

SENECA NEWS



OFFICIAL NEWSLETTER OF SENECA COMPANIES, INC.

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A MESSAGE FROM JC

JC RISEWICK
President & Chief Operating Officer

It is hard to believe how fast this year has gone as it has been incredibly busy! We are full swing on Project One, our new ERP software project that will allow for a more efficient management system. We have several months to go, but our stellar employees have been going above and beyond their normal routine to ensure that this software implementation will be a success right off the bat. When it is complete we will be operating a state of the art system that will allow us to further serve our valued customers.

In addition to our ERP software, we have been very busy with our normal course of business. We have begun our expansion in to Salt Lake City with the addition of new staff and hiring for more. We are in the middle of a couple construction projects out there as we speak! We are also looking at other geographic expansions will fruition shortly. More to follow on



this! Tank and line testing has also taken off in short order as well. We have gone from infancy to a full blown business in just a matter of months. Our general contracting business has grown exponentially in the past year. Fuel polishing is outpacing last year with just under 1,000 tanks cleaned year to date! It is great to be a part of such a dynamic company and people committed to our mission.

Finally, I'd like to extend a sincere thank you to our valued customers. Thank you for trusting us to handle your needs and we hope to continue earning your trust and business for many years to come. •



WESTWARD EXPANSION

Darren Binning // VP of Fuel Systems

Seneca continues to grow! Seneca's ability to grow is largely attributed to our customers, vendors' and manufacturers' success. We have been incredibly fortunate to work for great customer partners and to distribute, sell, install and service the best equipment in the industry. This brings us to Utah; specifically Salt Lake City and surrounding areas. We are currently building three convenience store fueling systems with many more to come soon. Although a fraction of Seneca's expansion and growth is from acquisitions, the majority of our growth is organic.

Our philosophy is that regardless of how we grow, whether via acquisition or organically, we must instill our culture done by years of investing in our people. Earlier this year Mike Worthington was promoted to our Denver branch manager. Mike's tenure spans over 30 years and in roles such as project manager and account manager. Mike has already taken steps to expand his and Seneca's influence outside of Colorado by promoting Chris Tabor from outside sales to Salt Lake City branch manager. Chris Tabor has been a service technician and then an outside sales representative for over six years. These promotions are the initial steps in building a dominate presence beyond Colorado.

Soon we will be hiring additional service technicians and overlaying many of our other services such as:

- Equipment distribution, installation and service
- Interior and exterior c-store remodels and/or rebranding
- Automotive & commercial equipment sales, installation and service
- Compliance management and remote forecourt diagnostics and remote maintenance
- Dri-sump testing, tank testing, line testing and other fuel system component testing
- Fuel polishing, vac truck services and emergency response
- Energy management and electric vehicle charging

Rest assured this is not the only new market you will be seeing Seneca's team in the very near future, but I will leave that for another time! In the meantime, please reach out if Seneca can assist your industry needs in any way. Most of all, thank you to all our partners for making our success possible! •

THE GENESIS PROGRAM

Darien Berg // Talent Development Specialist

The Genesis Program is a proprietary class that has been developed at Seneca Companies. It is a week-long class that was created to train new hires in the service department, but it is open to other departments if they so wish to participate. The program teaches a lot of basic technical aspects of the service tech job, as well as administrative related responsibilities i.e., learning how to invoice, track inventory and order online parts. In the hands-on aspect, the new hires work with the ins and outs of dispensers, tank monitors and forklifts as well as discuss methodical troubleshooting. Sometimes the occasion will arise for the new hires to accommodate the needs of local projects, assisting working technicians at nearby sites.

This experience allows for the new hires to get to know the ins and outs of the position as well as become acquainted with experienced Seneca techs.

One of my biggest goals for the new hires that go through this program is for them to gain the confidence and skillset to thrive in Seneca's culture. Our Genesis Program allows our new hires to get an understanding of who they are working for and with. I think that if they have a sense of pride with what they do and who they are working with, they will get more out of their job rather than if they had not been given the opportunity to connect with others and get to know Seneca's culture. If the opportunity presents itself, I take the new hires around the office so they can put faces to names and build relationships with employees in the corporate office.

I have been pleasantly surprised by how well

this program has been received because it is different than any other class I have taught. I think that we always knew it would work but were still surprised by how well it has been received. You can see the excitement in new hires after they come to class. They are excited about being at Seneca and getting to know people. They really start to own their job by the end of the week. This class has surpassed my expectations and it is nice to see how much excitement the guys have, even outside of class. Even in our other certification classes, the techs will still discuss what they learned in Genesis.

