

# Oiler



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WINSTON-SALEM, NC

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## 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](http://www.qualityoilnc.com)



*Graham Bennett, President*

# Ninety Years of Heritage

**90** years of heritage; what does that really mean? But more importantly, what is its real value to us, as a company?

Quality human beings creating a 90-year history of integrity and character for our company and our customers.

Need an example? Here is a list of folks that served this company for over 40 years – our heritage role models, our Wall of Fame:

A company's heritage is its full range and lasting impact of its culture. Our culture lies in our core values:

- 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

**“Quality Oil & Reliable folks over the last 90 years, bringing honor to our heritage.”**

And also, our vision:

- To be the best at what we choose to do
- To grow through operational excellence
- To be recognized and admired by our co-workers, customers, and competitors
- Profit sharing & 401k in the top 1%
- Creating that owner/operator loyalty

But here is what I think demonstrates our heritage best: all of us. Our heritage is our team members, present and past. Dedicated, hard-working, prideful

Bobby Boles	63
James Glenn	53
Jim Slate	50
Charlie Hines	48
Gray Fowler	48
Ernest Newman	46
Dick Garrett	46
Vernon Wall	44
Bert Bennett	43
Rex Taylor	43
Kirk Glenn	42
Jimmy Harbour	42
Graham Bennett	41
Faye Henderson	40

It really is as simple as that. Quality Oil & Reliable folks over the last 90 years, bringing honor to our heritage.

Most grateful,  
Graham

# Second Year In the Game

This year is a special year for Quality Oil Company for many reasons. In addition to the celebration of our 90th anniversary, we are also proud to continue our sponsorship of the hometown minor league baseball team, the Winston-Salem Dash. The Dash are also celebrating a milestone of 10 years at BB&T Ballpark.

It may be true that the convenience of attending a game has suffered slightly due to the temporary I-40 Business closure, but no one can argue the Dash continue to offer some of the best family-friendly entertainment in the Triad. They do a great job on a nightly basis with engaging fans and keeping things fun.

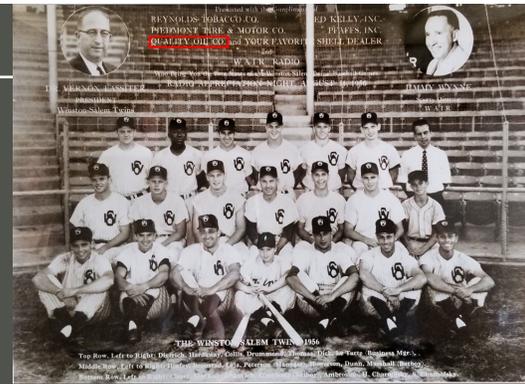
As a second-year sponsor, Quality Oil will



be well promoted and advertised at each game, and employees, as well as long-term customers will have plenty of opportunities to attend games throughout the season.

Pictured top right is a throwback to 1956 when

QUALITY OIL COMPANY and YOUR



FAVORITE SHELL DEALER sponsored the Winston-Salem Twins. Previous baseball clubs in Winston-Salem had typically been called the "Twins", in reference to the long-since-merged "Twin Cities" of Winston and Salem since 1905. Today's team name, The Dash, is rumored to be a reference to a nickname for the city of Winston-Salem, "The Dash", a reference to the (-) symbol used in the middle of the city's name, despite the fact that it isn't a dash at all, but a hyphen.



## Hoops at HGI

In March, Hilton Garden Inn Asheville Downtown took part in the Hoops Against Hunger Hotel Challenge. Team members at the hotel gathered non-perishable items that would be received by area students over spring break who may not have enough to eat at home. After all was said and done, Hilton Garden Inn Asheville Downtown was able to collect the most food for hotels partaking in the challenge. Thank you to everyone who donated – you are making a difference in the community!

## giving back >>>

# Giving From the Heart

When you bring a community together, great things can happen.

