

FUEL Iowa

THE VOICE AND RESOURCE FOR IOWA'S FUEL INDUSTRY



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**VOLUME 73, NO.5
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ON THE COVER

Members show their industry pride by sporting "Together, We Fuel Iowa" on vehicles, pumps, and storefronts.

Pictured:
Michelle Moncus,
Cashier, Dyno Oil

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PRESIDENT'S PERSPECTIVE

When the Board of Directors set the strategic plan for the next three years, they defined four strategic areas of focus: advocacy, growth, communication and education. These four areas encompass what FUELLowa does best. They leverage the prime opportunities for advancing the association and the industry itself.

In this issue, we focus on areas of COMMUNICATION. The association's goal is to speak to and for industry members in a clear and unified voice that engages internal and external audiences.

The first article in this issue provides tips for communication and shows how all of us play a role in communication about our industry. Branding is part of a communication strategy. The new FUELLowa brand promotes our industry, making us more known. You are part of that brand - making our voice unified. 'Together, We Fuel Iowa' decals are being applied on trucks, storefronts and pumps. Our member spotlight features Johnson Oil/Cylinder Express. Read on as they share how communication and branding has contributed to their success.

Communication is more than words, it's also delivery. That's why FUELLowa continues to improve its communication channels, airing on radio, member site visits, leveraging Facebook, Twitter and Instagram, and soon holding public relations events designed to elevate our voice and build relationships with key influencers. Can you hear us? We aspire to be loud and clear!

Sincerely,



Dawn M. Carlson, CAE, President & CEO



Dawn Carlson, CAE
President & CEO
FUELLowa
515-224-7545

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TOGETHER, WE COMMUNICATE TO IOWANS!



Pictured:
Kenny Troyer, Driver
Hunter Hess,
Fuel & Inventory Manager,
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FEATURE ARTICLE

By Reo Menning,
Executive Vice President

It's a noisy world. Getting your message out is tough. Messages are EVERYWHERE. Facebook, Twitter, Instagram, LinkedIn, YouTube, traditional radio and TV, streaming audio and video, newspaper, websites, magazines, billboards, vehicles, buildings, signs, email marketing, text messaging, mobile apps and more. Even more challenging is that messages are competing for time and relevance of their target audiences.

As an association, we are challenged with determining how to communicate our messages. On your behalf, we focus on educating influencers about the importance of our industry to the state of Iowa and the issues that impact our ability to thrive. We take pride in being the unified voice for the fuels and convenience. Who are the influencers we are trying to reach? We have defined them as policymakers and the media, and we work to directly communicate with them as much as possible.



However, these individuals are not just influenced by us. Most of them are elected or in the business of

catering to their constituents. That's where you come into play, and where all of us working together is important. FUEL Iowa members are the voters and the consumers of these influencers. Individually, you have three primary roles in helping to ensure a thriving future for our industry:

1 Know and share with your local policymakers what your business does for your local community and the issues that are impacting you.

2 Get your customers and local influencers to care – by showing what you offer is vital to their lives.

3 Show your industry pride.

FUEL IOWA CAN HELP YOU WITH ALL THREE.



SHARE WHAT YOUR BUSINESS DOES AND THE ISSUES IMPACTING YOU

Over the next couple of months, we will be hosting educational events at local member sites across the state. These short but pointed events

will give media and state legislators the opportunity to learn about our industry and the challenges we are facing in the next few years. They will see firsthand how your businesses work and where our legislative asks will help you thrive. We are finalizing the locations for these meetings and encourage you to attend any that might be in your local area.

If you want to get to know your legislator but are not certain exactly how to kick off the conversation, we can help with that as well. Whether that's a quick coffee, talking points or an invitation to see behind the scenes, we can help you start making that connection.



GET INFLUENCERS TO CARE

FUEL Iowa has recently launched social media geared at educating influencers on issues of relevance to our industry. We are starting out simple with only three posts per week on Facebook, Instagram and Twitter. These messages garner support for your local business, explain the factors that impact fuel prices, encourage fuel choice, provide safety tips, offer fun facts, celebrate and recognize employees, and relate to what is happening in world. They promote our pride in the industry and

our value to Iowans.

We encourage all FUEL Iowa members to like or follow our pages, and then share the messages you think resonate on your social media so we can reach Iowans in every part of the state. Your customers like to know more about you than just the day's special – although that is critically important as well!



SHOW YOUR INDUSTRY PRIDE

In today's world, being part of a tribe shows where you belong and what you find important. Brands have tribes or followers – think Apple, sports teams, states, etc. So do causes – breast cancer, ALS, buckle up, etc. You find people with bumper stickers, clothing, yard signs and flags sporting the logos and slogans. Even some convenience stores sell T-shirts and clothing with their logo on them to the public. When people see others willing to give this type support, they get curious and just the repetition itself elevates importance and recognition.

Our industry has a great opportunity to do this as well. FUEL Iowa has created a variety of vehicle, fuel pump and store front decals for you to show your pride in our industry. "To-

gether, We Fuel Iowa!" is spreading. There are already hundreds of decals being sported. We want it to be in the 1000s. If you want to join others in sporting our industry pride, contact FUELLowa and we will get you what you need. The more decals we have out there, the more influencers we reach.



PSC IS PROUD OF OUR INDUSTRY AND OUR CONTRIBUTION TO IOWA'S ECONOMY. WE WANT EVERYONE TO KNOW, 'TOGETHER, WE FUEL IOWA!' JJ

**Scott R. Cornish,
President & COO,
Petroleum Services
Company, LLC**

Like any organization, FUELLowa does not have an unlimited communications budget nor unlimited numbers of staff to reach everyone everywhere. But we do work to strategically deploy our resources to get the big-



"We are happy to be the first retailer to show our support of the 'Together, We Fuel Iowa' on all our pumps and store fronts."
- John Long, Vice President of Operations, Dyno Oil

gest reach we can and ensure our message heard in this noisy world. With your help, we can elevate our voice and make sure influencers hear the same messages from many of their constituents, not just the

FUELLowa staff. This will ultimately have more impact. Our association has had great influence over the years because our members are active in getting folks to care. Together, We Fuel Iowa!

YouTube Watch the 'Together, We Fuel Iowa' Decal Application video and contact us to get yours!
www.youtube.com/watch?v=cN0021L7Bdk



STEP ONE: Tape the decal level onto a clean surface. Peel the backing from the decal.



