



MIDSTATES PETROLEUM COMPANY

SPECIAL EDITION NEWSLETTER COVID-19

A quick message from Ric Mayers

So often you hear the term C-store. But what does that term mean? To many it means Convenience Store. To me it means Community Store. Often, I see so many of my customers/tenants/dealers come *into* a new store as an outsider, *operate* the store as an outsider, and *leave* as an outsider. They never get involved in the community and their business suffers for it. I ask customers, when was the last time you sat down with your mayor to discuss growing your business? I hear **'never'**. Many don't even know their mayors name. Who are your customers? The local community. Who supports your business? The local community. Who buys your gasoline, coffee, and tobacco? The local community. I have one more question, when is the last time **YOU** have ever supported your local community?



I would like to take this time to brag on one of my customers for supporting his community. Moe operates a store located in Vernon, AL. Moe lives in Tupelo, MS. By every standard possible Moe is an outsider to the Vernon community, yet he is known as a local hero. Yes, you read that correctly, a HERO. When all the local schools shut down due to the corona virus, it left several kids stranded without meals. In communities across America, kids were unable to get fed due to the free lunches at school not being available. When I informed Moe of this he said, "Any kid without money for lunch I will feed." With that simple act of kindness his store was flooded with new first-time customers, thanking him and spending money they have never spent there before. Moe has now been featured on Facebook, News Stations and Newspapers for his act of community service. In fact, as I'm writing this today, another paper called asking to do an article on him. Moe didn't do this to gain attention or new customers, he did this because he has a heart of gold. I was so inspired I offered to split the expense, but he rejected and wanted to cover the expenses himself. This is called *investing into your community*, and when you invest it pays back. So, my question to you is, what have **you** done for your community?



Be like Moe, give back to the people that afford you the ability to make a living. Sponsor a little league baseball team, donate to the local high school sports team, reward the kids that graduate high school with a free \$5 gift card, give the students that have perfect attendance for an entire school year a free pizza, support the local band with ways to raise money, attend football games, make it known who you are to people that don't know you. *Get involved in your community or you will always be an outsider to it.*

I hope everyone is staying safe during this scary time.



TAKING PRECAUTIONS

First and foremost, we want to announce that Midstates Petroleum is fully operational, and there will be no foreseeable interruptions in deliveries, maintenance or other projects. We are taking the proper precautions in health and hygiene both with our administrative staff as well as field workers.

We ask that all our store partners take the same precautions for the health of yourselves, employees and customers. Here are some things we need you to double check:

1. **SOAP DISPENSERS:** Now more than ever customers are going to expect soap to be fully stocked in each restroom. Keep in mind that these customers are handing money to YOU, so it is in each of your best interest that soap is stocked.
2. **CLEANLINESS:** Customers are going to prioritize stations that look clean from a distance, as well as those with clean facilities inside the store. Wipe down that hotbox glass, clean the doors to your store often, and check your bathroom more often!
3. **COUNTER SAFETY:** The counter is where you interact with your customers daily. This is the point of contact where germs can be spread from the customer to you and your staff, or vice versa. Clean those counters! Have a look at your Point-of-Sale screen. If its covered in fingerprints, it is most likely covered in germs. Clean it! ***Important note: Do not clean register equipment by spraying ANY liquid, including Lysol, onto the screen, pin pad, or even pumps. This can damage the equipment.** Clean with alcohol-based wipes *gently*, do not scrub.
4. **HAND SANITIZER:** Have hand sanitizer available for your employees. They should use these after any transaction when coming in physical contact with a customer or money. You want to keep your employees healthy so they can work, and you don't want them working while sick!