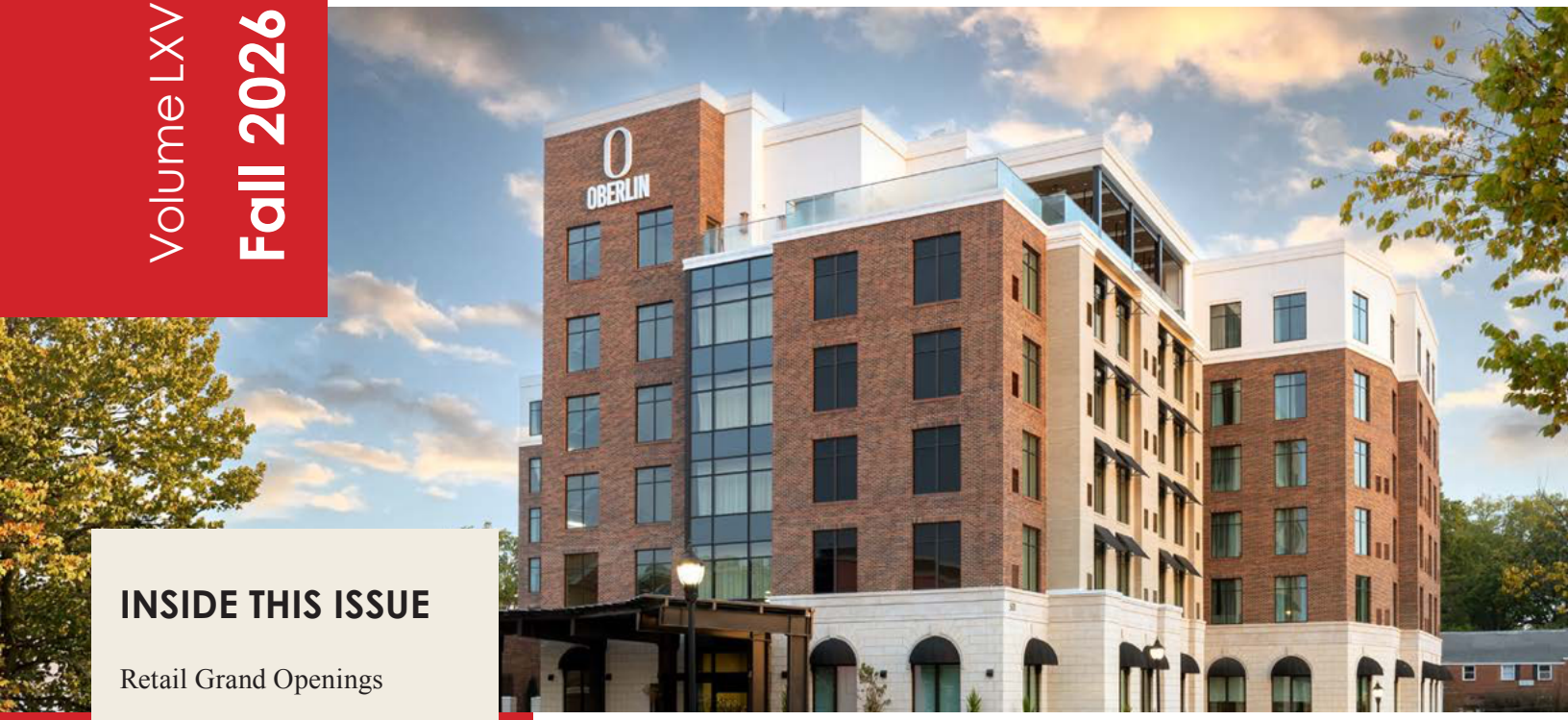
Oiler

Volume LXVI
Fall 2026



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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.

GIVING AND RECEIVING HONEST FEEDBACK

I believe that honest feedback is a critical component for our success. But I also know how difficult it can be, both to give it and to receive it. I continually ask the question, "Why do we struggle so much with feedback?"

Giving someone feedback can make us uncomfortable because it requires us to be open and vulnerable about our message. We must share what we believe and be prepared to support it. Many times, we worry about the reaction, whether it will be taken personally, or whether the conversation will change the relationship. There are times when we tell ourselves it is easier to say nothing.

I have certainly found myself in that position. There have been times when I knew a conversation needed to happen but hesitated because I knew it might get uncomfortable. Yet I have also learned that avoiding a difficult conversation never makes the underlying issue better. More often than not, it makes matters worse; current behaviors continue and frustrations increase. If we approach feedback the right way, we can turn a perceived negative situation into a positive one.