STEP TWO: Carefully flatten the decal and use a straight edge to apply pressure to adhere.



STEP THREE: Slowly peel the cover sheet from the decal.

HOW DO YOU MAXIMIZE THE CHANCES OF YOUR MESSAGE BEING HEARD?

In our research, we found these pointers that might help your outreach efforts.



Get to the point.
Even the 30-second elevator speech is too long in today's world. Experts say you need to get your point across in eight to 15 seconds. Start with a statement that will capture your audience right off the bat. Think of a question, a joke or a statistic that will peak interest so they stay for the rest of what you have to say.



Visual content wins.
With social media and websites, images are equally important as content. Images need to capture attention. And with industry issues like ours, tours and demonstrations are another form of visual communication. Seeing the benefits and the potential solutions makes your messages "stick."



Be where your audience is.
This is probably the toughest to do without spreading resources too thin. If you can't be everywhere, choose a few where your audience might be and get started. It can be as small as having a billboard at the local baseball stadium.



Know where culture and values play in your consumers lives. Your message and what you advertise need to be related customer values. That could be 'giving pumps' to support the local schools, customer service that can't be beat, convenience, top quality fuel, or technology that saves time and money. Its about establishing a connection that matters.

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HOURS OF SERVICE PROPOSAL

AND THE DRIVER SHORTAGE

FEATURE ARTICLE

By John Maynes,
Regulatory Affairs Manager

Over the past several years, FUELLowa members have expressed their frustration with the increasingly difficult task of finding drivers to haul the products that drive their businesses. The challenges expressed by FUELLowa members in this area are not unique to Iowa or the HazMat industry and are being experienced in virtually all sectors of the transportation industry.

According to a 2019 analysis performed by the American Trucking Association, the trucking industry was short 60,000 drivers. Accounting for retirements, the American Trucking Association estimates that the industry will need to hire roughly 1.1 million new drivers over the next decade to keep pace with demand. While retirements are estimated to account for over half of new hire drivers, industry growth is likely to account for 25 percent of new hire drivers. With 70-75 percent of the nation's freight tonnage moved on highways, addressing the growing shortage of drivers in the United States has reached a critical juncture.

It's no secret to our industry that regulations have an impact on our businesses and the same can be said for drivers. Regulatory burdens are often cited by prospective drivers as deterrents or even barriers to entering the driving profession. Recently, the Developing Responsible individuals for a Vibrant Economy (DRIVE) Safe

Act was introduced in Congress with the intent of creating training opportunities for 18-21-year-old prospective drivers entering the workforce.

Currently, the age requirement for operating a truck across state lines is 21. The DRIVE Safe Act attempts to address a critical problem facing businesses in the transportation industry as this segment of potential drivers

effort to lessen the regulatory burdens on carriers, if passed, it's likely to only provide an ancillary benefit to HazMat carriers by exposing more young people to the trucking industry. What the DRIVE Safe Act will not do is bridge the age and experience gap created by insurance requirements which minimizes the exposure young workforce applicants receive for HazMat carrier careers.

ute break rule (not applicable to short-haul drivers) by requiring a break after 8 hours of driving time (in lieu of on-duty time) and allowing the requirement to be satisfied by an on-duty break from driving.

4 Modification of the sleep-er-berth exception to allow drivers to split their required 10 hours off duty into two periods: one period of at least 7 consecutive hours in the sleeper berth and the other period of not less than 2 consecutive hours, either off duty or in the sleeper berth with neither period counting against the driver's 14 hour driving window.

5 Last, the agency is proposing to allow one off duty break of at least 30 minutes, but not more than 3 hours, that would pause a driver's 14 hour on-duty window, provided the driver takes 10 consecutive hours off duty at the end of their work shift. The NPRM issued by FMCSA should provide FUELIowa member HazMat carriers and drivers with more flexibility in scheduling while easing the regulatory burdens on both drivers and carriers. Regulatory burdens have proven to not only decrease a business's productivity but, regulations are also frequently cited by drivers in the HazMat industry as a job deterrent.



are likely to have started down a different career path by the time they are even eligible to consider a career in the trucking industry.

For FUELIowa members transporting HazMat, the age barrier to driving can be even more extreme. By nature, transportation companies are highly critical of applicants during the hiring process. With safety being of the utmost importance to HazMat carriers, many applicants simply don't meet the criteria necessary for a prospective employer to hire them on. In many cases, a seemingly good candidate is simply disqualified from the start due to insurability. For most HazMat carriers that are not self-insured, insurance companies will not underwrite an employee under the age of 25 while also requiring two or three years of driving experience during which their driving record was maintained free of any violations.

Although the DRIVE Safe Act is an

While the DRIVE Safe Act remains tied up in Congress, the Federal Motor Carrier Safety Administration published a Notice of Proposed Rulemaking (NPRM) amending its hours-of-service (HOS) requirements to provide greater flexibility for driver's subject to HOS requirements. FMCSA's NPRM proposes amendments in five key areas of its HOS requirements:

1 For drivers using the short-haul exception, the agency is proposing to extend the maximum on-duty period from 12 hours to 14 hours while extending the current 100 air mile radius (115.08 statute miles) to 150 air miles (172.6 statute miles).

2 The agency is proposing to modify the adverse driving conditions exception by extending the maximum window during which driving is permitted by 2 hours (14/16).

3 Increase flexibility for the 30-min-

ute break rule (not applicable to short-haul drivers) by requiring a break after 8 hours of driving time (in lieu of on-duty time) and allowing the requirement to be satisfied by an on-duty break from driving.

While the proposed rule maintains the 11-hour driving time window, the proposal affords far more flexibility in how a driver uses their allotted driving time. In general, carriers often experience delays in their driving window that are outside of their control. Accidents, inclement weather, traffic patterns, and other unforeseen events can all impact the amount of driving that a driver can accomplish in their on-duty window.

