

# VOL 3 ISSUE 4 SourceLine



Source™ North America Corporation is celebrating its 35<sup>th</sup> year as the industry's central source for fueling-equipment solutions.

## Featured Item NCR Radiant POS System



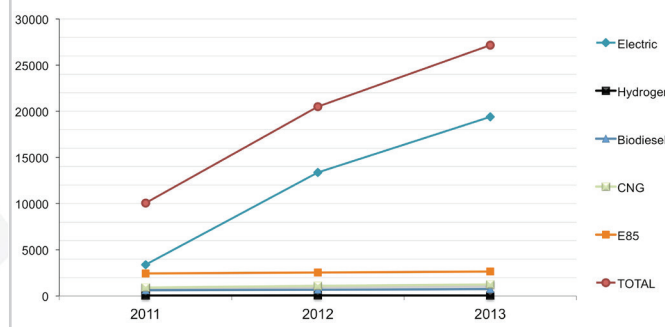
NCR's Radiant POS provides comprehensive support of forecourt and C-store profit centers, offering centralized fuel management, credit processing, promotions management and customer loyalty programs across all fuel sites.

Enhancing customer throughput, the POS reduces transaction time while supporting a wide range of credit card security guidelines. The Radiant POS features a user-friendly intuitive touchscreen interface, graphic order confirmation display, integrated credit processing, fuel control and scanning. These point-of-sale features enable marketers to maximize uptime and improve operational efficiency.

To learn more about NCR, visit [www.sourcena.com/ncr-solutions](http://www.sourcena.com/ncr-solutions). For more information about NCR's Radiant POS, contact Channel Sales Director Gary Devlin at [gdevlin@sourcena.com](mailto:gdevlin@sourcena.com).

## Alternative Fuels Market Shows Steady Growth

### U.S. Alternative Fueling Stations by Fuel Type



Electric charge equipment began to be counted by the plug rather than by geographical location in 2011. This is different than other fuels, which only count geographical location regardless of how many dispensers or nozzles are on-site. Source: Alternative Fuels Data Center

The alternative fuels market continues to experience steady growth. Here's a brief synopsis of market trends.

**Ethanol:** According to the U.S. Energy Information Administration (EIA), annual ethanol consumption has increased from 9.7 billion gallons in 2012 to almost 13.2 billion gallons in 2013, which represents a 2.3% increase. January and February 2014 sales show a 4.9% increase over 2013 sales for the same months.

**Biodiesel:** The EIA reports that sales of B100 increased from 767 million gallons in 2012 to 937 million gallons in 2013, while sales of B100 in biodiesel blends increased from 212 million gallons in 2012 to 439 million gallons in 2013.

**Compressed Natural Gas:** According to data from the EIA, consumption of natural gas as a vehicle fuel increased 9.6% from 2011 to 2013. The Alternative Fuels Data Center (AFDC) reports the number of CNG fueling stations available since 2011 has increased from 910 to 1,263.

**Hydrogen:** The AFDC reports that several car manufacturers have made some light-duty hydrogen vehicle options available this year (by contrast, in spring of 2013 no light-duty hydrogen fuel cell vehicles were available).

**Electric:** The Electric Drive Transportation Association reports that market share for electric-powered vehicles – including hybrids, extended range and battery vehicles – has increased from 2.23% in 2011 to 3.84% in 2013. This represents a 73% increase in sales.

[Click here to view a chart of Estimated Consumption of Alternative Fuels by AFVs from 1995-2011.](#)

## Grants and Tax Credits Financial Incentives For Flex Fuel Projects

In an effort to help promote alternative fuels via infrastructure enhancements, numerous organizations are subsidizing funding. Here's a look at a few of the incentives that are currently available:

### E85 INFRASTRUCTURE GRANT

Administered by the American Lung Association in Illinois in partnership with the Illinois Corn Marketing Board, the [Illinois E85 Clean Energy Infrastructure Program](#) funds installation of new E85 refueling stations as well as the conversion of existing stations (up to \$15,000 for qualifying projects).

