

JANUARY NEWSLETTER

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100 for 100

#2008 Sherry Suttrich, Luke Halleman and Andy Green \$100

#2032 Dena Coker, Jessica Struchko and Andy Green \$100

#2010 Nicole Slaughter, Linda Miller and Debbie Dutton \$100

Referral Bonus

Marina Vallejo \$200



Belinda Tucker's Area: Full-time: Jessica Hoffman - Greer

- Loyal, hard-working employee! Great customer service!

Part-time: Curry Ellis - Laurens

- Does a great job keeping the cooler full and clean

• Debbie Dutton's Area: Full-time: Roxanne Cothran - W. Grove

- Very dedicated employee

Part-time: Alan Whitlock - Cross Anchor

- Great job keeping the parking lot clean

Andy Green's Area: Full-time: Adam Serna - Franklin

- Always gives 100%

Part-time: Kevin Foreman - Hayesville

- Always on time, extremely hard worker

Dominique Johnson's Area: Full-time: Della Johnson - Eutawville Subway

- Hard worker, very dependable

Part-time: Latae'via Nickles - Eutawville Subway

- Positive attitude and dependable

Ashley Hogan's Area: Full-time: Danyelle Howard - Pee Dee

- Dependable, hard-working employee

Part-time: Theresa Metts - Brittons Neck

- Positive attitude, great customer service

Michelle Kratzer's Area: Full-time: Brandon Martin - Greenwood

- Hard worker and willing to help when needed

Part-time: Crystal Glosser - New Ellenton

- Excellent customer service skills

Crystal Church's Area: Full-time: Shariah Abdul-Rahim - BS Subway

- Excellent work ethic

Part-time: Luis Eda-Murphy - BS Subway

- Great customer service

From the President's Desk

Happy New Year to you and your family! The best is yet to come at Hotspot and we are expecting a great year.

In 2024, we are celebrating Hotspot's 75th year in operation in the Carolinas! We plan to commemorate this momentous milestone with a series of exciting events and promotions exclusively for our valued customers. Your continued support to make this a special year is much appreciated.



We have many projects in the works to keep improving our locations. Recent projects include a new Hottie's Kitchen at Lake Bowen, a major renovation in the forecourt of the Poinsett location including new dispensers, updated landscaping and replacement of the parking lot, and we are adding the next Hottie's Kitchen at the Sangaree location. That one will be opening in the spring. In addition, we will be breaking ground on a new location in the 2nd quarter in Sylva, NC. Our first in many years. We are very excited to start this new chapter of growth.

Thank you for all that you do to make Hotspot a great place to work and shop at.

Harvey Hicks

Employee in the Spotlight



Vickie Cook

I love working for RL Jordan Oil Company. I've worked for the company 11 years as a sales associate at the Chesnee location. I'm planning to retire and work only a few days a week. I plan to spend my days working around my home, playing with fur babies and spending more time with my family. I really appreciate everything that the company has done for me.

NOVEMBER MANAGER OF THE MONTH

| Name | Division | Location | Award |
|-----------------|--------------------|---------------------|---------------|
| Chanda Fields | Div I | Greenwood #2009 | November 2023 |
| Jennifer Corey | Div II | Princeton #2022 | November 2023 |
| Randy Adams | Div III | Cowpens #2018 | November 2023 |
| Rekesa Barker | Div IV | Sweeten Creek #2003 | November 2023 |
| Margaret Lipsey | Fast Food Division | Walnut Grove Subway | November 2023 |

