

Oiler.



SUMMER 2024

WINSTON-SALEM, NC

VOLUME LXXIII, NUMBER 1



in this issue >>>

*Brookberry Farm
Southern Stations
Loyalty Pays Off
Give 'em the Pickle*

*Celebrating our Dealers
Outstanding Leadership
Continued Learning
Digital Security*

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



Happiness

I recently read an article on happiness. Here is a bit of a recap that I found interesting:

How many of you believe that happiness is a final destination that can only be achieved by making all the right choices? Or, that if we keep pushing forward, once achieved, we will be forever satisfied and happy? The article points out that chasing “the dream” leaves us feeling anxious and overwhelmed. And possibly leaves us feeling that we have to prove ourselves every minute of every day regardless of our successes.

This is flawed thinking – happiness is not a destination; it is a state of mind. See happiness as a desire, but one that is not necessarily present every minute of the day. How can you know what happiness is unless there is also a healthy dose of pain and disappointment? As the article points out, you may get the best promotion you have worked so hard for on the same day you have a heartbreak. So, happiness and heartbreak are both

valuable experiences necessary to understanding happiness.

Happiness is not checking the boxes of material achievements: big house, lovely children all the time, lots of toys, big career, etc. You realize after years of fighting and achieving that you still feel unfulfilled – choosing the wrong things – things that were defined by others as success.

What truly makes us happy are human connections, positively impacting the lives of others, and being present – important things that can be blinded by chasing “things.” As the article ends: “Happiness should not be your goal, nor an end-on-end state, but a way of being.”¹

My best, Graham

On a lighter note, here are two riddles, answers on the back:

#1: What can you break, even if you never pick it up or touch it?

#2: What can you keep after giving it to someone?

¹ Penny Locaso, What You Were Taught about “Happiness” Isn’t True, (Harvard Business Review, January 12, 2021)

Development at Brookberry Farm



Quality Oil continues to see a strong housing demand at the Brookberry Farm development. Phase 9 was finished in the fall of last year and there are around 20 homes currently under construction. Phase 10 has recently been completed and we anticipate selling lots starting in June. Phase 11 has been described by local real estate experts as perhaps the best section of

Brookberry yet and will be finished in the late summer/early fall. One of the homes in Phase 9 of Brookberry Farm is in the local homebuilders association Parade of Homes selection for October, which will generate tremendous energy and traffic for the neighborhood. The future continues to shine brightly for Brookberry Farm!

Southward Expansion



Our current GOGAS #22, which uses the same layout as our upcoming locations.

We are excited to announce that GOGAS will be branching out into South Carolina this fall!

Looking at the future of GOGAS, we will continue to build on its strong brand recognition along the coastal region of the Carolinas. The initial Myrtle Beach site will be our very first

GOGAS project in the state of South Carolina. This GOGAS station, to be built along Highway 544 between Myrtle Beach and Conway, will offer the same friendly service and retail offerings of the GOGAS stations in North Carolina. We anticipate opening additional GOGAS stations in the Myrtle Beach market over the next twelve months.

a new look for loyalty >>>



We have partnered with Rovertown, an innovative and customizable platform, to upgrade our Quality Perks mobile app! This upgrade will allow us to open our digital 'storefront' to more than just our registered loyalty members, send additional communications, and target consumers based on their geo-location. The new and improved app will be available to the public July 1st, 2024. If you already have our app, you will just need to update. If you don't have our app, please download it with the QR code, or by searching Quality Perks in the Apple App store or Google Play.



Features of this app also include dual pricing to show off the potential fuel savings for SuperSaver, which we are running a limited time special of 30¢ off per gallon for the first 30 days for any new Super Saver customers from June 20-August 31.

Pickle Slices

Day to day, members of our team are regularly going the extra mile and giving our customers “the pickle” by providing excellent customer service. Here is just a slice of what our operations team has been doing for our customers.

Evelyn came in today to pay her bill and was thrilled by our service when her logs were installed by JR last week. Evelyn stated the service was very professional, and that she was happy to see that he both covered his feet when entering the home and cleaned up all items afterward.



