

Winter 2017



Graham Bennett, President

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

Oiler



What Do We Stand For...

“To be better today than yesterday.”

Throughout this year I have had the great pleasure of having breakfast meetings every month with around 10-15 team members randomly picked from different divisions of Quality Oil Company and Reliable Tank Line. The purpose is simply for all of us to get to know each other better, give a brief update and, most importantly, ask their opinions and thoughts on things like communication and recognition. Also, any suggestions and ideas of how we can be better. Great ideas have surfaced and many have been implemented.

Some examples of the suggestions and ideas are:

- 1) Continue the monthly Picnic in the Park, but inside in our new breakroom so departments can get to know each other better.
- 2) Stand up huddles often to update and communicate better on upcoming changes and use it for recognition.
- 3) Consider Company-wide community events such as Habitat for Humanity house.
- 4) Use FaceTime— common on computers so the field can be part of a live meeting.
- 5) Install a bulletin board for good news, comment cards, new babies, etc.
- 6) Keep doing annual family day
- 7) Train more with video and YouTube versus paper
- 8) Love the remodel, but noisy especially the breakroom
- 9) Develop online payments for our customers
- 10) Encourage outings by each department

These are just a sample— more to come!

Lastly, this holiday season is a time to reflect on how grateful we are for the life we live and the love of family. Wishing you all a peaceful Holiday season.

My very best,
Graham



TO BE BETTER TODAY THAN YESTERDAY



C S Lewis once said, "Isn't it funny how day by day nothing changes but when you look back everything is different." Well, this year I'd like to disagree. At least in the Quality Oil Operations corner of the world, change seems to have been all around us this year. The biggest change of 2017 was that, after 33 years on an IBM software, we have turned a new page and moved onto Cargas. But the changes didn't stop there; this year we moved out and then back in to a newly remodeled building and our fuel oil and propane drivers started-cross training. Last but not least, after 11 years Beverly moved into a new chair (minimal tears were shed), though she may - or may not - still be fussing about it! Some of us may be more excited about these changes than others, but the important part is that we got through them all as a team, and it has made us a closer family than ever. It is important to say that even though all of this may have changed us, Quality Oil still feels like the same company that first opened in 1929, a company where quality people, provide quality service; where our mission remains to be better today than yesterday.

- Michely Rivera, Customer Service

Office Snapshots: Inspiring Spaces

This year's office remodel came with great success. QOC was given the honor of being featured on the front page of *Office Snapshots-Inspiring Office Design's* web page:

"Quality Oil Company is a company full of pride with its long standing history of integrity and quality. This modest company whose priority has always been to serve its community, sought to improve 11,000 SF of its corporate headquarters located in Winston-Salem, North Carolina.

Like most office spaces designed in the 60's, QOC's headquarters were organized in a departmental layout with extra tall cubicle partitions that not only limited collaboration but provided very little natural light. Our design approach was two-fold: the first step, to define a clear plan by opening up the space and demolishing all unnecessary block walls; the second was to revitalize the interiors by introducing departmental colors for wayfinding and company pride. With the introduction of open workstations and informal meeting spaces sprinkled throughout, employee collaboration and efficiency improved. To concentrate the variety of formal collaboration spaces needed, we designed a simple panelized wood core to bring the perfect amount of warmth but to also naturally allow employees to find their way. If the graphic walls could speak, they'd inspire you right to the core with Quality's mission statement and heritage spread throughout the space."

-Stitch Design Shop

Excerpt Adapted from *Office Snapshots*

Modern Meets Vintage

"It's all in the details" perfectly describes the mural at the corporate office of Quality Oil. As part of the corporate office remodel, a talented local artist, Cheryl Ann Lipstreu, created a one of a kind mural to cover the entirety of one of the walls in the accounting department. This modern mural captures the rich history of our company and uniquely incorporates it into an unparalleled representation of our heritage. The hand-drawn and painted imagery is modeled after photographs dated back to the beginning of Quality Oil and the colors utilized infuses those used in the modern update to the corporate office. Modern certainly meets vintage in this work of art!



