

Winter 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



Remembering the Blessings

We are coming into the holiday season and I am reminded how much we need to reflect on our many blessings. It is so important to slow down in this fast-paced life we lead and take the time to be truly grateful. If you are like me, I enter each holiday season with a pledge to pay more attention. But as each year draws to a close, I always regret not slowing down and soaking it all in. For me, I try to plan ahead so I don't scramble, and most importantly, I plan to simplify – do only the most important things, forget the small stuff.

We will all agree that attitudes rule the day. A positive attitude results in a much more pleasant and enjoyable person. The elections are over, (thank goodness) as we have never been barraged with as many negative ads over such a long period of time. It is easy to get bogged down with the negatives and forget about all of our many blessings. We have to pursue positivity because negativity can be toxic to our spirit. Yes, I finally did get back to the subject at hand.

Here is the good news:

- 65 straight months of economic expansion
- We are currently enjoying the longest period of job creation in American history.
- Unemployment has dropped significantly.
- Federal deficit is shrinking – reduced by 2/3 since 2009.
- For 95% of American tax payers, income taxes are lower than any other time in the previous 50 years.
- Foreign oil dependence is at an all-time low.
- America's youth are volunteering at all-time record levels.
- America offers more opportunity and social mobility than any other country.
- America is the foremost nation on earth, also the most generous nation.
- American workers are the most productive in the world.

We have a lot of challenges ahead for us to solve, to remain a leader of the world, but let's reflect on the positives, especially during this holiday season.

My family's best to yours.
Quality – our way of life

Graham



Quality Plus Celebrates



TN Grand Openings!



Where there's a fun event going on in the Tri-City area, WXBQ The Rabbit is likely to be there! That was the case at the Boones Creek, Kingsport, and Elizabethton Quality Plus locations that celebrated their grand openings in September. The buzz created by these grand openings had customers lining up to meet the Rabbit, to fill up their tanks, to get free lunch, and to take in the Quality Plus experience.

Visitors participated in prize drawings and contests and were able to get a 7¢ per gallon discount with their Value Card in addition to the already discounted gas prices. Fuel sales were fantastic and customer service was above and beyond. Thanks to all the Quality Plus team members for their hard work and support in making our Tennessee grand openings such a great success!

Many Customers Go the Extra Mile to Buy Ethanol-Free Gasoline

For most folks it's the price of gasoline that matters. But for many others, it's what's in the gasoline that really matters, or to be precise, what isn't - specifically ethanol.

Why pure gas?

Many cars, motorcycles, boats, aircraft, and lawn equipment have engines that run worse, or have parts that deteriorate, when run on gasoline that contains ethanol. In addition, ethanol leaves residue on valves and other parts that can hinder performance. Pure gasoline can help customers save money in the long run by delivering improved gas mileage with cleaner engines that perform better.

Where can I find it?

Good news! We now have several locations offering Ethanol-Free Gasoline, including Parkway Shell, Yadkinville Shell, Roy's Country Store, and Quality Mart #42. The Clemmons Quality Mart location had a stand alone Kerosene pump

that was converted into a Non-Ethanol 100% Gasoline 87 grade fuel island. Since making the conversion, sales continue to grow and so does customer excitement for the new offering.

Many customers have informed us that they were driving as far as Yadkinville and Advance to purchase ethanol-free fuel until now. We have had lots of positive feedback and are anticipating other locations to make the conversion soon.



QOC WELLNESS

The QOC Wellness Program has kicked off with a great start!!! Employees are moving and working hard at all challenges. We have 84% of eligible employees participating in this part of our wellness program! Remember to receive credit towards your premium discount, you have to wear your movable and sync it weekly to upload all of your moves. We have had several employees meet and exceed all mission challenges!! Your daily goal is 12,000 moves per day – which is equal to the recommended 10,000 steps per day!

With only half a year left please remember to complete all activities that are included in your path. Get these activities started early to ensure you have plenty of time to complete your path. If you have questions – please contact your wellness champion!

If you are eligible to participate and have not signed up – **ITS NOT TOO LATE – CALL YOUR WELLNESS CHAMPION TODAY!!!**

- o Complete the **Wellness Agreement** in your open enrollment booklet and return it to the HR Department by July 18, 2014.
- o Determine your **Wellness Path** – and get started on the activities that are included in your path.
- o Completing the **UHC Health Assessment** – Log in to www.myuhc.com .
 - o Choose the Health Assessment bar on the right hand side of the page to complete.
- o Get your **Wellness exam or Age/Gender screening**
- o Complete the **MOVABLE Physical Activity Challenge** – *more information to come*
- o If you declared that you are a Tobacco User – you must complete the **Quit Power Cessation Program** offered by UHC. **To enroll call 1-877-784-8797 or 1-877-Quit-PWR.**
- o If you declared that your BMI range is greater than 30, you must complete the **Healthy Weight Telephonic Coaching Program** offered by UHC. **To enroll call 1-866-458-4998.**
- o Participate in **Disease Management Telephonic Outreach** if applicable. If you are applicable for this program, you will be contacted by UHC - if you are contacted you must engage and participate with UHC to complete this step.

