

Quarterly Newsletter

April 2021
Issue - 14

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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

LIVING IN A CHAOTIC AND CHANGING WORLD

By: Bill Raulerson



I recently sent all retailers correspondence with regard to the dreaded EMV deadline. The letter outlined the notice of EMV Liability shift for all sites that are NOT EMV compliant at the pump by April 16, 2021. While some sites have completed their upgrades and some have ordered, many sites are still non-compliant.

As stated in letter, 100% of credit card fraud liability will shift to all retailers across all industries. It was further noted that fines/penalties maybe assessed by certain players within the payment card industry and that you would also be responsible for same. We then followed up with individual site letters which addressed your particular site/contract with Lewis & Raulerson, Inc., spelling out estimated budgets (based upon your current dispenser models).

As I finish this article, some of you are receiving proposals (1st Wave - Consigned Business) (2nd Wave - Rack Business). Once you receive, call your brand champion or me to discuss. Once we agree on new terms of contract and execute, equipment will be ordered. Basically, you will be receiving a lot of information in the coming weeks as we all prepare to order and install EMV compliant equipment.

We will all get through this upgrade together. If you consider EMV compared to the chaos that appears to be everywhere, it is minuscule when comparing it to our chaotic and changing world. We need to learn how to live with unshaken confidence. I have personally struggled with this com-

mandment, but we should love our neighbors as we love ourselves which applies to all races, religions, creeds and nationalities.

As we face the uncertainty of our troubled generation, we cannot afford to turn away from the priceless counsel of the word of God. We need it more than ever because it provides a firm foundation even though the world seems in the grip of quicksand's undertow.

We all feel the anxiety of the these times, but we must remember to draw profound peace from the promise that Jesus gave his disciples (includes you and me) in the upper room.

John 14:26-27 NKJV

But the Helper, the Holy Spirit, whom the Father will send in My name, He will teach you all things, and bring to your remembrance all things that I said to you. Peace I leave with you, My peace I give to you; not as the world gives do I give to you. Let not your heart be troubled, neither let it be afraid.

Jesus is speaking to our generation. Can we just be still, quiet and listen? He can calm our spirits. In the mist of it all, we can place our trust in the promises, power and love of our almighty God, which will allow us to live with confidence in an age of chaos.

Credit: Turning Point — Making Sense Of It All, Vol. 3, April 2021 — Dr. David Jeremiah

OUR FOUNDERS...OUR HISTORY



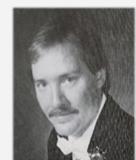
Ernest Lewis, Founder
1898-1978



Bill W. Raulerson, Partner
1915-1987



Carl Howard Lewis, 2nd Generation



Grady Carl Lewis, 3rd Generation
1962-2012

CH-CH-CH-CHANGES!

By: David Turner
President



Can you name a single person who has come through the past twelve months unchanged in any way? If you said “yes” to the question, I’d be tempted to ask the name of the planet from which you came and willing to purchase you a one-way ticket to Nevada for a permanent vacation with the other extraterrestrial residents of Area 51. The psychological impact of this era has made a profound change in the way we view our world, our relationship with others, our business practices, and, most importantly, ourselves.

Change doesn’t necessarily have to be a negative thing. But, in order for it to have a positive effect on our lives, we really need to perform an honest evaluation (get real with ourselves) of who we were pre-pandemic and who we are now. There are many ways to go about this process, but here are a few questions to ask yourself that might help you along the path to discovering the “new you”:

1. What were the 5 things that mattered most in your life prior to 2020 and what are the 5 things that matter most now? What’s new on the list and what happened in your life to have caused the change? What items are still in the top-five but may have become reprioritized and why did it happen?
2. What do you consider your top three strengths now as opposed to what you might have considered your top-three pre-2020? I personally feel better about myself as an individual now than I did prior to the pandemic. I spent much of the past year doing an introspective evaluation of virtually every aspect of my life. I discovered that I actually like

who I am. I care less about pleasing my fellow man (not to be confused with SERVING or HELPING my fellow man) and care more about celebrating who God made me to be, how He wired me, and how I can put that to work in my life. I found that I am more patient and deliberate with matters as opposed to being concerned with making quick decisions which is inherently linked to making poor decisions. Perhaps most important in my professional life, I’ve become more open to listening to those around me and “hearing” and “understanding” what is being said as opposed to making it an ineffective exercise for everyone.



3. How did you use your personal time in 2019 and how do you use your time now? To what benefit and to what detriment have you found those changes to mean in your life? How can you make the beneficial changes permanent in your life and how can they lead you to even better changes prospectively? How can you rid yourself of the detrimental changes that you may have found?
4. What gives you fulfillment now as opposed to what made you happy in 2019? How much of your current fulfillment is non-materialistic as opposed to previously?

