



# Customer Newsletter

JULY•AUGUST•SEPTEMBER 2015

## TAP into the future of Wayne innovation.

The Wayne TAP™ contactless/NFC Reader is the future of payment at your fuel dispenser. No swiping. No sliding. No contact at all. Just mobile wallet and contactless technology that replaces conventional credit card payment. A wave of a mobile device can help you build stronger customer relationships and attract new business through fast and easy customer transactions.



The TAP contactless/NFC reader feature is available on new and retrofit dispensers including Wayne Vista™ fuel dispenser units. Existing dispensers **MUST** have the Wayne iX Pay™ secure payment platform functionality (i.e. PCI Compliance) for TAP contactless/NFC reader to work.

This feature is \$1230.00 per dispenser on new units and \$1295.00 per dispenser on retrofit units as well.



### Free EMV Hybrid Chip Card Reader:

Effective July 1, 2015 through September 30, 2015, if four or more Wayne Ovation™<sup>2</sup> fuel dispensers are financed through Ascentium Capital, every dispenser in the order will include a **free EMV hybrid chip card reader**.

Please contact one of our salesmen for details.



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# Alternative Fuels:

## ETHANOL

“Don’t expect any of the presidential candidates to campaign against ethanol too aggressively. Though some in Congress are sponsoring legislation that would dial back the federal mandate that requires blending corn-based ethanol into gasoline, presidential contenders won’t push for it. Ethanol is big business in Iowa and other farm states that no candidate wants to alienate early in the campaigning. But several states are rethinking their ethanol rules. California, Oregon and Washington are moving to a more flexible system to encourage the use of more renewable fuels and to foster cellulosic ethanol and other alternatives to regular, corn-based ethanol. Hawaii, for example, is nixing its ethanol mandate, which hasn’t proved to be the boon for sugar growers that state lawmakers expected when the rule took effect in 2006.” —*The Kiplinger Letter*, June 5, 2015.

“Lawmakers renewed calls to revise the renewable fuel standard after the Environmental Protection Agency again proposed sharp reductions in the amount of biofuels required by law, but several analysts said congressional action was unlikely until after the 2016 presidential election.” —*Bloomberg*

*BNA Environmental Report*, June 5, 2015. — *Tulsa Letter*, *PEI.org*

## Did you Know:

- Frostproof, FL, got its name after escaping two frosts that destroyed much of the area’s citrus crop during the winter of 1896-97. In 1962, it again escaped a similar harsh frost.
- Rice paper actually contains no rice at all. It is made from the pith of a small tree native to Taiwan.
- Washington Senator Walter Johnson hit the most batsmen during his career. He beamed 206 batters.

## Regulatory Info:

### EPA imposes stricter requirements for underground storage tanks

The U.S. Environmental Protection Agency (EPA) will enforce stricter regulations for underground storage tanks (USTs) in an effort to improve the prevention and detection of petroleum releases – one of the biggest sources of ground water contamination in the country. Existing federal requirements will be reinforced by the EPA to ensure all USTs in the United States meet the same release protection standards.

Updating 1988 UST regulations, new measures to prevent tank releases include secondary containment for tanks, which detect the fuel before it reaches the soil; bolstering operator training to help comply with upcoming regulations; and updates to current technology and codes of practices. There are currently more than 640,000 federally regulated active UST’s which store fuels or hazardous substances, according to the Groundwater Protection Council.

Other revised requirements are adding periodic operation and maintenance requirements for UST systems; removing past deferrals for emergency generator tanks, airport hydrant systems,

and field-constructed tanks; and updating state program approval requirements to incorporate these new changes.

The prepublication version of the EPA’s final UST regulations also mentions the costs affecting professionals of the industry, and the environmental benefits of the new requirements. “EPA considered the comments (made by marketers and non-retail facilities which own USTs) and adjusted today’s final UST regulation to alleviate some of the burden on owners and operators,” said the report. An example of this is requiring testing of spill prevention every three years instead of annually.

The time frame of operators and owners to adapt to the new requirements will depend on the conditions and costs. Those professionals of the sector who need to upgrade or install equipment with significant costs will be allowed three years. The exception is the implementation of secondary containments for new and replacement tanks, which will have to be completed 180 days after the effective date of the UST regulation, said the EPA report.

