

# Oiler.



VOLUME LXXI, NUMBER II

WINSTON-SALEM, NC

WINTER 2022



## *in this issue >>>*

- The Stroupe-Clemmons Award*
- Community Service*
- Art to Inspire - QM #53*
- Quality PERKS Coming to Mobile!*
- IT's Upgrade Mastery*
- Hospitality's Wins*

## *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.**

**Quality Oil**  
COMPANY LLC

*Since 1929*

For more information go to  
[www.qualityoilnc.com](http://www.qualityoilnc.com)



## *A Season of Great Joy*

As holidays are heading our way, we start to anticipate the joy that comes in the next few months. With Halloween, we can see the joy in our children and grandchildren's eyes as they run from house to house in their costumes with the grand finale inspecting their big, full bag of goodies.

With Thanksgiving comes gathering with friends and family as we reflect on our many blessings, ending with a full, satisfied stomach. Then quickly gliding into a more spiritual, reflective season of faithfulness with Christmas, Hanukkah and Kwanzaa (and with Diwali in October), all with a common theme of praying for strength to be more faithful while choosing joy in the everyday gifts around us.

If we take the time to notice, we are in a season of joy.

Let us take the time to focus on the positive in the world and do our best not to give too much power to the negative. Let's pour ourselves into our families and communities and give ourselves a break from the negative news. There is so much to be thankful for and oftentimes, it starts with choosing joy.

Recently an older friend of mine passed away following an illness after having lived a long and faithful life. For many years, we were part of a Friday Men's group. I will never forget how he ended each meeting with this prayer, "Let there be peace on earth, starting with me."

Peace and joy to all.

*My best, Graham*



refreshingly classic >>>



Just this past October, our oil trucks have been refreshed with a brand new look on their 2022 tank wraps.

Behind our logo each truck has a different historic photo to celebrate our history at Quality Oil Company.

**Top:** E. 5th Street & Patterson Shell Shaped Station (1930s)

**Middle:** Haled Street HQ (1929)

**Bottom:** Reynolda HQ (1954)



## Above and Beyond



Left to right: Sam Metzler, Jason Barger, Graham Bennett, Lee Bulla, Ralph Clemmons, Haywood Stroupe, Tim Lowman

Every year at the Quality Mart Annual Meeting, the “Person of the Year” Award is awarded to the QM employee who goes above and beyond, a true embodiment of Quality’s Core Values.

This year, as the nominees were discussed, we began thinking about the name of the award, and how the title of the award, “Person of the Year,” doesn’t quite describe how big a deal the award is. As we kicked around ideas for renaming the award - like the “Core Values Award” - we found that ideas were falling short.

Then we started thinking about who models the spirit of this award better than anyone else. Two people came to mind – Haywood Stroupe and Ralph Clemmons. Haywood, with 40 years at Quality, and Ralph, with 39 years at Quality, have been two of the most dedicated people to ever work at the company. Their allegiance to the mission and core values is the embodiment of what makes Quality “Quality”.

Although their careers are far from over, the impact of their contributions, commitment and dedication to Quality Mart will be admired and appreciated by many for years to come.

*We started thinking about who models the spirit of this award better than anyone else.*

It is with great pleasure that we name this award for Haywood and Ralph in appreciation for all that they have done and will continue to do in their storied careers.

This year’s winner of the Stroupe-Clemmons Award is Lee Bulla, Manager of QM 32. Lee, a 16-year veteran of Quality Mart, is always willing to step up and serve and is most deserving of this award.



Haywood Stroupe and Ralph Clemmons



## Habitat for Humanity

In our recent Habitat for Humanity initiative, we were able to help build a handful of houses in the Stone Terrace neighborhood of Winston-Salem, with the help of two groups of volunteers from our staff. Our volunteers went out on November 8th and November 15th to participate in one of Habitat's recent housing projects.

## Feeding America

We have partnered with Feeding America and Second Harvest foodbanks to help raise money for those in need. This includes running two programs: one where customers can choose to donate a dollar in our stores, and one with the same spirit at home by raising additional funds through our in-office fundraiser. As of writing, the combined food bank funds from our programs total over 100 thousand dollars! This initiative's success will help provide thousands of meals to those in our communities.

