

# Oiler.

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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.

## CHANGE, GROWTH, AND CHEESE.

I hope everyone is having a good summer and is able to find ways to relax and recharge. As you might expect, change has been on my mind quite a bit lately. While we have seen some changes in the main office over the last few months, it is something we're all constantly navigating. Whether it's in our work or teams, shifts in family dynamics, or even road construction during our commute, change is all around us. How we address change can determine our success. I'm reminded of the lessons from the book *Who Moved My Cheese?*—a simple yet powerful story about adapting to change in work and life. Over the past year, many of our Quality Mart team members have read this book and attended training based on its lessons.

Change is inevitable, and often challenging. However, embracing it can lead to new opportunities and growth. The story in *Who Moved My Cheese?* revolves around four characters who live in a maze and search for cheese, which symbolizes happiness and success. When the cheese is moved, each character reacts differently, representing various ways people handle change.

One key principle from the book is to anticipate change. By staying alert and being prepared for the unexpected, we can adapt more quickly and efficiently.

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## CHANGE (CONT.)

Another important lesson is to let go of the past. Clinging to old ways can hinder our progress. Instead, we should focus on exploring new paths and opportunities. It's also crucial to enjoy the journey. Change can be a positive experience if we maintain a positive attitude and remain open to new possibilities.

Lastly, we should be ready to adapt quickly. The faster we let go of the old and embrace the new, the sooner we can find success. Let's be like Haw—the character who realized that change could lead to something better. Let's laugh at our fears, learn from our experiences, and move with change rather than against it.

Thank you for all that you do.



## MILESTONES WORTH CELEBRATING



### 5 YEARS & COUNTING

We're proud to celebrate five years of partnership with BP! Since joining the BP brand family in 2020 with the acquisition of Beroth Oil Company of Winston-Salem and its Four Brothers convenience stores, Quality Oil Company has continued to grow and strengthen our presence in the communities we serve.

With over 20 sites between our Quality Mart and dealer locations, we're grateful for the continued partnership and look forward to many more years of shared success.



### SHELL SUCCESS

We're proud to share that Quality Oil has been recognized as the top-performing Shell wholesaler in the nation by Motiva Enterprises. This prestigious award celebrates excellence across key performance metrics, and we're honored to lead the way. From January through May 2024, we achieved an MMP Overall Score of 99.7%, reflecting outstanding customer experience and operational standards. We also recorded a Total Loyalty Volume Penetration of 38.5%, demonstrating strong engagement with the Shell loyalty program. With over 50,000 gallons sold, this recognition is a testament to the dedication of our team, the strength of our brand, and the loyalty of our customers. Thank you for helping us reach this incredible milestone.

## LEARNING THAT LEADS THE WAY

In March, Quality Mart rolled out its newly revamped onboarding and online training modules for associates. The updated program features new videos, interactive content, refreshed quizzes, and brand new Personalized Customer Relationship (PCR) training.

This release also marks the beginning of all new training for managers, with emphasis on leadership, accountability, and team building. Additionally, new training modules are set to be launched for all deli and maintenance personnel.

These improvements—along with ongoing classes, which have already seen 1,787 attendees, and upcoming new sessions—are part of the broader Quality Mart initiative to become the destination of choice.

“We take care of people.”



## DRIVING EXCELLENCE FROM DAY ONE



Reliable Tank Line has introduced a revitalized two-day Pro Driver Orientation designed to equip new drivers with the knowledge, tools, and confidence to deliver petroleum products safely and professionally. Held at the Winston-Salem headquarters, the program blends hands-on training, safety procedures, and behind-the-scenes insights into RTL operations.

With nearly a century of industry experience distilled into a focused, high-impact format, the orientation emphasizes regulatory readiness, QTR Pro+ system mastery, and the RTL S.A.F.E. culture. Key sessions include hazmat response, equipment troubleshooting, and customer service excellence.

As one trainee remarked, “This was by far the most amazing and informative orientation I’ve ever been to.”

Reliable’s new orientation reflects not just a commitment to safety, but to the people behind the wheel.



## DAD JOKES

Why should you always take an extra pair of socks when you go golfing?

*In case you get a hole in one!*

Why did the scarecrow win an award?

*He was out standing in his field.*

What's a 3 letter word that starts with gas?

*Car*

To whoever stole my copy of Microsoft Office. I will find you.

*You have my word.*

Weasel walks into a bar. Bartender looks at him and says "I've never served a weasel before. What can I get you?"

