

Quarterly Newsletter

July 2020

Issue - 11

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Helpful References

www.dph.georgia.gov

www.gema.ga.gov

www.cdc.gov

www.coronavirus.gov

www.gadoe.org

COVID-19 Hotline

(844) 442-2681

Market Outlook

By: Bill Raulerson



To be successful in any business, you must be able to navigate the uncertainty and unexpected market impacts created by unforeseen events. Today, our industry finds itself rattled by a global crisis, which has brought devastation to our markets. While lower costs are certainly welcome and good for consumers, un-rateable demand is a concern for all in our industry.

As we navigate this disaster together, I'd like to share Lewis and Raulerson's short-term market outlook and provide an outline of the steps we are taking to ensure we emerge from this difficult period stronger than ever.

Although not v-shaped, we've seen indication that shows fuel demand is recovering across our markets. Since the COVID-19 pandemic virtually shut down the U.S. economy, the decline in gasoline demand has recovered over half its drop, and has landed at 90% of last year. While gasoline sales have improved, diesel has been a different story. Diesel volume has fallen off in recent weeks with consumption well below normal levels. I was hopeful we would see the trend improve as states reopened and consumers began venturing out; however, the COVID-19 case numbers have increased in recent weeks and I believe it's too early to know what the rest of 2020 will look like.

It appears that most of our retailers have fared well with regard to labor; however, our corporate stores, continue to struggle with labor shortages while demand on the interstate is still behind last year.

We can be sure the market recovery will be slow, likely extending into mid-2021. Since a second wave of coronavirus infections threatens our nation, it is critical that we buckle down and make strategic business decisions in order to survive. This may include changing the way we do business to become more efficient and improve the way we operate.

Lewis & Raulerson, Inc.'s commitment to you remains unwavering. We will continue to provide quality products and reliable service to you, our valued customers. We also believe that relationships are the foundation of our business of which a rogue virus cannot undermine. We will be ready to meet customer demand when the market returns, which is a great example of our ability to adapt and provide exceptional service, regardless of the circumstances.

Thank you for your continued confidence in Lewis and Raulerson, Inc. Please continue to wear your masks, keep your shields up and practice safe social distancing until a vaccine is approved.

Together, we will get through this.
Good Selling, Bill

I encourage you to take a moment and read Page #5 (bottom) of our newsletter.

It's something we all need to hear at this moment.

"Uncertainties Intensify Anxiety" by Clay Gill, Executive Director, Cord of Three Counseling Services, Inc.

OUR FOUNDERS...OUR HISTORY



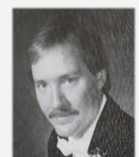
Ernest Lewis, Founder
1898-1978



Bill W. Raulerson, Partner
1915-1987



Carl Howard Lewis, 2nd Generation



Grady Carl Lewis, 3rd Generation
1962-2012



BY: David Turner, President

Jesus Replied, **“You must love the Lord your God with all your heart, and all your soul, and all your mind.’ This is the first and greatest commandment. A second is equally important: ‘Love your neighbor as yourself.’** Matthew 22: 37-38 NLT

The world just isn’t the same as it used to be. What’s normal anymore? With the advent of social media and all of the events unfolding across the globe, whether it be pandemics, elections or geo-politics, mankind is dealt a constant barrage of news – mostly sensationalized in order to meet an agenda, and mostly spun in a negative tone.

In a world where most open cultures allow, and now encourage, individuals to speak up and speak out, we are faced with a non-stop carousel of hazy facts, fuzzy math and shoot-from-the-hip opinions from millions of keyboard warriors who feel the need to be heard from a distant safe-zone. There is just too much info to absorb and not enough time to discern the truth from the not-so-true. This has resulted in the readers of this information quickly digesting information and spinning it into an opinion which supports his or her agenda. It also creates division between people as battle lines are drawn over virtually every topic imaginable. We have suddenly quit caring that each of us has an opinion and the right to have an opinion. Debate is no longer the avenue of discussion. Shout-downs and cancel-culture are livin’ large these days. I don’t know about you, but I feel like I’m living life inside of the Tucker Carlson Show, 24/7.