Since 1929, We are Quality

Quality Oil takes one of our core values, "To be better today than yesterday," to a whole new level with the renovation of our corporate office. While we continuously update our Quality Marts, Quality Plus, GOGAS, and hotels to meet the needs and desires of our customers, the update of our corporate headquarters had not taken place since the 1960's. The office remodel came as a major project, but with good reasoning and a community driven purpose. Our overall sense of community, as a company, lies in each department and each individual team member. The renovation of this space allows for a renewed sense of pride and dedication to making our company the best at what we do, throughout each division and service we offer.

What Do We Stand For ...



... a Sense of Community

Construction took about 5 months to complete, before members of our office staff could be relocated to their new work spaces. A modern spin on the furniture and design of the space allow for an open floor plan, increasing the team oriented atmosphere. Graphics enhance the space behind the front desk and the main conference room, which showcase the legacy and history of Quality Oil's rich heritage. Finishing touches are still be adding, including artwork and greenery, however, the life and energy of the space is ultimately brought by each employee and the commitment they express!

Beauty in Simplicity

A simple sign, reading "GET WELL SOON," sits atop of a neighboring Shell gas station, just in view of Wake Forest Baptist Medical Center's Comprehensive Cancer Care Center. This heartfelt gesture OK'd in the early 1990s, by Graham Bennett, is still turning heads and encouraging those who see it to this day.

Recently, the sign gained attention on social media and through the Winston-Salem Journal, when Craig Fightmaster posted a cellphone photo of the sign to his personal Facebook. Fightmaster saw the sign as he awaited test results at the Center. "That sign about brought me to tears. What a great gesture," said Fightmaster. His friends took notice of the sign, from his post on Facebook and one even recalled time he spent with his own mother at the Center.

Duck Gunter instantly recalled the sign from Fightmaster's post and remembered the many hours he spent looking at it, while his mother underwent chemotherapy. "The sign just struck me as beautiful," said Gunter. Originally, Gunter thought the sign to be a marketing gimmick, but after he thought about it, he said, "I'm sure it had to be a heartfelt thing." Years later Gunter still remembers the sign and the simplistic beauty it held for him and his mother.

The sign temporarily came down, during a remodeling of the Shell gas station. Immediately, Quality Oil was notified and asked by nurses to put it back up. This alone was enough to show the impact the sign has, not only on patients and their families, but hospital staff as well. Since the early 1990s, many have looked down upon the simple sign, however, the simplicity does not overstate the heartfelt support and meaning it holds for those battling cancer at Wake Forest Baptist Medical Center. This goes to show, beauty may be found in simplicity, if the heart is behind it.



Living United

Thank you for your continued support of the United Way!

The total raised this year is \$126,580, which includes the proceeds from our auction and bake sale held at the corporate office. We are excited to announce that the total raised exceeded that of the 2016 United Way campaign at Quality Oil! Thank you again for your participation in giving to a great organization, and reaching out to help our community.

- United Way Committee



COMING SOON! NEW WEBSITE LAUNCH

Exciting things are happening in the Quality Mart, Quality Plus, and GOGAS divisions! New websites will be launched for each, with a special focus on mobile couponing. Customers will now have exclusive access to special offers on tobacco, snacks, and drinks at the touch of a button. In addition to special savings, the websites will offer information about the Quality Value Card and enrollment for the Super Saver Card. Gift cards will be available for purchase through the websites, career opportunities will be linked, and locations for each division are up to date! This is just one of the many ways we are currently using technology to meet the needs of our customers and challenge our competition!

www.qualityplusnc.com
www.qualitymartnc.com
www.gogasnc.com



Giving Thanks by Giving Back



Quality Oil and Reliable Tank Line were privileged to partner with the Salvation Army, to share Christmas with 3 families less fortunate in our community. During the month of November, we took part in sponsoring an Angel tree; This program provides gifts of new clothing and toys to thousands of children who otherwise may not have anything for Christmas. Over 80 tags were placed on the tree, each with a gift to buy for a member of one of the families sponsored. Employees then took the tags and supplied the gifts needed for each child. As a special addition, QOC and Reliable chose to purchase gift cards for the parents of each family as well! The Salvation Army will deliver these gifts to each family just in time for Christmas.