January BIRTHDAYS

| | | | | | |
|-------------|----------------|------|-----------|---------------|------|
| Candace | Aste | 2017 | Theresa | Koon | 2011 |
| Brandi | Barker Griffin | 2043 | Philip | Lefkowitz | 1201 |
| Robert | Barton | 2025 | Theresa | Little | 2043 |
| Gladys | Blakely | 5003 | Naomi | Looper | 2042 |
| Nicholas | Boggs | 2043 | Pattie | Lovingood | 2008 |
| James | Boivin | 2035 | Rodney | Lowe | 2991 |
| Angela | Bryant | 4005 | Serkia | Mack | 3004 |
| Natasha | Bryant | 6007 | Aerial | Mitchell | 2022 |
| Kennedi | Burnett | 2018 | Saniya | Mitchell | 2306 |
| Laurie | Centerfeit | 2024 | Cheryl | Morgan | 2025 |
| Victor | Chauhan | 2013 | Zonnie | Moultrie | 1607 |
| Christopher | Chestnut | 4002 | Sarah | Nations | 1102 |
| Dena | Coker | 2032 | Gabrielle | Nesbitt | 3005 |
| Mary | Cummings | 3004 | Holly | Parish | 2995 |
| Mary | Davison | 1103 | Kimberlea | Parker | 2008 |
| Ronald | Dyer | 1102 | Christina | Pitts | 2022 |
| Antoinette | Ely | 2008 | Joseph | Rhodes | 8001 |
| Shanta | Epps | 8001 | Mariah | Rice-Davis | 6004 |
| Aubrianna | Espitia | 2018 | Jonathan | Richard | 2003 |
| Raegan | Faulkenberry | 2306 | Sabrina | Richmond | 1102 |
| Kaci | Fields | 2032 | Jonathan | Rideout | 2018 |
| Benny | Freeman | 2010 | Susan | Robles | 2021 |
| Francisco | Garcia | 6002 | Leslie | Roper | 2995 |
| Marisa | Gentile | 1601 | Nathan | Russell | 5002 |
| Michael | Grant | 1103 | April | Sanders | 2027 |
| Latreka | Green | 2024 | Kayla | Sanders | 1601 |
| Deveon | Greene | 2010 | Mickey | Shaine | 2981 |
| William | Greer | 6005 | Constance | Shull | 2032 |
| Madison | Gregory | 4002 | Devan | Smith | 5002 |
| Sharon | Heffner | 2035 | Jessica | Smith | 5002 |
| Michele | Henderson | 6005 | Kimberly | Smith | 2011 |
| Michelle | Hodge | 1601 | Hillary | Smith | 3003 |
| Madison | Holcomb | 2028 | Margaret | Smith | 1201 |
| Donna | Hopkins | 2999 | Madalynn | Swinford | 2303 |
| Danyelle | Howard | 2028 | Meredith | Tribble | 2043 |
| Alicia | Ivey | 2018 | John | Valentino | 2995 |
| Shianne | Johnson | 3004 | Marina | Vallejo | 2003 |
| Makaile | Johnson | 2011 | Trietta | Varner | 2304 |
| Tammy | Jones | 2013 | Chasity | Vaughn | 6005 |
| David | Jordan | 2985 | Deshay | Wiggins | 1102 |
| Anita | Kelley | 2019 | Clifton | Wilson-Graves | 2003 |
| Victoria | Knight | 2043 | Brittany | Woodson | 2306 |

Hottie's 6th Birthday is March 15th



EMPLOYEE SHOUT OUTS!

Brittany Pruitt - Marketing says Brittney is truly an asset to our Blackstock location. Great job Brittany.

Vickie Cook - Customer review on social media.....
"Vickie at the coffee bar, she's the best. The coffee is guaranteed fresh every morning and needs to be recognized."

Randy Powell – A big thank you to Randy for helping Ashley Hogan out. Great team work Randy.

Bonnie Turner – Great communication with marketing follow ups.

Debbie Dutton – Excellent job following up with marketing on all your locations.

Marketing News



Exciting News!

Dear Hot Spot fam, we have some fantastic news to share! This isn't a normal Wild Wednesday post, so please take the time to read because it contains important information going forward. Starting now, we're taking Wild Wednesday to a whole new level by making it a monthly celebration. This shift allows us to bring you even higher quality items, ensuring every Wild Wednesday is an extraordinary experience for our valued customers. Your satisfaction is our top priority, and we believe this change will enhance the overall benefits for each and every one of you. Get ready for a monthly dose of surprises, exclusive deals, and delightful giveaways that will make your visits to Hot Spot even more special. Thank you for being an essential part of the Hot Spot Family. Let's make every month a wild celebration together.

We hope this newsletter finds you well and motivated to achieve our sales and marketing goals for the new year. As we continue to navigate through the dynamic retail landscape, it is crucial to stay focused and proactive in our efforts. In this edition, we will highlight key strategies and initiatives that will drive growth and success for our business.

1. Enhancing Customer Experience:

- Clean stores.
- Fully stocked shelves.
- Train our staff to provide exceptional customer service and create a welcoming environment.

2. Product Expansion and Promotion:

- We are adding over 400+ new products.
- New and innovative products to attract customers and differentiate ourselves from competitors.
- Creating attractive product displays and offer promotions to increase sales and drive impulse purchases.

3. Digital Marketing and Online Presence:

- Optimizing our website and online platforms to provide a seamless browsing and purchasing experience.
- Utilizing social media platforms to engage with customers, promote special offers, and share relevant content.
- Launching targeted digital advertising campaigns to reach our target audience and drive online and in-store traffic.

4. Collaboration with Local Businesses:

- Establishing partnerships with local businesses to cross-promote our products.
- Sponsoring community events and initiatives to increase brand visibility and foster goodwill.
- Offering exclusive discounts on rewards for customers who patronize our stores, and our local partners/vendors.

