



**STRASGLOBAL**  
RETAIL RESULTS

# A SPECIAL COVID-19 NEWSLETTER

APRIL 2020

VOLUME 3 / ISSUE 4

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## CHECK OUT OUR WEBSITE

[www.StrasGlobal.com](http://www.StrasGlobal.com)

## OUR MISSION

To make life better – for our team, our customers, and our clients.

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## *A Word From Our President*

Dear Team,

This issue of our StrasGlobal newsletter is dedicated to the COVID-19 virus challenge and the work that we have been doing to protect our team, slow down the spread of the virus, and help our communities during this uncertain time. And by “we” I mean everyone on the StrasGlobal team—in the stores, the field, and the administration. It has truly been a team effort.

Over the last couple of weeks we have put plexiglass sneeze guards at all of our POS positions, placed social distancing stickers on the floor, limited the number of customers who can come into the store at one time, provided disposable aprons and extra gloves, and enhanced our store cleaning procedures. All of these things have been done to protect you, your families, and our customers and they have been done by you. Thank you for your help in implementing our programs so quickly and effectively.

We have ordered extra hand sanitizer and masks but, due to the national supply issues, they have been delayed in arriving at our stores. We will have supplies to you within the next few days.

We have increased communications to you through the Strange Times email, information posted on our website (StrasGlobal.com) and items sent directly to the stores. Please take the time to read Strange Times and our COVID-19 Response document on the website. We are using these to tell you what we are doing over the next few weeks and months. The website also includes information about our health insurance coverage and the Family First plan. **This is important information so please take the time to read it.**

*(Continues on next page)*



*Recording “Strange Times” messages and being interviewed to discuss our COVID-19 Response Plan.*



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## MEET YOUR TEAM

**Roy Strasburger**, President  
**Eva Strasburger**, Director of Strategy

### Operations and Marketing

**Perry Kilgo**, Director  
**Wendy Woods**, Director  
**Chloe Noonan**, Marketing Assistant  
**Jamie Burrows**, Pricebook

### District Managers

**Gary Gabriel**, South Coast/  
Onboarding  
**Caleb Hill**, TX, OK, CA  
**Steve Herron**, NY, NJ, LA

### Training

**Terresa Burdick**, Director  
**Caleb Hill**, Operations Specialist  
**Matt Kelly**, Operations Specialist

### Accounting

**Dee Madison**, Director  
**BJ Manning**, Coordinator  
**Honda Martinez**, Administrator  
**Joanie Sharp**, Clerk  
**Regina Luck**, Banking  
**Jennifer Westcott**, Clerk  
**Jenn Stuart**, Clerk

### Technology

**Angelica Krott**, Director

### Compliance Safe

**Roy Strasburger**, CEO  
**Eva Strasburger**, President  
**Ian Wilson**, Product Manager  
**Gerry Gabel**, Sales

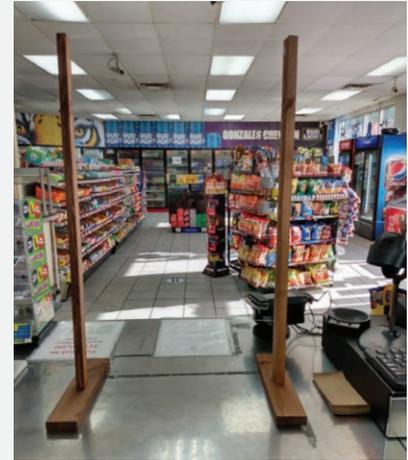
**Ilene Noonan**, Permits and Licenses  
**Kelly Wells**, Human Resources  
**Lorelei Strasburger**, CRM  
**Chantal Strasburger**, Newsletter

### SEI Support

**Michelle Williams**, Accounting  
**Penny Scott**, Accounting  
**Patsy Lopez**, Banking and A/R  
**Ryan Grandusky**, IT

## A Word From Our President (con't)

As you will read in other parts of this newsletter, we have more programs on the way to reduce the spread of the virus and to help our communities. We, as a team, will also need to put these plans into place, make sure that they are effective, and provide feedback as to what is not working and what could be better. Everyone on the team can contribute with ideas and suggestions on how to meet the COVID-19 challenge. They may be ideas that you've seen elsewhere or that you are using at home. Let us know by emailing me at [newsletter@strasglobal.com](mailto:newsletter@strasglobal.com). We will see if we can put them into action!