I need peace from this. We all do. Whether you’re Christian or not, Jesus’ words are the only cure to all of this madness that we’re now experiencing: **‘Love your neighbor as yourself.’**

The world has a deficit of grace. Whether we agree or disagree on religion, politics or the unfortunate fact that you may be a Florida Gator fan, show your neighbor some grace. Show your brothers and sisters some love. When your life is done and you’re just a memory of days-gone-by, is your legacy going to be that of a hell-raising hooligan bent on forcing your opinion to be that of everyone, or are you going to be known as someone who passionately loved people and sought to bring peace and love to a world increasingly devoid of it?

I’ll leave you with two additional quotes to consider:

“I have decided to stick to love.....Hate is too great a burden to bear.”

Dr. Martin Luther King, Jr.

“God blesses those who work for peace, for they will be called the children of God.”

Jesus, Matthew 5:9 NLT



BLESSED ARE THE PEACEMAKERS

MEET THE PONDERERS

Connie Cofield, Business Development Manager, AL



“WATERFRONT GROCERY AND TACKLE” is now known as “GUNTERSVILLE TACKLE AND OUTDOOR at WATERFRONT”

Paul and Jana Ponder purchased Waterfront Grocery and Tackle from Bruce Culpepper July 1st, 2020. Waterfront Grocery and Tackle has been supplied by Lewis & Raulerson, Inc. for 15 years. The Ponderers have a very successful business in Guntersville, Alabama known as Guntersville Tackle and Outdoor at Waterfront. It is one of the largest tackle stores in the Lake Guntersville area. We are lucky to have a great team come in and take over this beautiful location “WATERFRONT”. Waterfront site sits right across from one of the most beautiful lakes in the United States. This site facilitated the Bass Master Classic in June 2020. The popular lake also held the Alabama High School Fishing Tournament recently (bottom left photo). Waterfront has flown the Chevron flag for the past 12 years and in August of this year, Waterfront will be upgraded to the new [Shell image](#). The Ponderers are not experienced in the petroleum business but are learning the trade very quickly. They are local and therefore have brought a lot of business with them. We have seen an increase in gallons and inside sales since the transition. Waterfront also offers cabin rentals for fishermen and their families and will soon offer 24 RV lot rentals. This store offers a wide variety to the community and even more to the avid fishermen, such as gas, grocery, tackle all popular fishing gear brands. If you ever come to “ALABAMA, THE BEAUTIFUL”, come by and stay at the lovely “Guntersville Tackle and Outdoor at Waterfront”, they would welcome you and take care of all your needs: GAS, TACKLE, GROCERY, DELI, and LODGING.

Jana and Paul, welcome to the Lewis and Raulerson Family. I am so proud you’re on our team!!

Connie



Annual Golf Outing Cancelled / Community Support Continues

By: Casey Hall, Executive Coordinator



I hope this update finds you and your families well. We understand the devastation caused by the COVID-19 virus and the subsequent shut down that has been felt across all industries. While it is exciting to see the economy opening again, we are aware that many companies are restricting or prohibiting employee travel. Additionally, there is no guarantee that the facilities needed to hold our annual golf outing will be open later this year. As a result, we have come to the conclusion that our best, and safest, course of action is to cancel this year's charitable golf tournament.

Canceling this year's event was an extremely difficult call to make and all options were considered before coming to this decision. The annual event is something we all look forward to as there is nothing like seeing our friends come together to support a greater cause. It is our intent, however, to hold our next event on November 4, 2021. Our hope is for it to be bigger and better than ever before.

Although the golf outing is cancelled, our community support continues. Our foundation continues to support several area food pantries monthly through our "Feeding Families on Friday" program. Our pantries are struggling to gather and maintain the resources necessary to meet the needs of the communities that they serve. Our hope is that you will join us on our mission. We plan to offer an opportunity for you to help donate to the food pantries listed to the right in lieu of supporting our annual golf tournament. Our team will meet soon to discuss options to facilitate your participation. Watch for more information to follow in October, 2020. Our communities need us now more than ever and we would appreciate your continued support.