5. Data Analysis and Performance Tracking:

- Implementing a robust data analytics system to track sales, customer behavior, and marketing effectiveness.
- Regularly analyzing the data to identify trends, opportunities, and areas for improvement.
- Using data-driven insights to make informed decisions, optimize marketing strategies, and drive sales growth.

Remember, the success of our sales and marketing goals depends on the collective efforts of each team member. Let's work together, support one another, and strive for excellence in everything we do. We are confident that with our dedication and innovative approach, we will attain new heights of success.

Thank you for your hard work and commitment.

Shawn L Holmes

January/February Sales Contest Items

Contest items



Beef Stick (Country Archer) 1oz – Buy 1 Get 1 Free

Jerky 2oz - 2 for \$10

Reg & Puff Built Bars 2 for \$6.00

Giants Cashews 4oz 2 for \$9.00

Lindt Truffle Bars 2 for \$3.00

Pecan Nation 4oz 2 for \$10.00

1 Cashier Winner for each of the 4 Divisions \$500.00 per item.

1 Store Manager Winner for each of the 4 Divisions \$250.00 per item.

1 overall District Manager Winner for each contest \$250.00 per item.

REFERRAL BONUS

TEMPORARY REFERRAL BONUS PROGRAM

This program applies to ALL employees, except management. Employees will receive a **\$200** bonus for referrals that are still employed after 60 days.



**HOT SPOT
NOW HIRING**

JOIN OUR TEAM

- GREAT STARTING PAY
- MONTHLY SALES CONTEST
- RAISE AFTER 90 DAYS
- SPECIAL HOLIDAY PREMIUMS
- 401K AVAILABLE
- VACATION PAY STARTING AT 6 MONTHS
- HEALTH/LIFE INSURANCE
- PAYING EXTRA FOR BILINGUAL

APPLY TODAY AT WWW.WEBSITE.COM

The Hartford Employee Assistance Program (EAP) –For All Employees & Family Members

Are personal problems affecting your focus and performance at work? You are not alone. The EAP offers services to help you deal with personal problems you may be facing.



What does the EAP cover?

- Substance abuse
- Stress management
- Financial problems
- Divorce/marital problems
- Crisis intervention
- Legal problems

EAPs offer education, awareness and counseling services to help you with your problems.

**AND YOUR PARTICIPATION IN THE PROGRAM IS
STRICTLY CONFIDENTIAL AND FREE!**

Contact your HR department for more information.

To start getting help today call: 1-800-964-3577

www.guidanceresources.com

First time users click register

Organization Web ID: HLF902

Know Your Company's Values

Are you aware of your employer's core values? Values shape a work culture, wow customers, help an organization compete, and may influence the world at large. Some of your most well-respected peers likely reflect the employer's core values. Value statements typically apply to everything a company does, but understanding how they apply to your job may elevate your position and advance your career. And taking them to heart can help you be more engaged or even influence promotions.



THE COMPANY'S MISSION STATEMENT

The goal of RL Jordan Oil Company, Hot Spot stores, and our restaurants is to provide our customers with excellent and convenient service, a clean, safe and pleasant environment and quality products at competitive prices for the purpose of building a profitable business. Furthermore, it is the Company's intention to strive to provide satisfying and rewarding employment believing that satisfied employees will result in satisfied customer.

Slips and Falls in White-collar Workplaces

In 2020, 42,114 people died from falls at home and at work. That's more than the average number of fatalities from motor vehicle crashes, which is about 38,000 per year. The most common contributing factors to slips and falls in the workplace, especially white-collar workplaces, include slippery floors, uneven surfaces like mats and loose rugs, poor lighting, cluttered walkways, open drawers, loose cords, and footwear. Regarding footwear, the most common fall accidents involve high heels, clogs, and sandals, so use caution with these types of shoes. One of the most common causes of falling has nothing to do with your feet—it's rushing to get something done. Learn more from the National Floor Safety Institute at nfsi.org.



Volunteerism: The Perfect Pick-me-up

The positive effects of volunteering to help others have been demonstrated in many research studies. These include improved feelings of well-being and positive effects on a person's mood and general happiness. Along with helping others, these personal benefits are powerful motivators for some people affected by sadness, depression, and stress during the holidays to reach out. Research has also shown that volunteering can have positive effects on physical health, including lowered blood pressure, reduced risk of heart disease, and increased longevity. Could you use some of the good things that flow from volunteering? To find thousands of opportunities, try www.idealst.org or www.volunteermatch.org and [click on "find opportunities"].



