

Oiler



VOLUME LXVII, NUMBER I

WINSTON-SALEM, NC

SPRING 2018



in this issue >>>

- ELEVATE and QTR Advancement*
- WS Dash Sponsorship*
- Station Awards*
- Loyalty Programs*
- Pillar Kitchen Remodel & more!*

core ideology >>>

To do it because it is right.

To treat others as we would like to be treated.

To be financially responsible.

To be better today than yesterday.



For more information go to www.qualityoilnc.com



Graham Bennett, President

ELEVATE and QTR Advancement

Two new initiatives for our success!

It is with great pleasure and excitement that I announce our new training initiative, ELEVATE. ELEVATE is our University for Leadership Advancement. It will be led by a board of trustees of our company that have been diligently working on it for the past 6 months. These leaders within our company that have been given the charge to be the best at what we choose to do are: Josh McClure, Caron Cline, Haywood Stroupe, Leah Hardy, Michael O'Connor, Michael Robb, Nicole Spillman, Sam Metzler, and Thomas Rieke.

Why ELEVATE? Our Core Values direct us to:

To do it because it is right:

It is right to equip our leaders and give them the skills and training in order to advance in their knowledge.

Treat others as we would like to be treated:

Respect for our leaders is to provide mentoring and a path to enhance their personal and business development. We feel it is a responsibility and obligation to make our leaders everything they wish to be.

To be financially responsible:

We are selfish here – the better you are at

your job, the happier and fulfilled, and the sense of self-worth you have allows you to be a more productive team member. Remember, you are our profit-sharing.

To be better today than yesterday:

I have often said this is the distinguishing core value for our true leaders and team members. We look to the ones that wake up every day looking for ways to be better. ELEVATE will give our leaders the tools to put those great feelings into action.

Another key ingredient to our training is the QTR Advancement effort. Nicole Spillman and Lori Andrews are leveraging

the great job all divisions do in QTR for new employees and are developing courses to help existing team members advance in their skills and knowledge. Each division's leadership and designated trainers will help develop these courses.

Both initiatives, ELEVATE and QTR Advancement, will become a critical and crucial part of our success going forward in this ever-changing world we live in.

“Both initiatives will become a critical and crucial part of our success going forward.”

My best,
Graham



LEARN / GROW / LEAD

Official Sponsors for the WS Dash for 2018 - 2020

Quality Oil, in partnership with Carrier Home Comfort Products, has decided to sponsor the Winston-Salem Dash for the next 3 seasons to show that we are more than an oil company and to promote our family of brands.



Birds”, “Red Sox”, “Spirits, and “Wart Hogs”. They have been known as the “Dash” since 2009 and the name is rumored to be a reference to the (-) symbol used in the middle of Winston and Salem. (Even though us grammar people know that it’s really called a hyphen.)

The Winston-Salem Dash is a Class A-Advanced baseball team that is a feeder team to the Chicago White Sox and has gone through several names over the years including “Twins”, “Cardinals”, “Red

Our sponsorship puts the Quality Oil name in the eyes and ears of our community. With the sponsorship, we are privy to social media mentions, weekly team emails, Winston-Salem Journal Ads, and radio spots on

Quality Oil

COMPANY LLC

Family Plan

7 Games, Only \$77

- INCLUDES:**
- 4 Fireworks Nights
 - 5 New Balance Kids Run the Bases Nights
 - Fourth of July Celebration
 - Souvenir Hat
 - Great Seats
 - Flexible Exchange Program
 - \$10 Quality Oil Gift Card

iHeart Radio. We also get our name on the ballpark LED board, video board, flyers, pocket schedules, and even on a couple large 8 food fixed signs on the first and third baselines.

There was an offer of a 7 game pass that was available at a discounted rate of \$77 for fans. Quality Oil will also get tickets to hand out to our customers and employees throughout the season. The goal is to show appreciation for our long-term customers. If you do happen to attend a game this year be sure to listen for our audio spot with the game time temp at the start of each game. Let’s Play Ball!



giving back >>>



United Way, BIG Impact

We have been awarded the Spirit of North Carolina Award!

The Spirit of North Carolina Award recognizes business and other organizations that are leading their communities in embracing a united spirit of giving and volunteering that extends beyond the traditional United Way campaign season.

Food Drive

Jessica Davis and staff from Quality Mart #27 hosted a food drive that benefited families all across the southern Virginia area.

