Dear Customers -

Change is In the Air…

It is fall once again, and there are many jobs that need to be completed between now and the end of the year. Interestingly enough, the trend has been for jobs to start later and later in the year - making staffing the main challenge from our perspective. We have been successful in recruiting good talent despite the low unemployment rate and challenges around finding people in our line of work. We have revamped our approach to recruiting – with a goal to seek out younger staff so we are prepared for the next twenty years and beyond.

Speaking of staff, there have been a few changes in key positions which are attributable to the unfortunate aspect of human nature. We lost our long time mentor and friend, Al Hillgren - VP of Petroleum, in the last year. Al was the fourth employee hired at Seneca, and he made a huge contribution to our success over the years. Al was a mighty competitor for us and the petroleum community as a whole, and there was an out pouring of grief associated with his passing in June. Mark Haggard, a Key Account Manager for us in the Tulsa office, also passed in June. Both of these gentlemen were very important to the quality of our service, and we have had to scramble to replace them with what we believe are the very best possible alternatives. Darren Binning was named VP of Petroleum, and Joe Ammons has replaced Mark in the position of Key Account Manager in the Oklahoma market.

Also there are some key changes in the Accounting department which may be of interest as well:

1. Phyllis Jones chose to pursue a new opportunity outside of Seneca in October, stepping down from her role as CFO after over twenty years of service. Casey Scheve has been named as the new Chief Financial Officer for the company. Casey has worked for the last few years as the Corporate Controller and was mentored by Phyllis to fill this specific role. I am really excited for Casey and have full confidence he will meet or exceed his mentor’s expectations. We wish Phyllis nothing but the best in her new adventure and thank her for her many years of dedication to Seneca.

2. Molly Duncan has worked side by side with Casey over the last few years and has agreed to take over the role of Corporate Controller. Molly has done a great job since she has been here, and she has and will be a strong player in the management of the accounting department going forward.

3. We are happy to announce that Danielle Wiebold has agreed to become our Supervisor of Accounts Payables.

Also, please note that Matt Puffer has been promoted to VP of Human Resources. This move confirms the importance and the role of Human Resources within Seneca and the emphasis on retention, education and growth of our employees.

Please help us congratulate these people on their new roles at Seneca – wishing them nothing but continued success!

Sincerely - Murray Nelson
EMV Clarifications

November has arrived already and many of you have heard of EMV by now, but some are not sure what is required or what should be the proper implementation strategy. Many of your customers will be seeing Smart Payment “chip” cards from their banks and credit card companies in the coming year (if they have not already) as their cards expire or new accounts are opened. Big Box retail store chains such as Wal-Mart, Target and Home Depot, as well as many other retail stores, have already begun implementing these new terminals to accommodate the new chip cards. With large retailers leading the way, it is likely to expect the convenience store industry to follow suit in the near future.

It was stated last month at National Association of Convenience Stores (NACS) tradeshow in Las Vegas that there is not any EMV software currently available, and this is correct. Due to unclear regulations and criteria, the software was delayed but is being developed and tested at this time. However, this does not mean that you are absolved of liability has a store owner. The current script that most processors have taken is - if you have your EMV hardware in place, you will not be liable, and you will be covered even though software is not fully ready for the market.

What this means for you is that it is time to make sure your hardware is in place and current to accept EMV “chip” card transaction inside the store. This maybe as simple as a pin pad upgrade or a new POS system, but with these items in place, you will be ahead of the equipment order rush. All that will be necessary in the future is a simple software upgrade that can be performed by your local service technician. Seneca currently offers and stocks the Gilbarco Passport PX60 that has more memory than the old 52 and has been tested and running in the field for several years now. We also carry and stock the VeriFone Sapphire, Commander and Ruby CI.

The October 2017 deadline for EMV at the forecourt is also quickly approaching. If you haven't started preparing now, you may already be behind. EMV transactions at the forecourt are a different animal than inside the store. Several considerations must be taken into account to choose the proper course of action.

Two of the major considerations include:

1) How old are your pumps and should they be upgraded now? In a lot of cases, upgrading dispensers can be the cost effective solution compared to a retrofit kit.
2) What infrastructure is currently in place on the site? EMV transactions require 10X more data transfer - meaning your electrical and wiring needs will be increased. In general, a CAT 5 cable is recommended for EMV transactions. There is also a difference between “EMV capable,”“EMV enabled” and “backwards compatible.” Make sure you understand those differences when choosing equipment as there could be additional costs incurred down the road.