Change is difficult and change is painful. But without change, we cannot experience personal, physical, intellectual or spiritual growth. Change in our lives creates change and opportunity in the lives of others. It may be unwanted at times, but it is necessary, and our attitudes should be that of eagerly anticipating and embracing change in or personal worlds.

Thank You For Choosing

LEWIS & Raulerson, INC.

“Integrity Driven. . . Service Powered”

New Business

Micosukee Market, Tallahassee, FL

One Leaf, Albany, GA

Striplings Shell, Tifton, GA



Did You Know???

By: Casey Hall, Executive Coordinator



Food Service Pays Off... Just Ask The Colonel!



My first job was at KFC. Working in fast food and cleaning restrooms taught me responsibility, a strong work ethic, the value of a dollar and that good customer service is essential. It also taught me that The Colonel is Cool – and not just because his chicken is “finger lickin’ good”. His story is one that should inspire us all.

Colonel Sanders started Kentucky Fried Chicken at the age of 65 and went on to become one of the pioneers of franchising, proving that it’s never too late to try something new.

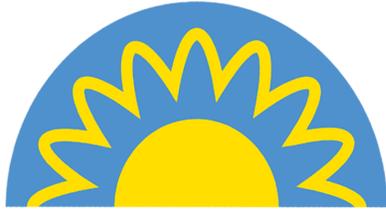
Sanders started serving chicken to customers at his Shell Station to improve sales. He knew food service was a necessity. To speed up the frying process, he invented the pressure cooker. His invention was prone to exploding & failed many times before he finally made a successful model. Dave Thomas was an early associate & came up with the classic red-and-white striped chicken bucket for the chain. Dave went on to start his own franchise, Wendy’s. Dave’s concept was simple: great food, made fresh, served by nice people. Many of our customers have also embraced this concept and the margins don’t lie. Food Service + Customer Service = Profitable Business.

Foodservice is providing great profitability, along with beverages and tobacco. If operators can convert gas-only customers into ones that purchase beverages and food from their facilities, the impact on their businesses could be significant, just as The Colonel. *1940 – Colonel Sanders Shell Station, Hotel and Cafe*

We’re Back! Charity Golf Outing Will Return!

Save THE Date 11-4-21

We’re excited about returning to the lovely Jekyll Island Golf Course. Plans Are Underway = More Information To Follow!



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



Welcome To Creekside

By: Clay Parker, Petroleum Products



Consumers have choices on where and how they buy their fuel. It seems as if there is a different store at virtually every intersection. Most stores offer fuel, have the latest pumps and the offering inside similar to the store down the street. So the question faced by store owners is how do I make my store stand out and develop a loyal customer following? In Albany, Georgia, Brijesh Patel has it figured out.

Brijesh (Bridge) along with his partners Viral (Vee) Patel and Dinesh Patel have built a local chain, Creekside. Creekside has 3 locations in Albany and Leesburg that are quite unique from other stores. I spent some time with Bridge and Viral (Vee) and I wanted to learn their secret. I felt sure that I would hear terms like demographics, traffic patterns, car counts and population shifts. In fact, those were all topics that we discussed but Bridge stated, *"You have to learn your customer's buying patterns and what drives them."* I started taking some notes and Bridge stopped me and said, *"You have to get to know your customers."* I thought we were talking product selection, merchandising, but Bridge corrected me by saying, *"No, you have to get to know each person."*

Vee is very passionate about his customers. While we were talking, several people came in and Vee greeted each customer and a few of them he called by name. He would ask, *"How did this turn out?" "Is your Mom doing better?"* Each customer stopped and spent a few moments talking with

Vee and then continued shopping. Vee, casually stated, *"This is a people business."* *"We take the time to get to know our customers and we connect on a personal basis."* *"If a customer comes in and asks for a particular product, I make every effort to get that product and then offer it to them when they return."* *"I learn their names, their children's names and what they like."*



Bridge finished up our meeting with the following, *"In a world where everything moves and changes all the time, we offer a non-traditional store, where customers are waited on by their friends."* *"Our customers like coming here because we like our customers."*

Left To Right:

Vee Patel, Clay Parker, Harold Jackson and Bridge Patel

Photo credit to: Brittany Rainey, Coffee Shop Manager



Team Update: Maybre Zachery has accepted a position with PSG. She will be moving "right down the hall" to work with PSG, a division of Lewis & Raulerson, Inc.

Maybre is currently in her training period with PSG but will soon be able to help you with your service needs.



SERVICE AND COMMITMENT

By: Connie Cofield, Business Development Manager, AL



SERVICE: The action of helping or doing work for someone.