Quality Mart #27 in Collinsville, VA held a four-week long food drive that collected enough donations to have over 1,350 pounds of food. This was all donated to Community Store House and will help feed so many families. Way to go QM#27! Thanks for giving back. Contact your local food bank if you’d like to host one at your location as well.

Quality Oil has not only demonstrated excellence in their United Way campaign, but also a strong philanthropic culture and community engagement. All received high marks for overall organizational volunteer culture, including collaborative work with United Way as well as other organizations in the community; corporate and non-traditional or in-kind support they provide; employee engagement, participation, and recognition; use of special events to engage and educate employees; and the role their leadership plays in promoting a culture of philanthropy and community support.

- Excerpt from United Way’s Facebook Page



Cindy Gentle & Lisa Dodson

2017 Quality Mart Award Winners

AWARD	STORE	MANAGER
Manager of the Year	#1	Maria Rochowski
Rookie of the Year	#49	Valerie Ingram
Assistant Manager of the Year	#38	Alicia VanArsdale
Assistant Manager of the Year	#22	Melissa Gragg
Best Customer Service	#28	Wendy Chavira
Best Customer Service	#32	Lee Bulla
Inventory Control	#15	Sonya Cotton
MV Team Player	#37	Betty Riley
Person of the Year	#9	Ashley Jones
Vendor of the Year		Reliable Tank Line
Cash Control	#30	Candance Greene
QTR Awards	JoAnn Wall	Tracie Laws
Cynthia Cadle	Paradice Gregory	Michelle Lowe
Errica Lipscomb	Jiten Talsania	Becky White
Valerie Ingram	Ryann Carnall	Mike Coler

2017 Quality Plus Award Winners

AWARD	STORE	MANAGER
Highest Gasoline Volume	South Boston QP	Ricky Newbill
	Sylva QP	Brad Hood
Highest % Increase Gasoline Sales	Graham QP	Liz Block
Highest Diesel Volume	Asheboro QP	Richard Brown
	Kingsport QP	
Highest % Increase Diesel Sales	Fayetteville QP	Kyle Ruppert
Highest Cigarette Volume	South Boston QP	Ricky Newbill
	Georgetown QP	Adam Alexander
Highest OTP Sales	Plymouth QP	Amanda Conner
	Georgetown QP	Adam Alexander
Path to Excellence (East)	Sanford QP	Cindy Baker
Path to Excellence (West)	Shelby QP	Becky Lail
Regional Manager of the Year (East)	Asheboro QP	Richard Brown
Regional Manager of the Year (West)	West Jefferson QP	Emily Murphy
Shell Mystery Shopper Program	Reidsville QP	Larry Penrod
	Lillington QP	
	Coinjock QP	Lynette Willis
	Spring Lake QP	Emma Taylor
	Kill Devil Hills QP	Brandy Flynt
	Sanford QP	Cindy Baker
Highest Grocery Sales	Salisbury Road QP	Dean Roten II
	Cherokee QP	Nathan Thompson IV
QTR Award	Graham QP	Liz Block

2017 GOGAS Award Winners

AWARD	STORE	MANAGER
Highest Gasoline Volume	GOGAS#5	Linette Sollohub
Highest % Increase Gasoline Sales	GOGAS#12	Angelia Boney-Parker
Highest Diesel Volume	GOGAS#7	Rosa Boyles
Highest Cigarette Volume	GOGAS#5	Linette Sollohub
Highest % Increase Cigarette Sales	GOGAS#20	Grady Deese
Highest OTP Sales	GOGAS#18	Regina Steger
Highest E Free 93 Sales	GOGAS#10	Marilyn Reyna
Highest Grocery Sales	GOGAS#20	Grady Deese
Path to Excellence	GOGAS#6	Patricia Deese
QTR Award	GOGAS#21	Tracey Brown
Regional Manager Award	GOGAS#11	Tina Riddle

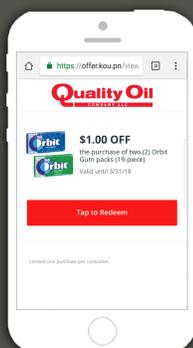
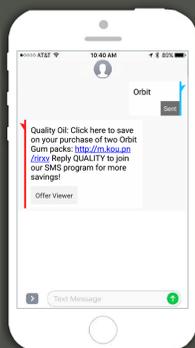
Congratyulations
to all of our annual award winners!

loyalty >>>

Quality Perks & Koupon Loyalty Programs are Here

Quality Mart, Quality Plus, and GOGAS are excited to announce they're now offering more ways to save money for their loyal customers. These offers will be delivered via two brand new loyalty programs launching this spring.