Master Persistence and Stick with Your Resolutions

Persistence—who can deny its essential role in the success of any endeavor? Persistence is your ability to continue to strive toward your goal, completing tasks and overcoming obstacles. Motivation is not the same as persistence. Motivation refers to the inner desire, and it is what fuels persistence. To experience more success, foster persistence. 1) Be very clear about your goal so persistence has a vision and target. 2) Make your goal achievable, not overwhelming. 3) Do not delay tasks needed to accomplish your goal. Delay slows progress, and experiencing slowness can undermine one's desire to persist. 4) Avoid negative self-talk, self-doubt, and fear of failure. They too can sabotage your persistence. To fuel persistence, in 2024 laugh in the face of setbacks and embrace mistakes as challenges.



Overcoming an Unwanted Habit

Well-researched strategies exist for overcoming unwanted habits (procrastination, nail biting, poor eating habits, spending, negative thinking, etc.). When you logically combine various techniques, you increase your odds of success. 1) Understand your triggers—realize what prompts you to engage in your unwanted habit. Keep a diary for a few days. Note what happens the moment before the behavior happens. 2) Your goal is to interrupt and replace this trigger-response dynamic. Do so by substituting the unwanted habit with a healthier, more positive behavior as quickly as possible (e.g., put your running shoes on the sofa cushion where you normally sit after arriving home to remind you that going for a run is a better choice than engaging in your habit. 3) Track your progress and do it in writing. This "action" sustains motivation. 4) Define your goal. What will success look like, and how will you behave when you overcome the habit? 5) Use mindfulness techniques, like meditation, to heighten self-awareness. This trains your brain, enabling you to spot triggers and patterns associated with the unwanted habit. 6) Can you find a support group where you can share your experiences and gain strength and hope? If so, this is one of the greatest strategies to help you be successful. 7) Employ external influences to help break the habit. For example, if your goal is to reduce "screen time with your computer," use apps or tools to control access to the device. 8) Be kind to yourself if setbacks occur—keep going. 9) Consider professional counseling to achieve your goal, which includes your EAP. Caution: A substance use disorder is not considered a habit by the medical experts but instead a disease process for which appropriate treatment is recommended.



When is Martin Luther King Jr. Day this year? What to know about the civil rights holiday

Martin Luther King Jr. Day, the federal holiday honoring the life and birthday of one of the most influential civil rights leaders in American history, is this month.

Although the holiday is observed annually on the third Monday of January, this year is extra special because the holiday falls on King's actual birthday, Jan. 15.

Here's everything to know about Martin Luther King Jr. Day 2024, including why we celebrate it.

What day is MLK Day 2024?

Martin Luther King Jr. Day is observed annually on the third Monday of January. This year, it takes place on Monday, Jan. 15, 2024, King's actual birthday.

The Rev. Martin Luther King Jr. waves to participants in the Civil Rights Movement March in Washington from the Lincoln Memorial on Aug. 28, 1963. Hulton-Deutsch Collection/CORBIS
The Rev. Martin Luther King, Jr. waves to participants in the Civil Rights Movement's March on Washington from the Lincoln Memorial. It was from this spot that he delivered his famous "I Have a Dream" speech on August 28, 1963.



Is MLK Day always on a Monday?

Yes, the holiday is observed each year on the third Monday of January due to the Uniform Monday Holiday Act, which former President Lyndon B. Johnson signed into law in 1968. The law made it where several federal holidays, including Memorial Day, Labor Day and Washington's Birthday, would be commemorated on Mondays to create long weekends.

Even though the anniversary of King's birthday is on Jan. 15, it's commemorated on Monday like the other holidays under the Uniform Monday Holiday Act.

When did Martin Luther King Jr. Day become a federal holiday?

Ceremonies commemorating King's birthday and legacy have been held since his assassination in Memphis, Tennessee, on April 4, 1968. However, the day did not become an approved federal holiday until 1983, when President Ronald Reagan signed it into law.

The first national holiday honoring King was celebrated in 1986. But it wasn't until 2000 that all states honored the government holiday.

Efforts from King's widow, Coretta Scott King, singer Stevie Wonder, lawmakers, activists and others also helped to bring the holiday to fruition, USA TODAY reports.

Why and how do we celebrate Martin Luther King Jr. Day?

The federal holiday honors the life and legacy of the Rev. Dr. Martin Luther King Jr., a civil rights leader who dedicated his life to speaking out against injustice, inequality, poverty and war. According to Encyclopedia Britannica, the holiday is usually celebrated with marches, parades, speeches by civil rights leaders and politicians, volunteering, and special programming at museums and other cultural institutions nationwide.

MLK Day is the only federal holiday that is "designated as a national day of service to encourage all Americans to volunteer and improve their communities," per the Smithsonian National Museum of African American History and Culture.