*A new sneeze guard in action!*

I have heard amazing reports from our team members in the stores, visitors, and even a TV station about the work our store teams are doing. Having met many of you, this does not surprise me. I spoke with most of our store managers last week and I look forward to speaking to the rest this week. I was impressed by the enthusiasm and positive attitude that I heard. My wife, Eva, and I are incredibly proud of, and humbled by, your dedication and professionalism in operating our stores and following our safety procedures every day. Thank you to everyone in the stores, the District Managers, and Perry, Wendy, and Terresa. You have been outstanding.

I don't want to forget the great work that our administrative and management team are doing every day to support our operations team. Everyone in accounting, marketing, and IT are working long hours to make sure that everything runs smoothly despite the chaos elsewhere in the world.

Finally, thank you to the StrasGlobal Task Force who has been putting in long hours over the last month to identify our challenges, find workable solutions, and coordinate the implementation of our plans. Thank you to Angelica, Terresa, Myra, Kristi, Mel, and Eva and our support folks, Ian and Chantal, for all of the work that you have done. It has been amazing.

We are in this together and we will get through it. When we come out of this challenge we will be a better and stronger company—and that will be because of the work you have done.

Thank you and stay well,



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### StrasGlobal Task Force

**Roy and Eva Strasburger**

**Terresa Burdick**, Operations Liaison

**Angelica Krott**, Communications

**Myra Kressner**, Strategy Consultant

**Kristi Prior**, Outreach & Partnerships

**Mel Stevens**, Health & Government  
Research

### Support

**Chantal Strasburger**

**Ian Wilson**

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# Introducing the StrasGlobal Task Force

By Eva Strasburger, Director of Strategy

In early March, when Roy and I realized the extent of the COVID-19 threat, we put together a Task Force (TF). Made up of industry experts from inside and outside the company, its objective is to determine what StrasGlobal needs to do about the pandemic. Having a specific group focusing on COVID-19 allows the Operations team to continue to fully concentrate on the day-to-day business of operating the stores as well as implementing the crisis programs recommended by the TF. In anticipation that COVID-19 would soon have an impact in the US, the TF began by researching the virus and looking at how other countries and industries were dealing with it. The most important task was to provide a plan of actionable items to ensure the health and safety of our team members and customers and to figure out how to communicate that plan. The result was the COVID-19 Response plan which has been rolled out by Training and Operations over the last three weeks. It is not yet fully implemented as we continue to face staffing, supply and technology challenges, and it is constantly being updated as we evaluate new information from the CDC and the Government. However, as you can see in this newsletter, our stores are now safer and cleaner and our teams are educated on how to fight COVID-19.



The plan is being implemented in stages. Now that our Health and Safety programs are being carried out, our next focus is the outreach program to help our communities –especially our seniors, at-risk customers and those in need. StrasGlobal will be offering curbside and home delivery, extending our senior benefits, and offering space at our stores to local non-essential businesses to sell their products through us. Furthermore, where possible, we will be finding partners to supply us with new or hard-to-source products, restaurants to offer ready-made meals, food trucks to add some fun to our parking lots, and pop-up Farmer’s markets to provide local fresh produce. You will be hearing about these programs over the next few weeks. We hope you will find them to be effective and a positive addition to what we do.

To see our action points in detail and learn about what is in store ahead, have a look at our Response Plan at [StrasGlobal.com](http://StrasGlobal.com). Please realize that we are learning as we go so be patient if we make some mistakes along the way. We welcome all ideas on how to keep our team and customers safe, help our communities, and increase sales.

Thank you for your support!



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## BIRTHDAYS

Happy Birthday to all!

1405	Vanessa Fifer	4/1
3911	James Swann	4/1
3001	Gary Gabriel	4/2
1422	Karli Orrender	4/2
3508	Omar Badawy	4/5
3499	Chloe Noonan	4/6
3501	Weng Zhuo Zhu	4/7
401	Sheila Achuff	4/9
1425	Felicia Hart	4/10
115	Carol Mcknight	4/11
1410	Alexis Santana	4/11
3901	Diane Salifou	4/12
3911	Tara Chand	4/15
1429	Kristie Jacobs	4/15
1425	Antonio Johnson	4/17
801	Lucas Banos	4/21
3552	Jarred S. Burgess	4/23
1406	Rayven Spagnoli	4/24
3908	Yared Ortiz Rivera	4/27
3901	Muhammad Shafique	4/27
101	Amber Tomlinson	4/29
3499	Angelica Krott	4/30
3499	Wendy Woods	4/30

