

Weekly Newsletter

THE KENT COMPANIES

Making your life



April 7, 2022

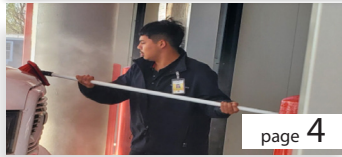
Period 4, Week 3

Kent Tire & Kent Lube



page 3

Kent Car Wash & Marketing



page 4

Food Service & IT



page 5-6

Bountyland & Kent Kwik



page 7-10

page 1

CORPORATE NEWS

THE KENT COMPANIES

2022 CHARITY GOLF TOURNAMENT

Thursday, June 16, 2022

Odessa Country Club, Odessa, TX
8 AM & 1 PM Tee Times (Shot-Gun Start)

Benefiting:  **BUCKNER**
Hope shines here.®

www.thekentcompanies.com



Registration is now open for our 2022 Charity Golf Tournament! This year's tournament will take place on **Thursday, June 16th** at **Odessa Country Club**. We are looking forward to hosting our tournament at the Odessa Country Club for the very first time!

Pass along the tournament information to your guests, vendors, family and friends. We expect another sold out year. Full information and the registration

form can be found on both The Kent Companies and Kent Kwik websites.

Help us win "Best Of" Midland

Nominate our businesses for the 2022 MRT Readers' Choice Awards

The MRT Readers' Choice Awards contest is broken down into two parts: the nomination period and the voting period. The nomination period begins today and will continue on through May 1. **Businesses will need to place in the top five of each category if they want to move on to the voting period of the contest.**

You may nominate your favorite businesses once per day until May 1. Your nomination of a business can make all of the difference in one business advancing on to the voting round and one falling just short. So show support for your favorites starting today.

The nomination period of the contest is open now until Sunday, May 1. Businesses must receive the most nominations in each category in order to advance on to the voting round of the contest, which will open on May 9.

Visit the MRT Website to nominate and vote.

Please nominate the following:

WesTex - Best Emergency/ Urgent Care

Kent Car Wash - Best Car Wash

Kent Lube - Best Oil Change/Lube Shop

**Baskin Robbins - Best Ice Cream (under the RESTAURANTS Section
Best Family Restaurant (under the RESTAURANTS section)**

**Rustic Cafe - Best Chicken Fried Steak (under the RESTAURANTS section)
Best Family Restaurant (under the RESTAURANTS section)**

**Kent Kwik- Best Convenience Store (under the SHOPPING section)
Best Gas Station (under the AUTOMOTIVE Section)
Best Coffee (Under the RESTAURANTS section)
Best Sweet Tea (under the RESTAURANTS section)
Best Sandwich (under the RESTAURANTS section)
Best Burrito (under the RESTAURANTS section)**

**The Kent Companies - Best Employer with over 100 Employees (under the COMMUNITY section)
Friendliest Staff (under the COMMUNITY section).**

MEET OUR LEADERSHIP TEAM

KENT TIRE NEWS

Happy birthday to Kent Tire's Bruce Maddison!