No matter what, at the end of the day, we are problem solvers. That's a lot of what we do; put on our Sherlock Holmes hats and solve problems. And to a lot of people who go through this program, that's fun! To be able to sit down with a problem and fix it is very gratifying. I look forward to getting to know all of the great people that to go through this program and continue to build relationships with the ones who already have. •



FREEDOM BLEND: A GROWING PARTNERSHIP

By Dane Schaffer // Corporate Recruiter

Seneca partners with Freedom Blend and Construction in a variety of ways. One of the biggest ways we help contribute is by teaching professional skills classes to their students. Seneca employees will develop presentations and teach a class on a variety of topics from interviewing skills, benefits, goal setting, technology in the workplace and so on. These classes have been a great way to help Freedom students learn some important aspects of the working world.

Seneca has also partnered with Freedom to help provide job shadowing opportunities. We have had a few students shadow with general contracting and Mitch Holeyton in construction has also had some students onsite. We recently put together a list of jobs that students from Freedom can job shadow. As these students come forward, opportunities will arise for Seneca employees to help out.

Since joining Seneca last year, I've spent a good amount of time working with Freedom on a variety of things. I have taught classes on goal setting, mission statements, interview prep, job boards, whistleblowing, etc. Past and current participants teaching professional skills class include JC Risewick, Jodi Allen, Jodi Solomon, Mitch Holeyton, Kelly Wadsworth and myself.

We have recently worked with managers here at Seneca to help identify opportunities outside of construction for their students to shadow with us. Its been a fantastic opportunity to not only work with a great organization but to help their students.

We hope to not only maintain but grow our relationship with Freedom Blend and Freedom Construction moving forward, as they are a fantastic organization that Seneca has been lucky to be a part of. I am excited to work with the next class of students and continue to expand our involvement. •



Seneca Hires New

NATIONAL ACCOUNT MANAGER

Mike Green joined Seneca in July as a new national account manager. He will develop new partners, support existing accounts and programs, maintain merchant relations and advise customers on equipment and regulations. He will also work alongside Mike Freese and the inside sales team in order to support, develop and lead our distribution sales effort.

Mike comes to Seneca with over 29 years of experience with technological equipment and sales in retail, commercial and petroleum equipment industries.

“I’m excited to start working for such an amazing company like Seneca. The company is forward thinking and aggressively growing their footprint and businesses. It’s exciting to be a part of that growth and contribute to it. I’m looking forward to working with all the great people at Seneca!” said Green.

Mike Green can be reached at mgreen@senecaco.com or 970-683-1188. •



Seneca Hires New

BUSINESS DEVELOPMENT SPECIALIST

Syd Makovec joined Seneca in July as a new business development specialist. He will work to qualify and disperse incoming leads and phone calls to the proper division for handling. In addition, he will also research and contact prospects in new areas of service. Given Seneca’s new branch locations and continued expansion, Syd’s role will be crucial to maintaining and growing our clientele in new territories. Syd comes to Seneca with previous experience in the automotive sales industry.

Syd Makovec can be contacted at smakovec@senecaco.com or 515-336-1606. •





GENERAL CONTRACTING AT YOUR SERVICE

By Corey Hackett // Senior Project Manager

Wrapping up the end of the summer of 2022, the Seneca general contracting team has been pushing a wide range of projects full steam ahead to maintain client schedules and balance a large volume of projects. This past year the GC team has experienced significant growth internally with personnel staffing and new client additions along with constantly striving to maintain and improve our services to our long-time clients.

Where we have been:

Let's head South, starting in Arkansas. The team is within a couple weeks of wrapping up two new ground-up Travel centers for DK (Delek USA) one in Texarkana, Arkansas and another in Palestine, Arkansas. These are 4,100 square foot buildings featuring auto canopies along with a separate Diesel Big Rig Fueling canopy for up to five trucks. This is Seneca's first venture with DK on these new builds and we hope it leads into future partnerships with the crew at DK.

Oklahoma City Region

Utilizing our in-house personnel based out of the OKC area, we have been busy assisting Casey's General Stores with the remodeling projects of several acquired Circle K stores. The remodel scopes have been fairly involved as most of the purchased stores did not have much, if anything, for kitchens and that is a top priority for Casey's to be able to bring their food offerings to this new area. We are also under

construction on two new raise & rebuilds on acquired Casey's sites in Yukon, Oklahoma and Midwest City, Oklahoma. The buildings are being replaced but are working to keep the existing fueling system/ canopy intact and as much existing parking lot paving as possible.

Joplin, Missouri

Seneca has been awarded their first ground up travel center for Road Ranger. This is one of the largest projects the general contracting division has secured to date and will be breaking ground mid-September. This is a great opportunity company wide for Seneca as we able to collaborate between our petroleum construction, petroleum service and parts distribution teams. Looking forward to a successful project with this new client.

