

Oiler.



WINTER 2024

WINSTON-SALEM, NC

VOLUME LXIII, NUMBER II



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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.

Quality Oil
COMPANY LLC

Since 1929

For more information go to
www.qualityoilinc.com



Unyielding Spirit

Things that come to mind regarding Hurricane Helene:

Watching the acts of kindness from all walks of life and backgrounds running to Asheville and Western North Carolina to help.

Our cry for help was certainly supported by our vendors and partners. Southco, our convenience store grocery supplier, immediately sent two-plus transport trucks of relief and groceries to be distributed to our employees in the west. Smith-Rowe, our grading contractor, loaned us a water truck that we used to supply the Asheville Hilton Garden Inn with fresh water for almost two months. Watching our own heroic team at the Asheville Hilton Garden Inn before we had the water truck in place filling 150 buckets with water daily to run to each room for the relief workers who filled the hotel.

There are so many heroic tales, but here is one that stands out.

There was a widow in the middle of the woods who couldn't get out because there were downed trees everywhere. She looked out her window and saw fifteen boys cutting a pathway to her house. They were from a high school football team from Georgia. Their coach told them all to get in the bus, they were heading to North Carolina to help. The caring spirit is alive and well.

Things that come to mind as we celebrate our 95th year at Quality Oil Company and Reliable Tank Line:

What makes Quality Oil Company and Reliable Tank Line special? Our culture and values are alive and well. What we stand for is for all and not just a few.

When I came to Quality Oil Company, I was the youngest. Now I'm the oldest.

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Unyielding Spirit (Cont.)

Admiration for the longevity of so many team members who have given their working careers to Quality Oil Company and Reliable Tank Line.

It is impressive to see our young new leaders emerging to take Quality Oil and Reliable even higher. Especially for those of us who grew up in the ranks.

Our recent annual picnic reminded me that we are truly a family affair, and all of us feel a part of Quality Oil and Reliable.

Our competitive edge has always been our diversification of so many different businesses over the many years.

We are blessed to have financial security to weather the good and

bad times. And in many cases, hard times are when the best opportunities present themselves when you are financially fit.

Some final thoughts:

1. Everything Is Possible
2. Nothing Is Easy
3. If You Persist, Things Will Come Your Way
4. Patience Is The Essence Of Success
5. If Your Work Is “Fun,” There Are No Limits
6. When You Are Feeling Optimistic, See #2
7. When You Are Feeling Discouraged, See #2

Wishing all a wonderful Holiday Season and a Merry Christmas,

All our best from the Graham Bennett family



QOC Heros

A few of the many honorable moments during the Hurricane Helene relief efforts, showcasing the dedication of our amazing team members who truly deserve recognition:

Reliable Tank Line hauled supplies, assisted with water efforts at the hotel and QPs, and worked to clear paths and establish routes.

Petroserve provided equipment and helped to deliver water, transport generators, and were a huge help in getting stores re-opened.

Many team members contributed financial support, food, clothing, and supplies, from bread to paper products, with several team members assisting with donations and deliveries.

The team at HGI Asheville opened their doors, even without water, to provide rooms for Duke Power and other responding personnel.

QP Customers and team members alike were paying it forward to help their fellow neighbor so that they could get access to supplies during Helene.

We are proud to have such dedicated individuals on our team. Thank you all for your hard work and commitment!

Giving Back



In combination with our corporate staff, Quality Mart, Quality Plus, GOGAS team members, and customers, Quality Oil Company is proud to announce that, as of the end of November, we've raised over a quarter of a million dollars for food banks across Virginia, North Carolina, and Tennessee.

This effort is just one of many

incredible acts of kindness we've seen in our community over the past few months. It's inspiring to witness how people are coming together to support those in need.

We're grateful to everyone who contributed to this year's campaign—your generosity makes a real difference.

Caring Through Crisis

Western North Carolina has been deeply affected by the aftermath of Hurricane Helene, in the weeks following our amazing team members came together to support our community.

This fall, Western North Carolina faced unprecedented devastation due to Hurricane Helene, which severely impacted homes, businesses, and families across our beloved region. The damage was heartbreaking, but in the wake of this disaster, we witnessed something truly inspiring.



Our community rallied together in remarkable ways. Team members came together to provide support, while dedicated drivers delivered essential supplies and fuel to those in need. Southco, our convenience store grocery supplier, stepped up by generously donating food and water, all to help those in need.

At our QP stores, customers and team members displayed extraordinary kindness by “paying it forward,” allowing those who couldn’t afford fuel and supplies to receive help. Fueling the spirit of generosity and solidarity, reminding us the strength of our community.

Together, we are not just rebuilding; we are reaffirming our commitment to one another.

Thank you to everyone who played a part in this incredible effort. Your kindness makes a difference!