Quality Perks is a loyalty solution designed and built in-house by the QOC IT Department in collaboration with sales and marketing. This program is all about instant gratification for our customers. It's free and easy to enroll and simply provides the customer significant discounts on products they already purchase on a daily basis. The Loyalty Customer ID at the point of sale is captured quickly and may be achieved by entering a phone number or swiping their Perks Card. Initial (Phase I) offerings



will be discounts on tobacco products, for example, save \$1 when you buy 2 packs. In the future, the Perks Card could present an opportunity for discounts at the pump, on snacks and drinks, and could eventually sync with the existing Quality Super Saver Card. We also have mobile coupons based on 2D barcodes being distributed via text messaging which are created specifically to reward loyal customers and attract the mobile shopper. The call-to-action urges customers to text a keyword, like **QUALITY**, to **80209**

to get access to dollar-off or buy-one-get-one-free mobile coupons. All stores are equipped with scanners to read the mobile coupon directly from the customer's phone at the point of sale. The technology and marketing of this program aim to increase repeat visits to participating stores. Some examples of offers that can be found this summer include \$1.00 off (1) Diet Coke 20oz, \$1.00 off (1) Mountain Dew 20oz, BOGO Sour Punch candy, and many more!

Learn more about these programs by visiting our new websites:
www.QualityMartNC.com
www.QualityPlusNC.com
www.GOGASNC.com





Open Enrollment and Healthcare Tips

Open enrollment is coming! Be on the lookout for employee meetings, new materials, and big plan changes.

The company has worked diligently to make strategic healthcare changes that allow us to combat the ever-growing healthcare costs. Quality Oil Is dedicated to providing its employees with the best resources with the understanding that employees are dedicated to using these resources to their full potential. We encourage you to be a good consumer in all areas of your life including healthcare. Our new health plan will put measures in place to assist you with this, but us as employees will need to work together to be financially responsible with our dollars as well as the companies dollars.



Healthcare Tip #1 Choose Your Provider Carefully - Emergency Room visits for non-emergency treatment cost you and the company on average 3x more than other treatment centers. Use your Primary Care Doctor, an Urgent Care, or a Minute-Clinic before going to the emergency room for non-emergency related health issues.

Healthcare Tip #2 Take Care of You - Eat healthy, drink plenty of water, exercise for at least 30 minutes a day 2-3 times a week, and get plenty of rest. Not only will you feel better but studies have shown that you will see a healthier and happier you.

Healthcare Tip #3 Lifechanging Events - Let HR know within 30 days if you need to make a change to your healthcare plan.

RTL Tradeshow

Reliable Tank Line had another successful year attending the 2018 Southeast Petro-Food Marketing Exposition as an exhibitor. During this expo, they had an opportunity to spend quality time with existing customers as well as network with potential new customers.

Social Media

A good following on social media channels is paramount in the communication for our company. Our employees need to be our biggest advocates, so we want you to get involved with us and follow each of our Facebook/Instagram pages. We are always posting company insights, employee highlights, deals, and even contests for our customers. We'd love to see you interacting with our posts and helping spread the word.

technology corner >>>

Q: Can I pay with my phone?

A: Yes! Now Introducing Shell Mobile Pay



Our Shell branded stations are now accepting Shell Mobile Pay. You can pay at the pump in three easy steps. 1) Download the app and link it to your Chase card. 2) Activate a pump with the app & you're ready to fill up your tank. 3) Fill up & Go. It's that easy! You can even use it to pay in the store. All your receipts are stored in the app for you.

All Roads Lead to Pinetops

Quality Mart #45 is the newest addition to the Quality Mart division. QM #45 formerly called Pinetops Shell is located in Pinetops, NC, a small town in eastern NC located in the middle of three bigger towns Greenville, Wilson and Rocky Mount.

When the previous owners decided that they no longer wanted to run the store, Quality Oil Company decided to purchase the store in December of 2017. The store is in the process of a complete remodel and both locals and visitors are excited about the changes to their store.





Pillar Kitchen Gets a Throwback Speakeasy Theme

From Moonshine Stills to Al Capone, Pillar Kitchen now has a nostalgic feel.

