

# SENECA NEWS

OFFICIAL NEWSLETTER OF SENECA COMPANIES, INC.

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## A MESSAGE FROM JC

It is hard to believe we are almost halfway through 2023! They say time flies when you're having fun and that certainly applies to us. The year has started off strong and shows no signs of slowing down. We are about ready to wrap up our ERP project that has been underway for the past 18 months. Once complete, we will be able to operate more efficiently by streamlining our processes, allowing us to devote our attention to value added services to our customers.

In addition, we have made significant strides in expanding our service department and now have over 100 technicians throughout our geographical reach for the first time in our company's history. We have put together a proactive recruiting strategy aimed at on-boarding at least another 30 technicians over the course of the next year. This rapid expansion has been supported by the development of a state-of-the-art training program over the last five years which includes a modern training facility in both Des Moines, Iowa and Tulsa, Oklahoma. It also includes professionally developed, customized industry training that only Seneca can deliver - which allows us to introduce new technicians to the industry and provide the necessary



training and certifications so they can excel in the field with minimal time.

Finally, our tank and line testing business unit, which was started in the spring of 2022, has exceeded our initial growth projections. We now have seven full-time field technicians who have successfully completed over 700 jobs with an additional 700 jobs already scheduled. Furthermore, we plan to add an additional three technicians throughout this year as we continue to expand.

It will be interesting to see what the rest of 2023 has in store, but I'm confident it will be fun and exciting to say the least! As always, thank you to our amazing Seneca team and to our customers who make it all possible! •



# FORECOURT 360: TRANSFORMING THE FUEL SYSTEM LANDSCAPE

By Eric Bradley  
*Forecourt360 Project Manager*

We are excited to bring you the latest updates on Seneca's most recent addition to our compliance management programs, Forecourt 360, a technology that is revolutionizing the way fuel systems operate. Designed to streamline operations, enhance customer experience and improve overall efficiency, Forecourt 360 is transforming the industry.

## Recovery Rates

Forecourt 360's data analytics capabilities provide unprecedented insights into the performance of fuel systems equipment. One significant advantage is the ability to remotely identify and address issues, resulting in down time savings. Instead of relying on manual detection and contractor dispatch, the system enables prompt identification and correction. By accurately projecting the required materials for repairs, technicians can ensure the issue is resolved on the first visit.

A closer look at the recovery rates for different error types:

- Insite detected errors: 64%
- Payment Terminal errors: 86%
- Hydraulic errors: 69%
- Pump errors: 36%

## Enhancing Customer Experience

Forecourt 360 brings numerous advantages to fuel system operators, particularly in terms of enhancing the customer experience. By leveraging real-time data, the system identifies and alerts operators to various issues, ensuring a smoother customer journey. For example, Forecourt 360 can detect receipt paper jams or depletion in real time, allowing store personnel to replace it promptly, even before a customer complaint is registered. This proactive approach saves valuable time and minimizes inconvenience for customers.

In addition, the system provides comprehensive flow rate data that can be viewed in real time. By monitoring these metrics, operators can make informed decisions regarding filter replacements and quickly identify potential issues with site equipment. With Forecourt 360, operators can maintain optimal equipment performance and ensure a seamless fueling experience for their customers.

### Seamless Software Updates

Staying up to date with the latest software releases is crucial both in terms of compliance and security. Forecourt 360 simplifies this process by allowing scheduled software updates during off-peak hours, such as when the store is closed or experiencing few customers – allowing for minimized disruption. Operators can seamlessly implement updates while ensuring PCI compliance and benefiting from the latest software enhancements.

### Streamlined Reporting

Forecourt 360 provides a comprehensive suite of reports through its Insite platform. These reports offer insights into various aspects, enabling operators to make data-driven decisions. Available reports and their descriptions:

**Flow Rate Reports:** Tracks the daily flow rates per dispenser and grade.

**PCI/DSS Report:** Enables tracking of PCI-required serial numbers, ensuring compliance with industry regulations and enhancing security measures.

**Dispenser Utilization:** Tracking the usage of each dispenser helps identify patterns and optimize resources.

**Nozzle Utilization:** Tracks the usage of each grade of a dispenser, allowing the assessment of demand.

**Software Version Report:** By tracking software versions across all dispenser components, operators can ensure they are running the latest updates.