Jacksonville - Milton

Following Hurricane Helene, we had to quickly prepare for Hurricane Milton. During this time, many Florida residents were evacuating their homes, with some seeking refuge in our Jacksonville hotel. Our dedicated team rose to the occasion, providing

exceptional care and support. One guest who stayed with us during this period remarked on the outstanding service they received, highlighting our commitment to their comfort and well-being:

“This is the BEST Hampton Inn I’ve ever stayed in. The staff is INCREDIBLE. This Hampton

should serve as the training facility for all Hampton Inns.... All Hilton hotels actually. From the front desk to the kitchen crew to the room attendants to the management. ALL friendly, warm, helpful.”

We are proud to be a safe haven for those in need during such challenging times.

Cloudy with a Chance of Security

The IT Team continued to tackle several important projects as we headed into the second half of 2024. The most significant being the move of 340+ email boxes (including mail relays, shared mailboxes, backend system updates, mail backups, reporting, etc.) from being hosted at our Home Office in the Server Room to Microsoft's Cloud hosted Exchange. It took several months of planning and three weeks of execution from a 12-person group (Robbie, Rae, Quinton, Gene, and a mix of PTCC personnel).

Completing that successful effort allowed us to move forward with another important security related project, turning on MFA (Multi-Factor Authentication) for the email environment led by Rae, Robbie, and Ian. Ian Frye is one of our newest members and brings a wealth of knowledge in IT systems, applications, and

end-user administration. He is already making a significant positive impact to the Team.

Hayden Peters is another new member of the Team, working with Scott Wyatt on the programmer analyst and reporting side of the IT shop. He is taking over our BI (business intelligence) and Data Analytics Program. We are excited to have Hayden bring his experience and energy to help propel our company forward during the new age of data, BI and AI (artificial intelligence).

Rae Davis is continuing to make a significant impact to the IT security administration, compliance, and training parts of our business. This is on top of helping me with numerous in-flight Hotel Technology projects and attending school full-time for her Master of Science degree in Cyber Security. Most important

Hayden Peters

Ian Frye



is our security training program for our company personnel, as it is the single biggest line of defense against cyber-attacks and bad threat actors. You will see a lot of ongoing communications from her and from the tool we use for security training and Phish alerting (KnowBe4).

As the IT Team strives to provide excellent service and support to the various business units and corporate groups, please place the utmost importance on security training and help us continue our ongoing efforts to protect Quality Oil Company.

Lastly, we hope everyone in the Quality Oil Family has a safe and wonderful holiday season!

GOGAS #25, #26, AND #27

GOGAS has been making great strides this year—and we're not stopping!

We're currently wrapping up construction on GOGAS #25, located on Highway 544 in Conway, SC, and we're hopeful to open by year-end. And that's just the beginning!

Next, we plan to break ground on GOGAS #26 in Little River at the start of the year, followed by GOGAS #27 on Highway 90 in

Conway, SC.

With this momentum, we're excited for the continued growth and to bring even more convenient locations to our community in the months ahead.



Here's to 2 years!



As of January 1st, 2025, we're thrilled to recognize the 2nd anniversary of our acquisition of PetroserveNC.

We are deeply grateful to all the team members who have been a part of this journey and whose dedication continues to drive our success. A special thank you to Tim Stanley for his invaluable support and leadership throughout this joining of two companies with like values.

Through the combined effort of both companies, PetroserveNC has been successful in expanding its business as well as focusing on construction and maintenance for Quality Oil retail locations.

We look forward to what the future holds as we continue our focus on operational excellence and to be better today than yesterday!

To find out more about what is new with PetroserveNC, visit their new website at PetroserveNC.com.



Tim Lowman & Tim Stanley



Looking Up

Construction of the Oberlin Hotel in Raleigh recently reached a major milestone with the concrete on the roof of the hotel having been placed!

Reaching this milestone now allows the roof work to get underway in order to "dry in" the building. Interior and exterior metal stud framing has also recently begun. As the exterior studs progress, the "skin" of the building (stone, brick and windows) will follow behind.

The parking garage structure will be starting in the month of November. Along with the work on the interior walls, the plumbing, HVAC, and electrical roughins have gotten underway.

Looking ahead, the Oberlin Hotel is on track for a grand opening in the fall of 2025, promising to bring a new level of hospitality to the Raleigh area.

Fall Fun!



We had the great pleasure of being able to once again host our Quality Oil Family Picnic!

Team members and their families joined us for a fun and festive day of Trunk or Treating, bounce houses, raffles, and more.

This being the first time since 2019, we were excited to be able to gather as a company and share time with those that we don't get to see everyday.

We also got to celebrate some of our own, with Shannon Day winning the Quality Spirit Award and Tim Lowman celebrating 40 years of service to the company.



A heartfelt thank you to everyone who joined us and made this day so special. We truly appreciate your time and the opportunity to celebrate together!