Proud Supporter of The Following Food Pantries



LEWIS & Raulerson, Inc.
Charitable Foundation, Inc.
FRIENDLY
express

- Church of Nazarene
- Waynesville Missionary Baptist Church
- Folkston Church of God
- Mary Street Mission
- St. Joseph Loaves & Fishes
- The Sycamore Tree
- Manna House
- The Sparrow's Nest
- Unity Church of God
- Tabitha's Place
- Woodbine United Methodist Church
- Manna House of Hinesville
- Darien United Methodist Church (Charlie's Kitchen)
- Brother Charlie's Rescue Center, Inc.

Support
Your Local
Food Pantry



Office Celebrates Independence Day

Photo Taken: 7-2-20



Coin Shortage??!!

Did you know...there is a coin shortage??!! First toilet paper and now a shortage of coins.

The coronavirus disease 2019 (COVID-19) crisis has created a coin shortage that's having an impact on retailers.

The Federal Reserve said in a recent announcement that lockdowns have lowered coin inventory in certain areas. Social distancing and other safety measures slowed production of coins. But also fewer coins made their way from customers to banks, coin-sorting kiosks and stores as people quarantined at home.

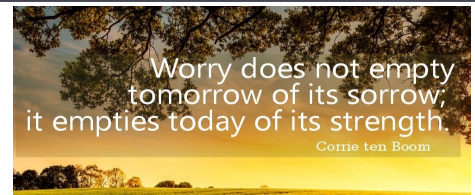
"The flow of coins through the economy ... kind of stopped," Federal Reserve Chair Jerome Powell told lawmakers in June.

Some stores are displaying signs with directions to use "exact change" or "coins wanted". Some stores are even offering a discount or free coffee/fountain drink if you pay with rolled coins. (cite: npr.org / Federal Reserve Chair Jerome Powell)



"Uncertainties Intensify Anxiety"

by Clay Gill, Executive Director, Cord of Three Counseling Services, Inc.



The uncertainties and changes brought on by COVID-19 have created anxiety for many and intensified the anxiety of others. However, we don't have to let this anxiety rule over us. By definition, anxiety is the feeling of worry about an eminent event or over something with an uncertain outcome. It is characterized by a state of excessive uneasiness, physiological reaction, and fears. Have you been experiencing anxiety lately?

The problem with anxiety is that it robs from you all rational thought. Corrie Ten Boom stated, *"Worry does not empty tomorrow of its sorrow, but it empties today of its strength."* 2 Timothy 1:7 tells us God have not given us a spirit of fear. Instead, He has given us power, and love, and a sound mind. The truth to realize is when we are operating in a spirit of fear, we lose, or give us, our power and love and sound mind. When our minds are not grounded by truth, we become irrational and impulsive, which, like a domino effect, leads us to panic and helplessness. The person who is going to allow fear and anxiety to rule him is either going to play victim role, like an opossum, in hopes that things don't get worse, or he will become the survivor who believes the end justifies the means. The victim becomes a product of his circumstances allowing the changes going on around him to dictate how he feels, thinks and behaves. The survivor, on the other hand, in an effort to protect himself from the feelings fear and anxiety bring, is going to act out of selfishness to avoid those feelings.

There is a better way. Psalm 56:3 reads, "What time I am afraid, I will trust in thee." To cope with anxiety, you must learn to manage your thoughts, taking them captive to the obedience of Christ and focus them on the hope we have in Him. Let your mind reflect on who Christ is: the Good Shepherd, the Great Physician, the Lord and King, the Deliverer and our Friend. As you think on Who Christ is, reflect on the promises He has made: He will never leave us nor forsake us, He will be with us when we pass through perilous times, He is a rewarder of those who diligently seek Him and other promises. I recommend you watch a YouTube video of a sermon by SM Lockridge titles "That's my King". It will give you many things about who Jesus is that you can set your mind on. Corrie Ten Boom, a Holocaust survivor, once said, *"Never be afraid to trust an unknown future to a know God"*. Anxiety feasts and grows on the uncertainties and the unknown, but it is defeated by a mind focused on Jesus Christ. May the grace of our Lord Jesus overshadow you with peace and comfort.