The March of Dimes leads the fight for the health of all moms and babies. They believe that every baby deserves the best possible start. The organization educates medical professionals and the public about best practices and support lifesaving research. They provide comfort and support to families in NICUs and advocate for those who need them most: moms and babies. So, this year, the Quality Oil Family and our surrounding community members donated from their hearts to give a total of \$30,500! Thank you to all who donated both through individual kindness and the much-appreciated efforts of our hotels, Quality Mart, Quality Plus, and GOGAS locations. We also had a team there on Sunday, April 28th representing Quality Oil in support of the March for Babies. The walk was located downtown Winston-Salem at BB&T ballpark and was 2.5 miles long. Our team members were Karen Winston, Michael O'Connor, his wife Christina, and Tim Lowman.



The kids are off to an excited start at the walk in Winston Salem. Photo Credit: March of Dimes Facebook Page

## 2018 Quality Mart Award Winners

AWARD	STORE	MANAGER
Manager of the Year	#29	Ryann Carnall
Assistant Manager of the Year	#9	Linda Spielman
Rookie Manager of the Year	#27	Jessica Davis
Rookie Manager of the Year	#8	Kelly Palm
Person of the Year	#34	Josie Fallon
Employee of the Year	#34	Amedeo Sorto
Best Customer Service	#49	Valerie Ingram
Inventory Control	#27	Jessica Davis
Cash Control	#49	Valerie Ingram
Highest Increase Gas Sales	#20	Lennis Hunter
Highest Increase Grocery Sales	#42	Michele Lowe
QTR Award	#2	Ashley Jones

## 2018 Quality Plus Award Winners

AWARD	STORE	MANAGER
Highest Gasoline Volume	South Boston QP	Ricky Newbill
	Sylva QP	Phillip Carver
Highest % Increase Gasoline Sales	Concord QP	Jackie Morris
Highest Diesel Volume	Asheboro QP	Richard Brown
	Woodlawn QP	Jamie Deitz
Highest % Increase Diesel Sales	Mt View QP	Michelle Ramsey
Highest E Free 93 Sales	Sweeten Creek QP	Alice Beard
Highest Cigarette Volume	South Boston QP	Ricky Newbill
	Georgetown QP	Adam Alexander
Highest % Increase Cigarette Sales	West Jefferson QP	Emily Murphy
Highest OTP Sales	Salisbury Road QP	Dean Roten II
	Sylva QP	Phillip Carver
Highest Grocery Sales	Salisbury Road QP	Dean Roten II
	Cherokee QP	Nathan Thompson
Path to Excellence (East)	Coinjock QP	Lynette Willis
Path to Excellence (West)	West Jefferson QP	Emily Murphy
Regional Manager of the Year (East)	Salisbury Road QP	Dean Roten II
Regional Manager of the Year (West)	Shelby QP	Rebecca Lail
Shell Mystery Shopper Program	Durham QP	Rowena Dunlap
	Lillington QP	Heather Hankins
	Coinjock QP	Lynette Willis
	Asheboro QP	Richard Brown
QTR Award	Salisbury Road QP	Dean Roten II
Top Perks Performer	Georgetown QP	Adam Alexander

## 2018 GOGAS Award Winners

AWARD	STORE	MANAGER
Highest Gasoline Volume	GOGAS#5	Linette Sollohub
Highest % Increase Gasoline Sales	GOGAS#15	Patricia Fulk
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#9	Diane Meuse
Highest E Free 93 Sales	GOGAS#10	Marilyn Reyna
Highest Grocery Sales	GOGAS#20	Grady Deese
Highest Loyalty Offers	GOGAS #21	David Burke
Path to Excellence	GOGAS#9	Diane Meuse
QTR Award	GOGAS#18	Regina Steger

*Congratyoulations*  
to all of our annual award winners!

loyalty >>>

## Here We Go, Growing Again

Quality Plus, and GOGAS are excited to be growing by leaps and bounds. With half a dozen stores planned for opening, and even more slated for renovations, the GOGAS and Quality Plus divisions are growing strong.

On March 15, the Quality Oil family celebrated the Grand Opening of GOGAS #23 in Cedar Point, NC. On a beautiful sunny day, special fuel pricing was in place and that helped attract customers to stop and speak with our brand ambassadors about Quality Perks, GOGAS Super Saver card, premium E-Free 93 fuel, in-store product selections, and our Quality Fleet card. Then to top it off, the Quality Oil team grilled several hundred hotdogs that were free to all customers along with all the fixings and a cold drink to quench their thirst.

