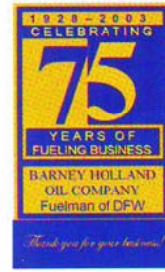


# Small Business of the Year

## Barney Holland Oil Company



**B**arney R. Holland Oil Company, the largest family-owned and operated fuel distributor and fleet marketer in the Metroplex, traces its beginnings to 1928, when Barney R. Holland returned from Mexico and founded the company as the Marland Oil Company consignee for Dallas and Tarrant counties.

As the story goes, Holland was awarded the Marland consigneeship by his friend, Dan Moran, president of Marland, whose life Holland was rumored to have saved. Conoco later acquired Marland Oil Company.

Nearly eight decades later, Barney Holland Oil Company continues to thrive by constantly adapting to the ever-changing business world.

After returning from duty in the Pacific during World War II, Barney R. Holland's son, Barney B. Holland, joined the business and expanded it to include trucking centers and several bulk fuel operations. In 1958, Barney B. Holland transferred the company's business to Texaco when he recognized that the retail brand would become dominant in the market. Holland also followed in his father's footsteps by becoming involved in the community, joining many of Fort Worth's cultural and civic organizations and even serving a term on the city council.

When Barney B. Holland died in 1972, his widow and children carried on the management of the company. Under their collaborative leadership, Barney Holland Oil Company became the supplier to more than 100 Texaco stations and headed up hundreds of commercial accounts.

When Barney B. Holland Jr. became company president in 1991, Barney Holland Oil significantly reduced and later terminated its 50-year relationship with Texaco and traditional fuel marketing.

In 1986, the company acquired the GASCARD franchise for Tarrant and, later, Dallas counties. When GASCARD Inc. failed, the Holland brothers and four other franchisees acquired the company, recapitalized it, and later sold it to Fuelman, a competitor with little overlapping coverage.

In 1995, Barney Holland Oil Company acquired the Fuelman license for 24 North Texas counties. Now, Barney Holland Oil Company manages the Fuelman fleet card program for hundreds of commercial and municipal customers, including Sara Lee, Borden's, the Fort Worth ISD and the Fort Worth Police Department.

The Fuelman program allows fleet managers to restrict purchases to fuel only and set pre-purchase limits on the number of gallons, type and grade of fuel an employee can acquire with the Fuelman access card. The program gives managers strict controls over what is typically their



Anne Holland and Barney B. Holland Jr.

### Barney Holland Oil Company

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single-largest operating cost, Holland said.

In addition to greater controls, fleet managers also have online access to data and receive weekly comprehensive reports detailing fueling activity by vehicle, driver and location.

"We are all about accountability. I am proud to offer a product that is environmentally friendly, economically beneficial, and does not require our customers to lay out any capital," Holland said of the Fuelman business.

Today, the company has 17 employees and has experienced 12.33 percent revenue growth over the last five years.

Holland said he is the proud custodian of this generation of his grandfather's company, and he looks forward to seeing its success continue if and when his sons, Bowie, Clayton and Walker elect to join the firm.

— Mary Lou Jacobs



Barney B. Holland Jr. holds pictures of his grandfather Barney R. Holland, left, and his father Barney B. Holland.