Forecourt 360 is revolutionizing the industry by streamlining operations, improving customer experience and providing valuable insights for data-driven decision-making. In addition – the system takes a proactive approach to keeping businesses secure. Its fraud detection capabilities, which include pulser alerts and door security features, allow operators to protect their business and maintain a secure environment. With its remote issue detection, real-time alerts, seamless software updates and reporting capabilities, this technology is transforming fuel system management into a more efficient and customer-centric process. •



# MILESTONES & NEW VENTURES

By Corey Hackett  
*Business Development Director - General Contracting*

Our general contracting team has just opened the doors of our largest project to date: a Road Ranger

Travel Center in Joplin, Missouri. The size of the site provided ample room for our teams to work efficiently and stage construction phases, enabling us to meet tight deadlines. Our site work crews moved soil across nearly 34 acres, including paving 15 acres with concrete. At the center of the project is a 12,000

square foot building housing a 2,500 square foot Wendy's. In addition, the travel center boasts seven fully tiled shower rooms for professional drivers, a drivers gear sales area and a Road Rangers Kitchen where the renowned Tejas Tacos are served. The fuel systems aspect of this project includes nine lanes of high-flow diesel fueling, eight auto MPDs (multi-product dispensers) and a 2-stall EV charging system. Even though this was a one-of-a-kind project, our team's

meticulous planning and adaptive strategies ensured its successful completion within the allocated timeline.

In our Oklahoma City region, we have recently completed several Casey's General Stores raise & rebuild sites along with several interior remodels to install full kitchens, bringing the famous pizza program to the southern region. At the same time, we are making progress on the Roaster's Market site in Chickasha, Oklahoma. This 6,000 square foot store, owned by a local family, will showcase their famous coffee and a full line of made-to-order items from their

gourmet kitchen, featuring rotisserie chicken, fresh salads and gourmet burgers.

Another ongoing project involves partnership with Reliable Plus Carwash Systems to introduce the Wash Launch program. This collaboration offers turnkey solutions for customers seeking carwash construction services. The Wash Launch program provides a comprehensive range of services including site design, building architecture, project permitting and seamless project execution. Reliable Plus Equipment Company specializes in in-bay automatic wash systems, sales, service and chemical supply. We are thrilled to add this new venture to our GC team's portfolio and offer our clients an enhanced level of "The Complete Solution."

We prioritize professional development and safety within our team. Over the winter, six of our GC team members completed the OSHA 30 class in Nevada, Iowa, facilitated by MBI (Master Builders of Iowa). As members of this esteemed professional organization, we have been utilizing their training resources for various aspects of construction professional development.

We are also excited to announce that our first intern from the Iowa State University construction engineering program has joined us this month. This intern will gain hands-on experience in multiple divisions, learning about estimating, project management and on-site operations.

As we head into late summer of 2023, we are thrilled to have secured repetitive work for multiple clients and are currently in the design-build stages of three large travel centers. These projects exemplify our commitment to delivering excellence and meeting the evolving needs of our clients.

We extend our gratitude to our valued clients and partners for their continued support, and we look forward to embarking on new ventures, completing projects with precision and providing "The Complete Solution" to meet all construction requirements. •



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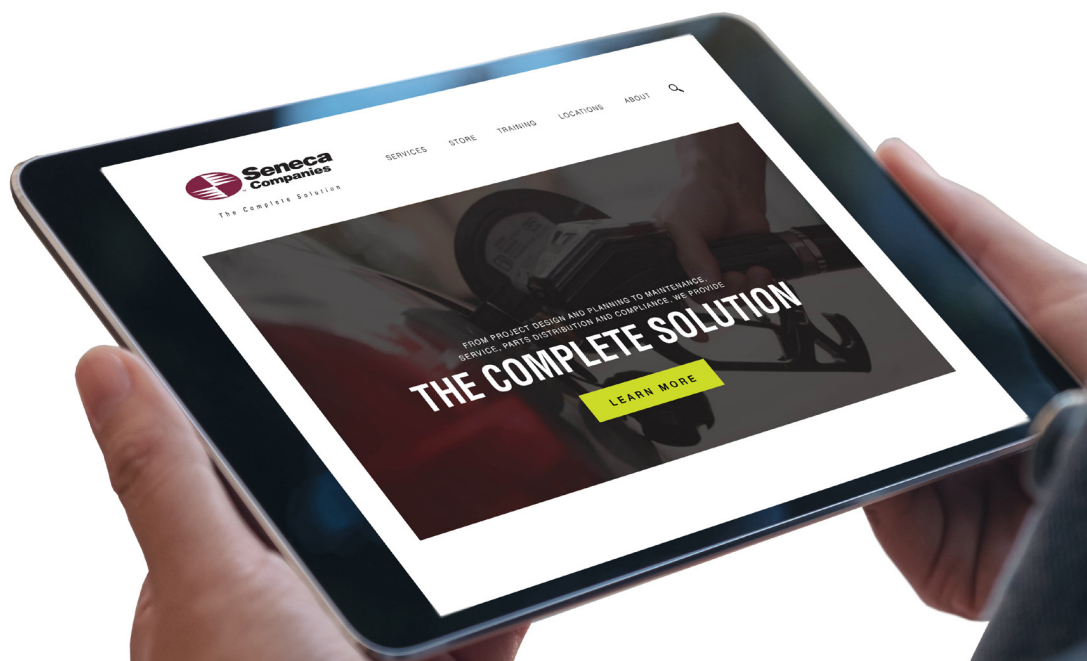
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# FAQ: EV SOLUTIONS