Consider the challenges facing

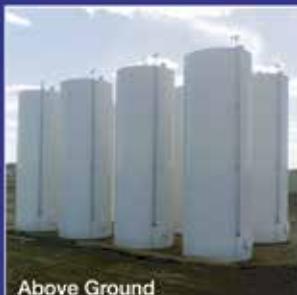
HazMat carriers and HazMat drivers during product shortages at pipeline terminals. Each spring and each fall in Iowa, product supply tightens, and drivers' hours-of-service become taxed. Under FMCSA's proposed rule, long-haul drivers subject to the 30-minute break requirement may use terminal wait time to satisfy their 30-minute break requirement but only after they've accumulated 8 total hours of driving. Previously, the 30-minute break was required after 8 hours on-duty. Additionally, FMCSA's proposal to pause the 14-hour driving window if a driver takes one off duty break of at least 30 minutes, but not more than 3 hours would have a significant impact on a drivers HOS when product shortages occur at terminals.



FUELLowa is a strong supporter of the changes proposed by FMCSA in its proposed rule. Providing relief to drivers through modification of the HOS requirements was a priority topic when FUELLowa visited our Senators and Representatives during PMAA's Day on the Hill in May this year. Although this NPRM issued by FMC-SA is unlikely to increase the current quality and quantity of driver applicants, the NPRM should ease some of the concerns expressed by existing drivers, specifically HazMat drivers, about the challenges that current HOS regulations place on their ability to perform their job duties and earn a living within their profession.

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ALLEVIATE CREDIT CARD COMPLICATIONS

BUSINESS SERVICES

By Gary Koerner, Executive Vice President

Many petroleum marketers nationwide have been reporting challenges of late concerning their credit card processing and reconciliation of their accounts. Specifically, we are hearing of issues with the timeliness of files and limited help desk support as some processors are transitioning to new platforms or merging with other providers. Of course, we also continue to get questions around EMV upgrades, overall security and future payment platforms. Our goal is to ensure that FUELIowa members have access to turn-key solutions at very competitive rates, with a strong partner who excels in customer service.

That is why we are pleased that we

chose Heartland Payment Systems as our preferred partner for credit card processing earlier this year. The new and exciting agreement offers members of FUELIowa aggressive pricing for credit card processing, world-class service and support, and comprehensive reporting including DTN services. We have had many FUELIowa members already make the switch to Heartland and with all of the changes in the industry, we anticipate many more will take advantage of this terrific new program which is exclusive to FUELIowa members.

Heartland has been processing gas stations and convenience stores for

approximately 40 years and today services over 46,000 US convenience stores. Heartland offers FUELIowa members location support with several Heartland employees living around the State of Iowa. In addition, they have the support of the Enterprise Account Management team giving visibility high into their organization to fully support their customers.

For more information, please contact Heartland representatives,

Steve Heuton

913-481-9461

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as our preferred credit card
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THE BRANDING ADVANTAGE

MEMBER SPOTLIGHT



By Reo Menning, Executive Vice President

An Interview with Henry Jessen, Owner of Johnson Oil & Cylinder Express

When Henry Jessen was preparing to graduate from high school he had plans to be a mortician – but those plans changed while working summers for the local propane company in Battle Creek. The owner of Johnson Oil gave Henry an opportunity to stay with the company – and that young high school graduate now owns the business. In fact, in his neck of the woods they know him as “Propane Hank” thanks to an aggressive TV advertising campaign.



The history of Johnson Oil Co Inc. begins in 1945 as an oil jobber/gas station in Battle Creek. William R. Johnson opened the company with

his sons Virgil and Richard. In 1974, David Johnson purchased his Uncle Richard's half interest. In 1983, Henry Jessen purchased Virgil Johnson's half interest of Johnson Oil. David Johnson and Henry Jessen worked as co-owners for 25 years using the trade name Johnson Propane, Heating & Cooling, Inc. In 2007, Henry Jessen purchased David Johnson's half interest to become the sole owner.

Fresh out of high school with a full-time job, Henry began volunteering on professional/community/ business boards while accumulating mountains of business books. Henry worked constantly to become a business professional. In fact, at one time, Hank held the record as the youngest person in Iowa to serve on a school board.

One of the things Henry learned during this process was the importance of advertising. “We did some local TV advertising where customers were told to “Call Propane Hank” and it has really been a





good campaign,” explained Henry. “People see me in the grocery store or even tailgating at Iowa State and they will ask ‘Propane Hank’ a question.” Johnson Oil also uses social media platforms such as Facebook as another means of advertising, along with targeted mailings, and print ads in community and industry publications.

Over the last seventy years much expansion has taken place, which included acquisitions of propane cylinder businesses that led the company to adopt the trade name, “Cylinder Express.” This helped them better identify the cylinder exchange business locations. Today, Cylinder Express provides grill cylinder and forklift exchange services to over 700 locations across Iowa, Nebraska, Minnesota and South Dakota and they continue to grow.

When asked what the biggest change he has seen over the years, Henry used one simple word: Regulations. That’s where FUEL Iowa has come into play. “FUEL Iowa is an

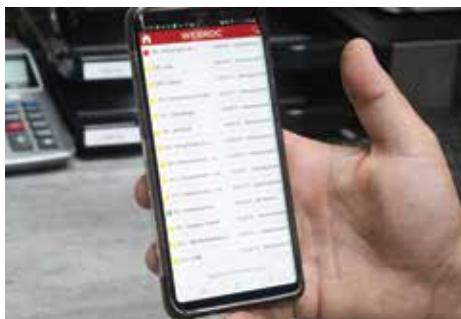


JOHNSON OIL FINDS SUCCESS THROUGH ADVERTISING, BRANDING & INDUSTRY INVOLVEMENT.



extension of our team when it comes to both legislation and regulations. They help protect our business from unnecessary or restrictive regulations, while keeping us informed of compliance issues and what we need to do," explained Henry.

Henry then went on to predict the biggest change for the future will be technology. It is shaping the way they do business, impacting everything from safety to forms of payment. For example, today the company has monitors on the tanks that send alerts to their phones. That was not available until recently.



Johnson Oil truly is a family business. Henry's wife Bev and sons Jordan and Jacob are all involved. On behalf of the company, Bev has served on the FUELlawa Board of Directors for the past six years. She served on the Board of Directors of the Iowa Propane Education & Research Council from 2009 to 2016, and was recently elected to the Iowa Grocery Industry Association Board of Directors.



**"IF YOU TAKE CARE OF THE BUSINESS,
THE BUSINESS WILL TAKE CARE OF YOU."**

Jordan and Jacob are learning all aspects of the business through hands on experience, working long hours to make the business more successful. The succession plan is to have them take over some day. Hank and Bev constantly remind Jordan and Jacob, "If you take care of the business, the business will take care of you."