Omaha, Nebraska

Crews are working diligently on construction of a new ground up Casey's General store on the north side of town. Have wrapped up several QT store/kitchen remodels this summer over there and are currently building our first ground up QT store in the West Central part of town. The new QT store is a prototype model for them and is being constructed with a SIPS style building structure very similar to what we are using on the Hy-Vee Aisles on Line Projects. This our first ground up opportunity with QT, we have put our best team in place on site and in the office to ensure it is a successful venture.

Des Moines, Iowa

It has been a wild summer in the Des Moines market to say the least! Our teams have been working on a run of 55 Kum & Go kitchen remodels/ store upgrades in the central Iowa area. These projects have ranged from one week to three week durations depending on store styles and at times crews have had up to four stores under updates all at once. Last fall we completed around 34 of these projects in the Little Rock and Omaha area. We spend a good amount of time over the winter evaluating our approach to these stores, setting up a quality sub-contractor base and building a very dedicated and hard-hitting Seneca team to execute these on the clients' schedules and request. I'm extremely proud of watching our crews seizing the opportunity to step up and run with these projects and working as one large team with our subs and the KG staff to successfully complete these the way they have.

Also in the Central Iowa area over the winter, we wrapped up a large truck stop/travel center for Casey's General Stores in Newton, Iowa along I-80, just across from the Iowa Speedway to the north. This was a large scale ground up site with 5 DSL truck lanes, eight auto dispensers, several overnight truck parking stalls and an access road/ future expansion road. The building was a touch over 8,000 square feet and included all Casey's amenities and four private shower rooms for the professional drivers. A neat feature of this site also included a hand painted Freedom Rock in the shape of Iowa on the southeast side of the property, painted by local Iowa artist Bubba Sorenson whom is well known for his talents on other Freedom Rock projects across the state.

More than just Convenience Store Construction

Seneca teams are diligently still underway on the Hy-Vee Grocery Stores Aisles On Line (AOL) pick up buildings. The bulk of these are separate buildings to the main store but depending on site layouts we have done a few additions to the existing buildings to connect

these structures and provide this service to their customers. We have been building these buildings this summer in Iowa, Nebraska, Illinois, Minnesota and Missouri.

We are assisting a great excavation/ concrete subcontractor partner of ours with the construction of their new 20,000 squarefoot headquarters/ office building near Bondurant, Iowa. This facility will feature a new two story office structure, large interrail supply and equipment storage, mechanics bays and wash bays for their fleet of equipment. Seneca is very excited for this opportunity to help them reach their vision and celebrate the growth they have achieved in their business.

We have secured a ground up design/ build of a new True Value Hardware building to be constructed in Madrid, Iowa. This will be an exciting and convenient addition to the small community northwest of the Des Moines metro.

Crews have also been busy installing several EV (electric vehicle) charging sites around Iowa and Colorado for existing stores. This is an avenue that the team is focusing efforts on for future growth as this is anticipated to be a steady avenue of work for the next few years. Along with that, we were fortunate enough to bring a project manager on board who is a master electrician and these projects naturally went his direction.

As a division, Seneca general contracting has done a phenomenal job handling the large amount of work that has needed to be completed in very tight schedules for our clients. Working through the never-ending supply chain challenges, labor challenges, sub-contractor shortages and the lingering results of a pandemic. We've added some very talented new personnel, created new need internal structures and had some team members who were looking for an opportunity step up and shine. We have a lot of exciting avenues in store for this next year including a large presence footprint for the company as we plan on working through details to staff west and further southeast! •



NEW BRANCH LOCATIONS!

INDEPENDENCE, MISSOURI

Seneca Companies is pleased to announce the opening of a new branch location in Independence, Missouri. This new location will serve as replacement of the previous Grandview location. Services currently being provided are fuel systems construction, service and parts distribution as well as energy solutions services. Other services are available on a case by case basis. This new location will be managed by Ed Hankel, who can be reached at ehankel@senecaco.com



EAU CLAIRE, WISCONSIN

Seneca Waste Solution's Division takes great pleasure in announcing the opening of our new field service branch in Eau Claire, Wisconsin in order to cater to the increasing demands of our C-Store and commercial fueling and emergency generator customers in the Wisconsin and Minnesota regions. Services currently being provided are fuel quality and restoration services for underground and aboveground fuel storage systems at retail, commercial, municipal, governmental, financial, hospital and education facilities. This expansion has been made possible by the expanding support and continued interest on the solutions we provide as it pertains to fuel quality issues faced by our customers. We promise to maintain the same quality of service and deliver everything that our patrons need. To learn more please reach out to Justin Richmond @ 515.350.8693 or jrichmond@senecaco.com



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