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OFFICIAL NEWSLETTER OF SENECA COMPANIES

A MESSAGE FROM JC

JC RISEWICK

PRESIDENT & CHIEF OPERATING OFFICER



It is hard to believe that another year is almost over! 2021 has been a very full year for all of us here at Seneca. Here are some of the highlights from 2021:

- We expanded and opened up two new branch offices in Oklahoma City, Oklahoma and Omaha, Nebraska.
- Seneca's expansion to Oklahoma City was the result of the acquisition of Titan Fuel Systems.
- We hired over 150 new employees and with over 60 of those being added to our total head count.
- We successfully completed a deep dive into Seneca's long term strategy.
- HR revamped and improved our onboarding process for new employees.

- Recruiting moved to marketing and we have two full time recruiters on staff for the first time in Seneca's history.

These are just a few of the highlights from 2021, but we aren't done yet. We have a lot planned for 2022 as well. Here is a look at what is coming next year:

- We will be upgrading our company wide software ERP to a brand new cloud based system from Microsoft.

This will provide significant efficiencies in our processes, improve the quality of our data and allow us to focus more intently on delivering quality service to our customers.

- A new corporate website will be launched early in 2022.
- We will be celebrating our 50th anniversary in 2022. Hard to believe we have been around that long!

We have accomplished a great deal over the course of the last year thanks to a large effort by all of our valued Seneca team members. Thank you for your business and we look forward to another great year in 2022! ■

Stay tuned for info about....

Seneca's 50th Anniversary!

Coming in 2022



-chargepoint+

The electric revolution is here.

The leader in charge, Chargepoint is the only network with an integrated portfolio of hardware, cloud services and support delivering the smoothest possible experience for all businesses and drivers.

We at Seneca are excited to begin our journey with Chargepoint.

Learn more at [chargepoint.com](https://www.chargepoint.com)

OPERATIONAL EXCELLENCE

Exploring Opportunities

BY ADAM DAVISON

REMEDIATION AND CONTROL PANEL DIVISION MANAGER

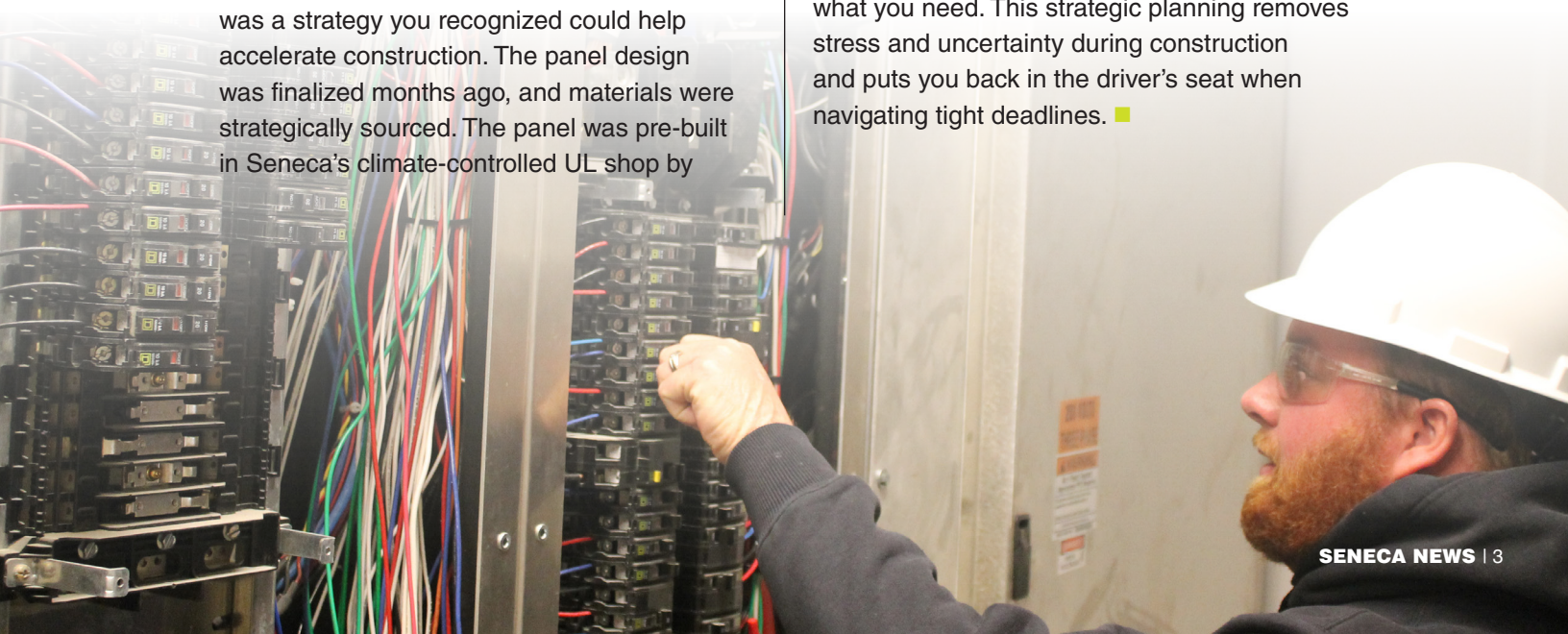
Your team has spent countless hours developing precise plans and schedules for your upcoming convenience store expansion. The construction schedules are aggressive with little time for delays. As construction begins, your team's phones and emails are continuously buzzing with questions and changes. Heavy rain is causing multiple construction delays. Contractors are disclosing that, due to the pandemic, they are having trouble sourcing materials. As the roof finally goes up, you breathe a sigh of relief. For one, it's great milestone to have reached, but two you are excited to finally use your ace in the hole. The ace being the Seneca Power Distribution Panel.