By Russ Gibson: *Director of Business Development - EV Solutions*

Have EV questions? We've got answers! Listed below are some of the most common questions and answers related to EV charging:

## What are the different levels of EV charging stations?

- » A Level 1 charger is primarily residential and is based on plugging into a 120V electrical outlet.
- » A Level 2 charger uses 208V or 240V input voltage and is currently the charging station commonly seen and used in most retail environments. Charging sessions are typically on an hourly basis.
- » A Level 3 charger requires 3 Phase/480V input voltage and is also referred to as a DC Fast Charger. DC Fast Chargers are used by EV drivers for an average of 25 to 45 minutes per session.

## How long does it typically take to charge an electric vehicle?

- » Charging sessions can be varied and are based on an electrical vehicle's battery pack size, current state of charge and the kilowatt output of the EV charger.

## What Level of charging station should I install at my location?

- » EV drivers utilize Level 2 charging stations for convenience charging at locations where they will be parked for one hour or longer.

- » EV drivers utilize Level 3 charging stations when traveling beyond their battery range, outside of normal commuting and where they will typically be parked for 30 minutes or less.

## How much do Level 2 and Level 3 Chargers cost?

- » Level 2 chargers typically start at approximately \$4,500 and Level 3 chargers typically start at approximately \$50,000.
- » Additional costs include network fees, cable length, branding and extended warranties.

## How much does it cost to install and operate EV charging stations?

- » Installation costs are based on the distance from electrical power to where the EV charging station is mounted. Costs are always site specific.
- » Additional factors include existing electrical service and site design features such as parking space layout, signage, painting, charger impact prevention and lighting.
- » Operating costs include energy consumption during charging stations, annual network fees and maintenance service plans.

## How much do EV drivers pay to use an EV charger?

- » Usage fees are based on the local EV charging market, utility kW costs and state regulations on how fees are configured.

### How do drivers pay to use an EV charging station?

- » Some retailers offer Level 2 charging sessions gratis to their customers. When a fee is charged for Level 2 or Level 3 charging sessions, the most common payment method is via a charging network's mobile phone app or tap-to-pay. Additional methods include embedded credit card readers and RFID tags.

### How will drivers know my location has an EV charging station?

- » Network plans populate your location on EV charging mobile phone applications, on EV navigation systems and Google Maps.
- » EV charging stations can also be added, free of charge, to PlugShare, a mobile app and website that informs EV drivers on where EV charging stations are located and other insights such as usage fees.

### Are incentives available to purchase EV charging stations?

- » There is an array of federal, state, and utility rebates that can offset capital expenses associated with EV charging infrastructure. There are also federal and state credits that projects may qualify for. Financing is also available.

### 10. How can I learn more about launching an EV charging program at my location(s)?

Contact Seneca Companies' Director of Business Development - EV Solutions, Russ Gibson at (515) 330-5705 or at [rgibson@senecaco.com](mailto:rgibson@senecaco.com).

Seneca Companies wants to be YOUR Complete EV Solution. We would welcome the opportunity to discuss your specific EV project with you, do a site assessment, and provide a project and product specific quotation for you. •

## Seneca Hires New

# BUSINESS DEVELOPMENT SPECIALIST

Seneca welcomed new business development consultant, Klayton Keller, in April.

In his role as a business development consultant, he will be responsible for promoting our fuel polishing services, developing effective sales strategies and cultivating strong relationships with both new and existing customers. Klayton is enthusiastic about the prospect of fostering numerous new business opportunities in the fuel polishing industry on behalf of Seneca.