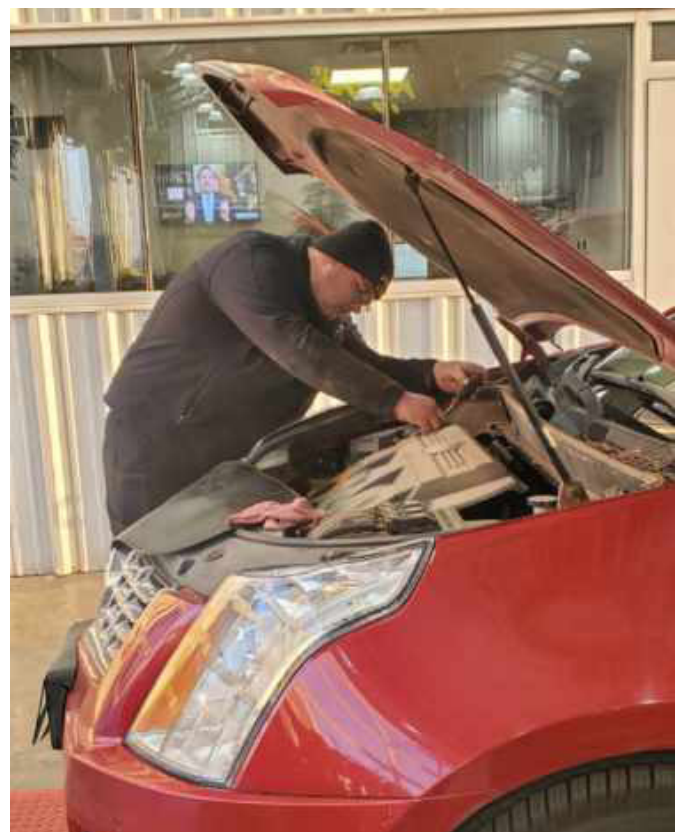


In all seriousness, we hope you had a wheel-y great day!

KENT LUBE NEWS



Fuller given us a nice little grin from across a hood!!

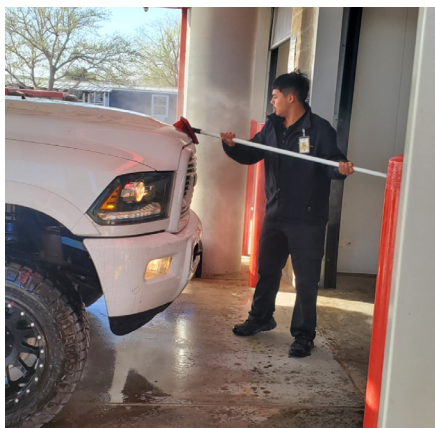


Hayden making sure everything looks good under the hood!!!

KENT CAR WASH NEWS



Justin and Jr. getting the guest ready for a nice weekend!!



Car Wash leadership class!!

MARKETING NEWS

Marketing Projects Underway! Beer and Packaged Beverage Resets:

Beer resets in Texas began last week! The teams have been making great progress and getting those knocked out. Our goal this year was to focus on "Days of Supply". This was an important point for us to ensure we are staying in stock on some of the fastest moving items in our stores. We have also added a wine shelf this year which will be a new addition to our beer sets. This cold wine shelf is filled with some new items such as "BuzzBallz" and 4packs. This gives an assortment to our guests previously not found at Kent Kwik. With BuzzBallz being one of the fastest moving wine items in the state, we have great expectations for this new offering!

Packaged Beverage resets started today! The teams will be coming prepared and working quickly to ensure as little disruption as possible to our guest's experience. This year's resets will include an expansion of our energy category. The energy section of our stores are big drivers to our business. To capitalize on this, we have expanded on some of the highest moving items while also bringing in some innovation. We are very excited to have these resets completed and work to grow one of the major traffic drivers in our stores.

For all our family on the east coast, we are working to create the new sets for both Beer and Packaged Beverage. Once those are complete, we will get to work on those resets as well. This year brings great opportunities for our company, and this is just the first step in the process!



Kent Madness



Kent Madness is scheduled to kick off in Period 5 (April 18th). This will be our largest Kent Madness competition yet! We will be sending out the schedule and all other information the first of next week so everyone can be prepared and stocked up when the rounds begin. For those who have not participated, here is a summary of what to expect. The model is after the NCAA Basketball tournament "March Madness". Each store has been seeded and placed into a bracket to go head-to-head with another store by selling a designated set of products for an entire two-week period. We look at a wide variety of factors when scoring the rounds to ensure an even

playing field as our stores vary in sales and number of guests. Each round is worth 50 Kent Bucks and the overall champion will receive 100 Kent Bucks. Each team member of the store that wins a round receives points to go toward a prize from our catalog; this can be found on the company website. You can save your points or spend them on prizes each round but only ONE STORE per round wins points. While yes you are competing head-to-head with your opponent, to win points, you must beat everyone! This has been our most fierce sales competition in the past and we expect the same this year so get ready for a fight to the top!

Thank you,

FOOD SERVICE NEWS



Qiana and Shereika going over their game plan to serve our guest really great food at Rustic 315.



Rustic 440 leadership meeting, going over cleaning and cook times so we serve our guest really good food!



Thank you, Fred, for coming and visiting us this week. We were able to cover in our manager meeting going over numbers and expectations here at Rustic 501.