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# StrasGlobal in the Press

*“The only thing we’re competing with now is COVID-19.”*

*-Roy Strasburger*

The StrasGlobal team has been hard at work implementing our COVID-19 Response plan in our stores to keep our store teams and customers safe. (Another reminder that you can read more about our response plan on our website: [www.strasglobal.com/our-blog/strasglobal-covid-19-response-plan/](http://www.strasglobal.com/our-blog/strasglobal-covid-19-response-plan/))

In recognition that we are all in this together, we made our plan available to all retailers who may be looking for advice as they create their own plans and adjust operations in the face of COVID-19. We’ve had an overwhelmingly positive response and our plan has been featured in Convenience Store News, Convenience Store People, Convenience Store Decisions and other publications. We’ve also been featured on Baton Rouge TV station WGMB (shoutout to #StrasGlobalSuperstar Atha Martin) and Roy has spoken on webinar panels. Congratulations StrasGlobal team for being a leader in this time of crisis.

**NACS** Advancing Convenience & Fuel Retailing

### Louisiana Marathon Stations Help Local Shops

Two c-stores offer shelf space to businesses and eateries forced to close because of the pandemic.

April 06, 2020

GONZALES, La.—Two Marathon gas stations in Louisiana want to sell more local products in response to COVID-19. The c-stores are seeking out local businesses and restaurants to ask if they can sell their products at the Marathon locations, reports [Brproud.com](http://Brproud.com).

While gas stations are considered an essential business during this time, StrasGlobal, which manages the Marathon stations, wants to help local businesses like florists, pet stores and cafés sell products while their stores are temporarily closed.

**ConvenienceStore NEWS**

### COPING WITH COVID-19: The Convenience Store Industry in Action

View On Demand! | Already Registered?

View On Demand Anytime!

**SPEAKERS:**

- Natalie Morhous, President, RaceTrac Petroleum
- Tom Trkla, CEO, Yesway and Allgas
- Roy Strasburger, President, StrasGlobal
- Moderator: Don Longo, Editorial Director, Convenience Store News

Convenience store retailers are rapidly adapting to the new reality of the COVID-19 pandemic. Terms like containment, mitigation, lockdown, flattening the infection curve and social distancing have suddenly become part of everyday lexicon. Deserted city streets, empty store shelves, closed bars and restaurants, postponed sports and entertainment events are all part of what many are calling the new normal.

**CSP**

### Coronavirus Response Plan Offers Action Items for C-Stores

StrasGlobal shares retailer-developed strategy with industry

By [Greg Lindenberg](#) on Mar. 27, 2020

TEMPLE, Texas — In response to the **COVID-19 crisis**, convenience-store operations and consulting company StrasGlobal has developed one of the most comprehensive **action plans** available so far from a **retailer perspective**.

**ConvenienceStore NEWS**

### What Precautions Are C-store Retailers Taking for COVID-19 Coronavirus?

03/13/2020

**ADVICE FOR EMPLOYEES & CUSTOMERS**

StrasGlobal, a privately held retail consulting, operations and management provider serving the small-format retail industry, this week sent all its store managers two letters from CEO Roy Strasburger. One was for company personnel and the other for customers.

Store managers were told to post one letter in the office area where all employees can read it, and the other letter in the store for customers to view.

The letter to employees read: “According to the CDC (the Center for Disease Control), the spread of COVID-19 occurs when people are in close contact (less than 6 feet) with an infected person. We are sharing this information so you can help reduce the spread of infection in the workplace as well as at home.”

The best ways to reduce the risk of getting this or any viral respiratory infection, according to the letter, include:

- Washing your hands often with soap and water for at least 20 seconds;
- Avoiding touching your eyes, nose or mouth with unwashed hands;
- Covering your mouth and nose with a tissue when coughing or sneezing, then throwing the tissue in the trash and washing your hands. When a tissue is not available, cough or sneeze into your elbow;
- Avoiding close contact with people who are sick;
- Cleaning and disinfecting objects and surfaces; and
- Staying at home away from others if you are sick.

“While at work, you are encouraged to wear plastic or vinyl gloves while cashiering. The gloves should be changed often. If you choose not to wear gloves, wash your hands regularly and use sanitizing gel. Although the CDC does not recommend it, you are allowed to wear masks that cover your nose and mouth,” the letter said.



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## ANNIVERSARIES

Happy Anniversary and thank you  
for your service!