Three generations of the Jessen Family

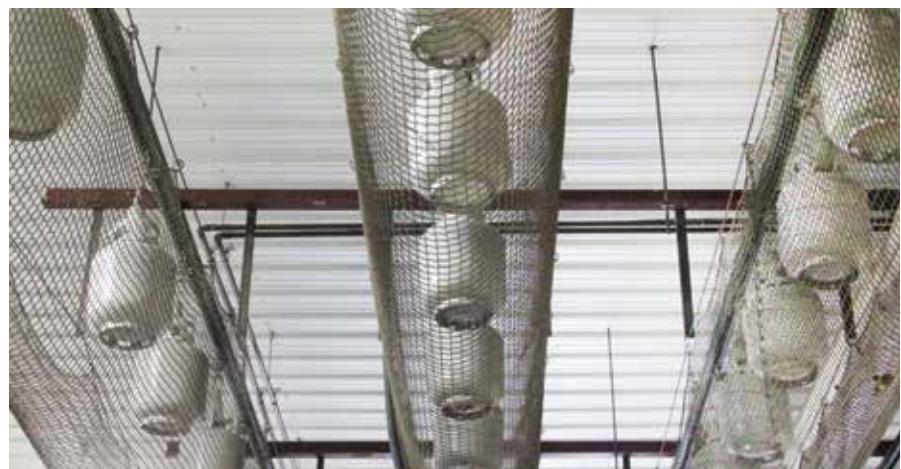
Johnson Oil Co Inc. currently has 25 full-time employees as well as several part-time workers especially during the summer. "We are very fortunate to have more than 200 years total experience between staff members here – many of our employees are

long-term," explained Bev. Henry went on to say "Without the dedication and loyalty of our staff we would not be able to provide safe and multiple services for our customers." Customer service is a core value at the company.



Over the years Johnson Oil has diversified their business to include

an extensive product line. They can exchange a gas grill or forklift cylinder, contract LP, lease tanks, and purchase heating and air-conditioning. They can also provide service for your furnace, water heater and air conditioner, including service on natural gas and electric equipment. Johnson Oil Co Inc. is available to take care of any propane related need in your home, shop, farm or business while maintaining the personal attention that is the key to their success over the past seventy years. And be sure to remember – should you have any questions about Johnson Oil Co Inc. just call “Propane Hank!”



JOHNSON OIL SPEAKS ABOUT FUELIOWA

Johnson Oil has been members of FUELIowa since 1949 and one thing Henry and Bev are both passionate about is FUELIowa membership. “FUELIowa is critical to our business,” explains Bev. “They are a partner providing industry expertise, connections in the industry and services that we cannot afford to have on staff.” Hank and Bev refer many new member prospects to FUELIowa and keep the association up-to-date on any changes in store management across the state.

“We just believe the benefits of membership are priceless and the stronger the voice of the industry the better it is for all of us,” said Henry.



FALL FARM DELIVERY REMINDERS

REGULATORY SPOTLIGHT



By John Maynes, Regulatory Affairs Manager

With fall harvest right around the corner, FUELLowa members will soon be heading out to their farm customers locations to supply their customers with the fuel necessary to help facilitate their harvest. As harvest approaches, this article serves to provide FUELLowa members with a few reminders on the requirements covering skid tanks and their farm customers transport of fuel.

49 CFR 173.5 provides an exception for agricultural operations transporting agricultural products over local roads and between fields of the same farm. The farmer must be an intrastate private motor carrier and the movement of the agricultural product must conform to the requirements of the state and be specifically authorized by state statute. Iowa Code Section 321.450(4) authorizes the exceptions available to farmers transporting fuel in Iowa.

Iowa Code Section 321.450(4) exempts a farmer from the rules applicable to this section when transporting agricultural hazardous material between the sites in the farmer's agricultural operations unless the material is being transported on the interstate highway system. Practically speaking, farmers hauling gasoline or diesel tanks intrastate, farm to farm,

and on local roads are exempt from the hazardous material regulations.

An instance where a farmer operates outside the parameters of the exemption occurs when a farmer picks up fuel directly from a FUELLowa members location. At this point, the farmer is no longer operating "farm to farm." In this scenario, a farmer may haul up to 502 gallons but must comply with shipping paper, placarding, and marking requirements. Farmers would be exempt from hazardous material training and emergency response requirements. A farmer hauling over 502 gallons between a FUELLowa member location and their farm is required to comply with all hazmat regulations.

One important point of clarification is that the exemptions listed above are specific to farmers. The FUELLowa office often receives questions from members regarding general contractors and more specifically contractors that provide services essential to farming, e.g., a tiling contractor or a crop spraying service. Although tiling and spraying are essential services necessary to farming, these contractors are not directly involved in the raising of crops or livestock and the exemptions above are not available when one of these types of contrac-

tors are hauling fuel.

Another topic that arises more frequently this time of year involves skid tanks. Skid tanks are a popular means of fuel storage for contractors and with harvest season just around the corner, demand for skid tanks increases as FUELLowa member farm customers look for convenient and cost-effective methods to increase their fuel storage.



FUELLowa members should be cognizant of the regulatory requirements when transporting skid tanks. Although FUELLowa hasn't seen an increase in enforcement actions involving skid tanks, other state associations have. Most enforcement actions involving skid tanks center

around whether the skid tank is empty and the presence of placards. Since skid tanks transported after their use may only contain a small amount of fuel mixed with residue that is unsuitable for use in motor vehicles or other equipment, many marketers consider them “empty” for purposes of complying with federal Hazardous Materials Regulations (HMR). Unfortunately, “empty” can be a relative term. Skid tanks deemed empty by marketers are often treated as containing hazardous materials by roadside inspectors. Skid tanks are often transported on a flatbed trailer or truck and placarding can be tricky. 49 CFR 172.516 allow placards displayed on all four sides of a portable tank to satisfy the placarding requirement. However, when placarding all four sides of a skid tank while in transit, consider

whether all four placards are fully visible. If they are not visible, the transport vehicle should be placarded accordingly.