Foods getting real at kwik eats. Chef Robert was brought in to go over our new fresh stretch dough going into a Kwik Eats Near you!



It's the little things that go the extra mile Here at HH 805. <3



HH 725, new cook Cedric getting his day started to make customers happy.



1079 Training on POS rewards and gift cards.



Danika training Nosharian HH 930.

FOOD SERVICE NEWS



BR 1591 Leadership Meeting.

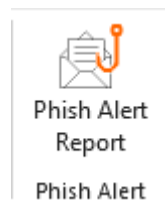
A giant thank you to Stephanie, the last server standing here in Monahans. We cannot express how much we appreciate her sticking with us through these tough times, and her willingness to make the best of it, despite sometimes being the only server on the floor. Thank you, Stephanie!

IT NEWS

In our past couple of segments, we have discussed how to protect yourself in email and on the internet. We have recently restarted sending out our Phishing Campaigns to the company. These Phishing Campaigns are designed to evaluate your ability to spot a phishing attempt. Over the course of the last three months, our score "Phishability" score has continued to go down. This is all because you guys are taking a closer look at what you are receiving in your emails. The lower the score, the better. We are still a little above the industry average, but we have improved drastically and continue to improve. Let's keep up the good work and continue to drive that score down. With that in mind, here are the things that you need to continue to look for.

- If you don't know who the email is from, be cautious in opening the email.
- If you do know the person, but aren't expecting the email, verify with the person verbally that they sent it.
- Don't open attachments from people you don't know.
- Read emails carefully and make sure that the pattern of words is the normal pattern for the person sending you the email.
- Don't use your company email address for personal accounts (facebook, banking, credit cards, etc)
- Do hit the Phish button when you think something is.....fishy.

Again, we see your diligence in these matters coming through as our "Phishability" score continues to go down. Do not let up. Always be on guard. Keep up the good work.



SAFETY NEWS

Keeping Safety in Sight

Nothing is too Small!

Safety Definition: to ensure safe and healthful working conditions for workers by setting and enforcing standards by providing training, outreach, education, and assistance.

Hello All,

Drive S.A.F.E. is a program we use to help keep "ALL" drivers aware of the four main keys of driver hazards. One of the questions I ask most is: "Do you think all jobs are completely free of hazards"? The answer is no and most get it right. Taking a shower can be hazardous, climbing a ladder or step stool is high on the list of dangers. You all know about Slips, Trips and Fall (sorry I could not resist). But, today driving is our topic and the message is really simple.

S = Speed

A = Attention

F = Fatigue

E = Emotion

This week to cover the S!!!

Speed, do you know what a safe speed is? I know a couple of ya'll out there and you two individuals are not the voice of reason. You two need to listen more than others.

RISK
SPEED
Do you accelerate when a traffic light turns yellow?
Do you drive the normal speed even in bad driving conditions (road construction, rain, ice, or snow.)?
Do you make a full stop at stop signs?

I ask that you control the only person you can control and that is yourselves. Know the conditions of the roads. My statement here is: the next time someone passes you and you meet them at the next red light was it worth it???

BOUNTYLAND NEWS



Entire 700's Team at their first managers meeting!

From left to right: Christina Welborn, 706 Manager; Wesley Reinhold, Director of Operations; Denise Cole, 701 Manager; Nicki Lusk, Field Coach; Lori Schroeder, 701 MIT; Nikki Hayes, 716 Manager; Michelle Wright, Field Coach; Shannon Eggelstone, 707 Manager; Shayna Jordan, 704 Manager; Maureen Tanksley, 705 Manager; Tracy O'Kelly, Manager 710; Christi Owens, Manager 709; Dale Huges, Manager 702.

BOUNTYLAND NEWS



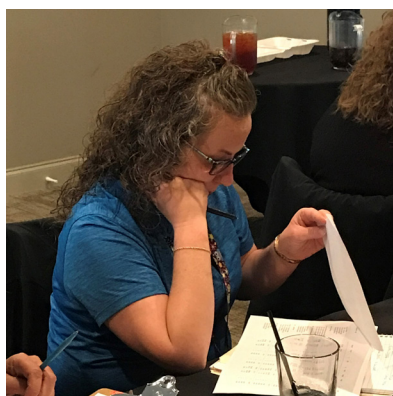
David explaining Kent Madness to all us rookies, we are soooo excited to begin this for the first time here in the Carolina's!!