Quality Oil also provided several GOGAS gift cards that customers had registered to win throughout the week and the winners were drawn and announced on radio station WCNT which broadcasted live on location for the grand opening.

**VISIT OUR  
NEWEST LOCATION**



**1170 Cedar Point Blvd.  
Cedar Point, NC**

**Save 10¢ per gallon\* on your fuel purchase with the Quality Super Saver Card!**




\*Pick up a card today at the nearest GOGAS; offer subject to change.

**COMING SOON!  
New GOGAS  
in Surf City, NC**



*The GOGAS team was there to welcome everyone on opening day in Cedar Point, NC.*

The Quality Oil family of locations continues to grow and improve with construction and development in various stages.

Our Burlington Quality Plus location is currently undergoing a remodel. Laurinburg Quality Plus is in the process of being built and should be opening for the summer of 2019. Surf City GOGAS is still slotted for opening by fall 2019. Fletcher Quality Plus and Blowing Rock Quality Plus are starting the planning stages and we can't wait to see what's in store for them.

*Left: A clip of the newspaper ad that was run to promote our Cedar Point grand opening event with an offer for fuel savings for all our super saver customers.*

## Tankwagon Salesman Has Enviably Record



Ed Brewer, Shell tankwagon salesman since 1930, has been richly blessed with good health, a warm personality, and a genuine loyalty to company and duty. "I've never missed a day on account of sickness," Ed says, "and I've never been absent from my job unexcused." This amazing record covers a period of 26 years! Ed was employed by Shell Oil Company in 1930—six years before Quality Central Oil Company was formed. He went along with the deal, and a mighty good deal it was.

"Back in the early days," Ed goes on, "we delivered products over dirt roads in all of these Sandhill towns. Of course, it was a mighty little that was delivered, compared with today's sales. We had a storage of about 50,000 gallons and operated one truck. All of our gasoline came in by rail from Wilmington and took about three days. I suspect we sold about 20,000 gallons total product per month.

The present plant was built in 1938, and our distribution has grown each year."

Ed lives in Candor with his wife, the former Fleta Thomas of Jackson Springs. They have no children.

*The Quality Oiler (1956), VOL. VI, NO. 1, Pg. 4*

# Growing Our Future from Our Past

Read "Tankwagon Salesman Has Enviably Record" to the left (from the 1956 edition of *The Quality Oiler*) and see how we compare today.

Quality Oil Company has always been known to be a strong company of diversification and Quality. Nothing holds truer today. Over the past 90 years, we have grown exponentially, especially when it comes to deliverables. In the 1956 article, Ed refers to delivering products over dirt roads to sandhill towns, and although our trucks can be seen driving down 8 lane highways from the mountains to the sea, we're still proud to serve those who live down the dirt roads in the sandhill towns.

When Quality Oil was founded, Ed recalls "Back in the early days" only having 50,000 gallons of storage and operating everything with only one truck. Let's compare that with today's figures. We have roughly 730,000 gallons of storage, 24 delivery vehicles, 9 service vehicles, and 145 tanker trucks operated by Reliable Tank Line. Our gasoline doesn't get here by rail, but instead, we use those tankers to deliver from 7 terminals located in Spartanburg, Selma, Roanoke,



Richmond, Chesapeake, Greensboro, and Charlotte. While 20,000 gallons was a lot of product to deliver in a month, today we manage to deliver 7.7 million gallons a year or roughly 642,000 gallons per month. This past January we even delivered over a million gallons in one month. We are growing strong and our future looks bright thanks to people like Ed Brewer who had many years of dedicated and loyal service.

### loyalty corner >>>

## Now Introducing Perks Fuel

Over the course of 2019 we launched Perks Fuel at a few of our stations and rewarded up to five cents per gallon in some markets. This went over so well that our customers have been begging for this at all of our stations. Well, they asked for it and starting Memorial Weekend 2019 we're rolling it out to every one of our stations!

