

# VOL 5 ISSUE 2 SourceLine



## Find Close-out Deals at Source's S<sup>3</sup> Website

SHOP.SOURCENA.COM

Source North America's new retail website, [Source Simple Solutions \(S<sup>3</sup>\)](http://Source Simple Solutions (S<sup>3</sup>)), features more than 3,000 fueling products including a new promotional [close-out section](#). Here customers will find nozzles, POS displays and more at significantly discounted prices (while supplies last).

To learn about the latest close-out deals or to browse station and dispensing equipment, POS systems, aboveground and underground containment and more, please visit [Source Simple Solutions](http://Source Simple Solutions).

## Fueled For Thought: New Energy Policies

How will new energy policies impact the future of fueling? Read Source's latest "[Fueled for Thought](#)" column in Fuel Marketer News to find out.

## Source Website is Now Mobile-Friendly



www.sourcena.com

## Winds of Change or Just Wind?



### Major Oil Refiners Position for Their Future

For the first century of their existence, oil companies were unopposed in their domination of the motor fuels market. Over the past 40 years, though, pressure has increased to transition the fuel supply away from fossil fuels to more environmentally friendly energy sources. How are the majors responding?

#### Shifting from Petroleum to 'Energy'

Today, the major oil companies are trying to reposition themselves as environmentally conscious "energy providers." The ExxonMobil Energy Challenge invites college students majoring in science, technology, engineering or mathematics to learn about the company's green initiatives. The Shell Great Energy Challenge (in conjunction with National Geographic) engages energy stakeholders in solutions-based thinking about a shared energy future, and BP's Energy Sustainability Challenge addresses the potential effects that natural-resource scarcity may have on energy supply and demand.

It cannot be said that the majors have not confronted emissions issues in the past — witness the more environmentally friendly unleaded gasoline and ultra-low-sulfur diesel formulations that have been created to replace their forebears. There are strong indications, however, that the majors are just fine with a gasoline/diesel-based motor-fuel pool, as they continue to voice opposition to high-ethanol blends and the Renewable Fuel Standard (RFS).

#### Outlook for the Future

Although the major oil companies have displayed tremendous staying power up until now, their challenges are beginning to mount. Amid low gas prices, an oversupply of oil, prospects for decreased fuel consumption and more stringent energy policies, oil companies may soon need to pursue a more diversified portfolio in order to position themselves for a long-term future. Source™ North America will continue to monitor the oil companies' actions for meaningful signs of adaptation, and we will support retailers with the information they need to position their own operations for a competitive future.

## Where's The Beef? Up in the Sky

When we are told something that sounds too incredible to actually happen, we respond that it will occur "when pigs fly." Don't look now, though, but that airplane passing overhead may actually be powered by beef fat taken from Elsie the Cow.

With the U.S. Environmental Protection Agency seeking public input on emissions standards that will apply to airlines operating in the United States, several forward-thinking carriers have begun to use environmentally sensitive alternative fuels to power their fleets.



In particular, United recently purchased 15 million gallons of renewable jet fuel that is made from beef tallow for its Los Angeles-to-San Francisco flights. United has also invested \$30 million in Fulcrum BioEnergy, Inc., a company that uses household garbage, including food waste, for its fuel feedstocks.

Read this [NPR story](#) to learn more.

# NACS

## NACS Corner: Fuels Resource Center

While the posted price-per-gallon may be the most recognizable component in the retail-fueling supply and cost chain, there are many other market-driven moving parts that determine that price. To help fuel retailers better understand this daunting topic, NACS created the [Fuels Resource Center](#). The site offers information about the basics (all the information on retail fueling), petroleum, alternative fuels and operations.