Pillar Kitchen, located inside our Hilton Garden Inn in Downtown Asheville, NC, received Prohibition Era style decor. The wall that now divides a private dining room from the main eating area has a large mural featuring photos reminiscent of the 1920's and 30's, including Al Capone himself. Prohibition was a time when there was a nationwide constitutional ban on the



production, transportation, and sale of alcoholic beverages. This led to the illegal manufacturing and sale of liquor (known as bootlegging), along with the operation of "speakeasies" (stores or nightclubs selling alcohol), and the independent production of liquor in private homes (known as moonshine). This decor gives our customers a fun throwback feeling. But don't worry, it's a lot easier to get a table for some delicious food or a great cocktail than it was at a speakeasy back in the day. No secret doors or passwords needed for entry here!



Pillar's kitchen staff poses for a quick picture after the Saturday morning breakfast rush.



Behind an assortment of garnishes, a 'moonshine still' is used as decoration on the bar located in the Pillar Kitchen.

Hampton Inn Christianburg's GM Named Brand Ambassador

Each year only a few high-performing GMs are selected to represent the brand as Ambassadors.

Hamptontality is contagious! Congratulations to Kayla Orr on becoming a certified Ambassador in March. For Kayla "Hamptontality is... making memories. We do not sell rooms, we make memories." She invites others to unleash their strengths. She says, "The more you know about yourself the more you can lean on your own strengths. It's an amazing honor to be chosen from over 2,000 potential candidates.



Not only must the Hotel be in the top 25% of its brand, but each GM must be personally invited to apply. There have been only 60 Ambassadors added since 2014. All Hampton Inn Brand Ambassadors are required to attend Ambassador U. Ambassador U is an exciting program that lets our most vibrant personalities spread their Hampton know-how, dedication, and spirit. It's a custom learning experience designed to build passionate Brand



Ambassadors equipped with the tools, training, and structure needed to "pay it forward" and inspire personalities to shine. The Ambassador U program is not a one-time experience, it's an ongoing commitment to leadership development and inspiring others. As long as our Ambassador U alumni are with the brand, they continue to serve as leaders and coaches for their peers. Once an Ambassador, always an Ambassador. Kayla will unleash her Hamptontality with her staff and deliver memorable guest experiences.



New Sign for Corporate

Quality Oil's corporate headquarters has received an updated monument sign at the road entrance. Its modern look reflects the remodeling of the interior which began in 2017. New landscaping arrived just in time for spring.



Running with Something New

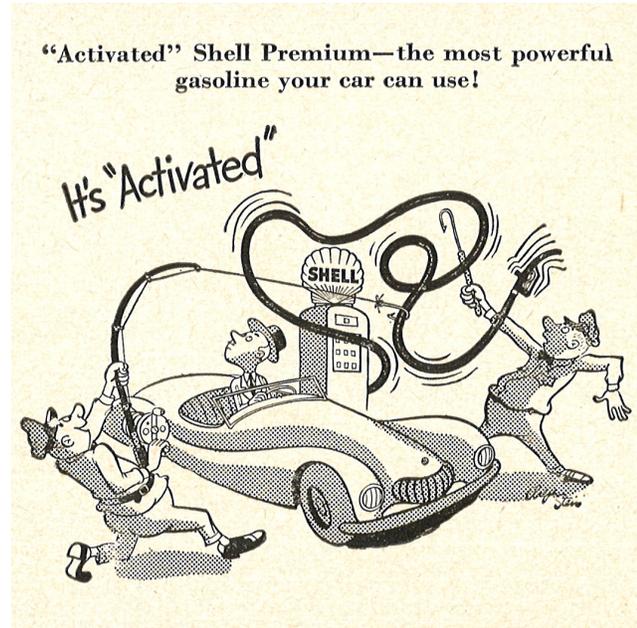
Did you hear? We've added some exercise equipment for our staff to use. Great for use before/after hours, lunch breaks, or just to let off a little steam. We know employee morale is important...you asked for it, we got it. We have an Elliptical, Exercise Bike, and Treadmill located in the warehouse. It's great to see everyone using the outdoor track now that the weather has finally warmed up a bit. We can't wait to hear how much you enjoy the indoor equipment as well. Exercise is proven to be good for not only your physical health but your mental health as well. Run for fun!

Shell's "Get Activated" Cartoons Were a Hit!