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GIVING AND RECEIVING HONEST FEEDBACK (CONT.)

The key is our intention.

Feedback should never be about winning an argument, proving someone wrong, or making ourselves feel better. It should come from a genuine desire to help, to show we care. When we give feedback with care and respect, difficult conversations can strengthen relationships.

Receiving feedback requires a different kind of vulnerability.

When someone tells us that we could have handled something differently or better, our first instinct can be to explain ourselves or even get defensive. We want them to understand the circumstances. We may even find ourselves thinking that the person approaching us doesn't know what they are talking about.

Being willing to listen, even when we disagree, is an important part of personal growth and it requires vulnerability. Vulnerability does not mean weakness; it means having the confidence to be honest with ourselves about the impact we make. It means being willing to say, "Maybe I could have handled that better."

It's impossible to get everything right. We all make mistakes and have things we can do to improve. Whether we realize it or not, we all have blind spots that others can see more clearly than we can. We just need to be open to this and willing to listen.

That is why we make feedback part of who we are as a company, not something we avoid until there is a larger problem. If we can create an environment where people feel comfortable enough to speak honestly and are humble enough to listen, we will become better leaders, better team members and a stronger company.

Over the next year, we will be rolling out a new process in ADP with tools to help us provide and receive meaningful feedback. I hope you will be open to the methods and embrace our new process.

It takes courage to give feedback. It takes humility to receive it. It takes vulnerability to do both well.

That is how we **Be Better Today than Yesterday.**

- Don McIver



Eric Aft from Second Harvest Food Bank

EVERYONE DESERVES TO EAT

One of the things that makes Quality Oil Company special is the generosity of our people. We have a long-standing commitment to supporting our teammates, families and the communities where we live and work. Together, we have the opportunity to make a meaningful difference for people who are facing food insecurity and other challenges.

This fall, we have partnered again with Second Harvest Food Bank for our annual Day of Giving. Through this continued partnership, our team came together with a shared purpose: to lend a helping hand to those who need it most. We are grateful to everyone who participated and helped make this year's Day of Giving a success. Thank you to all who have given from your heart.

BIG UPDATES IN RETAIL

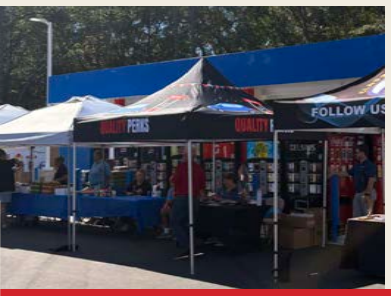
This year, our retail teams have celebrated some exciting milestones, from opening new locations to completing major renovations. These investments reflect our continued commitment to growing our brands and enhancing the customer experience.

The GOGAS team recently celebrated another successful grand opening at GOGAS #27 in Conway, South Carolina. Marking our third location in the state, this new station represents another exciting step in expanding the GOGAS brand and strengthening our presence in the South Carolina market.

Additionally, the Quality Mart team celebrated the grand reopening of QM49 in Oak Ridge on September 18th, showcasing a newly renovated store. Updates included new cabinetry and countertops in the food service and checkout areas, new flooring and restrooms, updated cooler doors, and a new beer cave. Despite a three-week renovation, the store was able to remain partially open thanks to a temporary point-of-sale terminal provided by QOC IT, allowing us to continue serving customers throughout the process.

Grand Opening Day brought plenty of excitement, with strong vendor support, product giveaways, food sampling, BOGO deals, and a special 25¢-per-gallon fuel rollback with a PERKS card. The results were impressive: the store pumped 8,600 gallons of fuel, up 2,500 gallons from the previous week. Additionally, 33% of transactions were processed using loyalty, and the team registered 135 new PERKS users in a single day.

Congratulations to both teams on these exciting milestones! These accomplishments are a great reflection of the teamwork, dedication, and continued growth happening across our retail network.







BUILDING BETTER LOYALTY

This year our stores have knocked it out of the park when it comes to PERKS! With our Quality Plus and GOGAS locations hosting regular PERKS Day events and the Quality Mart teams competing for championship belts, we have managed to sign up over 6000 people just in the month of August with numbers increasing every month. These events are a fun way for customers to save at the pumps and win prizes while helping us spread the word about the PERKS program.

Best Loyalty Engagement:
- Q1: #69 | Sparta
- Q2: #01 | Rockwell
- Q3: #01 | Rockwell

Most Improved:
- Q1: #69 | Sparta
- Q2: #40 | Cary
- Q3: #37 | Winston-Salem



QM #37's Most Improved Championship belt!