### RENEWABLE FUEL PROGRAM GRANT

Iowa's Department of Agriculture administers a Renewable Fuel Infrastructure Program that provides cost-share grants up to 70% of the total cost of the project (up to \$50,000) to upgrade or install new E85 or biodiesel infrastructure.



### INFRASTRUCTURE TAX CREDIT

Wisconsin is offering a [Renewable Fuel Infrastructure Tax Credit](#) for 25 percent (maximum \$5,000 per taxable year) until Dec. 31, 2017, of the cost to install or retrofit fueling pumps that dispense gasoline fuel blends of at least 85 percent ethanol or diesel fuel blends of at least 20 percent biodiesel fuel.

### ADDITIONAL RESOURCES

Visit [www.grants.gov](http://www.grants.gov) for a comprehensive database of federal grants. Additionally, the U.S. Department of Energy offers information about [Clean Cities partnerships](#) and Clean Cities funding opportunities. Reference the DOE's Alternative Fuels Data Center for a [state-by-state guide to financial incentives](#).

Industry  
Trade Shows



### SUNSHINE EXPO

**What it is:** This expo is presented by The Florida Petroleum Marketers and Convenience Store Association.

**When:** Aug. 23-26, 2014

**Where:** Hilton Orlando Bonnet Creek, 14100 Bonnet Creek Resort Lane, Orlando, Florida

**Visit Source at:** Booth 903

**For more information:** [fpma.org](http://fpma.org).



### PACIFIC OIL CONFERENCE

**What it is:** The Fuel Distributors and Convenience Store Industries Western Summit.

**When:** Aug. 26-28, 2014

**Where:** JW Marriot, L.A. LIVE, 900 W. Olympic Blvd., Los Angeles, California

**Visit Source at:** Booth 317

**For more information:** [petroshow.com](http://petroshow.com).

## SourceLine

Online

[Click here to check out past issues of the SourceLine newsletter.](#)



## On The Job Site: Witnessing a Piping Installation In Action

About 10 Source staff members had the opportunity to go out into the field May 23 to visit an active retail fuel site under construction. The exercise enabled staff members to become more familiar with the installation of an underground piping and sump layout that included all fittings and valves.

"It was a unique opportunity for employees of varied skill sets to observe the equipment as it was being installed," said Joseph O'Brien, Vice President of Marketing for Source. "These kinds of excursions make it easier to see how the components integrate together, which provides an invaluable perspective that we can pass on to customers."

TOP RIGHT: Source staff members observed a sump and spill bucket configuration May 23 at a retail fuel site under construction. RIGHT: At the construction site, Source staff members learned about the installation of a piping layout.



## PCATS Rebrands to Conexus to Help Address the Future Challenges of Retail Fuel Industry

The Petroleum Convenience Alliance for Technology Standards (PCATS) has rebranded itself as Conexus to echo the importance of future technology in the fuel retailing industry, the technology organization announced in April.

Dedicated to developing and implementing standards, technologies and advocacy for the convenience store and motor fuels market, Conexus has positioned itself to serve as the nexus of thought leadership on future technology and policy by connecting people, industries and systems.

The shift reflects PCATS' evolution over the past 20 years from an association advocating for data interchange standards to an organization poised to facilitate the future needs of the industry. The rebranding enables Conexus to address industry challenges including productivity, consumer technology, data security and EMV mandates.

Drew Mize, chief operating officer at The Pinnacle Corporation and chairman of the Conexus Membership and Marketing Committee, said the Conexus brand better represents the initiatives PCATS already had been pursuing, abating the perception that PCATS only focused on data exchange standards. The rebranding also positions the organization to attract new members who can assist Conexus in achieving and advocating for its goals, he said.

Gray Taylor, executive director of Conexus, explained the significance of the rebranding in a press release.

"While serving the convenience and fuel retailing industry well for the past decade, the PCATS brand no longer encompassed the breadth of what we do or how essential our work is to providing industry leaders greater control of their IT agendas," said Taylor. "Our rebranding to Conexus signifies the refocus of our mission as one that touches ever-changing disciplines within our retail segment, such as enterprise productivity, data security, mobile commerce and payments."

For more information about Conexus, visit [www.conexus.org](http://www.conexus.org).