The preplanning and purchasing of this panel was a strategy you recognized could help accelerate construction. The panel design was finalized months ago, and materials were strategically sourced. The panel was pre-built in Seneca's climate-controlled UL shop by

electricians that have a deep understanding of fuel controls. The panel was extensively tested, site specific drawings were generated and placed on a crate waiting for your delivery request.

After sending one simple email, your panel is delivered directly to your construction site. Once unloaded, the panel is simply lowered over the utility room electrical conduits and mounted to the wall. This pre-built panel saved you weeks of onsite electrical work and immediately gets your project back on schedule.

When it comes to dependability, quality, consistency and simplifying your construction, Seneca's Power Distribution panels are exactly what you need. This strategic planning removes stress and uncertainty during construction and puts you back in the driver's seat when navigating tight deadlines. ■



DRI-SUMP® TECHNOLOGY

At Your Service

BY TERRISSA BRININGER

MARKETING ASSISTANT

Seneca's Environmental team has recently invested in Dri-Sump containment testing equipment. Developed by AC'CENT Environmental Services, Inc., Dri-Sump uses lasers and aerosol fog to find leaks in all types of sumps and spill buckets. Dri-Sump testing is an EPA-approved containment-tightness testing technology that delivers digitally recorded pinpoint testing accuracy to 0.05 gph in just 60 seconds. Instead of water, the system uses a food-grade, pH-neutral, non-petroleum vapor aerosol that is injected into the sump, filling a 300-gallon sump in 10-15 seconds.

After injecting the aerosol vapor, an air generator "pulls" the gases from the sump into a viewing chamber that is connected to a Vapor Stimulator Tube (VST), where a laser is introduced. After the test, the vapor dissipates in about 10 minutes.

A mobile app captures the laser result that is time stamped with the GPS location and uploaded

into Leighton O'Brien's data capture software for analysis and reporting. A VST (made from PVC) is installed through the surface adjacent to the sump or spill bucket in just a few minutes. PVC can last more than 100 years. The sealable top can be level or below-grade, which protects the VST from traffic or weather-caused damage. This gives retailers completely reliable and verifiable results with minimal disruption to site operations.

Seneca's utilization of Dri-Sump technology allows us to be faster and more efficient than ever. Advantages of using Dri-Sump equipment include:

- No waste, no water disposal.
- Increase number of containment tests per day.
- Regulatory acceptance as an alternative to hydrostatic testing.