## Art to Inspire Discussion

A mural painted by Leo Rucker was recently completed at our Quality Mart location. His goal with the mural, titled "Community", was to create a work that not only tells a story, but encourages those who pass by and see it to talk about their own community experiences. Leo feels that public art has become a great way to educate people on the places we live in, and does so excellently with his own work. We are proud to have such a meaningful work of art brought into our own storefront by supporting our local artists. The mural can be seen in person at 715 W 5th St, Winston Salem NC.



## Pierogi Pork Chops



- 8 frozen potato and onion pierogi
- 2 bone-in pork loin chops
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 4 tablespoons butter
- 1 medium sweet onion, sliced and separated into rings
- 1 medium Golden Delicious apple, sliced into 1/4-inch slices
- 1/4 cup sugar
- 1/4 cup cider vinegar

Cook pierogi according to package directions. Meanwhile, sprinkle pork chops with 1/4 teaspoon salt and 1/4 teaspoon pepper. In a large skillet, cook chops in 2 tablespoons butter over medium heat until juices run clear; remove and keep warm.

In the same skillet, saute onion in remaining butter for 3 minutes. Add apple; saute until almost tender. Stir in the sugar, vinegar, and remaining salt and pepper. Bring to a boil. Reduce heat; simmer, uncovered, for 5 minutes. Drain pierogi. Add pork chops and pierogi to skillet; stir to coat. Enjoy!

# Quality PERKS Stepping Into the Future

app-advantages >>>



You may be wondering, what's new and what's going to stay the same with our PERKS program? That's a great question. Features are always exciting and we've got plenty to be excited about, including a new Mobile App!

**L**oyalty leads to success. We continuously strive to provide customers with reasons to come back to our stores, showcasing offers that they wouldn't dare to pass up, and creating a customer experience that is hard to forget. The aforementioned are just a few parts of the equation as to why we have decided to introduce our customers to an exciting new way to be rewarded for their loyalty. We desired to introduce a quality Loyalty program that's easy to use, convenient and allows the customer to be in control of their earnings.

We are excited to be upon the eve of launching our new Quality PERKS

***Having an easy to understand loyalty program is what ensures our success.***

mobile app, as the world moves to a more digital era, we wanted to meet our customer's needs by building something that would enable them to participate with the times while shopping with us. From a business standpoint, our objective is to provide offers that would incentivize customers to choose us over the competition and increase the frequency of visits. Having a simple, easy-to-understand loyalty program, which offers instant gratification to

customers as they see their rewards stack up, and a quick, easy-to-enroll process, is what ensures our success. Plus, the ability to take advantage of some of the most competitive tobacco offers around.

As we get closer to our launch day, we know that education and training on the features and benefits of this new program are important to our customers, more importantly our associates and team members. That's why we are committed to being out in the field helping, and providing the training resources, and support that our team members need in order to be proficient at explaining and pitching this program to our customers. A special thanks to all of those who are constantly hard at work to make this program great and to keep our customers happy. We look forward to all the PERKS.

## Customers will soon:

- Be able to save more as they spend more, earning 5 cents per gallon on every purchase of \$25 or more in-store (excluding age-restricted items).
- Receive an initial welcome offer of 10 cents off per gallon, which is more than what our competitors offer currently.
- Take advantage of exclusive club offers, like coffee and car wash offers.
- Receive better, more frequent email communications that will welcome them, remember their birthday, and even send them a "We miss you" email when they've been away from us for too long.



Curtis Flood - Loyalty Program Coordinator

# IT's Upgrades: They're Everywhere!



The IT Team has been very busy working on a variety of projects this year.

The ticketing system we rolled out in March(QOCITSupport.com) has been working out very well, averaging over 900 IT Support reactive and proactive tickets per month across the company.

The technology refresh project is running at full steam. Replacement desktops, laptops, monitors, tablets, and cell phones for aged devices along with upgrading operating systems is critical to allow our personnel to work efficiently as well as staying current with security protection.

For our corporate systems, we recently upgraded Cargas, PDI, Microsoft Exchange and our Lenovo blade server environment. Special thanks to Jim Willis and his team from PTCC in partnering with our IT Team across several of these initiatives.



For Retail specifically, we have made a significant effort in upgrading to Verifone Base 53 in preparation for the PDI Loyalty launch and nearly finished with the Labeling Project (I T equipment labels including site pictures to aid in troubleshooting).

We completed the build-out of our Retail Testing and Training room in the IT Office, which includes communication to Gilbarco Flex Pay II and Flex Pay IV pumps installed on the back dock. Big shout out to Jon Shutt and Jay West for their help and guidance throughout the build process.