The official docket for the UST regulation is EPA-HQ-UST-2011-0301 and can be checked at <http://www.regulations.gov> once published. For more information access the documents of the final regulations for underground storage tanks at <http://www.epagov/oust/fedlaws/revregs.html>. — *petroplaza.com*

# Industry Highlights:

## 2015 Cost of Data Breach Study: Global Analysis

Benchmark research sponsored by IBM, Independently conducted by Ponemon Institute LLC, May 2015

### Some of the report highlights are:

- 350 companies in 11 countries
- \$3.79 million is the average total cost of data breach
- 23% increase in total cost of data breach since 2013
- \$154 is the average cost per lost or stolen record (U.S. cost per record is highest at \$217 per record)
- 12% percent increase in per capita cost since 2013

### The three major reasons contributing to a higher cost of data breach in 2015:

1. Cyber-attacks have increased in frequency and in the cost to remediate the consequences.
2. The consequences of lost business are having a greater impact on the cost of data breach.
3. Data breach costs associated with detection and escalation increased.

### Key findings:

1. Data breaches cost the most in the US and Germany and the lowest in Brazil and India.
2. The cost of data breach varies by industry.
3. Hackers and criminal insiders cause the most data breaches.
4. Malicious or criminal attacks vary significantly by country.
5. Board involvement and the purchase of insurance can reduce the cost of data breach.
6. The loss of customers increases the cost of data breach.
7. Notification costs remain low, but costs associated with lost business steadily increase.
8. Certain countries are more likely to have data breach.
9. Time to identify and contain data breach affects the cost.
10. Business continuity management plays an important role in reducing the cost of data breach.

## McKinney Highlights:

Donald Hinton celebrates 30 years with McKinney Petroleum this year. Donald began his career in the petroleum equipment business with Beacon Equipment in back office support and customer service. Donald came to McKinney as part of the customer service team and was later moved into purchasing where he is today. Donald has done a fine job in each position and is a great asset to McKinney and its customers. Donald enjoys all sports and meeting the customers he talks to on the phone. So, come by and see Donald and congratulate him on his 30<sup>th</sup> anniversary on the McKinney Team.



## On the Lighter Side:

- Jill tells her husband, "Jack, that young couple that just moved in next door seems such a loving twosome. Every morning when he leaves the house, he kisses her goodbye, and every evening when he comes home, he brings her a dozen roses. Now, why can't you do that?"

"Gosh," Jack says, "why I hardly know the girl."

- The roundest knight at King Arthur's round table was Sir Cumference. He acquired his size from too much pi.

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# Equipment for Sale:

- 1 ea. – Wayne Hyperpib ----- \$1500.00
- 2 ea. – Veeder Root Site-Fax Modem, Used -----\$ 600.00
- 3 ea. – APT 2” X 26’ XP Double Wall Pipe -----\$ 295.00
- 1 ea. – Balcrank Evolution ½”x50’ Oil Reel-----\$ 275.00

Contact any of our salesmen for more information – 251-661-8800 or 1-800-476-7867.  
 Find many more clearance and sale items at our on-line store  
[www.mckinneypetroleum.com](http://www.mckinneypetroleum.com).

# Famous Quotes:

- “I couldn’t wait for success, so I went ahead without it.” – Jonathan Winters, American Comedian
- “The old believe everything; the middle-aged suspect everything; the young know everything.” – Oscar Wilde, Writer
- “Any fool can criticize, condemn and complain – and most fools do.”  
 - Benjamin Franklin, American Statesman and Founding Father

## Thought for the Day:

*Coincidence or Not???*

*If...*

*ABCDEFGHIJKLMNPOQRSTUVWXYZ*

*Equals...*

*1234567891011121314151617181920212223242526*

*Then*

*K+N+O+W+L+E+D+G+E*

*11+14+15+23+12+5+4+7+5=96%*

*H+A+R+D+W+O+R+K*

*8+1+18+4+23+15+18+11=98%*

*Both are important, but fall  
 just short of 100%.*

*But*

*A+T+T+I+T+U+D+E*

*1+20+20+9+20+21+4+5=100%*



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