MOVABLE



	Path A Non-Tobacco User BMI < 30	Path B Non-Tobacco User BMI > 30	Path C Tobacco User BMI < 30	Path D Tobacco User BMI > 30
UHC Health Assessment	✓	✓	✓	✓
Complete Wellness Exam or Age/Gender Specific Screening	✓	✓	✓	✓
MOVABLE Physical Activity Challenge	✓	✓	✓	✓
UHC Quit Power Tobacco Cessation Program			✓	✓
UHC Health Weight Coaching Program		✓		✓
UHC disease Management (if applicable)	✓	✓	✓	✓

** Employees that choose not to optsize their health status must complete Path D to be eligible for the premium discount for the 2015-16 insurance year.

2014 United Way Campaign

THANKS FOR ANOTHER GREAT YEAR WITH OUR UNITED WAY CAMPAIGN!!

We are so proud that every division of the Quality Oil Family has taken part in raising money for United Way. Once again we held a bake sale, yard sale, and auction at the corporate office, resulting in \$1206.80 in proceeds. New this year...the Quality Plus and Quality Mart stores took on the challenge of raising contributions from customers. Kudos to these divisions for being able to collect \$5005.00 for United Way, and BB & T will be matching these funds. Between the regular contributions and extra campaigns, the total proceeds for our 2014 campaign is \$161,160.18, an increase of \$13,067.18 from 2013!!! We had a total of 54 Caring Share givers, along with 15 first time givers!!!!

We would like to thank everyone for giving to a great organization, and reaching out to help our community.

United Way Committee

FROM THE WORLD OF RETAIL TECHNOLOGY...

The Retail Technology Department has been busy this year testing out new Point of Sale (POS) equipment. While a decision has not been finalized, all three candidates have touch screen technology. The main reason we are making this change is to allow us to accept a more secure credit card format EMV (EuropayMastercardVisa). The new POS will give us an unlimited amount of mix/match deals, reducing the need to use the modify key. This change in POS will also allow us to retire the Ruby and Sapphire. On December 2nd, we began installing the

Commander system, one of the POS candidates, in a few select locations (a total of 10 locations) to have it installed and tested before Christmas. By this time next year, all locations should be updated with the new POS.

Recently, changes were made to retail prices at all Quality Plus locations. Now customers will be charged retail price plus sales tax, instead of retail price with sales tax included. This change will allow us to price more competitively.



Working with Shell, VeriFone, Alliance Petroleum and Retail Technology department to install first VeriFone Commander with Ruby 2 touch screen system at Quality Mart #21.

Helpful Hint from Retail Technology...

Did you know you could use chat or email as a way to contact Ruby Help Desk (instead of the telephone)? Be on the lookout for an upcoming training module on QTR University.

Hampton Celebrates 20 Years of Quality Hospitality



This summer, Hampton Inn Hanes Mall celebrated their 20th anniversary. Winston-Salem sculptor, Duncan Lewis was commissioned to help commemorate the momentous occasion. Using stainless steel, Lewis created a unique piece that captures the essence of the hotel.

Don Baker, General Manager of the hotel for 19 years unveiled the sculpture with the staff. Baker said, "We are excited to be able to add this sculpture to the local art pieces on display around the city."

"Unity," named by one of the Hampton's team members is located at the hotel entrance.

The Hampton Inn Hanes Mall is a recipient of the prestigious Lighthouse Award, designated in the brand's top 5 percent of hotels in 2013 and is recognized for high rankings in accommodations, service and quality.



Feel the Hamptonality

Congratulations to the Hampton Inn of Christiansburg/Blacksburg and Tara Ogle, Director of Sales for the hotel, who were selected as winners in the 31 Days of Hamptonality challenge. For 31 days, the Hampton brand asked every hotel worldwide to focus on servicing the community and then share their efforts on social media. On day #23, Tara Ogle, Kimberly Campbell, and Kayla Orr went to the Salvation Army Soup Kitchen to serve breakfast bags to the needy. Their act of charity and hands-on 'hamptonality' inspired the Hampton brand to recognize them with this award. Way to go!





