

Summer 2014



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



Business Ethics

Business ethics is a topic that we here at Quality Oil Company and Reliable Tank Line take very seriously. It is a reflection of our integrity and character. Our company culture should nurture the atmosphere of ethical behavior and provide an environment where doing the right thing is second nature. Our company as a whole wants open dialogue, not intimidation and fear of speaking up. As employees of our company, we have an obligation to uphold our values, as stated in our Core Ideology - in ourselves, and also in our co-workers.

We acknowledge the slippery slope of the gray area of ethics. There are easy traps to fall into unintentionally. A few ways to avoid these traps are:

1. Think before you act. Are your actions in step with our Core Ideology?
2. When in doubt, seek advice.
3. When you are put in a questionable situation—do the right thing. It will pay off in the long run.
4. If you find yourself wondering if what you are about to do is right, then take it as a sign that you might need to think things through. Let your conscience be your guide.
5. Prevent the wrong thing from happening—be an honest friend and speak out before something regrettable happens.

Since 1929, our reputation and our commitment to business ethics have been our most important assets. Our employees' commitment to our values and Core Ideology is the backbone of this company. I have no doubt that, decades from now, we will continue to be the successful, honest, and fair company that we are today.

Let's stay strong together.

- Graham





Quality HVAC Launches TV Ad Campaign

“Electric...oil...or gas...we service all makes and models.” This spring, with the goal of increasing brand awareness, Quality Heating & Air Conditioning filmed 15 second and 30 second commercials to broadcast on WXII 12 News of the Piedmont-Triad. The commercials can be seen mostly in the morning with some spots airing during the evening news. These commercials have already been successful in introducing our full range of products and services. If you have not yet seen these commercials, you can visit our YouTube® channel to check them out. <http://youtu.be/OgD6Motja-E>

Winners of the Angie’s List Super Service Award



Congratulations to our heating & cooling divisions for winning the 2013 Super Service Award which honors excellence among service providers who maintain superior service ratings and reviews on Angie’s List throughout the past year. Less than five percent of all businesses listed on Angie’s List, the nation’s leading provider of consumer reviews on local service companies, qualify for this award. Way to go guys!



Reliable Represents

Reliable Tank Line proudly represented the Tanker Division during the 2014 North Carolina Truck Driving Championships held in Smithfield, NC on May 8-10. This year marked the 75th annual event for this Championship, which continues to be one of the largest and oldest in the country. Nearly 150 truck drivers competed this year. The tanker and tractor donated by Reliable was selected as the lead tanker in the competition. She looked sharp and drew much attention from the crowd in attendance, thanks to the countless hours of detailing by our Reliable Tank Line Maintenance Manager—Evan Wooten and Selma Terminal Manager - Terrell Scarboro. Thanks a bunch fellas!

A SALUTE TO ERNIE RHYMER

Ernie Rhymer, a Quality man through and through, officially retired this past March. However, when we say Ernie has retired, it doesn't mean he spends any less amount of time working and consulting on real estate and construction projects. Ernie joined Quality Oil back in 1979, which means last November marked Ernie's 34th year with the company. Prior to his arrival at QOC, Ernie had been working as project director to the Land of Oz, a theme park attraction built on top of Beech Mountain. In 1970 The Land of Oz was the second most visited tourist park in the eastern United States, behind Disney World. In his first year with Quality Oil, Ernie started out as Purchasing Agent but with his background in construction he quickly transitioned into the Real Estate division. When Ernie came to Quality Oil, there were two Quality Marts, two Howard



Johnson hotels, and only a few Quality Plus locations. Over the course of his career with the company, Ernie has helped lead the way for the development of all subsequent retail locations, hotel sites, subdivisions, shopping center, and countless other real estate projects. He has also instilled a more aggressive approach to real estate at Quality Oil. As Ernie begins his retirement, he says he is going to miss the people of Quality Oil the very most. When asked about a memorable moment with Quality Oil, he answered by describing his very first day here and how he was immediately treated as part of the family. Although 34 years have passed since that day, and Ernie is now "retired", he is still part of the family and always will be. Congratulations on your retirement Ernie!



Retail Technology News

The Retail Technology Department is happy to announce two new additions to the team! Paul Antonas and John Shutt will continue their work on maintenance for all fuel equipment, as they now move to join the expanding department.

Retail Technology is also proud to announce the production and distribution of several equipment training videos recently added to the QTR Portal. Among these videos are: directions to turn the HPV20 on/off, how to correctly clean a Sapphire, and how to cold-start a PAM. Many of these videos are currently in the QTR Portal, with more to come! Please email rh@qocnc.com if you have any suggestions for training videos.

Friendly reminder from the Retail Technology Department...

In order to save time and emails, please be sure to include the item UPC on emails with Price Book related concerns, such as new items, or issues with item pricing.

QUALITY HOSPITALITY

Congratulations to Melissa Sloan of Homewood Suites in Atlanta/Lawrenceville GA who won the Director of Sales of the Year—Award of Merit! This honor is given to a sales individual who is a brand advocate, has great sales leadership, and participates in a Hilton Worldwide and Homewood Suites programs. The hotel also has to be in the top 15% for guest satisfaction scores.



LIGHTHOUSE AWARD WINNERS

The following award winners received the prestigious Lighthouse Award for being designated in the chain's top 5% of hotels in Guest Satisfaction and Product Quality among more than 1800 Hampton hotels. Congrats!