As an industry leader, Seneca can act as your consultant to help you through the EMV process whether inside the store or at the forecourt. Please contact your local Seneca Representative or myself directly (515-261-7763) for assistance with this very important and timely decision.
Seeing shiny new underground storage tanks (USTs) being set in the ground by one of Seneca’s seasoned installation crews is a common sight for most reading this newsletter. But, did you know that Seneca’s Environmental Division is fully capable of removing and closing out your old tanks as well? While this service is available throughout Seneca’s footprint, now is an important time to consider this service in Iowa because reimbursement funding is available through the Iowa Department of Natural Resources (IDNR).

You may first want to consider temporary closure. If you go this route, you will want professionals to make sure that your USTs have been temporarily closed properly. It takes more than just submitting a form to the IDNR in order for USTs to be temporarily closed correctly. In addition to the paperwork, product should be removed from the USTs so that no more than one inch remains in the bottom of each UST. The product piping should also be emptied, as it is disconnected from both the USTs and the dispensers. Once the piping is disconnected, all openings should be capped to prevent residual fuel from escaping. Finally, the fill ports of all USTs should be locked to prevent unauthorized filling. If these steps are not followed, it may jeopardize your insurance coverage.

If you have made the decision to pursue a total tank closure by removal, reimbursement funding is currently available to the owners of regulated USTs in Iowa. This funding is in place now and is available to the owners of most regulated tanks. Depending on the size and number of USTs, the funding will match the cost of the project up to a maximum of $15,000.

Seneca manages a team of licensed removers and Certified Groundwater Professionals so that all facets of a tank closure will be properly handled. The process will begin with the submittal of paperwork both to the IDNR for notification of a UST closure and to Cunningham Lindsey US for the approval of the reimbursement funding. At the time of closure, services will begin with the removal of any existing hard surface. It can also be arranged to demolish any necessary canopies and to extract old footings. If a canopy is to be demolished, a survey of suspect asbestos containing materials is required at least ten (10) business days prior.

Following removal of surface materials and structures, the USTs will be rendered inert, excavated and cleaned. Sampling of the soils will be conducted following excavation and then the UST basin will be backfilled per client specifications. At a later time, a temporary monitoring well will be installed and groundwater will be sampled. If during the excavation, or upon receipt of laboratory test results, it becomes apparent that contamination is present, Seneca will discuss the obligations of the owner and licensed remover. Finally, a report documenting the removal and sampling events will be created, and again Seneca will assist the owner with submitting the proper paperwork.

Seneca provides the “Complete Solution” with regards to tank closures. If you have been considering a tank closure in Iowa, now just might be the right time. Call Seneca at 800-369-3500 to help you navigate this process and close your USTs.

VISIT store.senecaco.com TO PURCHASE FUEL SYSTEMS AND FINISHING SYSTEMS PARTS ONLINE.
Make sure to register to receive alerts of special pricing or private promotions.
When Spills Happen...Be Prepared!

Prevention comes first, but in the event of a product or chemical spill, proper planning and knowing how to react to such an emergency situation can save lives, resources and money. How you respond can make the difference on whether a spill can be just an emergency or worse - a disaster.

In being prepared, contingency planning is key. Building relationships with local public safety responders and a reputable response contractor are just a few of the most important things in preparation for an unplanned spill event. In addition to building these relationships, it is important that you have reaction plans in place and train with those plans - performing annual drills and simulations helps in evaluating preparedness and fine tunes deficiencies. Working with a designated contractor has multiple emergency preparedness benefits. The principle benefit is that the contractor will understand how the facility is situated if and when a spill does occur in the future. Through this shared understanding, cleanup companies will know the facilities and its own limitations, local topography, geology, etc. and how those factors can affect the spill. Most importantly, having a designated contractor saves on response time since it eliminates the need to negotiate rates during a spill situation.

If a fixed facility or transporter does have a spill, the number one priority is to assure the safety of the employees near the incident. Even though they may be familiar with the substance under normal operation, they should understand what their roles are when an accident occurs. An example may be evacuating or isolating an affected area until a response team can mobilize. Additionally important should be the knowledge of the spilled material - how much was released, chemical hazards known to be present, affected area, actions taken, etc. This provides responders and contractors with valuable information that can mitigate further risks.

