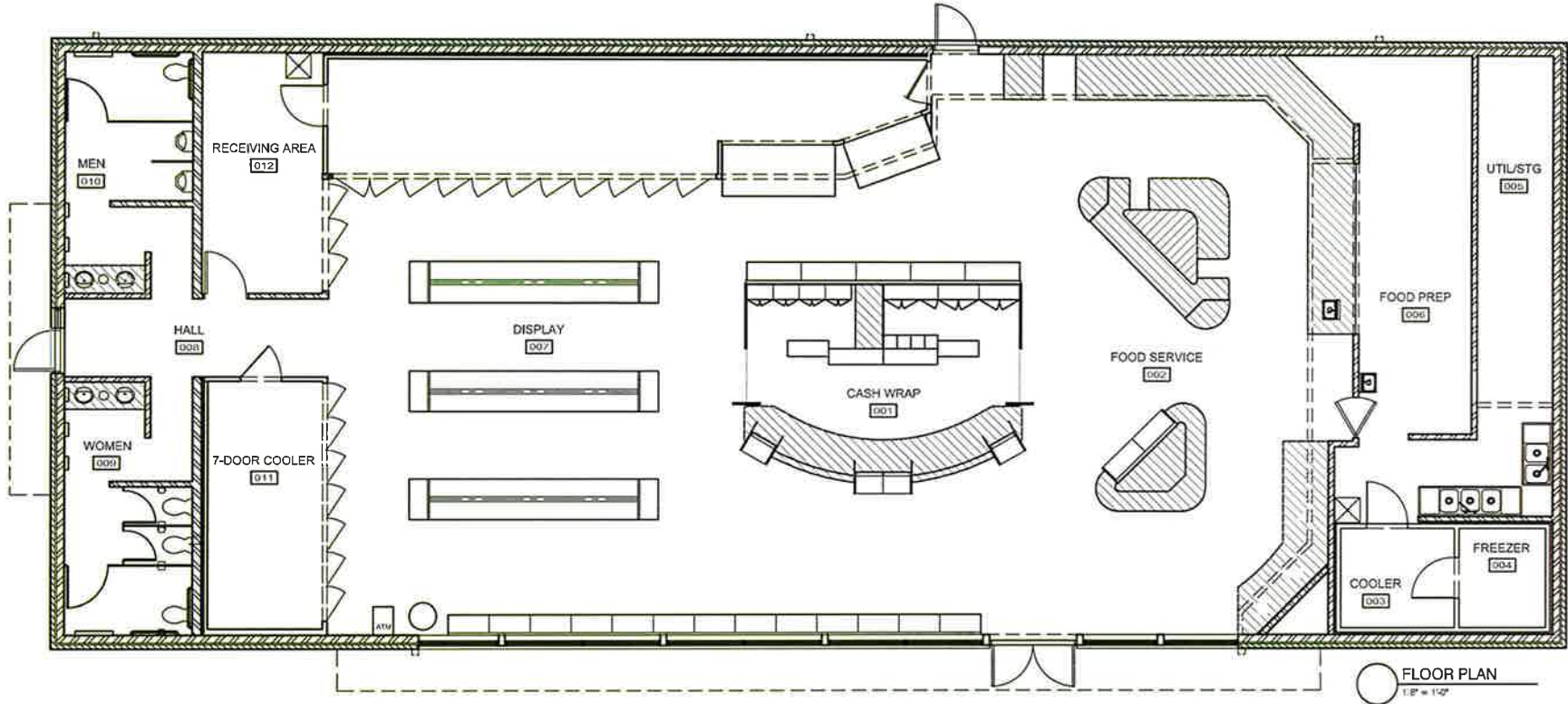
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KUM & GO STORE PROTOTYPE - 4958 SQUARE FEET

SHIFFLER ASSOCIATES ARCHITECTS, P.L.C.

# Going Green

Since 1997, Kum & Go has been a leader in distributing biofuel to customers.



- In December, 2009, Kum & Go became the first convenience store in Iowa to receive LEED certifications for two stores
- The LEED Green Building Rating System encourages global adoption of sustainable green building and development practices





## FACT SHEET **Kum & Go's New Eco-Friendly Store Design**

- In September 2010, Kum & Go President & CEO Kyle J. Krause announced a bold new store design for his convenience store chain. The new eco-friendly concept will be built throughout the company's geographic footprint. According to Mr. Krause, Kum & Go's new store design was developed with input from Kum & Go associates and includes a variety of sustainable features.
- Mr. Krause emphasized this new eco-friendly store design reinforces Kum & Go's position as a leader on sustainability. "We have a duty to be environmentally responsible. It is a serious responsibility that continually benefits our customers and the communities in which we do business," said Krause.
- The new store concept has a greater product selection and fresh food choices such as "made-to-order" pizzas, deli sandwiches, and baked goods.
- Another distinguishing feature of Kum & Go's new store design is the strong emphasis on "going green" by incorporating sustainable features. The focus on sustainability starts at construction and continues through the store's daily operations.
- The new store design is constructed like all new Kum & Go stores with Leadership in Energy and Environmental Design (LEED) building requirements in mind. Materials used for construction will be sustainable, coming from local companies whenever possible. This also includes recycled steel and no Volatile Organic Compounds (VOCs) in paint and adhesives.
- Kum & Go's new store design is approximately 5,000 square feet of space. As a convenience to customers, a larger parking area is created in front of the store. There are two entrances to improve traffic flow within the store.
- Typically there will be more fuel dispensers at these stores and each store will have improved accessibility to the fuel pumps.
- In addition, a feature new to Kum & Go stores is Solatube skylights. The Solatube skylights provide natural light that decrease the energy used in overhead lighting. LED lights will be used in exterior lighting to reduce energy consumption.
- Advanced refrigeration systems will be installed, increasing energy efficiency through improved technology and LED lighting in the coolers.
- The entire Kum & Go store will be on an automated system that will regulate energy use and lighting systems in order to create a more energy efficient store.

# # #