*"Pop", goes the weasel.*

I hired a handyman recently and gave him a to-do list. When I got home, I found out that he only did items 1, 3 and 5 on my list.

*Turns out, he only does odd jobs.*

## IT EXCELLENCE

The IT Team continues to tackle several important projects within the Corporate, Retail, and Hotel environments for 2025. We are refreshing our network switches, enterprise servers, and storage infrastructure at the Home Office.

Pushing forward on the UnoNet and Connected Room projects for our hotel properties. Asheville has finally been completed, and the other 7 hotels are in project planning and equipment ordering phases. We are also in the process of upgrading our Internet circuits for the Home Office, all 8 hotels, and 18 of the Quality Marts to Segra fiber.

I am also pleased to announce two promotions this year. Ian Frye has been with us a short time but has made a huge impact on the team. Ian has been promoted to Programmer Analyst/Developer. He is working on several applications and web portals including Qticket for the PetroServe Team, MarketHub and enhancements for Patronix Loyalty for the Marketing Team, and FleetCRM for our Fleet Card Team.



Ian is furthering his education by taking programming/developer classes and actively completing industry certifications. He will continue to assist with System and End-User Administration activities in a dual-role capacity.

Rae Davis has been promoted to Cybersecurity Specialist and Compliance Lead. Rae has taken on 3 roles (Cybersecurity, PCI Compliance and Hotel Tech Lead) along with going to school full-time for her Master's degree in Cybersecurity. Though she is assisting with several key projects with the hotels, the most important role Rae is performing is with Cybersecurity (which includes our Security training program).

Much of the technical and administrative activities are behind the scenes, but you will continue to see a lot of ongoing communications from her and from the tool we currently 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 service groups, please place the utmost importance on security training and help us continue our ongoing efforts to protect Quality Oil Company from bad threat actors.

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

## 2024 QM MANAGER AWARDS

On March 27, the Quality Mart team had its annual Store Manager Conference, once again at the WinMock at Kinderton event center. This event, each year, is a great opportunity for fellowship while celebrating their achievements from the prior year. In addition, we use this time to give company and divisional updates while conducting a soft and technical skills breakout. All content is created based on field surveys provided by our management teams, giving them the information they want and proves to be a valuable education session.



<b>Best Customer Service</b>	Kristen Wilson
<b>Best Inventory Control</b>	Jitendra Talsania
<b>Best Cash Control</b>	Lennis Hunter
<b>Highest Increase In Fuel Sales</b>	Jose Sorto
<b>Highest Increase In Merchandise Sales</b>	Tashema Richards
<b>Food Service Excellence</b>	Constance Beavers
<b>Manager of the Year</b>	Kelly Efird
<b>Asst. Manager of the Year</b>	Mary Schow
<b>Rookie Manager of the Year</b>	Tracy Henson
<b>Stroupe-Clemmons Award</b>	Delores Morrow
<b>Quality Mart MVP</b>	Bennie Puckett
<b>Quality Mart MVP</b>	Whitney Berry
<b>QTR Award</b>	Tonya Hawks

## 2024 GG MANAGER AWARDS

<b>Highest Percentage Increase Gasoline Sales</b>	Lynn (Brenda) Matthis
<b>Highest Diesel Volume</b>	Tina Riddle
<b>Highest Percentage Increase Diesel Sales</b>	Sierra Barnhill
<b>Highest E Free 93 Sales</b>	Lauren Clarke
<b>Highest Cigarette Volume</b>	Kala Byrd
<b>Highest Percentage Increase Cigarette Sales</b>	Katherine Clephas
<b>Highest OTP Sales</b>	Katherine Clephas
<b>Highest Loyalty Offers</b>	Judy Herring
<b>Path To Excellence</b>	Katherine Clephas
<b>Manager of the Year</b>	Katherine Clephas
<b>Assistant Manager of the Year</b>	Susan Hardison
<b>Operational Excellence</b>	Pat Deese

## 2024 QP MANAGER AWARDS

<b>Highest Gasoline Volume - East</b>	Melinda Blue
<b>Highest Gasoline Volume - West</b>	George Tate
<b>Highest Percentage Increase Gasoline Sales</b>	Ciara Lester
<b>Highest Diesel Volume - East</b>	Melinda Blue
<b>Highest Diesel Volume- West</b>	Julie Miller
<b>Highest Percentage Increase Diesel Sales</b>	Mary "Jane" Butts
<b>Highest E Free Sales</b>	Kenneth Brad Davis
<b>Highest Cigarette Volume - East</b>	Cyndi Lynch
<b>Highest Cigarette Volume - West</b>	Kelly Crook
<b>Highest Percentage Increase Cigarette Sales</b>	Ellen Handy
<b>Highest OTP Sales - East</b>	Cyndi Lynch
<b>Highest OTP Sales - West</b>	Adam Alexander
<b>Highest Vape Sales - East</b>	Brandy Flynt
<b>Highest Vape Sales - West</b>	Rachel Gregory
<b>Highest Grocery Sales - West</b>	Monica Jones
<b>Path To Excellence, QTR - East</b>	Brianna Lebarre