49 CFR Part 172.514(c) provides an exception to placarding all four sides of the tank and allows for placarding of two opposite sides. However, FUE-

Llowa members using the exception in 49 CFR Part 172.514(c) allowing for placarding on two opposite sides of the tank must be mindful to placard all four sides of the transport vehicle as required by 49 CFR part 172.504. Finally, the transport of skid tanks must be accompanied by a shipping paper and carried out by a CDL licensed driver with a hazardous material endorsement. Use the same format on skid tank shipping papers as used with fuel being transported by cargo tank truck or transport. The quantity on the shipping paper – usually designated in gallons or by truckload should be noted as “residue”. Residue is the substance left in a tank that is not suitable for powering any engine or equipment due to its impurities. Any amount remaining in the tank above a residue must be designated in gallons.



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CALENDAR OF EVENTS



NOVEMBER 7, 2019

MEMBER INSIGHTS MEETING

FUELIowa, Urbandale, Iowa
10 a.m. - 3 p.m.

This is your opportunity to help shape how FUELIowa spends its time serving members. All members are encouraged to participate in these discussions and receive the latest information of federal and state policy.

NOVEMBER 27, 2019

CENT-A-GALLON DAY For Camp Courageous

Mark the Wednesday before Thanksgiving on your calendar and tell your friends! Participating Cent-A-Gallon merchants will donate one penny for every gallon of gas purchased that day to Camp Courageous of Iowa. See below for more details.

JANUARY 14, 2020

ANNUAL MEETING & LEGISLATIVE RECEPTION

Des Moines, Iowa

FUELIowa's Annual Meeting is our signature kick-off event focused on priority industry issues, advocacy, policy trends and association initiatives. It is followed by FUELIowa's Legislative Reception, which is a great way to touch base with legislators from across the state in a fun and relaxed setting. Be sure to join us to show our united voice. "Together, We Fuel Iowa!"

Visit www.fueliowa.com and select "Training and Events" to register.

To sponsor an event, call FUELIowa at 515-224-7545 or email jim@fueliowa.com

For decades, FUELIowa members have been an integral part of the success of Camp Courageous of Iowa through their partnership in '**Cent-A-Gallon Day**', held the day before Thanksgiving. This year on November 21, 2019, please show your support for over 7,000 campers by donating one cent of every gallon of fuel you sell to the camp.

Cut out and display the poster on the right.

Make a difference in the life of a camper with your participation!



CENT-A-GALLON DAY



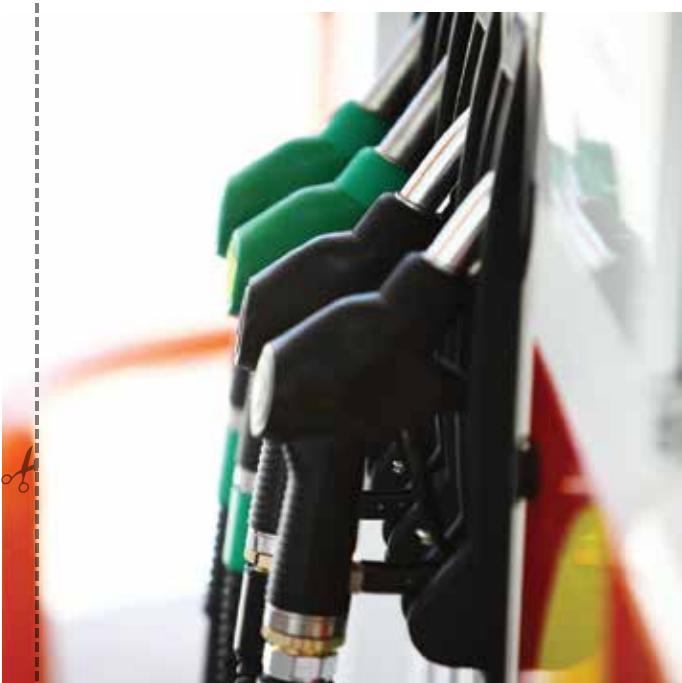
NOV. 27, 2019

Our location will donate **one penny for EVERY gallon** of gas purchased that day in support of Camp Courageous of Iowa.



CAMP COURAGEOUS OF IOWA

is a year-round respite care and recreational facility for individuals of all ages with disabilities. The camp was established in 1972 with the first 211 campers attending in the summer of 1974. Today, Camp Courageous serves over 9,000 individuals with disabilities in a year-round program.



FUEL Iowa, along with local fuel retailers, support Camp Courageous of Iowa in their efforts to bolster individuals with disabilities.

FUEL
Iowa



CENT-A-GALLON DAY



www.campcourageous.org

NOV. 27, 2019

Our location will donate **one penny for EVERY gallon** of gas purchased that day in support of Camp Courageous of Iowa.



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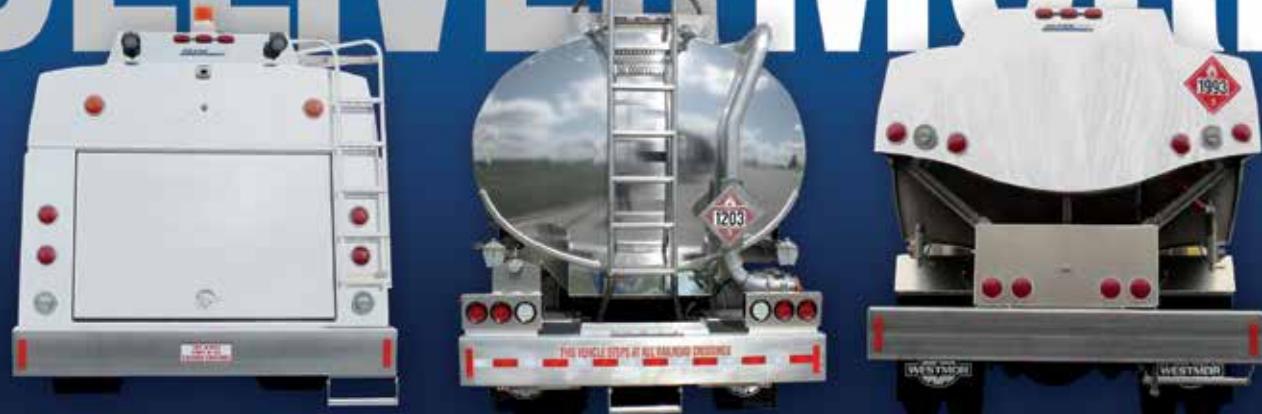
Quality - Each cylinder tank that arrives at our state-of-the-art facilities is carefully inspected, scrapped, cleaned and painted to ensure it's like new for your customer.