3910 Ramchandra Subedi 04/04/2017

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## Look Out for These Task Force Initiatives From #StrasGlobalSuperstars

- Perry and Wendy (our Mega #StrasGlobalSuperstars) adding everything from themed “quarantine” bundles to community information boards and StrasBucks gift cards
- Gary, Caleb and Steve providing support for programs to keep you safe
- Teresa’s further guidelines from how to handle masks to wearing safety vests for curbside delivery
- Ian’s mobile payment program for curbside and home delivery
- Mel’s Health and Government info on the Strasglobal website
- Angelica’s ways to communicate in a time of lockdown
- Kristi’s partnership and outreach programs

## Important Facts From the CDC!

### SHARE FACTS ABOUT COVID-19

Know the facts about coronavirus disease 2019 (COVID-19) and help stop the spread of rumors.

FACT  
1

Diseases can make anyone sick  
regardless of their race or ethnicity.

Fear and anxiety about COVID-19 can cause people to avoid or reject others even though they are not at risk for spreading the virus.

FACT  
2

For most people, the immediate risk of  
becoming seriously ill from the virus  
that causes COVID-19 is thought to  
be low.

Older adults and people of any age who have serious underlying medical conditions may be at higher risk for more serious complications from COVID-19.

FACT  
3

Someone who has completed  
quarantine or has been released  
from isolation does not pose a risk of  
infection to other people.

For up-to-date information, visit CDC’s  
coronavirus disease 2019 web page.

FACT  
4

There are simple things you can  
do to help keep yourself and  
others healthy.

- Wash your hands often with soap and water for at least 20 seconds, especially after blowing your nose, coughing, or sneezing; going to the bathroom; and before eating or preparing food.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Stay home when you are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

FACT  
5

You can help stop COVID-19  
by knowing the signs  
and symptoms:

- Fever
  - Cough
  - Shortness of breath
- Seek medical advice if you

- Develop symptoms

AND

- Have been in close contact with a person known to have COVID-19 or if you live in or have recently been in an area with ongoing spread of COVID-19.



CS31546-A 03/16/2020

[cdc.gov/COVID-19](https://cdc.gov/COVID-19)

## COVID-19 News and Updates: Masks

Effective immediately all employees are required to wear gloves, aprons and face coverings while at work. We're having masks made and we will be shipping them out towards the end of this week.

In the meantime, if you don't have a sewing machine at home, below are two helpful guides to making your own no-sew mask from the CDC. If you *do* have a sewing machine at home, we recommend Googling how to make a face mask and following a pattern online.



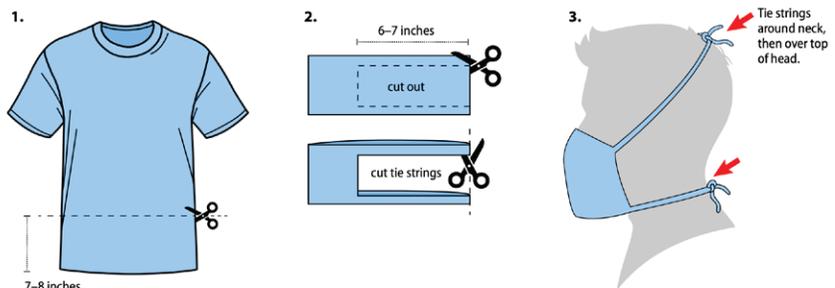
Big shout out to #StrasGlobalSuperstar **Sheila Achuff**, assistant manager at store 401 in Ponder, TX. She has sewn face masks (right) for all her employees—starting on them before the CDC had even recommended it! Sheila says, “We are so happy that you all are ordering more PPE supplies and appreciate working for a company that truly cares for their employees.” Thank you, Sheila!

### Quick Cut T-shirt Cloth Face Covering (no sew method)

#### Materials

- T-shirt
- Scissors

#### Tutorial

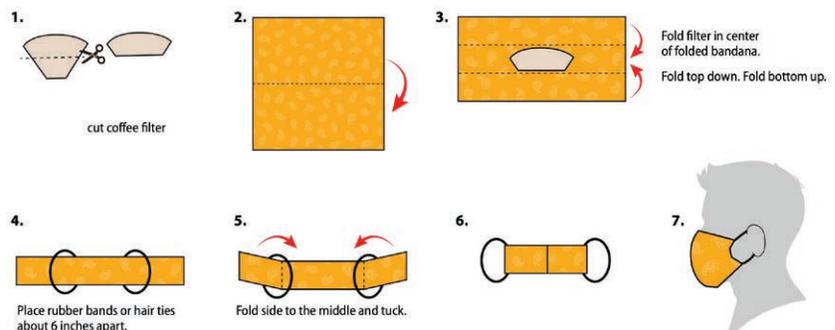


### Bandana Cloth Face Covering (no sew method)

#### Materials

- Bandana (or square cotton cloth approximately 20"x20")
- Coffee filter
- Rubber bands (or hair ties)
- Scissors (if you are cutting your own cloth)