One of several "Get Activated" cartoons from the late 1940's and early 50's that Shell used to promote it's new Shell Premium gasoline. The cartoon pictured below was featured in our June 1951 edition of *The Quality Oiler*.

"Throughout the QUALITY territory the message "The most Powerful Gasoline Your Car Can Use—Shell Premium!" is smacking the customer wherever he turns. The Fourth Of July is a time for celebration and travel, and it's a grand time to push our sales message. The advertising department has been busy itself trying to strengthen the impact of "Activated" advertising in all territories."

- Excerpt from *The Quality Oiler*, June 1951



Our modern marketing strategies today reach beyond magazines, newspapers, and TV. You'll find men are no longer the only ones targeted for car ads and women are no longer the only ones targeted for domestic ads. Today, we hold different values than those right after the World War II Era. Technology is intertwined in our lives with the internet and social media always at our

fingertips. Although, life isn't so different after all. The ad above still makes the reader chuckle and it commands attention because it's so simple and yet gets the point across fast. Ads now aren't that different in principle. In fact, Shell was on to something here (over 65 years ago) and thus, why their campaign was so successful in building the brand we have come to know today.

that'd be great >>>

There's a Few More Renovations to Come

Pardon our dust. It seems like over the past year or two everyone has had to move their desk down to the basement for a while. Well, here we go again. The sales hallway and executive wing are getting new carpeting, paint, lights, and ceiling to freshen up the look and keep it consistent with the rest



of the office. A basement remodel is to follow. They will be knocking down the back wall to expand the training room, add new carpet, furniture, etc. What do you think we will remodel next?

2018 SERVICE AWARDS

5 Years

Thomas Baronowski	Hotel	Jody Deal	Corp
Harry Coler	QM	Marta Gebremariam	QM
Sharon Byrnes	Hotel	Jenna Rabold	QM
Derek Parvin	QM	Anna Ramon	Hotel
Tina Pilkington	QP	Clint Stanley	RTL
Thomas Rieke	Corp	Charles Binck	QM
Dean Roten II	QP	Donald Robinson	QP
Richard Andrews	QM	John Cashion	QM
Tammy Bennett	QP	Yvonne Rane Robinson	QP

10 Years

Christine Dewitt	QM	Joann Wall	QM
Susan Ellis	QM	Melinda Whitlow	QM
Paradice Gregory	QM	Phara Doah	QM
Robin Henley	Corp	Josh McClure	RTL
Michael Land Jr.	QM	Robbie Sawyer	Corp
Errica Lipscomb	QM	Donald McKay	Hotel
Angel Lopez	QM	Teresa Morales	QM
Rhonda Schofield	Hotel	Ricky Shook Jr.	QP
Britney Scott	Corp		

15 Years

Jerry Burnette	Hotel	Vicenta Guzman	Hotel
Jerry Lavander	RTL	Alem Wendemessha	QM
Carl Ritch	QP		

20 Years

Donna Bunn	QP	Tracie Laws	QM
------------	----	-------------	----

25 Years

Olga Chavez	Hotel		
-------------	-------	--	--

35 Years

Ralph Clemmons	Corp		
----------------	------	--	--

Thank you!

For all of your years of dedication to us.



(Above) Pinetops, NC Quality Mart #45 Our most recent Shell Branded station. Article on pg.5

(On the Cover) A brainstorming area with seating and an inspiring artwork mural for employees to meet and think through ideas together. The room also features a whiteboard that is currently being used to allow employees to leave colorful post-it notes with compliments for each other.

coming soon >>>

In The Next Issue

Elevate - Learn / Grow / Lead

Gearing up for our 90th Anniversary

Habitat for Humanity



PO Box 2736 336.722.3441
 Winston-Salem, NC FAX: 336.721.9520
 27102-2736 mrobb@qocnc.com

www.qualityoilnc.com

Quality Oil Newsletter Committee:

- Michael Robb** Director of Marketing
- Collette Hostert** Content Marketing Specialist
- Nicole Spillman** VP Human Resources
- Josh McClure** VP Reliable Tank Line
- Leah Hardy** Director of Operations - Hotels
- Haywood Stroupe** Quality Mart Sales Supervisor
- Lisa Dodson** Hotel Accounting Supervisor

Special thanks to the following contributors:

Jessica Davis, Kayla Orr, Keith Schaffer, and Tushar Marathe