## 2024 QP MANAGER AWARDS CONT.

Path To Excellence, QTR - West	Krystal Barnes
Manager of the Year - East	Angela Manning
Manager of the Year - West	Crystal Brittain
Asst. Manager of the Year - East	Amber Day
Asst. Manager of the Year - East	Cassey Waugh
Shell Mystery Shopper Program	Kiana Morrill Ellen Handy Brianna Lebarre Patsy Cristino-Garcia Brenda Wilborn Dean Roten II Cynthia Baker Nikki Collins Krystal Barnes
Top Perks Performer - East	Angela Manning
Top Perks Performer - West	Kathleen McDade
Top Super Saver Performer - East	Nikita Smith
Top Super Saver Performer - West	Julie Miller
Best Cash Control - East	Brianna Lebarre



## UNREASONABLE HOSPITALITY

In hospitality, great service is expected. But unreasonable hospitality, the kind that creates real connection, is what makes an experience truly memorable.

This year our amazing hospitality team has been inspired by Will Guidara's philosophy, and has embraced this mindset to create unforgettable moments for our guests. It's not about grand gestures; it's about thoughtful, personal touches.

These moments make people feel seen and valued and they uplift us too.

When we lead with presence, intention, and joy, we create something bigger than service.

## BETH MACEY'S WINNING CHILI RECIPE



### Ingredients

- 1 Tbsp olive oil
- 1 large onion, diced
- 2 lbs lean ground beef
- 1 lb Jimmy Dean mild pork sausage
- ¼ cup red wine vinegar
- 1 (14.5 oz) can diced tomatoes (undrained)
- 4 cups tomato juice
- 1 cup ketchup
- 2 (16 oz) cans pinto beans (undrained)
- 2 (16 oz) cans kidney beans (undrained)
- 1 Tbsp light brown sugar
- 3 Tbsp chili powder
- ¾ tsp garlic salt
- ½ tsp black pepper
- 1 tsp paprika
- 1 tsp ground cumin
- ¼ tsp cayenne pepper (or to taste)

### Instructions

1. Sauté Onions: Heat olive oil in a large pot over medium heat. Add onion and cook until translucent (about 5 minutes).
2. Cook Meat: Add ground beef and sausage. Cook until browned. Drain excess grease.
3. Add Flavor: Stir in vinegar, then add diced tomatoes, tomato juice, ketchup, beans (with liquid), and all seasonings.
4. Simmer: Bring to a boil. Reduce heat to low, cover, and simmer for 1 to 3 hours, stirring occasionally, until thickened.
5. Serve & Enjoy: Top with sour cream, shredded cheese, or your favorite chili toppings!

# 2025 SERVICE AWARDS

## 5 YEARS

Aaron Hastings	RTL	Kelly Efird	QM
Allen Bizjak	CORP	Mae Cassady	HOTEL
Brenda Wilborn	QP	Marisol Cruz	HOTEL
Cameron Shand	QM	Mark O'Mara	CORP
Clyde Watson	RTL	Melvin Bowman	CORP
Destiny Isenhour	QM	Patricia Loftin	HOTEL
Fern Jarrett	HOTEL	Patsy Cristino-Garcia	QP
Jarratt Edwards	QM	Philippo Miraglia	QP
Jason Kropf	RTL	Thomasina Marcoux	QM
Joann Vecchio	QP	Tracy Sessoms	QP
Karen Mullis	QP		

## 10 YEARS

Adam Alexander	QP	Dylan Williams	RTL
Brandy Flynt	QP	Robert Seigler	RTL
Debra Brown	HOTEL	Saira Vasquez	HOTEL

## 15 YEARS

Evan Wooten	RTL	Umer Ismail	QM
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## 20 YEARS

Ada Euceda-Acosta	HOTEL	Sharon Stafford	HOTEL
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## 25 YEARS

Michael Cole	RTL
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## 30 YEARS

Edward Denton	RTL
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## PHOTO CORNER



*Thank you!* For all your years of dedication to us.