In his free time Klayton enjoys hitting the gym, watching sports (primarily football, wrestling, baseball), hanging out with his two silver labs as well as attending his younger siblings' sporting events.

Welcome to the Seneca team, Klayton! •

# GET THE MOST OUT OF DUE DILIGENCE

By Jennifer Repp  
*Consulting Manager*

Have you come across a sale price that seems too good to be true? Have you encountered a seller who was reluctant to conduct through due diligence? These are red flags that should not be taken lightly. When making a commercial real estate transaction, hidden environmental liabilities can cost over a million dollars. Before you embark on any major property transaction, such as a purchase, lease or refinancing, it is crucial to prioritize environmental due diligence. This process help indentify risks and avoid potential devastating liabilities.



Abandoned UST tank

Environmental due diligence is guided by the Environmental Protection Agency (EPA), which has set standards for conducting assessments. The formal process known as All Appropriate Inquiry, governed by ASTM E 1527-21 and the Federal Rule 40 CFR 312.21, evaluates real estate for potential environmental contamination risks. Environmental Consulting Professionals determine the extent and type of assessment required based on the specific property.

Let's dive into the top reasons why conducting a Phase I assessment is essential:

- » *Reduces liability:* By conducting a Phase I assessment, you can benefit from protection under CERCLA. This protection applies to innocent landowners or bona fide prospective purchasers.
- » *Aids negotiations on sale price:* Who would want to pay full price for a contaminated property? A Phase I assessment provides valuable information for negotiation purposes, allowing you to make informed decisions regarding the property's value.

The Phase I seems simple enough, so what goes wrong?

- » *Utilizing an outdated Phase I:* A Phase I report is valid for only 180 days. Buyer protection ends after that unless a new assessment is conducted.
- » *Failing to meet the ASTM standard:* The standard is updated regularly, so it's crucial to ensure that your consultant is knowledgeable about the current requirements to avoid any oversights or compliance issues.
- » *Not completing the Phase II Assessment:* The government may have given the property a clean bill of health, but furtherer development of the property may cost the buyer a significant amount.

To illustrate the real-world implications, here are a few example scenarios.



**SCENARIO 1:**

A commercial buyer completes both Phase I and Phase II assessments for a former gas station where contamination is already known. The state, however, deems the contamination as not posing “at risk” to the immediate area. The buyer starts developing the property. What environmental issues will the buyer possibly encounter?

- » *Contaminated soil disposal:* Just because it is not at risk in place, does not mean it is not at risk when moved. Disposal costs can be over \$100/ton to haul and remove to an approved landfill.
- » *Contaminated soil and groundwater “in place”:* Are you adding something that could now be at risk? Water lines, sewers, water wells, foundations, etc. can all be considered at risk receptors. Vapor barriers or possibly a change in construction materials can significantly increase costs.
- » *Contaminated groundwater:* The existing groundwater might not meet discharge requirements for sanitary or storm sewers, leading to costly remediation or hauling expenses.



Oil drums abandoned in a field

Improper disposal of contaminated soil and groundwater may lead to both federal and state fines, including possible jail time. What is recommended? It’s best to try and set up permits and approved

disposal locations early. The more information you give your environmental consultant the better you can prepare or negotiate the sale price prior to the acquisition of the property. If the cost of development is too high, sometimes it is best to walk away.

**SCENARIO 2:**

A commercial buyer completes the required Phase I prior to purchasing a property next to a former auto repair shop. The neighboring property was classified “No Action Required” with the State; therefore, the buyer did not complete a Phase II. However, during the spring season, heavy rains cause the town’s storm/sanitary lagoons to fail discharge testing for waste oil. The buyer discovers waste oil vapors in the property’s crawl space and identifies the sump pump as the source, discharging

into the town’s lagoons. Who is responsible? How much will the clean up cost? The issue is still pending, but the assumed cleanup costs will be over \$500,000.



Poor storage of tires

From these scenarios, it becomes evident that choosing a trustworthy environmental consultant is imperative for an effective and beneficial due diligence process. At Seneca, all our due diligence managers have over fifteen years of experience in the environmental field, enabling them to guide you through this complex process. By partnering with our trusted environmental consultants, you can navigate potential pitfalls, stay updated on the latest standards, and make well-informed decisions based on accurate assessments.

Remember, when it comes to commercial real estate transactions, investing in environmental due diligence is a wise choice to mitigate risks, protect yourself from liabilities, and ensure the long-term success of your ventures. •



*The Complete Solution*

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