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RE-INTRODUCING THE QUALITY ANSWER MAN



RECRUITING

It's official! Quality Oil Company Recruiting is now on Facebook! Like and share our @QOCRecruiting page to follow our current job opportunities with QM, QP, GOGAS, Shell, Hospitality, HVAC, Fuel Oil, and Propane. While we will continue to employ traditional recruiting methods, we also want to be proactive and adaptive in utilizing social media. This will allow us to reach and interact with thousands of both active and passive candidates and encourage them to apply for job openings. Additionally, it will allow us to promote our employment brand and position Quality Oil Company as an "employer of choice" in the labor market.

Q: How many employees are there at QOC and RTL combined and how has this number grown over the past 5-10 years?

A: As of today we have 1050 employees at QOC & 250 at RTL for a total of 1300. 5 years ago we had 886 at QOC & 155 at RTL = 1041. 10 years ago we had 475 at QOC & 67 at RTL = 542.



Q: Where did the core values come from? Who created them and how did they come up with them?

A: Our core values and mission vision statements were created by the senior Management team in the 90s as I remember. It took us over 6 months to get it right after much deliberation and feedback from all the divisions. We quickly realized you don't invent your core values as a company but you discover them. It is who have always been what we have stood for since 1929.

Please email questions to the all omniscient and omnipotent Quality Answer Man. No question is too tough or too embarrassing. Send questions care of:

qualityoilcompany@gmail.com

Subject Line:

"Quality Answer Man"

2017 SERVICE AWARDS

Congratulations to Dick Garrett!



Quality Oil would like to take the time to congratulate Dick Garrett, for over 45 years of service in maintenance for QOC! Dick started in the Fuel Oil Department, but eventually transitioned to Quality Marts and Quality Plus. Even though he is technically "retired," Dick continues to work 4 days a week and covers the entire Eastern territory, from Raleigh to the Outer Banks. Whatever the need may be, you can count on him to always get it done!

Oiler

Quality Oil Company, LLC

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

Quality Oil Newsletter Committee:

Michael Robb
Director of Marketing

Kelle Ford
Content Marketing Specialist

Nicole Spillman
VP Human Resources

Josh McClure
VP Reliable Tank Line

Leah Hardy
Director of Hotel Operations

Haywood Stroupe
Quality Mart Sales Supervisor

Lisa Dodson
Hotel Accounting Supervisor

Michely Rivera
Customer Service

5 Years

Sara Quesinberry	Corp	Marla Dabe	QM
Josh Miller	Corp	Caitlyn Dunlap	QP
Shannon Day	Corp	James Pate	QP
Mark O'Mara	Corp	Jessica Sullivan	QP
Howard Sanders	Corp	Candice King	QP
Chris Arceneaux	Corp	Ellen Handy	QP
Bobby Slagter	Corp	Maritza Wessar	QP
Endale Seba	QM	Ronnie Penland	RTL
Danny Tshikuma	QM	David Zahn	Hotel
Sally Greenwood	QM	Lauren Wylie	Hotel
Padam Pael	QM	Carlos Sanchez	Hotel
Sarah Palmer	QM		

10 Years

Cindy Metcalf	Corp	Alphonzo Jeter	RTL
Betty Morrell	QM	David Shetley	RTL
Larry Robinson	QM	Miguel Quiroz	RTL
Colleen Spaulding	QM	Rosa Pineda	Hotel
Vikie Phillips	QP	Rosa Camacho	Hotel
Linda Starnes	QP	Melissa Sloan	Hotel
Christina Shook	QP	Kayla Orr	Hotel
Paul Rothrock	RTL		

15 Years

Pamela Updike	Corp	Candace Greene	QM
Dave Allio	Corp	Michelle Lowe	QM
Sylvester Burrow	Corp	Tracie Laws	QM
Lisa Dodson	Corp	Panzo Mabilia	QM

20 Years

Roger Hammonds	QM		
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30 Years

Junie Troxell	Corp		
Cindy Gentle	Corp		
Caron Cline	Corp		

45 Years

Dick Garrett	Corp		
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