Wayne called to say a big thank you to Jeff for carrying his newspaper to the front door for him this morning. Wayne was really dreading walking out to the street to get his paper, so he was delighted to see Jeff bringing it to the door with his delivery ticket.

Ms. Heath is the widow of long time QOC service manager and retiree Dick Heath. Recently, she called to tell us that Ricky Dull did a great job last week when he filled her tank. She said he represented Quality Oil Company very well.

Sharon is a very happy customer with her service calls with Jason working on her LP fireplace. Sharon stated that Jason was extremely helpful and was excellent to work with. Now, she only wants Jason to come back for her service calls in the future.



Harriet was very unhappy with her service from another company that had been servicing her gas logs for years and reached out to us for help and a second opinion. Harriet stated that Billy saved them hundreds of dollars and they will only be dealing with Quality Oil Company moving forward.

A Full Review

I stopped by Quality Oil on Silas Creek Parkway in Winston-Salem to dispose of several gallons of bad gasoline into the Quality Oil slosh tank. I had called previously and received permission. From the moment I entered the building I was greeted with a smile and a pleasant

attitude by Regina Harman. Regina put me in touch with Sam Hunter who assisted me with my bad gas dilemma. Sam stayed with me through the entire process and provided outstanding customer service. Sam's professional conduct and willingness to help made the entire process fluid and seamless. Positive attitudes, a willingness to be helpful, and staff that are committed

to outstanding customer service are a reflection on the President and leadership of the organization. These qualities are rarely seen in today's global business environment. I will continue to be a loyal Quality Oil Company customer. Excellent products and great customer service are the key ingredients that make a wonderful company.

Dealer Celebrations

This year we are celebrating 10 great years with our dealer partners Gaurav Patel and wife Jwali. Ten years ago they purchased our old QM #35 located in High Point, NC.

What a decade it has been for the Patels. They started their partnership with Quality Oil as a single site owner/operator. Fast forward to the present, and they now partner with us in 13 additional sites. The Patels truly have a knack for the convenience store/gas business and have also used their entrepreneurial spirit to start successful logistics and real estate businesses as well. They continue to grow year over year and we are honored to be a part of their success story.

Here's to another 10 years and thank you for your partnership!



Hotel Leadership

We are thrilled to announce that Stephanie Owens, our Director of Sales at Hilton Garden Inn Asheville Downtown, has been awarded the prestigious title of Sales Leader of the Year for the HGI brand across the United States and Canada. This outstanding achievement serves to highlight Stephanie's exceptional skills, dedication, and leadership.

Since joining our team in 2018, Stephanie has been a driving force behind the success in Hilton Garden Inn Asheville Downtown's sales department. Her ability to lead and inspire her team is truly unparalleled. Not only has her leadership led to remarkable sales performance, her contributions extend beyond with her willingness to lend a helping hand and showcasing her versatility and commitment to the hotel's overall success.

Stephanie truly is a team player. We are proud to have her as part of our team at Hilton Garden Inn Asheville Downtown!



Smash Burgers

Make your next cookout a smash with these juicy burgers.

Ingredients: Ground Beef 80/20, Clarified Irish Butter, Brioche Buns, Fine Sea Salt, Fine Mesh Black Pepper, Thick Sliced American Cheese

Start by seasoning the ground beef with salt and pepper, and then portion out the ground beef into 2oz balls. Set aside.

Preheat a cast iron pan or griddle to high heat. Spray the back of a large flat metal spatula with cooking spray. Place each of the balls of ground beef on the hot griddle. Use the spatula to flatten them, pressing from center and working the spatula to all sides in a circular motion, cook for 1 minute. Flip the patties and place a piece of American cheese on half. Place the other burger patties, not topped with cheese, on top of the cheese-topped burger patties. Cook for 30 seconds, then remove the burgers from the griddle and place them aside on a sheet pan.