Service - A friendly team member will assist you right away, not an automated system. Run ads with confidence. We deliver weekly or bi-weekly, based on your need for product.

Value - Offering your customers grill cylinder cages provides your business with an excellent additional source of income and increased traffic flow.



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UST INSPECTION REMINDERS FOR OWNERS AND OPERATORS

Iowa UST system owners and operators have become well-versed in third-party UST system inspections. While most states operate on a three-year compliance inspection cycle, Iowa owners and operators are subject to biennial compliance inspections and at sites where financial responsibility is met through insurance coverage provided by PMMIC, owners and operators are receiving an additional equivalent inspection during the off year.

Compliance inspection reports are submitted to the Iowa DNR UST Section. Owners and operators can take a few simple steps to have their facility prepared for a seamless inspection. Compliance inspections involve both a physical review of your UST system in addition to a review of paperwork and records related to release detection, repairs, and maintenance. Upon receiving a notice of a pending inspection, review any paperwork from the previous twelve months in the areas of

release detection, repairs, and maintenance to ensure that your records are complete, available, and ready for review. Receipt of a pending inspection notice is also a good time to review your operator training records. As a reminder, all Iowa UST facilities are required to have a trained A or B operator for the site and at a minimum, all employees should be trained as a class C employee with documentation of training available for any inspector.

For the physical UST system review component of a biennial compliance inspection, a few best management practices can go a long way toward eliminating any deficiencies documented in the third-party inspection. First, conduct periodic inspections of your UST facility looking for obvious signs of wear on your system components. Second, monitor spill buckets and containments for the presence of liquid or debris, this includes checking both contained and uncontained dispensers periodically. If you know your system is prone to the intrusion of water, be sure to respond by removing any liquid immediately following a rain event. Finally, if you've been putting off any maintenance, use the notice of a compliance inspection as a helpful reminder to complete it.

Following the completion of your compliance inspection you will receive a form notifying you of any deficiencies noted during the inspection. FUEL Iowa recommends addressing any deficiencies noted on an inspection form as soon as possible. Iowa DNR Form 542-0095, or a similar form provided to you by

a licensed inspector following their review should be completed by the owner and operator and submitted back to the inspector indicating that any noted deficiencies have been corrected. Failure by an owner or operator to correct deficiencies in a timely manner may lead to a determination that a suspected release has occurred and trigger a costly site investigation.



NEW CIGARETTE HEALTH WARNINGS PROPOSED BY FDA

By NACS

The Food and Drug Administration (FDA) released a proposed rule seeking to include graphic health warnings on cigarette packaging and advertisements. Public comments are due to FDA by October 15.

The proposed rule would require the new cigarette health warnings to appear on the top 50% of the area of the front and rear panels of cigarette packages and at least 20% of the area at the top of cigarette advertisements.

The proposal would require retailers

to ensure that warning labels on cigarette packages are not obscured by stickers or other labels. What's more, the proposed rule would require that the health warnings on cigarette advertisements be rotated quarterly. Retailers would be required to submit a plan on the "random and equal display and distribution of the required warnings on packages and the quarterly rotation in advertisements for approval by FDA," the agency states.

The warnings would be required to appear on packages and in advertisements 15 months after a final rule is issued.

As defined in the proposal, advertisements include promotional materials (point-of-sale or non-point-of-sale), billboards, posters, placards, published journals, newspapers, magazines, other periodicals, catalogues, leaflets, brochures, direct mail, shelf-talkers, display racks, internet web pages, electronic mail correspondence, and also may include those communicated via mobile telephone, smartphone, microblog, social media website, or other communication tools.

Health warnings first appeared on cigarette packages in 1966 and were most recently updated in 1984 to include the Surgeon General's warnings that appear on packages and in advertisements today, according to FDA.

The Tobacco Control Act requires the agency to include new warning labels specifically on cigarette packages and in advertisements. In June 2011, the agency published a final rule requiring color graphics depicting the negative health consequences of smoking to accompany nine

textual warning statements specified in the Tobacco Control Act. However, the final rule was challenged in court by several tobacco companies and was ultimately vacated in August 2012 after the U.S. Court of Appeals of the District of Columbia held that the rule violated the First Amendment, the FDA said. In March 2013, the federal government announced its decision not to seek further review of the court's ruling. Following a lawsuit filed by several public health groups, a judge in the U.S. District Court for the District of Massachusetts issued an order in March directing the agency to publish the proposed rule by August 2019 and issue a final rule in March 2020.



AMERICAN TRUCKING ASSOCIATION RELEASES DRIVER SHORTAGE STUDY

The American Trucking Association (ATA) recently released findings on the current truck driver shortage in America. The analysis found that the trucking industry shortage was 60,800 drivers in 2018, up nearly 20 percent from 2017. The study reports that at the current rate, the shortage of drivers could grow to as much as 160,000 by 2028.



FMCSA TO ADD NO-FAULT CRASH CATEGORY TO MOTOR CARRIER SAFETY RATING SCORES

By PMAA

U.S. DOT's Federal Motor Carrier Safety Administration (FMCSA) is taking action to change the way no-fault accidents are recorded in its carrier safety rating program. The new regulatory action is important to fuel marketers because it will remove a significant factor that removes a key data point that can lower safety scores under the Compliance, Safety Accountability (CSA) scores. Low safety scores can lead to loss of operating authority. The CSA program, which monitors and records carrier safety data, replaced the former and less obtuse motor carrier safety rating system about 10 years ago. The single biggest complaint against the CSA program since its inception is the failure to consider fault when scoring commercial motor vehicle crashes. No-fault crashes are counted against motor carriers regardless of whether the carrier was to blame. This has led to artificially low CSA scores which can affect everything from operating authority, enhanced safety monitoring, legal defenses to insurance rates. FMCSA said it will

make permanent the current no-fault data demonstration project that allows truck crashes in which the driver was not at fault to be listed as “not preventable” in CSA program scores. FMCSA first launched the Crash Preventability Demonstration Project in 2017 as a two-year demonstration project.



