



McKinney Petroleum Equipment

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2nd Quarter

Newsletter

April

May

June

LOOKING FOR AN MNSP?

Acumera delivers unmatched visibility, security, and profitability to owners of convenience stores, retail locations and restaurants. A Verifone and Gilbarco certified Managed Network Service Provider (MNSP), the company's comprehensive solution fully secures store networks and POS systems while also providing compliant, secure remote access, 24x7x365 proactive support and a full, cloud-based suite of security, monitoring, analytics, PCI and HACCP compliance tools. Acumera is listed on the Visa and MasterCard Global Registries of PCI compliant service providers. Call us to learn more!



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TAP Into the Future of Wayne Innovation

Consumers are seeking ways to reduce contact due to COVID-19 while shopping for groceries, fuel, and other goods. Wayne TAP™ Contactless/NFC Reader will improve their experience by processing Applepay, Googlepay and 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.

More convenience means more business for you. The Wayne TAP reader helps enable fast, easy, and safe payment transactions right where your customer needs them: your forecourt. By supporting emerging NFC mobile wallets, as well as mag-stripe and EMV® contactless cards, the Wayne TAP reader helps take your store beyond simple mobile transactions to realize the full benefits of mobile commerce.

The technology behind the Wayne TAP reader allows you to improve security at the dispenser over that of traditional mag-stripe payment processing. Built on the Wayne iX Pay secure payment platform, the reader adapts effectively and efficiently to security regulations while enabling greater marketing capabilities.

Provide an experience that can help put your convenience store on the map. The Wayne TAP reader not only helps you transact payments, but also helps increase customer loyalty and retention by providing technology to support brand rewards programs. It also allows for additional retailer marketing opportunities and the ability to promote new brand/ retail offers through mobile wallet, such as coupons. With the Wayne TAP reader, you can build, strengthen, and sustain a better customer relationship.



Wayne
FUELING SYSTEMS



Donald Hinton celebrates 35 years with McKinney Petroleum Equipment this year. Donald began his career 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.



Carla Sudduth is celebrating her five-year anniversary with McKinney Petroleum Equipment. Carla started as our receptionist and later became our Service Billing Coordinator. She now holds the position of Service Operations Coordinator and has done an amazing job. Carla is a native of Mississippi but has now settled in Mobile with her husband and her little girl, Emme.



1. Attract EV Drivers

So, what does EV charging do for retail stores besides let people plug in? Many people drive and park for their retail shopping trips – so many that the number of cars in lots is being used to predict market performance for retail companies. EV drivers obviously need to park, too, and they prefer to do it where they can charge. As EV market share keeps growing, EV charging will become a key investment for retailers that want to attract EV drivers.

2. Increase Customer Spend

Charging not only attracts customers and keeps them around longer but can also increase the amount of time and money they spend in a store. One major retailer found that shoppers spent about a dollar for every minute they were in a store. By adding EV charging, the retailer tripled time in store and, as a result, tripled customer spend. Now that's a good deal.

3. Put Your Store on The Map

EV charging also puts your store on the map – literally.

EV drivers rely on charging apps like ChargePoint's mobile app to quickly find places to charge. When drivers look for places to charge in our app, they can easily find retail stores that offer charging for their vehicles. Because EV drivers tend to charge their cars while they shop, having charging available can convince drivers to choose a store over a competitor's location.

4. Create Customer Connections

With smart EV charging that lets drivers interact with stations online or in a mobile



Five Ways Retail Stores Can Boost Sales with EV Charging

app, retailers can create virtual "Connections" to drivers who use their stations. This just requires drivers to submit a simple connections request in the app and allows retail organizations to learn more about who's using their stations and when, giving them new insight into their customers.

5. Offer Special Deals to EV Drivers

Retailers can build on these customer connections by developing loyalty programs that cater to EV drivers. Giving EV drivers special deals can bring them back to charge (and shop) even more often. Some sample offers that companies have created include free charging, free stays at hotels and even free wine tastings.

What types of EV charging work best for retail? ChargePoint customers have found that a mix of level 2 and DC fast charging can be appropriate for many retail locations, especially malls with many different types of stores.

Want to learn more about what EV charging can do for your location?





USDA Announces \$100 Million for American Biofuel Infrastructure

U.S. Secretary of Agriculture, Sonny Purdue, announced the U.S. Department of Agriculture intends to make available up to \$100 million in competitive grants for activities designed to expand the availability and sale of renewable fuels. Funding like this has helped fleets and fuel sites in Virginia and can help you gain access to these lower emission biofuels.

The Higher Blends Infrastructure Incentive Program (HBIIIP) consists of up to \$100 million in funding for competitive grants or sales incentives to eligible entities for activities designed to expand the sale and use of ethanol and biodiesel fuels. Funds will be made directly available to assist transportation fueling and biodiesel distribution facilities with converting to higher ethanol and biodiesel blends by sharing the costs related to and/or offering sales incentives for the installation of fuel pumps, related equipment, and infrastructure.

Grants for up to 50 percent of the total eligible project costs, but not more than \$5 million, are available to vehicle fueling facilities, including, but not limited to, local fueling station/locations, convenience stores, hypermarket fueling stations, fleet facilities, fuel terminal operations, midstream partners and/or distribution facilities.

For application information and other program details, visit the Higher Blends Infrastructure Incentive Program web page at rd.usda.gov/hbiip.

Source: www.usda.gov

Did you know....

~ Coca-Cola was originally green.

~ The first female athlete to earn over \$100,000 in one year was Billie Jean King.

~ Only one U.S. president believed the earth was actually flat Andrew Jackson

Customer Info

Johnny Fleming

Johnny Fleming of Gulfport passed away on Thursday, February 20, 2020. Johnny owned Fleming Construction and worked in petroleum and construction for over 30 years. He loved life on the Mississippi coast.

Leslie Watson

Leslie Watson passed away in Montgomery, AL on April 24, 2020. He was the owner of Tom Jones, Inc., Capitol Service Stations and Watson Farms, and was active in both civic and business affairs in Montgomery.





Thought of the day

Equipment for Sale



New

**12,000 Gallon Double Wall
Above Ground Storage Tank**

Used

**500 Gallon
Fireguard Tank**

**Contact a McKinney sales rep if
you are interested in either tank.**



Evening news is where they begin with 'Good evening', and then proceed to tell you why it isn't.

McKinney Chili Cook-Off Winners

We are pleased to announce the winners of McKinney Petroleum Equipment's Chili Cook-off. There were two categories: Chili and Dessert, both judged on taste alone. The first-place team for Chili was Chili Chili Bang Bang. With Doc Harrell, our recently ChargePoint Certified Installer, as the chef of the team (and resident LSU enthusiast), we're not surprised Chili Chili Bang Bang took the Gold home.

As for the dessert winner, Frances Wilson made a pecan cream cheese pie that everyone fell in love with. Don't expect her to give out her prize-winning recipe anytime soon though.



From the left: Hunter Nowak, David McCary, Cindy Fail, Doc Blair, Mike Davies Not Pictured: Mike Sledge, Carla Sudduth, David Mooney



Frances Wilson