

VOL 3 ISSUE 1 SourceLine

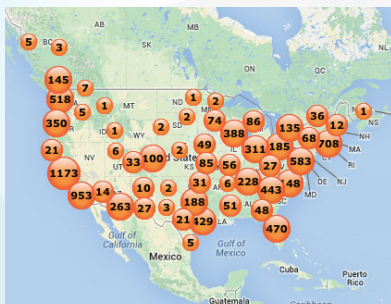


35th Anniversary Announcement



Source North America will celebrate its 35th Anniversary in 2014. Since our founding in 1979, we have provided our customers with innovative product solutions that include: POS and fuel management; piping and containment systems; storage tanks and equipment; canopy lighting and submersible pumps. Source specializes in the sale of equipment, parts and materials for the construction and maintenance of gas stations, convenience stores, and petroleum and chemical handling facilities.

Since our inception, it has been our focus to service and help you — our customer. We will continue to expand our facilities, product lines and service, so that we may continue to serve your changing needs. Our aim is to stock those items that our customers regularly use and want and to have them ready for immediate delivery.



To find a car charging location near you, please click the map.

New Fuels: The State of Electric Vehicles

The United States Energy Policy Act of 2005 laid out new thresholds for alternative fuel use in the U.S. with an eye on reducing the country's reliance on traditional fossil fuels, namely gasoline and diesel. Government and industry research is leading the way to use electricity as a means to power vehicles.

Electricity can be produced from a variety of primary energy sources, including oil, coal, nuclear energy, moving water, natural gas, wind energy and solar energy. Electric drive vehicles, which include hybrid electric vehicles (HEVs), plug-in hybrid electric vehicles (PHEVs) and all-electric vehicles (EVs), either use electricity as the primary source of fuel or use electricity to improve the efficiency of conventional vehicle designs. HEVs and PHEVs generally have an internal combustion engine, an electric motor and use a rechargeable battery. EVs do not have an internal combustion engine and are plugged into an electricity source to charge the internal battery.

One major benefit to using electric vehicles is that they produce no tailpipe emissions. However, there are emissions created with the production of most of the electricity. Other benefits are a decrease of U.S. reliance on imported petroleum and an increase in energy security. Almost all of the electricity in the United States is produced by domestic coal, nuclear energy, natural gas and additional renewable resources. A third benefit is the flexibility of fueling for PHEVs and EVs. These types of vehicles are capable of charging at a residence or a public charging station. For example, retailers such as Walgreens and Home Depot are providing charging stations for their customers at select locations.

EVs and PHEVs have the potential to create little or no need for additional electricity generation capacity, as long as they charge primarily during off-peak times. Generally, off-peak time is late at night when there is less of a demand for electricity. Charging during this time encourages efficient generation and is the least costly time to charge. Electricity costs can vary by region, type of generation, time of use, and access point. According to a study by Pacific Northwest National Laboratory, the current U.S. electricity infrastructure has the capacity to meet about 73% of the energy needs to power the country's light-duty vehicles.

For more information on electric vehicles and related equipment, please contact your Source representative.

Value Tip: Alert - Theft at Dispensers

Credit card skimming fraud has increased at gas station pumps throughout the country over the past several years. Thieves attach skimmers to the card swipe machines to steal card information located on the magnetic strips on credit cards. Often times, customers are unaware that their valuable information was taken from the pump because the thieves are able to steal the card information quickly.

To protect station pumps from skimming devices, it is recommended that pumps are inspected regularly.



Featured Item: Source Conventional Hose

Since 2011, Source has provided Source brand curb pump hoses for conventional pump applications that require hardwall construction for full flow and no internal spring guards. The wirebraid construction provides excellent kink resistance, low computer creep and long service life.



Upcoming Industry Trade Shows

Please look for Source NA at the following Industry Trade Shows:



WPMA Convention & Convenience Store Expo Booth #418

February 18-20, 2014
The Mirage Hotel
Las Vegas, Nevada



Petroleum & Convenience Store Exposition of Mid-America (PACE) Booth #153

February 28-March 1, 2014
Kansas City Convention Center
Kansas City, Missouri



M-PACT Booth #1201

April 1-3, 2014
Indiana State Convention Center
Indianapolis, Indiana



Atlantic Region Energy Expo Booth #511

April 29-May 1, 2014
Atlantic City Convention Center
Atlantic City, New Jersey

EPA Proposes Changes to U.S. 2014 Renewable Fuel Standards

The Environmental Protection Agency's (EPA) Renewable Fuel Standards (RFS) program sets standards for the volumetric requirements of renewable fuel and requires a portion of transportation fuels sold within the U.S. to consist of minimum volumes of renewable fuels as required under the Energy Independence and Security Act (EISA) of 2007. On November 15, 2013, the EPA proposed for public comment the 2014 levels of renewable fuels to be blended into gasoline and diesel.

The new proposal would lower the 2014 renewable biofuel mandate from 18.15 billion gallons to a range of 15 billion to 15.52 billion gallons for both ethanol and non-ethanol fuels, with the EPA's proposed a target of 15.21 billion gallons. The 2014 target is 14% lower than what Congress envisioned for the year. The proposed target is reduced because the EPA states that today less fuel in the U.S. is being consumed than was expected when the RFS was passed in 2007. This is likely due to advances in vehicle fuel economy combined with less cars are on the road today.

For the first time since the RFS became law, the EPA is proposing to lower the targeted amount of ethanol blended in gasoline. However, nearly all gasoline sold in the United States contains up to 10% ethanol (E10). This is partly due to the ethanol "blend wall," which refers to the difficulty in incorporating greater amounts of ethanol into the transportation fuel supply at volumes exceeding those achieved by the sale of nearly all gasoline as E10, according to the EPA.

Proposed Renewable Fuel Usage Standards for 2014

Cellulosic Biofuel	0.010%
Biomass-based Diesel	1.16%
Advanced Biofuel	1.33%
Total Renewable Fuels	9.20%

About 10% of all fuel used would be from renewable sources, according to the EPA's proposed standards.

C-Store Owners & Operators Investing More in POS Management Systems than Social Media

According to the 2013 *Convenience Store News for the Single Store Owner* Technology Study, store owners ranked scanning as No. 1 in regards to what technology will have the greatest impact on their business, while social media was ranked No. 4. As of 2013, 69% of single-store owners owned a POS system, up from 62% the previous year. Scanning POS systems is often the first purchase when venturing into business technology and automation, which allows owners to easily capture sales data.

Social media is part of single-store owners marketing plans at a current 28.9%, as compared to three years ago when only 17% of single-store owners were engaged on social media. Most single-store owners interact on social media via Facebook by posting promotions and events in order to bring customers to the store. An increasing amount of single-store owners are holding contests on Facebook and asking questions to fans to increase interaction.

