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**With all this talk about EMV we thought this brief history might interest you.**

Visa's history began in 1958, when Bank of America initiated its BankAmericard program in Fresno, CA. Originally, the company only planned to provide the service across the state. In 1965, Bank of America started to subscribe licensing agreements with a collection of banks outside the state and the banks created an association. In 1970, control passed to the newly established National BankAmericard, Inc. By 1972, licenses had been granted in 15 countries, and in 1974 IBANCO was established to manage the global program. In 1976, NBI changed the BankAmericard to VISA U.S.A. and IBANCO to VISA International. Today, VISA is jointly owned by over 20,000 members worldwide with 1.14 Billion cards in circulation.



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## EMV's October 2020 Deadline Is Fast Approaching

Mastercard and Visa have rejected the Merchant Advisory Group's recent request to extend the deadline, which the card networks had already agreed to delay by several years for U.S. fuel retailers. Retailers outside the fuel sector began phasing in EMV payment capability in 2015, as the U.S. worked to catch up to counterparts in Europe and Asia that had adopted the technology. (Source: [www.bankingdive.com](http://www.bankingdive.com))

Card brands, currently, are not charging their retail customers for costs incurred for transactions that occur using LOST or STOLEN cards. One way to understand the changes that will occur, is the way Visa explained it. Merchants should look at their average chargeback expense for the year. Let's use an average of \$250 per month in current chargebacks per month. They explained that this number is about 10% of the total fraud cost to the card brands. The 90% they are eating today is LOST and STOLEN. In this example, the merchant will go from \$250 per month in chargebacks to \$2500 per month average. (Source: ControlScan)

## CUSTOMER INFORMATION

### WITH SYMPATHY

It is with deep sympathy that we report the recent passing of Mr. Frank Weathers of Cannon Oil Company. Also, Mr. Loring Perez, formerly of Spectrum Stores and Chattahoochee Oil Company.

### ACQUISITIONS

Marvin Hewatt acquired 185 retail fuel supply contracts from the McPherson Companies, Inc. of Birmingham, AL. In October 2019, Marvin Hewatt also acquired McDonald Oil Company's 18 convenience stores in Georgia.

(Source:  
[www.petroworld.com](http://www.petroworld.com))



## SIX CONVENIENCE STORE TRENDS TO WATCH IN THE NEW DECADE

Six key trends have defined the shape of convenience retail in 2019 and are poised to strengthen and extend across the marketplace in 2020 and beyond.

During the last 12 months, Insight has interviewed chief executives and leaders at some of the world's top convenience retailers, industry suppliers, sector experts and connected consultants.

Markets have included Denmark, Hungary, the UK, Ireland, the US, Australia, Norway, India and Philippines.

Those interviews have pooled six key trends or themes within convenience retail around the globe. They are:

- Mobility
- Sustainability
- Food to Go
- New Technology
- Expansion of Convenience Retail on the Forecourt
- Customer Experience



## FILL-RITE NX25-120 & NX25-240

Fill-Rite is proud to announce the newest extension of its continuous duty family with the release of the new Nextec Intelligence™ AC models. The NX25-120 and NX25-240 fuel transfer series allow fleet managers to fuel all day with less downtime due to short cycles or overheating. Fill-Rite's industry leading pumps are equipped with a variable speed motor and their exclusive Nextec Intelligence™ technology for elite performance in harsh applications. Its low-profile, lightweight construction eases installation while still moving fuel more efficiently than the competition.

**Flow Rate:** 25 gpm / 95 lpm  
**Voltage:** 120VAC and 240VAC\* (50/60 Hz) models  
**Horsepower:** 1/3 HP  
**Duty Cycle:** Continuous duty for fuel transfer  
**Inlet/Outlet:** 1 1/4" - 1" (NPT or BSP)  
**Compatible fluids:** Diesel, Gasoline, Bio-Diesel up to B20, E15, Kerosene, Mineral Spirits, Methanol (up to 15%)



### EQUIPMENT FOR SALE

150 Gallon Double Wall Lube Cube® Tank by Containment Solutions. Skid mounted for easy installation and easily moved by forklift. Includes lifting lugs.



Normally sells  
for ~~\$2,475.00~~  
\$995.00



TLS-4i Console with SLD, Application Software, External Printer and Wall Bracket.

Normally sells  
for ~~\$5,312.00~~  
\$2,500.00

### ON THE LIGHTER SIDE

\*If money doesn't grow on trees then why do banks have branches?

\*If bread is square, then why is sandwich meat round?

\*Why are you IN a movie, but you are ON TV?

### DID YOU KNOW.....

\*February 1865 is the only month in recorded history not to have a full moon.

\*The average person's left hand does 56% of the typing.

\*The cruise liner, QE2, moves only six inches for each gallon of diesel that it burns.

## MCKINNEY HIGHLIGHTS

### FAMOUS QUOTE

“A politician is a fellow who will lay down your life for his country”

~ Tex Guinan ~

### THOUGHT OF THE DAY

The word “swims” upside down is still “swims”.



Hunter Nowak is celebrating his first anniversary with McKinney Petroleum Equipment and has worked in many capacities already. Hunter is adaptable with his talents as he works in returns, shipping, receiving, compliance inspections and helps in service and installation when needed and always with a smile. Hunter attended Springhill College on a baseball scholarship and hails from Alpharetta, GA. We are very fortunate to have Hunter here at McKinney and look forward to having him on board for many years to come.

Paul Thomley is celebrating his 20<sup>th</sup> year as a service technician with McKinney. Paul is extremely talented as he has worked on the installation side of the business and is certified on all Wayne, Red Jacket, Petro Vend, Veeder Root and Verifone equipment. Paul also works on many manufacturer’s dispensers, meters and lubrication equipment. He is an extremely eager tech as he will tackle any project and stay with it regardless of the difficulty.



## CONGRATULATIONS JON FLANAGAN!

We would like to congratulate our very own talented artist, Jon Flanagan. Jon’s art has recently become a part of the Mardi Gras Museum of Mobile, Alabama. Jon has been a technician since June of 2017, and we couldn’t be prouder of him.