- Christiansburg Hampton Inn
- Winston-Salem Hampton Inn
- Columbia Hampton Inn

CIRCLE OF EXCELLENCE AWARD WINNER

Congratulations to the Atlanta/Lawrenceville, GA Hampton Inn, winner of the Circle of Excellence Award. This award is given to Hampton Hotels that rank in the top 10% for Guest Satisfaction and Product Quality.

S.T.A.R.S AWARD

The training and safety departments were able to recognize two outstanding individuals for their leadership and dedication to QTR and Safety. The Superior Training, Awareness, Retention, and Safety Award is presented to a supervisor in each of the Quality Mart and Quality Plus divisions. To qualify for this award, their divisions must excel with the district that excels in all measurable categories including turnover, insurance claim dollars, worker's compensation numbers, inspections scores, and training compliance. Please join us in congratulating Tushar Marathe of the Quality Mart Raleigh district and Deborah Dull of the Quality Plus Winston-Salem district as the 2014 recipients of the S.T.A.R.S. Award.



TRAINER OF THE YEAR

Reliable Tank Line would like to congratulate Angelo Orr for receiving the 2013 Trainer of the Year award. This honor is presented to the trainer with the highest overall score when ranked and measured against the other trainers in categories such as training succession, compliance and safety. *Congratulations Angelo for a job well done!*

Congratulations 2013 Quality Plus Award Winners!

AWARD	STORE	MANAGER
Highest Gasoline Volume	Sylva QP	Samantha Hood
Highest Gasoline Volume	Washington QP	Codie Rice
Highest % Increase Gasoline Sales	Lexington QP	Crystal Lanning
Highest Diesel Volume	Sweeten Creek QP	Selina Williams
Highest Diesel Volume	Woodlawn QP	Lisa Garland
Highest % Increase Diesel Sales	Belews Creek QP	Dean Roten II
Highest Cigarette Volume	Georgetown QP	Julie Haynes
Highest Cigarette Volume	Apple Valley QP	Druanne Everette
Highest % Increase Cigarette Sales	South Boston QP	Ricky Newbill
Highest OTP Sales	Burnsville QP	Michael Banks
Highest OTP Sales	Apple Valley QP	Druanne Everette
Best Controllable Expenses	Shelby QP	Rebecca Lail
Path to Excellence (West)	Sweeten Creek QP	Selina Williams
Path to Excellence (East)	Danville #7 QP	Wanda Hancock
Best Cash Control	Newton QP	Alice Beard
Regional Manager of the Year (West)	Concord QP	Shannon Day
Regional Manager of the Year (East)	Lenoir QP	Sherry Thorne
Shell Mystery Shopper Program	Newton QP	Alice Beard
Highest Grocery Sales	Cherokee QP	Kathleen Thompson
QTR Award	Maggie Valley QP	Juanita Oellerich

Congratulations 2013 Quality Mart Award Winners!

AWARD	STORE	MANAGER
Best Customer Service	#14	Susan Ellis
QTR Award	#42	Michelle Lowe
Rookie Manager of the Year	#28	Sheila Deaton
Assistant Manager of the Year	#3	Crystal Carrillo
Assistant Manager of the Year	#11	Lawrence Mabilia
Manager of the Year	#39	Bobby Saunders
Manager of the Year	#40	Laila Taoufik
Quality Mart Person of the Year	#5	Tracie Laws
Most Valuable Employee	#29	Robyn Reed
Highest Increase in Merchandise Sales	#22	Becky White
Highest Increase in Gasoline Sales	#14	Susan Ellis
Best Store Expense Control	#1	Norma Worthy
Best Cash Control	#3	Pat Morneault
Best Inventory Control	#24	Angel Caldwell

2014 SERVICE AWARDS

QP Operational Excellence Skits

This year at the annual Quality Plus Awards, management made things fun by putting on a number of skits to demonstrate all of our core initiatives. The cast is seen below in their costumes.



From left to right: Caron Cline, Gina Butler, Elizabeth Ledford, Danny Ledford, Jean Sawyer, Tammy Campbell. Front: Bradley Snover



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Josh McClure
Petroleum Operations Specialist

Jean Sawyer
District Manager, Quality Plus

Rob Hill
SVP Hotel Operations

Bradley Snover
Safety Manager

Kit Platou
Customer Service

We welcome your suggestions. Email them to mrobb@qocnc.com

5 Years

John Kuhlman	Reliable Tank Line Greensboro
Wesley Sink	Fuel Oil
Mark Redd	Reliable Tank Line Greensboro
Rania Avila	Hampton Inn and Suites Cary
William Hakanson III	QM 37
Paul Antonas	Retail Technology
Liliana Serratos	Homewood Suites
Cheryl Hartle	Hampton Inn Columbia
Angela Brewer	QP Asheboro
Jeanette Franklin	QM 1
Regina Freeman	Hampton Inn Atlanta
Simon Hinojosa	QM 50
Cynthia Clark	QM 1
Richard Fisk	Hampton Inn and Suites Jacksonville
Tara Ogle	Hampton Inn Christiansburg
Alonzo Wilson	Hampton Inn and Suites Cary
Patricia Thompson	Hampton Inn Columbia

10 Years

Lola Scales	Reliable Tank Line
Tylibra Goins	QM 12
Jonathan Shutt	Retail Technology
Josephine Fallon	QM 34
William Martin	QM 37
Cynthia Baker	QP Sanford
Mary Vaughn	QM 12
Quinton Hairston	IT
Steve Poole	Reliable Tank Line Selma
Norma Ayala	Hampton Inn Atlanta
Clyde Castleberry	Reliable Tank Line

15 Years

Randolph Modrow	Hampton Inn Winston-Salem
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20 Years

James Williams	QM 25
Thelma Anderson	QM 32