**IT'S HERE!**

**PERKS fuel**

Use your Perks Card  
Save UP TO 5¢/gal

Quality PERKS

GOGAS Quality Oil

# Hitting a Home Run for our Operations Department

*This year we've teamed up with local little leagues to show our support.*

From across Forsyth County, NC and on to Davie County, our Operations Department has made an effort to sponsor many of our local little leagues. Our biggest presence is at the Davie County Little League Fields. We were able to not only name their concessions "Quality Grill" and put up a large sign in their picnic area but were also able to put several motivational signs at the field



level. We even got creative and decorated an empty propane tank to look like a baseball and we have a series of signs located at the back of one of the fields. It serves as motivation for all the players. Each sign displays one of our core messages. "Do it because it is right.", "Treat others as we would like to be treated.", and "Be better today than yesterday." According to Nicole Spillman, "Everyone at the ball field really loves our presence. They especially love that the concessions now have a name!" It feels good to be active in the community.



*A sign that's located on the back of the dugout, most often used by the girls' softball teams.*



*Pictured above: Callaway Spillman, daughter of Nicole Spillman, with our Quality Play sign.*

*Pictured to the left: Our baseball decorated propane tank at the Davie County Little League.*

# 2018 Proved to be a Year for Hospitality Employees to Shine

*We have so many outstanding people in hospitality, we wish we could recognize them all.*

**E**ach year, Quality Hospitality hotels choose an Employee of the Year that represents the greater Quality Oil Company values. We are fortunate to have a lot of great people who work at each of our hotels, so choosing the Employee of the Year is a great privilege!

The 2018 Employees of the Year were: Gary Davis (now retired) at Hampton Inn Christiansburg / Blacksburg, Saudia



White at Hampton Inn Columbia I-26 / Harbison Blvd., Debra Brown at Hampton Inn Lawrenceville Duluth, Florjan Gjura at Hampton Inn & Suites Jacksonville Deerwood Park, Fatty Davis at Hampton Inn Winston-Salem Hanes Mall, Chandler Stroud at Hampton Inn & Suites Raleigh / Cary I-40 (PNC Arena), Leticia Pablos at Homewood Suites Lawrenceville Duluth and Daniel Morales at Hilton Garden Inn



Asheville Downtown.

Congratulations to these fabulous team members on receiving the Employee of the Year award for 2018. We would not be successful without your hard work and dedication. Thanks for your team work and providing our guests with memorable experiences worth sharing!

To read more about the 2018 Employees of the Year, please visit our newly updated website [www.qualityhospitality.net!](http://www.qualityhospitality.net!)



## Oreo Cheesecake Bird Nests

26 Oreos/chocolate cookies | 12 ounces (1 1/2 packages) cream cheese, at room temperature | 1/3 cup sour cream | 1/2 cup sugar | 1 teaspoon pure vanilla extract | 2 eggs | 1 milk chocolate bar, finely chopped into long, thin shards (about 1 1/2 ounces total) | 36 mini candy-coated chocolate eggs

1. Position rack in center of the oven and preheat to 350°F. Prepare muffin pans by lining 18 muffin cups with paper liners. Lay an Oreo in the bottom of each muffin cup. Chop the remaining 8 Oreos and set aside.
2. In a large bowl, use an electric mixer to beat the cream cheese until smooth. Blend in the sour cream and beat until fluffy. Add the sugar, vanilla, and one egg at a time; beat until well blended, scraping the bowl as needed. Fold in the chopped Oreos.
3. Evenly divide the cheesecake mixture between the 18 prepared muffin cups. Bake for 20 to 25 minutes or until the cheesecakes are puffed up and set in the middle. Allow the cheesecakes to cool for 10 minutes in the pan, then remove them to a cooling rack to finish cooling completely. Refrigerate them for several hours before removing the paper liners (which will help prevent the cheesecake from sticking).
4. Before serving, top each cheesecake with shavings of chocolate (to resemble a bird's nest) and place two candy-coated chocolate eggs on top. You can make this ahead of time, some say it's better the next day. Refrigerate any leftover cheesecakes.

## Lexington, NC

We now have a 30,000 gallon propane tank in Lexington, NC to serve the surrounding areas. It's off of NC Hwy 8 and now has a custom vinyl wrap to help keep the area beautiful.