#### Tutorial



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## *COVID-19 News and Updates: In-Store Sneeze Guards and Distancing Reminders*

A big thanks to #StrasGlobalSuperstar **Terresa Burdick** who turned her home into a production site with the help of her husband Doug and their family. In a matter of days, they had designed and produced our stylish, hand-stained sneeze guards as well as printed and laminated all our health and safety signs—including the floor social distancing reminders you can see in the photo on the right.

Furthermore, Terresa managed to source difficult-to-find items such as gloves and aprons to further protect our wonderful store teams and customers. Thanks, Terresa!



## *DIY Hand Sanitizer*

**By Terresa Burdick, Director of Training**

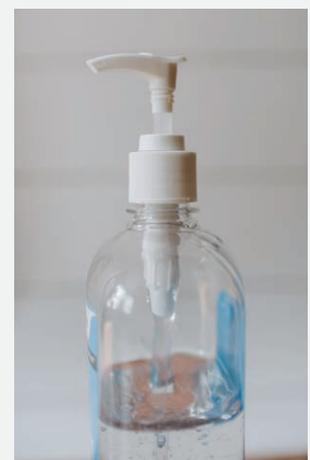
#StrasGlobalSuperstar **Matt Kelly** has sourced gallons of hand sanitizer from a distillery which will be heading your way this week. If you're in need of some anti-bacterial gel at home, however, here's an easy recipe for sanitizer that can be made with just a few ingredients.

### **Homemade Hand Sanitizer**

- 1/3 cup aloe vera gel
- 2/3 cup Isopropyl rubbing alcohol (91%)
- 8 - 10 drops of your favorite essential oil, optional

Mix well and pour into a sealable container.

*Note: The CDC recommends using hand sanitizer with at least 60% alcohol content. This recipe makes a sanitizer that slightly exceeds that alcohol content at 60.66%,*



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**WIN \$50!**

## Trivia Question!

Send your full name, store number, and answer to either [newsletter@strasglobal.com](mailto:newsletter@strasglobal.com) OR text (254) 300-7846 for a chance to win a \$50 gift certificate. Good luck!

## Question of the Month

How many customers per POS can be in the store? (Hint: The answer is on page 5 of the StrasGlobal COVID-19 Response Plan which you can find at [strasglobal.com](http://strasglobal.com)!)

Congratulations to March's trivia winner, **Kristie Jacobs from Store 1429!**

Thanks for texting us your answer, Kristie!

# Important Info About How Long Coronavirus Stays on Surfaces

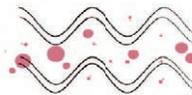
## How long does Coronavirus live on surfaces?

The coronavirus can survive on common materials for hours or even days. Here's what you need to know and how to protect yourself.

GEORGE PETRAS, RAMON PADILLA, KARINA ZAIETS AND VERONICA BRAVO/USA TODAY

**T**iny, infected water droplets that drift in the air or land on surfaces have multiplied into a global pandemic. Typically, an infected person's cough or sneeze spreads SARS-CoV-2 — the coronavirus that causes the disease COVID-19, a highly contagious respiratory illness. To slow the rising number of infections — tens of thousands of Americans have been infected since Jan. 20 — researchers are looking for the coronavirus' limits. Just how long can it last outside the human body?

According to the New England Journal of Medicine, here's how long the virus could live on a variety of surfaces.

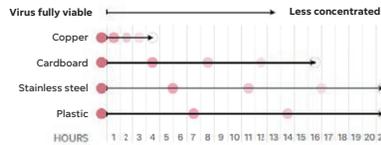


Airborne droplets containing the virus can survive up to **3 hours**

The report also noted the half-life, or rate of decay, of the virus on various materials. That's the time it took for half of the virus sample to die.

The decay rate is important because though the virus may linger on surfaces for days, people are less likely to become infected as the virus dies off.