Next is toasting the buns. Reduce the griddle to medium heat and add 1 teaspoon clarified butter. Place the buns face-down on the griddle for 1 minute or until the edges are browned. After removing the buns from the griddle, add your favorite burger toppings and transfer the beef patties to your prepared buns. Serve immediately.

Dedicated to Learning

Summer is here and the QM division is in full swing with training! There are 16 classes scheduled from the end of May until July, these continuing education classes range from RASP (responsible alcohol selling), 30/60 day new hire, interviewing for

success, ADP (onboarding/hiring), and the leadership book club series with more classes in development such as PCR (Personalized Customer Relationship) and Team Conflict Resolution. Quality Mart's strategy is to be the destination of choice for a

consistently enjoyable, welcoming, and customized experience for our communities by executing customer-relationship training, engaging our customers, and remaining dedicated to convenience! QM is paving the way for continued success.



IT Initiatives

The IT team started off 2024 with several important projects running in parallel. The Zone Router replacement project had them swapping out the aged D-Links with more secure SonicWall devices. Andrew, Dennis, and Brian were significant contributors to the deployment across 138 Retail sites in less than two months.

Rae led an initiative with Robbie to replace Trend anti-virus on 400+ devices with Sentinel One. They tried to make the switchover as automated as possible, but some of the devices needed manual intervention, so you may have gotten a chance to work with Rae directly during the process. The IT team appreciates everyone's help across the company in coordinating both the Zone Router and Sentinel One deployments.

Another big project was connecting the various types of Price Signs for

most of the Quality Mart sites, which Keith helped lead with Andrew, Dennis and folks from PetroserveNC assisting.

They have a number of other large projects going very well. Leafio and OWL for the QM's, Hotel IT hardware and cabling cleanup and prep for UnoNet and Connected Room projects, Reliable and Operations BI/Analytics, and IP card deployment for approximately 70 remaining Veeder Root systems still using Systech devices.

Recently they sent out KnowBe4 Security Training links and email reminders. Our people are the greatest defense against bad threat actors, please take the training seriously.

Last, but certainly not least, congrats to Quinton on reaching 20 years of service with Quality Oil Company and to Sandy Russell on receiving the 2024 Spirit Award!



2024 Service Awards

5 Years

Bogale, Melkamu	QM	Brittain, Crystal	QP
Hunter, Samuel M	CORP	Mooney, Erica	HOTEL
Nicholson, David A	RTL	Portillo, Alejandro	HOTEL
Talsania, Sangita	QM	Turner, Patricia Yarborough	HOTEL
Warden, Wesley Steven	CORP	Wyrembelski, Cheryl	QP
Higgins, David S.	CORP	Feizi Fami Tafreshi, Soroush	QM
Lane, Wendy	QM	Johnson, Ralston E	RTL
Gregory, Michelle	QP	Chambers, Colby A	RTL
Josey, Donna	QM	Fagan, Mindy A	QP
Ludwig, Teresa	QP	Lewis, Julie	QP
MacNeil, Ryan C	RTL	Martin, Amber Anne	QP
Alexander, Tom	QP	Nivens, Jeremy R	RTL
Brittain, Chris	CORP	Ramsey, Lydia Danielle	QP

10 Years

Rice-Browman, Beryle	HOTEL	Fairchild Jr., Willard	RTL
Graves, Antonia	QM	Althaus, Kenneth	RTL
Roberts, Amanda G	CORP	Morrissey, Michael	HOTEL
Tyler, Mary	QM		

15 Years

Redd, Mark	RTL	Freeman, Regina	HOTEL
Avila, Tania	HOTEL		

20 Years

Shutt, Jonathan	CORP	Baker, Cynthia	QP
West, Jay	CORP	Hairston, Quinton	CORP
Fallon, Josephine	CORP	Poole, Michael	RTL

30 Years

Chavez, Olga	CORP
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Trivia Answers: #1: A promise, #2: Your word

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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O/D Service Account Manager

Patrick McAnnally

Food Services Director



Thank you!

For all your years of dedication to us