Dri-Sump is an exciting new technology. Let us show you the difference. ■

OVERCOMING

One thing that has remained consistent during the recent chaos of a pandemic and politics is the value of and the demand for skilled trades. One might have thought that while unemployment was ticking up and while businesses were slowing or shutting down there would have been serious and long-term turmoil for Seneca's clients. We experienced a 60 to 90-day window where volume decreased, but for the most part demand for petroleum service and petroleum construction stayed consistent. As commuters resume commuting, vacationers resume vacationing and commercial goods continue their ever-increasing volumes of shipments, the demand for quality convenience stores and truck stops increases.

Patrons now expect or would prefer locations with modern amenities, good food choices and safe transactions such as EMV, NFC and bar code scanning. On the inside of the C-store, we are seeing more self-checkout options that continue the "frictionless payment" theme at the dispenser. The EMV deadline has come and gone and fraud at the dispenser most certainly is real. As a result, there is a surge in dispenser payment processing upgrades. New dispensers are connected to networks and the internet to perform real time monitoring of metrics such as repairs needs, fuel flow rates, functionality of equipment, alarm management and more. Additionally, dispensers have large color screens with marketing messages, news, weather, coupons, QR codes and more.

ADVERSITIES

Recovering from 2020

BY DARREN BINNING

VICE PRESIDENT OF FUEL SYSTEMS

Dispensers are computer controlled to blend fuels at various ratios of ethanol to gas and biodiesel with diesel. As a result, gone are the days in the service technician world of a mechanic mindset. Instead, we see a shift to the ability to troubleshoot and repair high tech equipment.

New processes and systems can be difficult and expensive to implement. We have made great strides on those fronts over the past five years, but many more opportunities exist which we believe will provide great value to Seneca and our customers. Processes and systems are only two legs of the stool. The third and most valuable leg of the stool are our people. With over 350 personnel on the Seneca team, we are blessed with great employees, and we continue to grow.

Over the course of the last 2-3 years Seneca recognized the future demand for technicians. We hired a talent development manager who, along with our two recruiters and various other stakeholders lead the charge in the growth and development of people. In addition to our talent development team, Seneca has two Gilbarco certified trainers on staff. Our goal is to hire people with great work ethic and soft skills and train them in the trade. One of the most important training programs developed in house is our "Genesis" program. Genesis is designed to bring a petroleum service technician up to speed within the first 45-60 days of employment where they can begin to run basic service calls independently. ■

NEW LOCATIONS

New Opportunities

BY SCOTT COLE
& OKC BRANCH MANAGER
TODD CLUBB
COMMERCIAL DIVISION
MANAGER

OKLAHOMA CITY BRANCH

Seneca Companies is excited to announce the opening of our Oklahoma City branch. Seneca Companies acquired a fuel maintenance and construction company (Titan Fuel Systems) headquartered in Norman, Oklahoma. Scott Cole (who ran Titan Fuel) is the OKC Seneca Branch Manager. The new branch is located just north of the OKC Will Rodgers Airport and features a 5,300 square foot warehouse and office space.

The OKC Seneca branch has hit the ground running and already has 7 mobile service technicians in OKC and 2 remote technicians in Kansas, along with experienced installation/

When you deal with Seneca OKC, you will experience the personal customized experience you would typically receive with a small company like Titan Fuel Systems, but you will also get the buying power, strength and wealth of knowledge of a large company like Seneca. ■

OMAHA BRANCH

In May of 2021, we officially opened our doors in Omaha, Nebraska with our new office. Along with the new office we brought Scott Stigall on as our branch service manager with his 40+ years of experience. We have always had a footprint with our remote technicians in the Omaha area, but with opening an office it has helped and will continue to help us serve our local customers much better. Our office has a full inventory of parts for us to use that our local customers will need on a daily basis.

Two of our main core values at Seneca are to continuously improve and to listen to what our customers want. With the move to Omaha, we are keeping our finger on the pulse of what our customers want and we're better positioning ourselves to keep them at the forefront of our business. We're very excited to see how this move will help us continue to improve our business for both our internal employees and our external customers. ■

“I am excited about this new chapter with Seneca Companies, it will enable us to better serve our customers and provide better quality products and services to Oklahoma City and the surrounding territories.”

– SCOTT COLE

construction crews. Seneca OKC will service the western half of Oklahoma, the western half of Kansas and the NW section of Texas. Whether it's a service call or a ground up construction project Seneca OKC is ready to serve you and offer “The Complete Solution.”

