

# Oiler.



WINTER 2023

WINSTON-SALEM, NC

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## *in this issue >>>*

*Driving Innovation*  
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*Store Events, Refreshes, and Loyalty*

## *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)

## *Habits*

“Respect, Purpose, & Passion”  
by Dr. Ed Wilson

•Pick a mentor, ideally two or three confidential people for trusted advice

•“Do what you say” – My Father

•Work hard and do all you can to distinguish yourself

•Persistence beats talent, education, and everything else

•Marry well

•The best confidence builder is to be prepared

•Don’t burn a bridge

•“No whining” – My Mother

•“Never lie” – My Wife

•Be genuine – most folks can smell a bullcrapper a mile away

•Figure out how to care and be kind

•Pick good friends

•Balance life, family, faith, and work – yes, work came in last

•Be a giver. “Takers may eat well, but givers sleep well.”

•Practice The Art of Thank You, and perform acts of random kindness

•Enjoy humor and laugh more

•Seize the moment

•Love more

•Lastly and most importantly, don’t be a jackass

*Most grateful, Graham*



# Breaking Ground in Raleigh



In August Quality Hospitality celebrated the groundbreaking of our new project: the Oberlin Hotel located in Raleigh's Village District. Slated to finish construction mid-2025, the Oberlin Hotel will be a new addition to Hilton Hotels' Curio Collection. Standing 7 stories high, the hotel will feature 153 rooms, a 6th floor rooftop restaurant and bar, a large courtyard for hosting events, and other amenities.

The familiar name of Oberlin is deeply rooted in the Raleigh community, dating

back to the early 1860s, originating as a Freedman's village, established after Emancipation. Inspiration for the hotel's name is drawn from the contributions of the brave men and women who formed the largest reconstruction-era settlement in Wake County. They made a lasting impact on Raleigh and the entire country. The three rings in the Oberlin Hotel's logo symbolize: honoring Oberlin's past, recognizing it in the present, and uplifting it in the future. The story of Oberlin is not just one for history books but one to be told.

visualizing it >>>



The Oberlin Hotel will start construction soon, and thanks to conceptual renderings from our architects we have an idea of how it will look in 2025.

Raleigh's Village District, where the hotel will stand, is one of Raleigh's most popular spots, featuring over 100 unique shops, cafes, and services.



## World of Work



The HR and Operations teams joined up to attend the World of Work event hosted in Winston-Salem! This event brought over 60 companies and a variety of industries together to open the minds and eyes of over 7,000 students of Forsyth County to boundless opportunities and career paths. Adults were in attendance as well, providing a great opportunity for

Quality Oil, Reliable Tank Line, and Petroserve to display and represent the diversity and opportunities that the company shares.

Special thanks to Deanna Peddicord, Dalton Berry, Lindsey Marion, Jamen Papa and Clint Stanley for planning a successful event.

## A Fresh Coat



Quality Mart #58 on Country Club Road in Winston-Salem has enhanced its exterior with a bold mural. Our Marketing team used the Quality Mart logo to create a custom stencil. The stencil was then hand-painted by Collette Hostert and Mike Robb. This mural adds a unique look to the store. Take a peek from the road the next time you drive by!



## Back to Nature



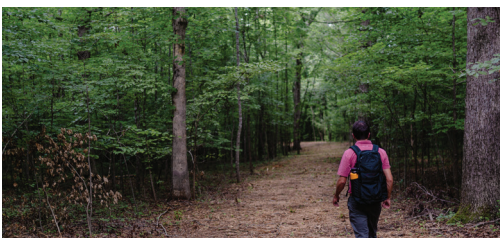
Recently completed by the Brookberry Farm development team, a two-mile nature trail has become an enticing new amenity for Brookberry Farm residents.



The accompanying images showcase the deliberate creation of a back-to-nature experience. This trail offers a Hammock Park for relaxation, a Disc Golf Course for sporting enjoyment, a historic cemetery dedicated to the Gray family, and informative nature signs highlighting the local wildlife.



Ideal for families, mountain bikers, dog walkers and others, this trail blends recreational amenities with the beauty of the outdoors, providing an accessible escape into nature.