Lunch Finally – Shayna from 704, Shannon from 707, Maureen from 705, Christina from 706 enjoying food and friendship during a lunch break!



Nicki giving a PowerPoint presentation on Employee Retention – Let's try and retain all the Team Members we can and make them part of Kent Companies Team!



Shayna- digging into her Period 3 P&L statement always striving for excellence!



Wesley teaching and developing everyone in the room- We want to give him a big shout out from all the 700's site Team Members, Managers, and Field Coaches and say thank you for being our leader and sharing all your knowledge with us!



Wesley has everyone's attention as he helps explain some Team Member retention ideas!



Faye, 702, along with several customers and Dale the SM celebrating her special day- Happy Birthday from all of us here at Bountyland!



Special Thank You to Maureen, 705 store manager, celebrating 9 years here at Bountyland, wow time flies when you are having fun. Thank you for being a part of our team and all your dedication to your store.



Julia at store 706 getting beer cut and stocked up for the busy weekend ahead! Thank you, Julia, for the hard work and always going above and beyond to help everyone on your team out.

KENT KWIK NEWS



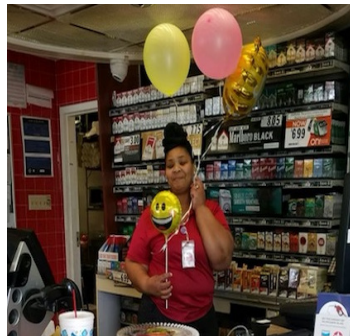
Congratulations to Michael and his Team at store 317 for breaking their weekly merchandise sales record!! They beat their old record by over \$1000 dollars! AWESOME JOB TEAM!!



Surpassed daily sales goal 315. WOW!!

Join us in congratulating Dora on her promotion to Manager at store 431. Congratulations!!

Join us in wishing a Happy Birthday to Erica from store 212. Happy Birthday!!



Congratulations to Crystal on her 2 year anniversary!



Celebrating Joe Ortiz on being with the company at store 262 for 2 years!



Hope is focusing on the vault. She's making sure everything is fronted and faced for her Guests!!



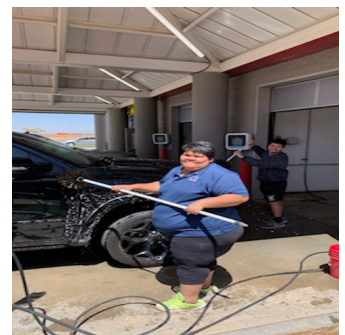
Douglas enjoying working at Store 317. Great Job!



Destiny filling the hot box at store 211.



Ronal showing Michael the ropes. Great job you guys!



Selena scrubbing cars at the car wash. Great Job!!

KENT KWIK NEWS



Thank you to the Construction Team for all of their hard work in Waco!! -Valerie



Happy one Year Anniversary to Jay from store 317. Thank You for your commitment and hard work! -Michael.



Great Job to stores 202, 204, 206, 208, 211, 218, 303 and 311 for scoring 100% on their Safety Inspection.



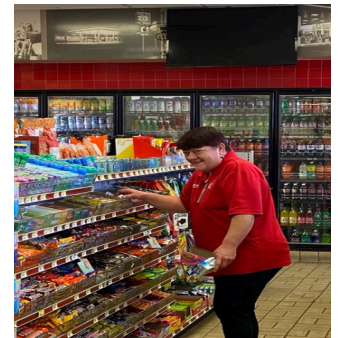
Happy one year anniversary to Taylor at store 273!



Darla, 462, on her day off making time to say hi to Kent's newest guest!



Charles is having fun drying cars at the car wash. Great Job!!



Priscilla fronting shelves getting ready for the evening rush.



Meet our outstanding new Family Members for the week. Logan, Selena, Samuel, Michael, Stephanie, Tony, Charles, Dana, Douglas, Brian, Clint and Timothy. They are all smiles! Welcome to the Team!



Meet Twalla, Hector and Hope, our New Family Members for the week. Welcome aboard!



Meet the rest of our new Team Members. From left to right: Elijah, Marty, Cariann, Patty. Welcome!