FMCSA SET TO REVISE MEDICAL EXAMINERS HANDBOOK USED FOR DRIVER MEDICAL CERTIFICATION

From PMAA

The Federal Motor Carrier Safety Administration’s (FMCSA) revision to CDL driver medical examiner guidelines is nearing completion. The Medical Examiners Handbook serves as a guideline for the more than 50,000 FMCSA certified medical examiners who use it to assess driver health during mandatory CDL medical examinations. The handbook offers the FMCSA’s suggested best medical practices to evaluate medical conditions including, diabetes, sleep apnea and cardiovascular disease. It also offers the examiners information on regulatory requirements for such problems as high blood pressure, inadequate vision and poor hearing. The Medical Examiners Handbook is important to fuel marketers be-

cause the information it contains is often used to disqualify or limit driver certification when substituted for independent medical assessment individual drivers. Revisions to the handbook relating to sleep apnea are the most concerning to fuel marketers. The guidelines refer to neck circumference and body mass index as disqualifying factors. It is important that the handbook does not adopt more restrictive sleep apnea guidelines that would threaten driver’s medical certifications. Another area of concern are guidelines for blood pressure. Currently, the blood pressure guidelines use a 140/90 optimal standard. Possible reductions in blood pressure guidelines could present certification problems for a significant number of drivers. All proposed changes to the handbook must be open for public comment.



FMCSA SEEKS TO DELAY ELECTRONIC DATABASE FOR CDL DRIVER INFORMATION SHARING

From PMAA

The Federal Motor Carrier Safety Administration (FMCSA) is seeking a two-year delay for compliance with certain provisions in the Entry Level Driver Training rule. Delay of the provisions that are part of a 2016 final rule is designed to allow more time for development of the secure electronic

transfer of CDL training information to the certified training provider registry and state driver licensing agencies. The proposed two-year extension would delay the date by which CDL training providers must begin uploading driver training certification information into the FMCSA’s Training Provider Registry (TPA). The TPA is an electronic database that will contain entry level driver training information that is accessible to state licensing agencies and the FMCSA. The TPA is important to petroleum marketers because it is designed to speed up the training and licensure of new entry level drivers.

In addition, the FMCSA is proposing to provide additional time to complete development of the electronic interface that will receive, store and transmit CDL training certification from training providers to state driver licensing agencies. The delay is being sought to give state driver licensing agencies sufficient time to modify their information technology systems and procedures to accommodate their receipt of driver-specific ELDT data from the training provider registry, the agency said. The compliance date for the two provisions of the 2016 final rule have been extended from Feb. 7, 2020, to Feb. 7, 2022. The FMCSA said it does not propose any other substantive changes to the requirements established by the 2016 ELDT final rule, and that new drivers would still have to comply with the final ELDT Rule’s training requirements beginning on Feb. 7, 2020.

FDA ISSUES FACT SHEET ON MENU LABELING

By NACS

The agency reiterated its desire to work with foodservice establishments

to help them comply with the rules. The U.S. Food and Drug Administration (FDA) issued a fact sheet to inform stakeholders about the agency's continued efforts to implement menu labeling in chain restaurants and similar retail food establishments. The goal of the menu labeling requirements is to provide consumers with consistent nutrition information for standard menu items (including food on display and self-service foods) in chain restaurants or similar retail food establishments.

The agency stated it is committed to working flexibly with establishments to help them achieve compliance. To meet this goal, the FDA said it will carry out a number of activities:

Provide continued support for industry stakeholders. The FDA will continue to work with industry stakeholders to support their implementation activities by responding to training requests and email inquiries (calorielabeling@fda.hhs.gov).

Stakeholder questions and input have helped the agency tailor its resources for the industry, specifically the development of fact sheets and a Menu Labeling Training Module that the agency announced in 2018. These tools are designed to educate stakeholders on how to comply with menu labeling requirements. The FDA said it plans to work cooperatively with chain restaurants or similar retail food establishments and continue to offer training and additional resources on general menu labeling requirements to industry stakeholders, including trade associations, as needed.

Assess implementation progress to inform further education and outreach. FDA is also planning to assess general industry implementation of the primary components of the menu labeling requirements including:

- Posting calorie information on menus and menu boards for all standard menu items;

dard menu items;

- Disclosing calorie information on signs adjacent to foods on display and self-service foods that are standard menu items;
- Including succinct statements concerning suggested daily caloric intake and statements of availability for written nutrition information on menus and menu boards; and
- Having required written nutrition information available on the premises of the chain restaurant or similar retail food establishment upon request. The agency also reiterated its willingness to work with trade associations and consumer groups on this issue.

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NEW ADDITIONS TO THE FUELIOWA RISK MANAGEMENT INSURANCE POWERED BY EMC

We are pleased to announce that The Depot Express and Olsen Fuel Supply have joined our Property & Casualty Safety Group Program. This is a one of a kind insurance program specifically designed for fuel marketers and convenience stores. Ask your agent to get a quote at your next renewal and don't forget to ask about the annual safety dividend.

NEW ADDITION TO OUR HEALTHALLIANCE BENEFIT PLAN

The PMCI Health Trust has been renamed the HealthAlliance Benefit Plan. We have been actively growing the program, which offers great coverage and great rates with the strategic partnership of Wellmark Blue Cross Blue Shield, Delta Dental and more.

This month, we welcome Jo's Country Store, LLC to our program. We are now well over 1,000 member lives on our way to 2,000. If you haven't priced your medical coverages lately, call Mary Johnson at 515-237-0121 and see what HealthAlliance can do for you.



Mulgrew Oil & Propane Co. President Tom Fogel Acquires Company

Mulgrew Oil and Propane Co., a leading service provider of fuel, propane, lubricants and DEF in the tri-state area, is pleased to announce that long-time family friend & President, Tom Fogel, has acquired the company effective September 1, 2019.

Fogel has been with the company for over 20 years, serving as President since 2017 and Vice President prior to that. Fogel has worked side by side with Pat and Jim Mulgrew, third and fourth generation owners respectively, to transform operations and significantly increase market share for the company.

"I'm excited for Tom. It is a natural transition to have him take over moving forward, and I know he will carry on the family tradition of quality service and treating our employees and customers with care and respect," said Jim Mulgrew.

In the near term, Fogel does not foresee any major changes to the daily operations of the company.

Yesway's Gaskins Joins The National Advisory Group Board

The National Advisory Group (NAG), a retail trade association for convenience store and petroleum operators, is proud to announce that Derek Gaskins, the senior vice president of merchandising and procurement for Yesway, has joined the NAG board of directors.