## 2023 Service Awards

### 5 Years

Antrim, Patrick W.	CORP	Miraglia, Krystal	QP
Arrington, Glenda	HOTEL	Mitchell, Lavar	QM
Bodsford, Leah	RTL	Moore, Robert	CORP
Brown, Jarrin	RTL	Murray, Francis L.	QM
Campbell, James	RTL	Portuhondo, Jose	HOTEL
Clements, Lee	CORP	Presta, Luigino	HOTEL
Coffey, Jesse	QP	Prosek, Elaine	QM
Corcoran, Rhonda	CORP	Register, Brandon	CORP
Cuthrell, Briana	QM	Rogers, Herbert K	RTL
Dawson, Katherine	QP	Smith, Melba	QP
Kuhns, Kimo A.	QP	Weatherford, Johnna Lee	QP
Leslie, Kirsty	QP	West, Stacy Anne	QM
Lindsey, Victoria	HOTEL	Whitaker, Wanda	HOTEL
McNeely, Dennis William	CORP	White, Mae	HOTEL

### 10 Years

Armentrout, Kyle	CORP	Lopez, Carmelina Andrade	HOTEL
Cooke, Austin Boone	RTL	Lounsbury, William R	CORP
Curry, Donald Wayne	RTL	Mendez, Sonia Maribel	HOTEL
Dillon, Jonathan	HOTEL	Moton, Michelle	QP
Douglas, Jeffrey	RTL	Ramsey, Michelle	QP
Fuller, David	QM	Smith, Damion	QM
Jenkins, Victoria	CORP	Virwaney, Sandeep	CORP

### 15 Years

Gill, Rusty	RTL	Moton, Michael	RTL
Guzman, Sandra	HOTEL	Phillips, Stella	QM
Locklear, Jacqueline	HOTEL	Stiles, Larrilyn	CORP
Morales, Rosana	HOTEL	Waugh, Cassey	QP

### 20 Years

Velasquez-Andrade, Maria	HOTEL
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### 25 Years

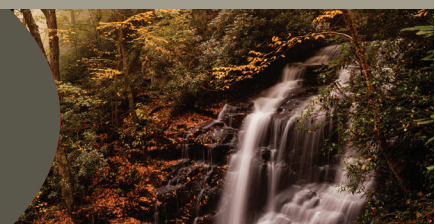
Harris, Pearline	QM	Smith, Tina Lynn	CORP
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### 45 Years

Graham Bennett	CORP
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*Thank you!*

*For all your years of dedication to us*





## Steps to Loyalty

The customer loyalty journey at our stations takes effort in all domains to be successful. Whether that is training for our staff, great everyday offers, regular store events, or competition between the stores themselves.

Between our stores we held two major contests: One for Quality Plus and GOGAS, and one for our Quality Marts. We awarded 5 Quality Mart locations and 3 Quality Plus GOGAS locations for their great work improving the amount of loyalty transactions!

Congratulations: Danville #7 QP, GOGAS #14, Carbon City QP, Quality Mart #1, Quality Mart #42, Quality Mart #58, Quality Mart #39 and Quality Mart #67. Find their photos below, from left to right.



Our store events have also hit a great stride this fall. With four Customer Appreciation Days at our Quality Plus and GOGAS stations, as well as regular pop-up events at our Quality Marts, we have been getting great opportunities to interact with our customers.

During events, we provide exceptional service by refueling vehicles and engaging with our customers. Booths vary from event to event, but the constant is helping customers understand our loyalty programs. Thanks to the wonderful support from our vendors, we also offer food and snacks to those who come by.

Thank you to all of our team members who have been doing incredible jobs. Your hard work creates the sense of community we cherish at our stores.

under construction >>>



Out with the old, in with the new. Connelly Springs QP & Mt View QP have completed extensive remodels. Over the course of two months, we demolished the old buildings and built new stores in their place. The new buildings have a clean, modern look and give us more square footage of retail space to accommodate the needs of our customers. The original stores were built in the 1970s, having served their communities for 50 years, and will continue to do so for years to come.

The next rebuild on our list will be Plymouth QP, which is currently under construction with plans to re-open this coming December 2023.