THE Quality Oiler

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Quality Oil: Looking Back at 95 Years

In March of 1951, the first edition of The Quality Oiler made its debut, marking the 21st anniversary of Quality Oil Company. Reflecting on the company's history, the article concluded with the following:

“There are many interesting stories connected with the progress of Quality Oil Company. Like most businesses, there have been ups and downs; good times and tough, but one characteristic remains throughout the company- that spirit

of friendliness that reminds one of a big family. How often have you heard people remark, “good company to work for.”? So, let's say a toast to Quality Oil Company and wish it many more happy anniversaries”.



It's truly amazing how such a statement has held true even through so many years. This enduring sense of camaraderie and connection continues to shape our workplace today, as many of our long-standing employees can attest.



Caron Cline

Regional Director QP West
37 years

“After many years of service, the most recent memory stands out. During Hurricane Helene’s impact on Western NC, I was impressed by the daily calls and emails from our home office and upper management, checking on the welfare of our employees.

Some gathered food, water, and clothing, delivering them to Asheville, Boone, and Burnsville. With no water in those areas, several men transported hundreds of gallons to those locations.

Our managers and associates were truly touched by their concern. I’ve never been more proud to be part of Quality Oil Company!”

**Marty Smitherman**

Commercial Truck Driver
20 years

“Honestly the best part about working for Quality Oil Company has been getting to see and do things that you wouldn’t expect. Like being able to help people after disasters like Helene. And getting to work with some really great people throughout the years.”

Mike Cole

Terminal Manager
24 years

“My Favorite memories are the people I have worked for and with, some have passed on and others have retired but we remain friends and Prayer Partners .

The family mentality of this company has always impressed me, and I am proud to express it to every new employee that I have the privilege to hire and work with.”

**Becky White**

Store Manager QM #22
25 years (and 10 months)

“It is hard to pinpoint a specific favorite memory from working with Quality Oil, but what comes to mind is that ALL of the big moments in my life have happened while I was working with Quality Oil.

As everything was unfolding in my life (getting married, having my 1st and only child, etc.), sharing it with everyone at Quality Oil was like sharing it with my own family, and there is nowhere else I would have chosen to be for that.”

Sandy Russell

IT Support Specialist
38 years

“I have so many fond memories of QOC, but mostly just the friendships I have made. I love working with the QOC family.”

Veronica Torres

Executive Housekeeper
23 years

“I thought I was going to work here three years and then return home to Mexico. However, I had the opportunity to meet Graham Bennett. Because of his friendly and kind personality, I wanted to stay longer at our Hampton Inn Winston-Salem and help Quality Oil continue to be successful.

As I was working at the Hampton Inn, my daughter became very sick. During that time, Don Baker and Olga Chavez genuinely supported and took care of me so that I was able to support my family. They made it easier for me to get through my daughter having cancer. When I look at my daughter and see she is still living, I think of the patience and love that Don and Olga had for me, and I will be grateful forever.

My current boss, Candice White, always has confidence in me and supports me. She helps me and my department be successful. In my time here, my coworkers have truly become my family, and I am excited to continue my career with our company.”

2024 Service Awards

5 Years

Alissa Miller	HOTEL	Jeffrey Hurt Jr	CORP
Amber Martin	QP	Jessica Sturgis	QP
Anthony McCorey	RTL	Julie Lewis	GG
Anthony Rabideau	HOTEL	Justin Young	RTL
Anthony White	RTL	Kenisha Davis	HOTEL
Barbara Sturgis	QP	Lynda Arthur	QM
Brenda Hernandez	HOTEL	Miguel Diaz	HOTEL
Colby Chambers	RTL	Phara Doah	QM
Dennis Sturgis	QP	Sandra Craft	GG
Donna Brack	HOTEL	Shalonda Taylor	QM
Gurjeet Singh	QM	Sherry Cooper	QP
Isiah Arvin	HOTEL	Tara Ridgeway	HOTEL
James Gray	QM	Warren Gordon	RTL
Jeffery McMillian	RTL	William Martin	QM

10 Years

Blake Briggs	RTL	Michael Morrissey	HOTEL
Candice White	HOTEL	Samuel Metzler	CORP
Malcolm Beckles	RTL	Stanley Porter	HOTEL

15 Years

Angelo Orr	RTL	Michael O'Connor	CORP
Daniel Dinsbeer	CORP	Ryann Carnall	CORP
Donald McIver III	CORP	Tegist Alemayehu	QM
Maria Valdez	HOTEL		

20 Years

Alice Beard	QP	Rosario Baptiste	HOTEL
Heather Shelton	CORP	Ross Tomlinson	RTL
Marty Smitherman	CORP	Samuel Ngugi	HOTEL
Ricky Dull	CORP		

40 Years

Timothy Lowman	CORP
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Picture Corner

Would you like to have a team photo featured in a future Oiler issue? Please send it to marketing@qocnc.com



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Since 1929

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Thank you!

For all your years of dedication to us

