



MIDSTATES PETROLEUM COMPANY

NEWSLETTER

Q1 / 2019

REGAL TRAINING:

Regal training will start Feb 8, 2019 at Midstates' home office in Vernon, AL.

All Texaco and Chevron dealers will be required to attend.

Paul Turner will call and let you know your date and time of training. It is important to arrive on time.



STATIONS PERSUING EXCELLENCE

We'd like to highlight and sincerely thank the stations that maintained an image score of 100 throughout 2018. It's no small feat to maintain excellence on this level and these stations deserve to be recognized:

Chevron/Texaco

Guin Chevron | Guin, AL

Brilliant Chevron | Brilliant, AL

S&J#7 | Aberdeen, MS

Mac's #3 | Hamilton, AL

S&J#3 | Amory, MS

Sumter Mart | Livingston, AL

Keu Mart | Tupelo, MS

Marathon

Central Station | Tuscaloosa, AL

Lakeshore Quick Stop | Double Springs, AL

Citgo

Cuba Citgo | Cuba, AL



Q2 Contest: Restroom Upgrade

Q2 CONTEST: RESTROOM UPGRADE

One of the easiest places to neglect when investing into your station is the restroom. This however is one of the first memories a customer will have of your station. Your clean store front, friendly staff, even your excellent deli can mean nothing if a customer has a bad experience in your restroom.

The most common complains we hear regarding restrooms are:

- Uncleanliness
- Lack of sanitary supplies (soap, toilet paper, paper towels)
- Toilet/Sink in disrepair

When is the last time you invested in your restroom? Midstates is giving your incentive to do just that! In Q2 of this year we are hosting a Restroom Upgrade contest. The station with the best restroom upgrade as judged by our territory manager will receive a free hand dryer! Find details at midstatespetro.com/contest



Read more at midstatespetro.com/news

NACS PODCAST AND NEWSLETTER

Did you know? NACS (National Association of Convenience Stores) has a Daily Newsletter that you can subscribe to through email. This can keep you up to date with the latest trends and ideas for your business. Go to convenience.org/media to sign up!

Also, NACS has a weekly podcast called 'Convenience Matters' that discusses the latest news, technology, and ideas for convenience and fueling. If you'd like to listen, visit conveniencematters.com or find it on your favorite podcast app.

EDUCATE CONGRESS AT NACS DAY ON THE HILL

WASHINGTON – Don't miss your chance to educate members of Congress on the issues facing convenience and fuel retailers at the 2019 NACS Day on the Hill. This year, one of the big issues facing the industry is the recent crackdown on the sale of flavored electronic cigarettes by the U.S. Food and Drug Administration (FDA).

During Day on the Hill, the NACS legislative team will schedule meetings for retailers to share how the FDA's announcement unfairly targets convenience stores. The FDA said it would limit the sale of flavored e-cigarettes to adult-only stores or stores with an adult-only section, which would essentially ban the products from most convenience stores. Join NACS at this year's Day on the Hill to add your perspective to this important issue.

GAS PUMP SKIMMING: HOW BIG A RISK IS IT?

How big is the risk? According to the National Association for Convenience Stores:

- **37 million** Americans refuel every day.
- Of them, **29 million** pay for fuel with a credit or debit card.
- When skimming occurs at a gas station, it usually takes place at **only one pump**.
- A single compromised pump can capture data from **30 to 100 cards per day**.



It's a good idea to visually inspect your card readers often. If one of the readers looks bulkier or out of place, there could be a skimmer present. Also, if a customer complains of a card sticking in the reader it can also be a sign of skimming. Pumps out of the line of site are more likely to be targeted for skimming, so pay special attention to those. The use of security tape will also let you know if the pump has been opened and tampered with. Also inspect your pin pads on the inside of the station as well. Skimmers can be installed right under the nose of your cashiers if not careful.

It is important to have routine inspections of this equipment. Even one skimming incident can tarnish the reputation of your business. In the age of social media everyone talks, and especially victims of identity theft.

MEET THE DEALER



Moe is the featured dealer in this issue of the newsletter. He runs Mac's Minit Mart #1 in Vernon, AL, as well as stations in Mississippi. Moe has become one of the best performing dealers in the Midstates family, and consistently produces a valued customer experience in his stations. Moe also has some of the highest image scores among our Chevron and Texaco dealers. Moe has over the years brought about many improvements to his stations that have generated positive customer feedback.

One of the most innovative ideas that Moe carries out in his Vernon, AL location is called the 'Spirit Pump'. Moe branded one of his 3 fuel dispensers as a Spirit Pump that when used, 2 cents per gallon sold is donated to the local high school athletic club. Last year alone Moe donated \$3160.94 to the Lamar County Athletic Club! Customers line up at this pump because they know that they are getting a great deal on gasoline, as well as donating to a good local cause.



Another promotion that Moe is currently running is called 'Fill up when You Fuel Up'. When a customer orders a large pizza from Moe's deli, they will receive 10 cents off a gas purchase up to 15 gallons. This \$1.50 fuel discount is helping sell a lot of pizzas! Taking risks and experimenting with different ideas is keeping Moe's store on the cutting edge and is leaving behind the competition. Great job Moe!

IDEAS TO GO

CIGARETTE NUMBERING SYSTEM

One of the most time-consuming aspects of convenience stations is getting the customer their preferred tobacco item. There's a whole lot of shouting about shorts and reds and golds, lots of pointing and directing to the left and right. This is frustrating for the cashier, the customer, as well as customers in line. What if you had a number assigned to each variation of tobacco on the tobacco display?

This way all the customer would have to do is call out the number for the product they wanted. "Marlboro Reds short pack" suddenly becomes "22".

The cashier doesn't have to think about anything, he or she only has to turn and grab number 22! Once customers become familiar with the number associated with their product, they don't even have to search for what they want anymore! Imagine the number of repeat



customers this can generate, all while saving time and frustrating lines. It doesn't matter if your employee is a seasoned vet or fresh off the block, if they can read a number they can sell tobacco in a fast and convenient way. Just be sure that your number sticker isn't the same color scheme as prices; that could get confusing. Give it a try! For the cost of a few stickers you could speed up your checkout by as much as 20%!

CUSTOMER SUPPORT PROFILE: JAMIE GILMER

Jamie has been an employee of Midstates Petroleum since 2011. He works in Midstates' IT department and is an expert on Verifone Point-of-Sale systems. Jamie works and maintains the servers, PC's and mobile devices that keep Midstates working from day to day. He also performs installs and repairs point-of-sale systems in our stations.

When not working, Jamie enjoys playing video games with his family, flying drones, tinkering with gadgets, and caring for his chickens. We are grateful to have Jamie on the team!