"What time I am afraid, I will trust in thee" Psalm 56:3

Fuel Side Progress in SE GA

Mike Cifranic- Industrial Sales and Technical Consultant



Increasing our fuel supply footprint in SE Georgia has been a longstanding objective for L&R Commercial Fuel and Lubes Division. Given the extensive and venerable reputation of L&R as a whole, it didn't seem to make sense that our fuel supply service did not enjoy a larger market share.



Over the first half of the year, Randy Stringer and Austin Moore stepped up the communication with farmers, loggers and various commercial suppliers to get a better understanding of our obstacles and opportunities. Key observations in our discussions were:

- In general, with fuel purchase, the main value driver is price. The actual fuel product is the same no matter who is supplying.
- Delivery timing, service reliability and storage/handling capabilities are critical drivers, but all our competitors seem to have that variable sufficiently covered; or at least well enough that fuel buyers were not looking to change suppliers based on service needs.

- Our target area (roughly Ware and all the adjoining counties) contains 3 primary competitors, all of which have a lengthy presence in the market and established customer relationships.

Through further discussions and internal communication, we determined that our pricing strategy was not adequately supported by competitive data from the market. So, continuing increased presence and communication with key fuel users as mentioned above, we were able to get better and more timely market data back to Sarah Music and David Turner which enabled them to set rates that improved our competitive advantage. Over the last quarter, through Austin's sales and relationship building efforts coupled with competitive pricing, we have added 46 new customers to the L&R list with a delivered total of 55,000 gallons and annual potential of 170,000 gallons. In addition, Randy and Austin have been able to make notable progress in adding volume to existing customers such as Mobile Concrete. Furthermore, the majority of these new customers are lubricant users and are targeted to benefit from our lube and application support services.

These results show that we can make progress on the fuel (and lubes) side as long as we stay focused, are willing to communicate, work as a team, and follow through on opportunity that success provides to build long term business relationships.

Mystery Shops Have Resumed

By: Michelle Harris, Sales Support Specialist



As you are aware, Mystery Shops were impacted by COVID-19. Some timelines have changed for the remainder of the year. Please note the new schedules for each brand:

Shell

July 1 – July 21 - Period 1 Mystery Shops
(if you were not shopped prior to COVID)
July 15 – September 30 - Period 2 Mystery Shops
October 1 – December 15 - Period 3 Mystery Shops

BP

July 1 – September 30 - Consumer Audit 2 / Visual Standards Audit
October 16 – January 15, 2021 - Consumer Audit 3

Marathon

July 1 – September 30 - Q3 Mystery Shop
October 1 – December 31 - Q4 Mystery Shop

Chevron

July 1 – December 15 - Period 2 Image Evaluation
July 1 – September 30 - Period 3 Mystery Shop
October 1 – December 15 - Period 4 Mystery Shop

ExxonMobil

July 1 – September 30 - Q3 Mystery Shop
October 1 – December 31 - Q4

Sunoco

To Be Determined





Hey, it's finally SUMMER-TIME! Time to plan that trip to the Beach or Lake! (NOT-SO-FAST) The year 2020 has been a crazy one so far! As we have passed the mid-year point, several imperative health and safety issues are worth discussing. First and foremost, remains the prevalence and concerns of the COVID-19 pandemic. As the state of Georgia has reopened many businesses and public locations, maintaining due diligence in preventing viral spread is a key safety concern at this time. Many of us are busy in work and life, but we must be mindful of social distancing, good hand hygiene, and the utilization of masks for our protection and the protection of those around us. In recent weeks, the number of COVID-19 cases has drastically increased, especially in the 18-29 age bracket. Although the mortality rate in this group is negligible, the potential spread to the elderly can be detrimental to their health. So be mindful in your work travels, as well as in your personal life, to help reduce the pandemic spread of coronavirus.

Next, as temperatures rise in the Georgia summer, **heat exhaustion and heat stroke become major concerns** to our work health and safety. Included in this safety brief is a primer on the differences in both heat exhaustion and stroke, along with the signs and symptoms we all need to be aware of over the next few months. For everyone here at Lewis and Raulerson, we ask that however you plan to spend your summer that you keep in mind the importance of protecting your health & your family's health by using these important precautions for COVID-19, Heat Exhaustion & Heat Stroke.