## Upcoming Industry Trade Shows

**2016**  
SOUTHWEST FUEL & CONVENIENCE EXPO

### Southwest Fuel & Convenience Expo

**When:** May 9-11, 2016

**Where:** Booth 709, Austin Convention Center, Austin, TX

**Website:** [www.sw-expo.com](http://www.sw-expo.com)

**EE** EASTERN ENERGY EXPO

### Eastern Energy Expo

**When:** May 24-25, 2016

**Where:** Booth 1414, Foxwoods Resort and Casino in Mashantucket, CT

**Website:** [easternenergyexpo.com](http://easternenergyexpo.com)

## On The Road Again: Scenes from Our Trade Shows

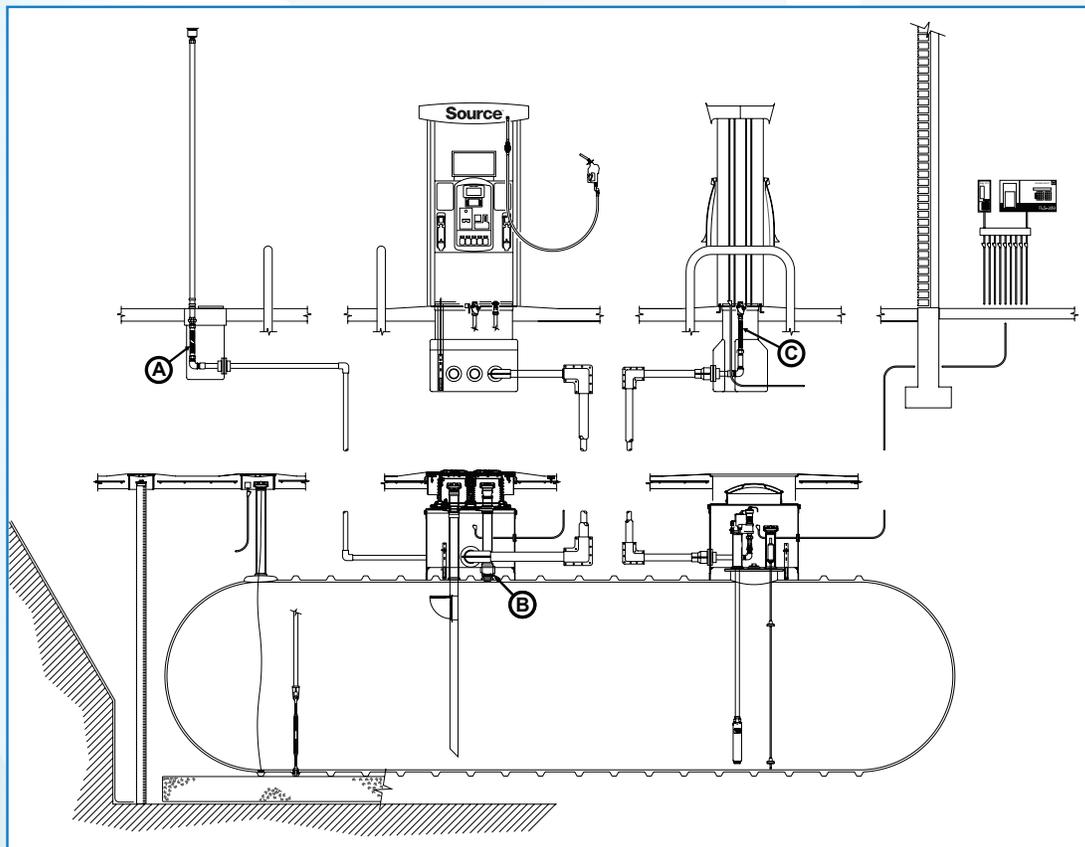


**M-PACT:** (Top Left) Source welcomed many visitors to Booth 715 during the first day of the M-PACT trade show, which took place March 23-24 in Indianapolis.

**Southeast Petro-Food Marketing Expo:** (Top Right) On March 2-3, Source showcased its services and equipment brands at Booth 815 of the Southeast Petro-Food Marketing Expo in Myrtle Beach, S.C.

**WPMA:** (Bottom Left) A dispenser as well as an Ace FuelSafe® remote fill system from Ace Tank & Fueling Equipment were among the offerings displayed at Booth 209 during WPMA Feb. 16-18 in Las Vegas.

## Equipment Guide: Understanding the Value of Flex Connectors



**Pictured in the Diagram:**

A. 2" x 18" FLEX CONNECTOR, M x F    B. 3" x 12" FLEX CONNECTOR, M x M    C. 1.5" x 18" FLEX CONNECTOR, M x F

### What flex connectors do:

Available in a wide range of sizes and configurations, flex connectors deliver installation and operation flexibility within fuel piping systems.

### How flex connectors work:

Flex connectors feature a corrugated metal hose that is enclosed in a durable stainless steel wire braid. When installed correctly, the connector's strong yet flexible design enables the tube to bend. This feature allows piping to be connected to system components — such as sumps and shear valves — that are located in confined spaces. Machined of durable materials, flex connectors are engineered to be corrosion-resistant and to withstand high pressures.

**Source solutions:** Source is proud to offer flex connectors from Hose Master, Flex-ing and OmegaFlex®. Call (800) 572-5578 to order a flex connector today.