

# Consolidated Energy Company

A Division of Hartland Fuel Products LLC



**CON 12-15**  
**Doc # 23991**

Consolidated Energy Co, LLC was formed in 1999. But its history covers a much longer period. The core of what is now known as Consolidated Energy Company LLC (CEC) was the Frost Oil Company. Frost Oil was founded in 1940 by Bernard Frost and began to distribute heating oil to Jesup, Iowa and surrounding communities.

In the 1960's, Frost Oil and Home Oil, both of Jesup, merged. Under the direction of Norb Bahl, the resulting company grew to be a large distributor of wholesale gasoline and diesel fuel, as well as continuing to supply the local area with fuel oil needs. During the same time, Frost Oil expanded further with entry into the propane business. Peter Reinertsen acquired Frost Oil in 1992 and continued an aggressive growth direction over the next decade.

In 1999 Consolidated Energy Co, LLC was formed. The founding members of CEC were:

<b>Frost Oil</b>	<b>Jesup, Iowa</b>
<b>Welsch Oil</b>	<b>Bellevue, Iowa</b>
<b>Donlea Oil</b>	<b>Winthrop, Iowa</b>
<b>Toale Oil</b>	<b>Independence, Iowa</b>
<b>Jensen Oil</b>	<b>Independence, Iowa</b>
<b>LaPorte City Propane</b>	<b>LaPorte City, Iowa</b>
<b>Hudson Oil</b>	<b>Hudson, Iowa</b>

Consolidated Energy Company was born of the desire of these parties to continue to grow the wholesale business, primarily through the Frost Oil network, and to combine our retail fuel and propane business into a strong entity that would compete effectively in the rapidly changing marketplace.

Consolidated Energy Co, LLC continued to grow by acquisitions as well. In 2000, Blue Line Oil of New Hampton, Iowa was acquired. Blue Line's operations fit well with our plans to grow our retail business. Also in 2000, CEC acquired Saunders Oil of Sioux City, IA. Saunders brought significant wholesale gallons to CEC, as well as additional brand relationships. Our most recent wholesale acquisition, in 2003, CEC acquired Pawnee Petroleum of Larned, KS. A strong regional business.

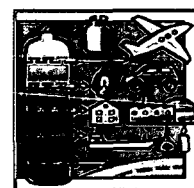
In 2006, Consolidated Energy purchased the Propane Operations of the Dunkerton Coop. The operation was a perfect fit for our retail market area and brought a significant number of gallons and solid customer base.

Also in 2006, Consolidated Energy added the LeMars, Iowa based Hentges Oil operation to our family. Hentges Oil's proximity to our Sioux City location and their solid business reputation and loyal propane and fuel customers have been a great addition to our business.

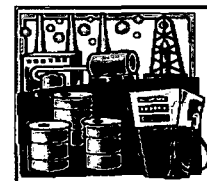
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With 2007 came the acquisition of Butler Curtis Oil in Mason City, a great compliment to our New Hampton business and further solidifying our presence in North Central Iowa. That presence was further enhanced with the 2010 acquisition of Ubben Oil in Hampton, Iowa.

In January 2011, Consolidated Energy Co. LLC was itself acquired by Hartland Fuel Products LLC of Onalaska, Wisconsin. Hartland is a well respected and substantial company engaged in Wholesale and Retail fuel operations throughout the Midwest. CEC today continues operations as Consolidated Energy Company, a Division of Hartland Fuel Products LLC.

CEC currently has retail facilities located in the Iowa communities of New Hampton, Jesup, Independence, Winthrop, Manchester LaPorte City, LeMars, Mason City, Hampton and Hudson. From that base we serve a great portion of North and East Central Iowa.

On the wholesale side, CEC is currently licensed to do business, and is serving customers in Iowa, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Missouri, Kansas, Colorado, Texas and Oklahoma.

We invite you to join the dynamic and growing Consolidated Energy Company - Hartland Fuel Products LLC family.

#### CONTACT US



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