### Virus' rate of decay depends on surface



Note: Circles indicate "half-life" of virus — every time half of the virus becomes inactive

Most infections start with water droplets, tiny globes of water 5 microns or less in size. That's much smaller than a human hair, which is 60 to 120 microns thick.

In all settings, viruses need water to survive. "Viruses can withstand a small amount of dehydration," says Dr. Paul Meehan, a former director of safety at the CDC and president of the American Biological Safety Association.



The problem is knowing "how long it will take a virus to dry out and become non-infectious," Meehan says. "Eventually, the virus deteriorates and becomes inactive." The speed at which that happens depends on whether the virus is in the air or on a surface.

Let's start with air. Researchers don't know how many virus-laden particles people infected with COVID-19 expel in the average droplet. An average cough, however, can produce as many as 3,000 droplets and a single sneeze can make up to 40,000, according to multiple studies cited in a 2009 World Health Organization report.

A droplet's size determines where it goes after being expelled. Gravity forces larger ones to the ground.

"Aerosols are different," says Dr. Stanley Deresinski, clinical professor of medicine and infectious diseases at Stanford University. "Very small particles may be suspended in the air for a long time, sometimes for hours. They're suspended by air currents."

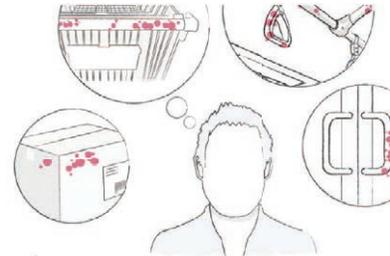
Airborne droplets can stay suspended long enough for someone to walk through and inhale the virus. Outdoors, wind disperses the virus.

A virus that doesn't reach the ground or floor can fall on shared surfaces — or be transferred there by those with the pathogen on their hands. Whatever the case, unsuspecting people can pick it up. How long a virus lives depends on the surface:

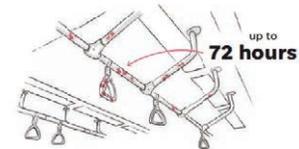
### Cleaning these materials

The CDC defines cleaning as the removal of germs, dirt and impurities from surfaces. Disinfecting involves the use of chemicals to kill pathogens on surfaces. The agency says surfaces should be cleaned, then disinfected to lower infection risk.

1. Wear disposable gloves.
2. Clean surfaces with soap if possible.
3. Disinfect surface. Allow surfaces to remain wet for the product's recommended time.



### Steel



up to **72 hours**

The coronavirus can exist on stainless steel objects for two to three days. That's a problem because steel is commonly used in public transportation and in scores of other public places such as restroom stalls, faucets, and manual paper towel handles.

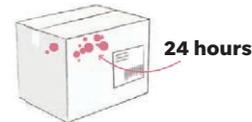
### Plastic



up to **72 hours**

Plastic objects can harbor the virus for two to three days. That's a special concern because many shared items are made of plastic and may not be sanitized often enough or completely enough. Take out food containers, light switches, cellphone cases, elevator buttons and more are commonly made of plastics.

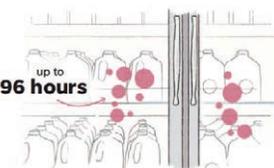
### Cardboard



**24 hours**

The virus can last on cardboard up to 24 hours. That's noteworthy because many customers are using online delivery services during the coronavirus outbreak instead of going to stores in person. Food products packaged in cardboard could also be a risk.

### Glass



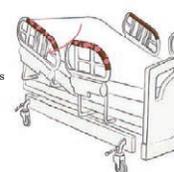
up to **96 hours**

A virus can last as long as four days on glass, depending on location and temperature, according to a separate study by The Journal of Hospital Infection published in January. That report charted the persistence of the SARS-CoV virus, which is similar to the current virus causing COVID-19. Items such as cellphone screens, mirrors and inside glass doors can also support the virus.

### Copper

The coronavirus lasted about four hours on copper, a finding consistent with historical use.

"Copper ions have been used as disinfectants, they're an effective virucide," says Meehan. Hospitals are increasing copper use in patient settings, including rails on beds and other shared items.



up to **4 hours**

SOURCE USA TODAY reporting; New England Journal of Medicine; Stanford University; Centers for Disease Control and Prevention; World Health Organization; National Center for Biotechnology Information; Department of Energy, National Accelerator Laboratory

*That's all, folks! Have a safe April—see you in May!*