HIGH OCTANE

Employee Appreciation



BY KELLY WADSWORTH
DIRECTOR OF HUMAN RESOURCES

Recently, Seneca Companies launched a new Employee Appreciation Program (EAP) “High Octane Employee Appreciation.” While Seneca has done a great job in years past with service awards, it was determined that we needed a simple yet effective tool that would provide more consistent recognition throughout the year. As most of Seneca employees would agree, when people are recognized for their efforts, they are inspired to achieve more.

According to our president, JC Risewick, “Our High-Octane Appreciation Program is one way for us to remind ourselves that each and every contribution is valued and noticed...We must celebrate and recognize each other’s successes.”

Each employee is given a set amount of points each quarter to recognize co-workers, peers and managers in real time. These points can then be used to purchase a variety of items on the site’s online store, ranging from tool kits to Smart TVs. High Octane was especially designed to provide an easy to use, consistent form of recognition for our Seneca

field employees who provide so much value to Seneca’s overall success. The High-Octane App was designed to work on all smartphones so that hard work and even the smallest of accomplishments can be recognized with a few clicks of a button.

Another feature of the High-Octane Program is the ability for each employee to pick anniversary gifts of their choosing that match their hobbies and interests. For example, an employee who reached 20 years of service decided to buy a smoker with their 500 points as opposed to a traditional service award gift. The app as well as the computer version of High Octane provides 100’s of gifts to choose from. ■



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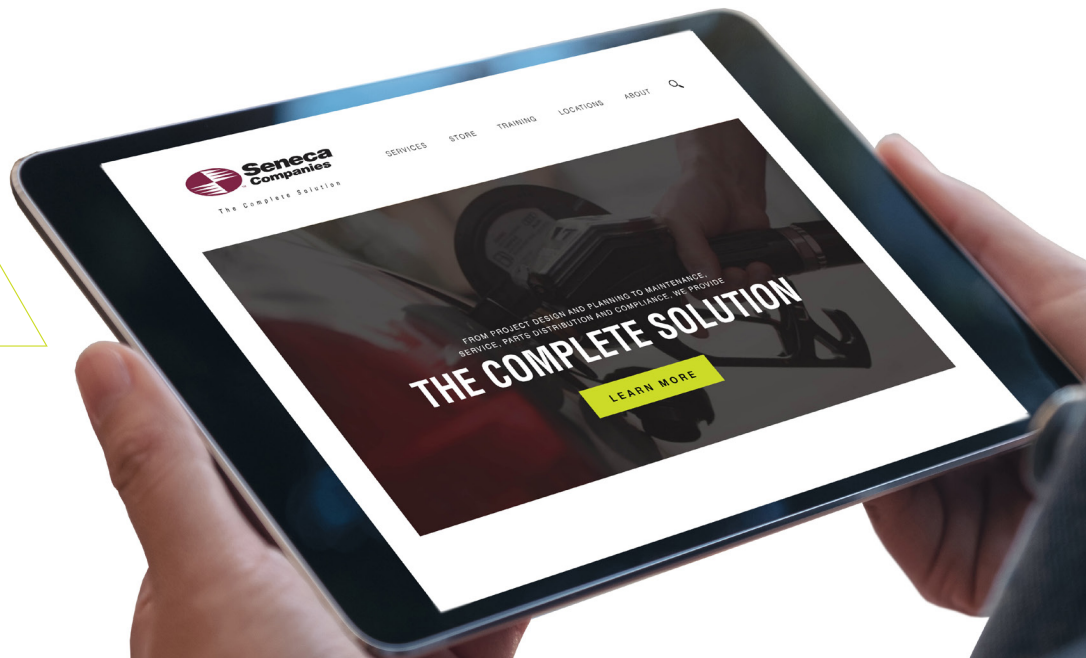
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NEW YEAR. NEW WEBSITE!

>> Launching in 2022



LEADING THE INDUSTRY

And Creating Opportunities

BY CHRIS HAGGARD

VICE PRESIDENT OF SALES

We are very pleased to announce the addition of Chris Williams to our sales team as the national account manager for the distribution department, as well as Mike Freese's promotion to director of inside sales and Seneca's DSS program. With a combined twenty plus years of experience, both men are well versed in sales leadership as well as project and customer relationship management.

