

Spirit® Brand Marketer and Dealer News



Spirit®, PMAA and WorldPay: Partnering for Success

New Benefits for State Associations

Trimming the cost of doing business is always a challenge, particularly during difficult economic times. Spirit® Petroleum proudly points to its partnership with WorldPay, preferred credit-card processing provider for Spirit® licensees, as a way to help marketers improve the bottom line.

The alliance reflects a unique arrangement that benefits both Spirit® licensees and the state associations that are members of the Petroleum Marketers Association of America.

Under the terms of the partnership, any PMAA member state association that endorses WorldPay as its preferred credit-card processing provider will share with PMAA a rebate of a percentage of its member marketers' transaction fees. Associations in ten states (California, Florida, Iowa, Kentucky, Michigan, Minnesota, North Dakota, Tennessee, Texas and Washington) are currently taking advantage of this endorsement program, and are therefore qualified to receive rebate checks.

The per-transaction rate negotiated with WorldPay for Spirit® licensees and PMAA marketers is among the lowest in the industry, and the company provides complete single-source electronic processing of transactions, carried out entirely on company-owned networks. "We're the only payment processor in the US that operates this way," says Dan Fisher, WorldPay's vice president of Petroleum National Accounts. "The potential benefits to marketers are significant—fast transaction speeds, increased security, quick deposits and efficient customer service."

"When we set out to identify a credit-card payment processor who could best serve the needs of our licensees, WorldPay was the obvious choice," says Vera Haskins, president of Spirit® Petroleum. "We're delighted with the success of the relationship between Spirit®, PMAA and WorldPay. It's a unique arrangement that speaks to Spirit®'s determination to make the cost of doing business affordable for its licensees."

Site Spotlight

JAT Oil—Chattanooga, TN

In business since 1988, JAT Oil is a proud distributor of two refiner brands to its central Tennessee and Georgia sites. But the company found Spirit® Petroleum to be an excellent alternative for three of its smaller locations that didn't meet the volume requirements of the major brands. "It's a great way to fill in those gaps," explains Brian Venable, JAT Oil's Retail Sales Manager. "Spirit® is a convenient way to have a nice looking image on a station that might otherwise go unbranded; the alternative is coming up with your own. And we like being able to point to Spirit®'s national presence."



Federated Insurance

Federated Insurance specializes in business insurance for selected industries, including the petroleum marketing industry. Petro ShieldSM—its specialized commercial insurance program—reflects input from petroleum marketers and their trade associations.

Risk management tools and loss prevention programs are developed continuously by Federated to address specific concerns of the petroleum industry. Their updated "Point of No Return" driver program includes a video and computer-based training program that offers a heightened awareness of the potential for tanker rollovers—and tips to help prevent these incidents.

Contact your local Federated representative or visit www.federatedinsurance.com.



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