We also started work on a Business

Intelligence/Analytics Program for Retail, Reliable, and Operations to bring the power of data to aid in decision making. Please continue to be good company stewards regarding IT Security and be sure to complete the various training courses that you get enrolled to take. Scams and Phishing issues continue to be on the rise, but our people are the company's best line of defense.

Lastly, we welcome a new member to the IT Team, Scott Wyatt. Scott is a Programmer Analyst and comes to us from Wilco Hess/Speedway and will be working closely with Sandeep.

The IT Team wants to thank everyone for their continued help and support in moving technology forward in the company AND we want to wish everyone in the Quality Oil Family a wonderful holiday season!

## Catch Me at My Best

*hospitality >>>*

## Growth in Our Hospitality



Greetings from the Hospitality Division!

We are excited to announce two new General Managers to our team. The Hampton Inn & Suites Jacksonville welcomed Belinda DeMeo on September 12. Belinda was most recently the General Manager of a 115 room Hampton Inn in Greenville, SC. She brings a wealth of knowledge and experience to our team. Traci Simmons began her career with us on October 18

at the Hampton Inn Columbia. She has relocated from Greenville, SC where she was the Assistant General Manager of a 156 room Embassy Suites. We are pleased and excited to welcome these hospitality professionals to our family.

Congratulations to the Atlanta Hampton Inn, the Atlanta Homewood Suites and the Raleigh Hampton Inn & Suites for earning an OUTSTANDING grade on their most recent QA evaluations!



It is an honor to report that our Sales Coordinator at our Christiansburg Hampton Inn, Chloe Bowers, is the Catch Me at My Best winner for the entire Hampton Brand. Chloe is a true example of our core ideology by treating others as they would like to be treated.

# 2022 Service Awards

## 5 Years

Jason Herring	RTL	Amanda Toney	RTL
Daniel Morales	HOTEL	Jarrad Harris	RTL
Desiree Fair	HOTEL	Patrick Summers	HOTEL
Alysa Martin	HOTEL	Darryl Davs	QM
Faith Southern	QP	Mamadou Barry	QM
Tina Davis	HOTEL	Perry McElrath	CORP
Stanley Lorfilms	RTL	Priscilla Parker	QM
Marvin Cairnes	QP	Carol Wilson	QP
Ernest Taylor	RTL	Kelly Palm	QM
Rodney Cheek	CORP	Robert Robinette	QM
Donna Byrd	QP	Richard Whipple	QP
Brittany Shore	HOTEL	Debra Major	QP
Mary Riley	QP	Jacqueline Owens	QM
Rick Wheeler	QP		

## 10 Years

David Zahn	HOTEL	Sarah Palmer	QM
Ronnie Penland	RTL	Ellen Handy	QP
Padam Paudel	QM	Marla Dabe	QM
Maritza Wessar	QP	Jessica Sullivan	QP
Shannon Day	CORP	Karen Winston	CORP

## 15 Years

Alphonzo Jeter	RTL	Paul Rothrock	RTL
----------------	-----	---------------	-----

## 20 Years

Pamela Updike	CORP	Lisa Dodson	CORP
---------------	------	-------------	------

## 35 Years

Junie Troxell	CORP	Cindy Gentle	CORP
Caron Cline	CORP		

*Thank you!*

For all your years of dedication to us

## Picture Corner

Would you like to have a team photo featured in a future Oiler issue? Please send it to [marketing@qocnc.com](mailto:marketing@qocnc.com)



**Quality Oil**  
COMPANY LLC  
*Since 1929*

PO Box 2736  
Winston-Salem,  
NC 27102-2736

336.722.3441  
FAX: 336.721.9520  
[marketing@qocnc.com](mailto:marketing@qocnc.com)

[www.qualityoilinc.com](http://www.qualityoilinc.com)

### Quality Oil Newsletter Contributors:

<b>Michael Robb</b>	VP Marketing
<b>Collette Hostert</b>	Marketing Coordinator
<b>Dorothy Charlton</b>	Digital Marketing Specialist
<b>Deanna Peddicord</b>	HR Recruiting Specialist
<b>Sam Metzler</b>	SVP Retail Operations
<b>Tim Lowman</b>	EVP Convenience Stores
<b>Alan Ferguson</b>	VP Information Technology
<b>Glen Williams</b>	Director of Hotel Operations
<b>Curtis Flood</b>	Loyalty Program Coordinator