Responding quickly and safely can prevent the unnecessary spread of contaminants. The further that a product gets from its intended area, the greater the hazard to the environment, to the people working around it and the cost to clean up the affected soil, surface waters or groundwater.

The cleanup process for spill releases are similar regardless of size. The only difference is time, and this will depend on the area of impact and the amount affected. Upon stopping of the initial release, the next step is to prevent the material from migrating off-site and working with authorities to ensure guidelines for cleanup are met and compliant with expectations of the agency providing evaluation oversight.

Communication is sometimes one of the greatest challenges in responding to an emergency. If a spill is still active, disclosure is crucial because responding agencies rely on accurate information to assess the situation. No agency or response company can assume they know everything that’s going on leading up to and during the spill event. A response team or contractor relies on as much information as possible, so that proper and safe decisions on how to respond with adequate resources are based on facts.

Another challenge for site remediation is meeting environmental compliance as many states may differ on cleanup protocols required for each of the chemical or substances utilized at the facility where the spill occurred.

What it all comes down to is simply to be proactive in preparation for an emergency event - not just reactive. Being proactive prevents an emergency from becoming a disaster.

For more information, please contact any one of our Waste Solutions Branch Offices or visit www.senecaco.com/emergency-spill-response.
Seneca’s Industrial Division Completes New Paint Line for Worldwide Ag Manufacturer

Seneca’s Industrial division recently completed a new paint line for a major, worldwide agricultural manufacturer in the upper Midwest. Our customer recently built a new 25,000 square foot building to house this system which will result in a major increase in its production.

The system consists of a 30’ x 50’ new wash area featuring a Goff’s Enterprise Curtainwall System. Once the product exits the wash area, it then enters into a new paint booth by Spray Systems, Inc. This unique spray booth allows the customer to use the entire system as a paint booth, or they can divide it into two 25’ lengths and have one end act as a curing oven while they are painting on the other side. The pressurized spray booth is fully equipped with an air make-up unit, VFD controls and an exhaust system which had to be coordinated with state agencies. The paint equipment featured in this system came entirely from one of our valued vendors, Graco.

Graco supplied Seneca with two Graco ProMix® 2KS electronic proportioning systems that feeds a total of five different colors. The system also includes seven Graco Husky 1:1 pumps mounted inside of an owner-provided external paint kitchen and nearly a half mile of 1” galvanized tubing installed by our very own Seneca technicians. In addition to all of the services provided above, our customer also took advantage of Seneca’s professional project management and engineering services.

Seneca Industrial engineered the entire system, laid the project out in CAD and determined the proper sizing for pumps, tubing, air make-up units, exhaust stacks, and more. In addition, the entire project was managed by one of Seneca’s in-house project managers who “conducted the orchestra” of suppliers, subcontractors, Seneca staff and more.

This project is very much indicative of the services Seneca Industrial provides to our customers. We are more than a distributor of industrial paint parts and pieces. We can become an integral part of your paint team to deliver engineered systems that result in increased production for you as well.
Did you know that Seneca sells repair and replacement parts for several manufacturers when it comes to Remediation & Process Controls?

- Becker
- Busch Vacuum Pumps and Systems
- Continental Progressing Cavity Pumps
- Dekker Vacuum Technologies, Inc.
- Dwyer
- FPI Sensors International
- Elmo Rietschle
- Gardner Denver
- Hydro Quip
- Myers Pentair Water
- Schneider Electric
- Solberg - Filtration, Separation and Silencing
- Tetrasolv Filtration
- Travaini Pumps USA

These are just a few of the manufacturers that Seneca can provide new equipment from as well as repair and replacement parts. Please let us know your requirements, and we will gladly provide you with a quote for all your material needs.

Contact: Jeremy Allen - 515-261-7725 or jallen@senecaco.com

SENeca’S MISSION STATEMENT

Seneca Companies will meet or exceed our customers’ expectations. Our employees are committed to treating customers, suppliers and each other with integrity, honesty and respect.

CORE VALUES
Seneca Companies is committed to:

- Listening - Understanding the voice of our customers and employees
- Continuous Improvement - Change is constant
- Accountability - Responsibility for our actions
- Teamwork - Multi-divisional teams are essential
- Fact Based Decisions - Seeking root cause not blame
- Competitive - Drive to succeed
- Safety - Concern for the well-being of our employees
- Sustainability and the Environment - Concern for the well-being of the earth