OPENING OF OBERLIN

One of Quality Hospitality's largest projects to date is officially OPEN! Oberlin Hotel is now welcoming guests and booking rooms, marking amarking a major milestone for our team and an exciting new addition to the Raleigh community!

Along with 153 gorgeous guest rooms, Oberlin will offer multiple dining options, including Wren Rooftop, which is officially under construction and set to open in early 2027. Located on the sixth floor, Wren will offer an elevated fine dining experience with breathtaking views of the Raleigh skyline, craft cocktails, and an upscale Southern-inspired menu. In the lobby, you'll find The Proper and Grounded; the perfect places for guests and community members to gather, grab their morning coffee, enjoy a bite to eat, or wind down with a nightcap.

Another unique feature you can look forward to is a beautiful, large-scale mural painted by artist Sean Kernick. This one-of-a-kind artwork features a variety of meaningful symbols, including the Carolina Wren, local flowers, historic buildings, and so much more. It serves as a wonderful tribute to the history of the area and the community that made this neighborhood what it is today.

We're incredibly grateful to our team, whose hard work, dedication, and attention to detail helped bring this vision to life. Oberlin Hotel represents a major milestone for both Quality Hospitality and Quality Oil Company, and we couldn't be more proud to see this incredible project officially open its doors. It's an achievement worth celebrating, and we are so excited for all that's ahead! We look forward to welcoming guests and becoming a part of the Raleigh community for years to come!









GARDEN TO GLASS

Along with reaching milestones at Oberlin Hotel, receiving approval for a new hotel build in Charlotte, NC, and continuing progress on Hotel PIPS, the Quality Hospitality team has also been busy in Asheville with a complete redesign and rebranding of Pillar Rooftop Bar. This year marked 10 years since Pillar first opened, making it the perfect opportunity to celebrate this milestone with our community and introduce an exciting new chapter for this Asheville favorite.

The rebrand included new seasonal food and cocktail menus that feature local ingredients and a complete redesign of the space itself. With a fresh, elevated feel, Pillar has embraced a new look while continuing to offer the welcoming atmosphere and beautiful views that guests have come to love.

Pillar celebrated its grand reopening on September 30th. Guests had the opportunity to experience the new space, sample items from the new seasonal menus, enjoy thoughtfully crafted cocktails, and take in the beautiful Asheville views.



Pillar's rebrand honors the rooftop bar's 10-year history while looking ahead to what's next. We're grateful to our team and the Asheville community for helping make this milestone possible and look forward to seeing Pillar continue to thrive for years to come.



PHOTO CORNER















SERVICE AWARDS

Thank you for all your years of dedication to us.

5 YEARS

Alisa Mitchell	QP	Johnathan Koeck	RTL
Ana Benetiz	HOTELS	Joseph Knox	QP
Anthony Starr	CORP	Kaleigh Miller	QP
Antoinette Roundy	QP	Kimberly Dixon	HOTELS
Bonita Bullock	HOTELS	Krystal Martin	CORP
Brandon Mullis	RTL	Lisa Clardy	QP
Brenda Erdy	QM	Mary Butts	QP
Brett Lau	HOTELS	Mickey Brown	QM
Cathy Barrows	QP	Onika Vann	HOTELS
Darrell Peters	QP	Peggy Stanley	QM
Diane Flynt	QP	Rodney Atkinson	CORP
Donald Beck	RTL	Samira Beganovic	HOTELS
Dylan Johnson	QP	Shannon Browning	QP
Hitesh Shah	QM	Sherry Ward	QP
Jacob Avery	QP	Stacy Guy	QP
Jason Barger	CORP	Taelor Tauch	RTL
Jevon Jarrett	QM	Trey Hocutt	CORP

10 YEARS

Bruce Lauren	HOTELS	John Olden	CORP
Chelsea Lewis	CORP	Kayla Perry	QM
James Buchanan	QP	Matthew Glasser	RTL
Jennifer Kroesch	RTL	Michael Haier	RTL

15 YEARS

Davion Douglas	RTL
Donald Tysinger	RTL
Gerald Moore	QM
Kathleen Green	HOTELS
Michelle Schroeder	HOTELS
Omar Pastor	HOTELS
Rebecca White	QM
Wendy Johnson	CORP

20 YEARS

Akeba Mitchell	HOTELS
Greisy Umana	HOTELS
Nicole Spillman	CORP
Shelia Johnson	RTL

25 YEARS

Christie Ledford	RTL

40 YEARS

Sandra Russell	CORP