COMMITMENT: The state or quality of being dedicated to a cause, activity, etc.

I was asked by Casey to feature an outstanding customer in our newsletter. I had trouble singling out just one of my customers - because they all are great people and dealers who care about their business. In my opinion, they are the BEST in this area.

My customers are like family! We support each other - so together we can reach our goals. My Dealers work hard to achieve the best for their business. In this type of industry, you meet all kinds of folks. We have many different types of retail sites. We have Truck Stops, Classic Convenience Stores, and one upscale wine location (Mary's Grocery Wine and Spirits). We believe in customer service; my Dealers are some of the best when it comes to first class customer service. This industry is challenging with the long hours and dedication needed to succeed. I appreciate the attentiveness of my customers when I call with an issue. Many sites will help elders in their community with the new updated fuel pumps. Some of the older generations don't understand the new technology in today's world. Store Managers, Cashiers and Owners are there to meet the customers needs when possible. God Bless each of you, your team and families.



MY SERVICE AND COMMITMENT TO MY CUSTOMERS

To be one of the best account managers in the business and be remembered for giving 110%.

To be there when you need me - answering my phone or getting back to you no matter when you call me.

My goals are for my customers are to be the best in the business.

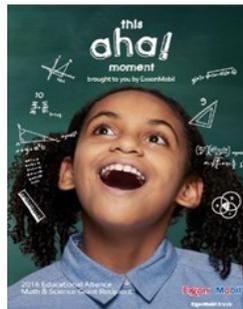
Thanks to each of my customers for all the service and dedication for your business as it all shows up without saying a word.



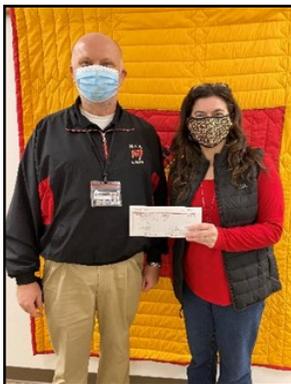
Educational Alliance Program

Michelle Harris with Lewis and Raulerson, Inc. had the opportunity to nominate 4 deserving schools in which a ExxonMobil site is located. These schools were each presented a \$500 grant in January 2021.

Each recipient was extremely grateful and look forward to having extra funds to expand their students' experience within their math and science programs.



- Educational Alliance is a program which funds math and science programs at schools in need
- Every year, ExxonMobil sponsors ~4000 grants, each for \$500
- BWs can award individual grants to schools in the areas in which they operate. ExxonMobil reimburses \$500 for each grant that is accepted and fulfilled.



McIntosh County Academy
Darien, GA
Principal, Todd Willis



Goodyear Elementary Brunswick, GA
Principal, Oatanisha Dawson
and Eric Cabrera



Satilla Marsh Elementary
Brunswick, GA
Principal, Terry Miller



Camden County High School
Kingsland, GA
Principal, Steve Loden



FueLoc and CardLoc Spring News

By: Lydia Varnes, FueLoc & CardLoc Manager



Fleet Fueling - Cardlock's, FueLoc & EMV Chips

Our Fleet Fueling Network is a private fueling network which your business is a member of. FueLoc and CardLoc cards because they are a private membership, are exempt from the new EMV regulations. Each CardLoc transaction is authorized by secure pin number ID and provides detailed reporting for each transaction.

If you have any concerns, or questions about CardLoc, our locations, or any other Fleet fueling needs we are here to help.

Please call 912-490-1110 for direct assistance.

BE SAFE, BE WELL!

Lydia Varnes, FueLoc & CardLoc Manager

New FueLoc Sites

"The FueLoc Network is growing, we welcome new FueLoc Sites this Spring"

Friendly Express # 86

1310 Boone Avenue
Kingsland, GA 31548
Camden County
Phone: 912-540-5225

One Trip

405 Main Street East
Willacoochee, GA 31650
Atkinson County
Phone 912-534-5210

GABE MANNING ACCEPTS THE ROLE OF DIRECTOR OF RETAIL OPERATIONS WITH FRIENDLY EXPRESS, INC.

We are thrilled to announce the addition of Gabe Manning to our Lewis & Raulerson family of companies.

Prior to joining Friendly Express, Gabe worked in the South Georgia – Northeast Florida convenience store industry for over a decade, having served as a district manager with Flash Foods and, in more recent years, a regional director for Flash Foods and Circle K. Gabe comes to us highly touted, and respected, by those within our channel of trade as well as vendors and suppliers that serve our industry.

Gabe brings great vision, experienced leadership, and a proven track record of developing a loyal, effective team.