The Village at Brookberry, Traditional Low Country Homes

Quality Oil and the developers of Brookberry Farm in Winston-Salem are excited to announce the fourth phase of development, which will consist of 133 residential lots. The Village will feature homes with similar architecture and charm to those found in southern cities such as Charleston and Savannah. All of Phase IV will be planned to promote outdoor living by creating a pedestrian friendly setting and uniting it with the natural beauty of the land.

Among the new amenities that will be featured in phase IV are landscaped gardens, sporting greens, outdoor fireplaces, bocce ball courts, pavilion and an outdoor amphitheater.

Lots are currently being developed and are expected for early 2015. Home prices will range from the mid \$300's to mid \$500's. The builders, architects, and developers are all excited for what is expected to be an amazing addition to an already successful neighborhood.



HIGHER STANDARDS OF QUALITY & CUSTOMER SATISFACTION



Quality Heating & Air Conditioning has recently been named a Maytag Genuine Contractor due to the quality reputation we maintain as a service provider and to the standards we uphold in training excellence. We also back up our exceptional performance and expertise with a 100% Genuine Contractor Satisfaction Guarantee - a plan that offers more coverage than any standard protection program. What that means is not only will we remove the equipment at no extra cost to the customer, but we'll also refund the cost of installing the system, labor included. As a Maytag Genuine Contractor, we can help ensure our customer's peace of mind knowing they have hired a certified HVAC dealer equipped to employ best practices when installing and repairing HVAC equipment.

MORE QOC FAMILY NEWS!



Judena Hutchens

Congratulations to **Judena Hutchens** for obtaining her North Carolina Company/Independent Firm Adjustors License. To obtain this license an individual must participate in a series of classes and then pass the state exam given by the North Carolina Department of Insurance. We are very proud of Judena and congratulate her on her success in this achievement.

Congratulations to **Christianna Taylor** who has received a \$500 scholarship from the North Carolina Petroleum & Convenience Marketers. She is the daughter of Tina Smith (Manager of Angier Quality Plus) and attends Barton College.

Congratulations to **Morgan Deal** who received the Brian Fisher Memorial Scholarship from the North Carolina Petroleum & Convenience Marketers. She is the daughter of Jody Deal (Loyalty Program Coordinator at the Winston-Salem office and plans to attend Lenoir-Rhyne University).

2014 SERVICE AWARDS

Halloween at the Office

Congratulations to this year's costume winners:

- 1) Cindy Metcalf - Jelly Belly Jellybeans
- 2) Robin Henley - Mickey Mouse
- 3) Heather Shelton - I Love Lucy



From left to right: Cindy Metcalf, Kyleen Flowe, Mary Tilley, Larrilyn Stiles, Heather Shelton, Robin Henley
Front: Maura Evans, Beverly McIntrye



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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

Don McIver	SVP Finance
David Clark	RTL Selma
Andrew Smith	HIS Jacksonville
Maria Valencia	Homewood Suites
Jason Dotson	HI Columbia
Ryann Carnall	QM 18
Lawrence Mabiala	QM 11
Parker Finch	RTL Corporate Office
Jodi Klinbeil-Emond	QP Elon
Maria Valdez	HIS Cary
Alice King	QP Georgetown
Joseph Johnson	QP Carbon City
Celines Diaz	QM 43
Michael O'Connor	Controller Corporate Office
Brian Ganzy	RTL Charlotte
Guadalupe Aguilar	HI Cary
Mildred Norman	QP Carbon City
Tegist Alemayehu	QM 44
John Hook	QM 30
Debbie Goins	QP Marion
Angelo Orr	RTL Charlotte
Bill Chory	RTL Chesapeake
Bibiana Rollins	HI Atlanta
Janice Walker	QP Mount Airy
Thomas Black	RTL Greensboro
Gray Martin	QM 29
Harak Bhandari	QM 40
Jolie Mbula	QM 11
Daniel Dinsbeer	VP Real Estate
Berta Torres	Homewood Suites

10 Years

Ricky Dull	Fuel Oil
Marty Smitherman	Fuel Oil
Heather Shelton	Accounting
Ross Tomlinson	RTL Selma
Michael W Cole	RTL Chesapeake
Rowena Dunlap	QP Durham
Rosario Chavarria	HI Christiansburg
Samuel Ngugi	HI Cary
Michael Shuler	HI Cary
Alice Beard	QP Newton
Tony Beard	QP Newton
Tristan Mackey	HI Christiansburg
Robert Bramlett	RTL Charlotte

15 Years

John Cummings	HVAC
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20 Years

Danny Brown	VP Sales Admin
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30 Years

Gene Lauer	Quality Mart District Supervisor
Carol Holt	SVP I.T.
Tim Lowman	SVP Quality Mart
Shirley Doctor	QM 12