As a member of the NAG board, Gaskins will use his extensive industry experience to help the board identify burning issues for upcoming NAG Conferences, select speakers and serve as a NAG ambassador for new and existing NAG members.

"I am excited to join the NAG board. The organization is at the forefront of thought leadership and best practices in the fuel and convenience retail industry," Gaskins said. "I am grateful to have an opportunity to join other leaders in the industry and assist NAG in their efforts to increase engagement."

Iowa Lottery Has Record-Setting Year

The Iowa Lottery has posted the best annual results in its 34-year history, with a fifth straight year of record scratch-ticket sales leading the way. Lottery sales, proceeds to state causes, prizes to players, and retail commissions all set records in fiscal year 2019, which ended June 30.

"The Iowa Lottery continues to deliv-

er on its promise to Iowans. A promise to responsibly raise revenue for important state causes," said Iowa Lottery CEO Matt Strawn.

Preliminary figures showed that the Iowa Lottery generated a record \$92.8 million in proceeds to state causes for the year. Annual lottery sales in FY 2019 were a record \$390.9 million, while prizes to players totaled a record \$241.9 million. Lottery sales commissions to the retail locations that sell its tickets totaled \$25.4 million, also a record.



Elliott Oil Acquires Bob Lancaster Oil Company

Elliott Bulk Services, LLC has acquired Bob Lancaster Oil Company. Discussions began following President and owner Mark Lancaster's decision to retire from Bob Lancaster Oil. Both companies have similar philosophies and the customer service standards, and they serve the same areas of southeastern Iowa. "With the acquisition, our position in the market is strengthened to better serve our current and future customers of Elliott Bulk Services and Bob Lancaster Oil," said Elliott Oil COO Andrew Woodward.

Renewable Energy Group Opens First Fueling Station

Renewable Energy Group, Inc. recently celebrated the grand opening of the company's first diesel fueling station in Seneca, Illinois.

Construction on the around-the-clock, fully-automated station began earlier this year. Diesel customers from trucking fleets to local diesel vehicle owners will be able to fill up with biodiesel blended fuel to conveniently reduce harmful greenhouse gas emissions. "This diesel fueling station is another example of how REG is moving fuel forward by expanding our capabilities," said Cynthia J. Warner, REG President & CEO. "It gives us another avenue of getting our high quality, clean fuel to new and existing customers."

Kwik Trip Wins 2019 Convenience Store News Foodservice Innovator of the Year Award

Kwik Trip Inc., the La Crosse, Wis.-based chain of more than 560 convenience stores in Minnesota, Iowa and Wisconsin, has been selected the 2019 Foodservice Innovator of the Year in Convenience Store News' eighth-annual Foodservice Innovators Awards program.

Kwik Trip, previously named Foodservice Innovator of the Year in 2015, heads the list of five best-in-class convenience foodservice retailers selected as winners this year.

RISK MANAGEMENT

GUEST ARTICLE



Article courtesy of the Risk Improvement Department,
EMC Insurance Companies, Des Moines, Iowa
For more information, go to www.emcins.com and select Loss Control.

CONTAINING THE CONTAINERS: PREPARING UNDERGROUND STORAGE TANKS FOR FLOODING

Convenience stores are everywhere and often open around the clock. That makes them convenient for consumers, but it also makes them vulnerable to a variety of weather-related disasters. Flooding events are especially dangerous when it comes to maintaining the integrity of your underground storage tanks (USTs).

WHY IS FLOODING A PROBLEM?

Underground storage tanks contain both fuel and air within a closed system. This becomes a problem when the space around the tank fills with water from a heavy rain event, hurricane or river overflowing its banks. Imagine holding a beach ball underwater—it wants to rise to the surface. Similarly, the air in a UST makes the tank buoyant, pushing up against the ground to rise above the water. In a worst-case scenario, the tank can pop out of the ground, compromising the entire system and causing a

fuel release. Tanks may shift underground, creating cracks in the tank or the piping that can cause a release once operations resume. Other damage can include erosion and scour, product displacement and damage to the electrical system.

Many areas of the country that weren't prone to flooding in the past are experiencing changing weather patterns, so it's more important than ever to fortify your operations against flooding which can disrupt your business long after the water has receded.

CUSTOMIZE INSTALLATION FOR MAXIMUM FLOOD RESILIENCY

If your UST is located near water or low-lying areas, you can help prevent flood damage by increasing the burial depth of the tank or adding additional pavement on top. The additional weight can help a tank from floating. You can also use special anchors to help hold the tank down. Consider adding additional automatic shutoff valves and vent pipe extensions. Always review the recommendations of the tank manufacturer and local soil conditions when planning UST placement.



TAKE ACTION WHEN FLOODING IS IMMINENT

Many flooding events have advance notice—from a few hours for heavy rain events to days for hurricanes. Put together flood mitigation plans in advance so your managers and employees can use that time as effectively as possible. Plans should be easy to understand and training should be provided. To prevent tank displacement or water entering the system, the Environmental Protection Agency (EPA) recommends these precautions:

- Turn off electricity to UST system
- Take product inventory and water level reading of all USTs to account for product loss
- Fill the tank as much as possible (with fuel, not water) to weigh it down
- Secure all openings on top of the tank as tightly as possible to prevent product release
- Ensure the seal on spill bucket plungers are operational
- Close the shear valve on pressurized piping
- Temporarily cap off vent pipes
- Place a dumpster, sand bags or large containers of sand/rock over the tank to prevent floating out of the ground

RESUME OPERATIONS AFTER FLOODING

Depending on your site-specific situation, you may take the following actions once the water has receded and local officials allow re-entry:

- Make sure the power is off to any UST-related equipment
- Determine if product leaked from the UST
- Determine if water/debris entered the UST
- Inspect the electrical system and return power to the UST
- Check release detection system for proper operation
- Check all equipment including pumps, shear valves, fill pipes and vent lines
- Clean and empty spill buckets and sumps (including those under dispensers and above tanks); inspect piping and fittings for damage
- Perform a UST system tightness test before adding product
- Test spill buckets and sumps
- Test cathodic protection

If you've had a tank float out of its excavation, or if you operate a remediation system that has been flooded, consult the EPA's UST Flood Guide for information. You can also contact your storage tank authority or the National Response Center (NRC).

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