## QOC Teams up with Forsyth Tech to Elevate our Staff

*We are excited we have developed our first Elevate Leadership series with the support and partnership of Forsyth Tech's corporate learning program. It is a 7-class series with classes that take a deeper dive into communication, coaching for performance, workplace conflict, goal setting and more!*

"The Elevate classes have helped me grow and become a better member of my team. I really enjoyed the hands-on approach to the classes, they were very engaging. I feel I can interact in a more direct, purpose-driven, and meaningful way with coworkers." - Christopher Preble

"The classes have positively enhanced the way I share goals and strategy so that our whole team is on the same page and has strengthened and our communication and performance!" - Candice White

"Beyond the positive interaction and practical benefit of being in class with great people from each division of our corporate family, the takeaways for leadership development are real-world in application. For me, it boils down to "clarity" in goal setting. In the most current series of classes, I noted that our degree of "goal clarity" and "goal significance" is directly proportional to the questions I am prepared to ask early in the process. With preparation on my part,



the right questions posed help me understand others on the team as much as the what, why and how of the goals we set." - Jay Liner

"The Elevate sessions have been a blast! The classes are informative and most importantly fun. We are able to refresh and learn new leadership skills in an enjoyable non-judgmental atmosphere. One of the best things about these sessions is that it's a great way to get to know and build relationships with your co-workers from other divisions and departments." - Thomas Rieke

"In an ever-changing industry, I believe that the Elevate leadership classes have strengthened my ability to promote changes in the workplace positively while addressing the anxieties and concerns of employees in an understanding manner" - Caron Cline

# Then & Now at QOC

"Crossword puzzles became a way of life in the 1920s... Newspapers started adding them to increase circulation... Sales of dictionaries soared, and foot traffic in libraries increased dramatically. Clothes made with black-and-white checked fabric were the rage." -Best of Uncle John's Bathroom Reader. The NY times declared in 1929 "The cross-word puzzle, it seems, has gone the way of all the fads..." However, they didn't start incorporating it into their publication until 1942. Today, we know the Times puzzle as one of its most sought after features. Try your hand at our own Oiler Crossword. You can find the answer key at : <https://bit.ly/2GX8SDs> Good Luck!



## Across

7. Number of Original Partners
8. The City Where it All Started
10. Our Original Gas House
14. Loyalty Card
17. Year QOC was Founded
18. Known for its Fine Homes
19. Do it Because it's \_\_\_\_\_
20. Be Better \_\_\_\_\_ Than Yesterday
21. Street Where the Historic Shell Station Still Resides
22. Division of Quality Oil that Deals in HVAC, Propane, and Fuel Oil for Home and Commercial Customers

## Down

1. Quality C-Store
2. One of the Original Partners
3. Reliable Tank Line's Original Name
4. Treat \_\_\_\_\_ Like We Would Like to be Treated
5. The State Where it All Started
6. Hotel Brand
9. Our Anniversary
11. Gasoline Originated Here by Rail
12. Be Financially \_\_\_\_\_
13. Graham \_\_\_\_\_
15. In the 1930s Quality Oil Built 8 of these Gas Stations
16. City of Our Newest GOGAS

## 2019 SERVICE AWARDS

### 5 Years

Scottie Rhyne	QP	Dwayne Jenkins	RTL
Beryle Rice-Browman	Hotels	Jason McKenzie	RTL
Antonia Graves	QM	James McLamb Jr.	RTL
Amanda Shook	QP	Richard Wesley	QM
Misrak Sidelel	QM	Bill Fairchild Jr.	RTL
Mary Tyler	QM	Josefa Mendez	RTL
Samuel Baker	Corp		

### 10 Years

Mark Redd	RTL	Tania Avila	Hotels
Wesley Sink	Corp	William Hakanson	QM

### 15 Years

Jonathan Shutt	Corp	Josephine Fallon	QM
Jay West	Corp	William Martin	QM

**Thank you!**

For all of your years of dedication to us.

coming soon >>>

In The Next Issue

Our 90th Anniversary Timeline



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