Williams comes to Seneca with a background in the retail/commercial petroleum industry. Throughout his career, he has been instrumental in overseeing many mid to large sized projects. "The days of the old-fashioned sales meeting are over. You can no longer turn up to a meeting with your PowerPoint and your pitch, expecting 20 minutes of your prospect's undivided attention while you list your product features one by one. These days, it's all about the sales conversation – and that conversation is all about your customer," said Williams.

Freese has been with Seneca for twelve years and has had many successes along the way. He came to Seneca with a strong background in consultative sales and throughout his career at Seneca, he has become an integral part of our sales team. Over the years, Freese has become well versed in the realm of customer relations, parts sales and has successfully led our inside sales team to increase profitability.

His expertise has allowed us to maintain and expand our relations with fellow businesses as well as customers.

Our distribution team is continuously working towards creating the best customer ordering experience possible – allowing customers to place orders through multiple venues whether via our online parts store or via the phone. No matter how the order is placed, we ensure the same top-notch level of customer service and communication through the life cycle of the order. If customers aren't sure what they need to order, this team is well equipped with over forty years of combined industry experience to make sure customers get exactly what they need. We stock over 2,400 SKU valuing approximately \$12.5M to offer a wide selection of parts at a competitive price. Seneca has the capability to ship anywhere in the United States with distribution warehouses in our Denver, Des Moines and Tulsa locations.

I am excited about the opportunities our sales team has created and will continue to create. Seneca has built a successful business over the past fifty years providing operation excellence combined with excellent customer service and industry leading product support expertise. We look forward to being able to serve our clients for many years to come. ■

YOUR TRUSTED PARTNER

For Electric Vehicle Charging

BY TODD CLUBB

COMMERCIAL DIVISION MANAGER

Seneca Companies is involved with numerous exciting projects in the emerging market for Electric Vehicle or EV charging stations at convenience stores. Seneca is uniquely and strategically positioned to offer both sales and service support to our core market of C-stores as they add a new fueling option in the form of EV charging stations.

Seneca is a partner with both Gilbarco e-Mobility and ChargePoint, two of the major players in EV charging, and can offer either of these solution sets to our C-store customers. In addition to offering proposals for turnkey installation of the EV charging stations, Seneca can also offer our extensive network of service technicians who are certified in commissioning and maintenance of these stations.

Seneca's capabilities also extend beyond sales and service. Our people and our

partners at Gilbarco e-Mobility and ChargePoint have the ability to guide you through the application process in an effort to help you secure grant funding which is commonly available in almost every state. Grants for EV charging stations are typically covering 80% of the cost of equipment and installation. In some cases, the local utility company or the local municipality will also help with the installation of EV charging stations so the C-store who is successful in applying for these grant funds is able to offer EV charging at their C-store for little to no out-of-pocket expense.

The ideal time to install EV charging stations is during new construction when the new electrical, data and conduit can be installed without having to break concrete. Seneca has completed charging station installations in Iowa, Colorado, Illinois and Oklahoma. ■





HITTING HOME RUNS

BY MIKE WORTHINGTON

GENERAL CONTRACTING DIVISION MANAGER

Seneca's General Contracting Division has never been busier, with projects on going from Memphis, Tennessee to Kearney, Nebraska. Primarily in the convenience store space, the GC division has branched out to include office remodels, Tyson Foods in Tennessee, Texas, and Arkansas. Along with the Hy Vee Aisles Online stand alone kiosk projects, the division has broken new ground in some diverse markets. Not neglecting our valued client base, the general contracting group has been busy with in-store remodels for Casey's, Kum & Go and Quik Trip, both in the Des Moines and Omaha markets. The GC group wrapped up a new remodel rollout for Kum & Go in their Little Rock market this summer, and plans are for more to come in other geographic areas.

Along with everyone else, the GC group has struggled with staffing, but with the assistance of Seneca's recruiting team, we have had significant success in the Oklahoma and Des Moines areas bringing on young and energetic new employees. These new employees bring a fresh look at our processes and new energy to what we can accomplish. Currently we have the largest amount of projects the GC division has ever accumulated, and it continues to grow. Our immediate task is figuring out ways to get it all done, on time and on target. The entire staff has performed wonderfully through this hectic year, and hopefully we can continue this trend. ■



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