HEAT EXHAUSTION AGOTAMIENTO DEBIDO AL CALOR

Feeling Faint or Dizzy
Mareo

Excessive Sweating
Sudor Excesivo

Cool, Pale, Clammy Skin
Piel Pegajosa,
Fria y Palida

Nausea or Vomiting
Náusea y Vómito

Rapid, Weak Pulse
Taquicardia y
Pulso Débil

Muscle Cramps
Calambres

TAKE ACTION TOME ACCIÓN

Drink water
Tome agua

Get to a cooler, air conditioned place
Descanse en un lugar fresco con aire
acondicionado

Take a cool shower or use ice packs
Báñese con agua fría o pongase hielo

HEAT STROKE INSOLACIÓN

Throbbing Headache
Dolor de Cabeza

No Sweating
Piel sin Sudor

Body Temperature Above 103°
Red, Hot, Dry Skin
Temperatura más de 103°
Piel Caliente, Roja, y Seca

Nausea or Vomiting
Náusea y Vómito

Rapid, Strong Pulse
Taquicardia y
Pulso Fuerte

May Lose Consciousness
Puede Resultar en la Pérdida
del Conocimiento

CALL 9-1-1 LLAME AL 9-1-1

Take immediate action to
cool the person until help arrives
Tome acción inmediatamente
para bajar la temperatura de la
persona hasta que llegue ayuda



Credits: Clarisa Diaz, WNYC Data News Team
National Weather Service - NOAA, nws.noaa.gov

Heat Exhaustion: Need To Know

Heat exhaustion is a preventable condition that occurs when the body gets too hot and cannot cool down.

Symptoms Include:

- Weakness / Dizziness
- Heavy Sweating
- Nausea and Vomiting
- Muscle Cramps
- Headache / Loss of Coordination

Individuals that perform strenuous outdoor activities are at highest risk for heat exhaustion and potentially fatal heat stroke. In the past 20 years, over 5,000 deaths in the USA have been due to heat-related illness.

Treatment include:

- Rest in a cool, shaded, or air conditioned area on your back with legs elevated
- Remove excess clothing
- Drink lots of cool water or sports drink
- Take a cool shower

The Heat Index

The heat index is not the same as the outdoor temperature. It is how hot it "feels" outside in the shade and is determined by both the actual temperature and humidity. The number goes up when standing or working in full sunshine.

A heat index of 90 degrees or above can become dangerous and lead to heat-related illness. In South Georgia, knowledge is power, and prevention is key to working in the heat.

Prevention is Key

When exposure to high heat index conditions are required, it is critical to take the following actions:

- Wear light-colored, loose fit clothing and a hat
- Take regular breaks in the shade
- Drink water frequently
- Avoid high amounts of caffeine and sugar
- Monitor your physical condition routinely (having clear pale urine is a sign of proper hydration)

Be Safe - Take Precautions - Stay Hydrated

LEWIS & RAULERSON, INC.
P.O. BOX 59
WAYCROSS, GA 31502

POSITIVE NOTE

Gasoline demand rises for 13th straight week

Gasoline demand increased the week ending July 11, the 13th straight increase following the COVID-19 crisis, according to OPIS Demand Preview.

Volume rose 1.2% from the previous week.

(cite: OPIS - Oil Express Vol. XLIII, Issue No. 28)



Alabama Mask Mandate

Governor Kay Ivey has announced a statewide mandatory masking order starting on July 16 at 5:00 p.m. This will be in place until at least the end of the month. [Watch local news for further mandates.](#)

Read The Full “Order of the State”

<https://governor.alabama.gov/assets/2020/07/Safer-at-Home-Order-Mask-Amendment-7.15.2020-FINAL.pdf>

Please note #2 on second page of [Order](#) regarding masks. We encourage our customers to read and advise all staff of the new order.

MASK ON,
ALABAMA.

MANDATED IN THE



STATE OF ALABAMA