## Helping in Hurricane Recovery



In September, Quality Oil Company sent a commercial fueling truck and driver to help with the recovery efforts in Florida after Hurricane Idalia. Scott Gammons spent 12 days in Madison, Florida helping

fuel vehicles that were assisting with the restoration of power and utilities in the area. We are very proud and appreciative of Scott's dedication and commitment to helping those communities in need. Scott is a shining



example of our core values in action, "To do it because it is right" and "To treat others as we would like to be treated". Thank you, Scott!



# Driving Innovation



Reliable Tank Line has recently been partnering with Bridgestone Corporation to test the latest in tire technology. Currently, Reliable has 140 test tires deployed across its fleet. These tires are used in the everyday

application of fuel hauling and then the tires are sent back to Bridgestone for analysis. The data collected allows Bridgestone to make durability and fuel efficiency improvements for their next generation of tires.

Above is a photo of Evan Wooten, the Fleet Maintenance Manager, and Mike Cole, who is the Reliable Tank Line Terminal Manager for Spartanburg, alongside the Bridgestone engineering team from Japan.

## We Make IT Happen

Our IT Team has been moving at a quick pace with several projects and improving resolution speeds. One of the bigger initiatives this year was migrating to Microsoft 365 for all users. Huge thanks to Robbie Sawyer for taking the lead on that project.

In Retail we are always busy with upgrades to stay current at all locations. In parallel to the Verifone Commander upgrades, for the Shell sites we are weaving in Gilbarco's Invenco Electronic Payment Server (replacing the Wincor) along with Cybera SCA-325 Routers. Special thanks to Andrew Bell and Dennis Mintz for their efforts.

This past October we successfully tested power failover capabilities for both home office buildings. We cut

main power to force the UPS systems to keep our IT equipment alive while the generators auto started and the transfer switches cutover. Big thanks to Quinton, Robbie, Clint Stanley from RTL, Jim Willis and Zach Miller from PTCC for the planning, testing and execution.

For Reliable Tank Line, thank you to Robbie Sawyer and Quinton Hairston who had partnered with Jamen Papa and team to push to complete our project for the TMW and Synergize production upgrades this fall.

This summer we made a significant push to revitalize our IT Security Training across the entire company and added a Report a Phish tool in Outlook. Everyone's diligence makes a big difference in looking out for suspicious

emails and bad threat actors.

Lastly, we have welcomed two employees into the IT Team since the last Newsletter: Kevin Pruitt and Rae Davis.

Kevin has 23 years of experience as an IT System Administrator, including with many of the software systems and tools we use here at Quality Oil.

Rae transferred into the IT Team, having previously been a 3rd shift Associate at Quality Mart 62 in Jonesville while she attending ECPI University full time and completing her B.S. in Computer Science.

We hope everyone has a wonderful Holiday season!





# 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)



Hampton Inn Winston-Salem's  
Halloween costume party



Group photo from the annual  
leadership golf outing



Wear it pink day team photo from  
Friday October 20th



A baby sprinkle was held to  
celebrate Trey Hocutt's next child.



Hampton Inn Christianburg's  
Halloween costume party



Home office Halloween costume  
contest participants



Celebrating Jim Dudek's retirement  
after 8 years as credit manager



Christiansburg leaders with the  
Hilton CEO at Ignite the Light

## Pamela's Candy Cake Recipe



Today we'll be making Pamela's candy cake, which began as a Swiss Chocolate Cake. Her cake was very popular at the home office Halloween party, and came in first place during the voting for best spooky treat.

Preheat the oven to 350°.

### Cake Ingredients:

- 1 box Swiss Chocolate or Devil's food cake mix
- 1 small box instant vanilla pudding mix
- 3 eggs
- 1 and 3/4 cups milk
- 3/4 cup cooking oil

### Cake Instructions:

Mix the ingredients for the cake and bake in three layers for 20-25 minutes, or until wooden pick inserted is clean.

### Icing Ingredients:

- 1 8oz. package cream cheese
- 1 box powder sugar
- 1/2 cup white sugar
- 1 (16oz) carton cake whip
- 1 large (12 oz) Hershey candy bar

### Icing Instructions:

Mix sugars and cream cheese (softened). Add cool whip and Hershey bar, coarsely chopped. This is the large sized candy box. You may use the icing with almonds or plain.

Once the cake and icing are both ready, spread the icing across the cake using a knife or offset spatula and enjoy!



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