We took a few minutes to catch up with Gabe after he rode sites and met our "FE TEAM". We asked him **"What is your vision for Friendly Express?"** GM: *"I want to see Friendly Express become and remain the number one convenience store option in South GA. I envision Friendly Express increasing its footprint in GA by adding more sites organically. I envision*

every department under the Friendly Express umbrella working together as a team trying to accomplish the same goal."

Where did you go to school? GM:



"Georgia Southern University"

Tell us about your family. GM: *"I met my wife, Gena, at GSU and we were married in April of 2007. Gena has been a Land Agent for Universal Field Services for about 2 years. We have 2 daughters (Anna James, 8 and Kennedy, 10). They are both adored and loved more than they will ever realize. Kennedy is an extremely talented dancer and soccer player. One of happiest moments of my life was watching her get saved and baptized a little over a year ago. Anna James has a love for dance and cheerleading (daddy is not a big cheerleading fan but she loves it). She is one of the most graceful dancers that I have ever seen, especially at the age of 8. I am very proud of both daughters as well as Gena, who literally does everything to keep our little family in some kind of order. We also*



Welcome To The Team

Gabe Manning
Director of Retail Operations

have several pets: 2 female dogs, 3 outside cats (all girl cats), and 2 fish (probably female)." We laughed knowing that girls rule in his house.

What do you like to do in your spare time? GM: *"Fishing, camping, golfing and playing every sport possible. My "obsession" (as my wife calls it) is definitely saltwater fishing. All in all, I just like spending quality time with all three of my girls and love to be outdoors".*

We are excited to have Gabe join our team and look forward to a bright future.

"I want to see Friendly Express become and remain the number one convenience store option in South

Thanks for The Memories



Dear Aden...

I hope you are resting well with your Father (God) in heaven and are enjoying the eternal life, love, peace and worship services that are promised to those that have accepted Jesus Christ as their Lord and Savior. I know you were tired and well deserving of rest. While we all gravitate towards the stuff that this world has to offer, I know that you would tell us all that eternal life in Heaven is worth the sacrifices that we must endure here on earth for the reward of glory.



I write this letter in an attempt to thank you for your integrity, friendship, patience, guidance and the fond memories of our time together over the last three decades. I remember meeting you for the first time in 1990, when I presented a motor fuel proposal to you for your 15 sites (Aden's Minit Mart). I was only 29 years old and yet you took a chance on us and gave Lewis & Raulerson, Inc. the opportunity to earn your trust and demonstrate credibility. Thank you for believing in me. Thank you for the following: (1) Your Time—you took me on my first quail hunt and allowed me to ride store markets with you. (2) Philanthropy—your commitment to help others by supporting "Bridges of Hope" (Giving Hope To Recovering Alcoholics and Drug Addiction). (3) Discipline—you celebrated "35" Years of sobriety this year. (4) Humility—All whom knew you, loved you. You touched and helped so many families and expected no recognition or reward in return. (5) Your Leadership—personally and professionally—thank you for your work with GACS.

We all thought you would come home like you have done so many times before. You seemed to be like a cat and always landed on your feet, I guess God had other plans. Aden, I will miss you. While I've lost a friend, no one can take away the memories—see you soon.

Your Brother In Christ—Bill

Aden Griffis was born in Coffee County on November 26, 1942. One of his first jobs was as a retail industry route driver. He worked with Carl Jones and Flash Foods for many years. Later in life, Aden managed c-stores for Fletcher Oil. In the 80's, Aden went out on his own and started the very successful "Aden's Minit Mart". He was Lewis & Raulerson, Inc.'s largest fuel customer. Aden was married to Ms. Faye and he has two daughters, a stepson and 3 grandchildren. He was loved by many.

Blast From The Past

OLD photos of our corporate office on State Street in Waycross, GA. So proud of how our company has grown. Nothing is impossible with hard work, commitment, and dedication.

1980's Photo / Lewis Oil Company



Attn: Feedback
P.O. Box 59
Waycross, GA 31502
912-283-5951

LEWIS & Raulerson, INC.

"Integrity Driven. . . Service Powered"

LET US KNOW HOW WE'RE DOING!!

QUESTIONS—CONCERNS—FEEDBACK



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



Congrats!! Mystery Shop Scores of 100 %

1st Period 2021



MARATHON

Lotto Express

EXXON MOBIL

Hanceville Exxon

BP

Susie Q's #20 Susie Q's #1

Susie Q's #30

SHELL

K-Grace Shell

Lawtey Shell

Riverside Shell

Royal Shell

A&H Food Mart

Merkel Mountain Shell

Friendly Express 31

Friendly Express 50

Friendly Express 72

Friendly Express 101

Call Michelle Harris with any Mystery Shop questions. 912-283-5951