

March -April 2021

# the INSIDER

*Apollo Team Lead Becomes Hero During  
Richmond Shootout*

*BP AMPM Load Days*

*Apollo Kudos, and More!*

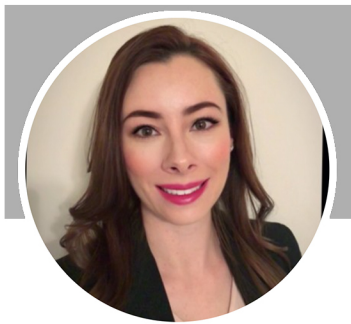


Ricardo Allen, Team Lead



# CERTIFICATE OF EXCELLENCE

This certificate is presented to

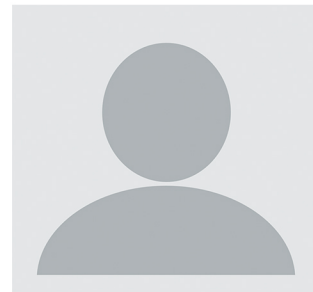


**Clair Erb, Director of Analytics & Technical Support**

Clair has been a blessing to Apollo. She's bright, a quick-learner, and has those much-needed soft-skills to build good relationships with co-workers and higher-ups.

Under times of stress, she always remains professional, and is always willing and ready to jump into any fire to help the team problem-solve.

We're so blessed to have her on our team! - Mike Torres



**Tim in IT**

You may have noticed we have a new addition to our IT Team! Although very private, Tim is a hard working guy that genuinely appreciates learning everything IT.

Since Tim has joined us, he has helped tremendously by ensuring that all our IT equipment needs are fulfilled quickly and making sure that everyone feels that they can call on him for assistance should the need arise. He has provided excellent support services through our helpdesk and has been a great asset to our team. Not to mention we all really enjoy his dry sense of humor! -Robert Watson

for demonstration of superior performance, hard work and dedication.

C. Michael Sunderland  
President

2021

A handwritten signature in white ink that reads "C Michael Sunderland".



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Mark Spaulding**

*"I wanted to let you both know that the assembly of the desk went extremely well yesterday. Mr. Mark was very courteous, respectful and professional. He's very skilled in his craft and you can tell he enjoys what he does as he assembled all 3 pieces in no time. The desk looks great! Thank you both for all of your help in resolving the cancelled appointment issue immediately." - Customer*

### **Bailey Schoenbeck**

*I just wanted to take the time to thank Bailey Schoenbeck for all of her hard work this season with the Fred Meyers Account. She is very helpful at any time I call her. She responds quickly to all calls and emails. She and I can discuss any situation and come up with a workable solution to the problem. I really appreciate her partnership with this account.*

### **Dawn Warren**

*I was meaning to tell you that after receiving your prompt and professional response I decided not to get a second estimate. \$90 seems a reasonable charge, but more than that I sincerely appreciate how quickly you get back to me. That seems to be somewhat rare these days and no doubt your assembly person will also reflect the professionalism of your company.- Customer*

### **Glen Beachy**

*Glen Beachy from Apollo built my desk. I must say, Glen was excellent with the build, clean up, etc. I highly recommend Glen for his excellence and work ethic. Apollo should know how good he is.- Customer*

### **Tim Bemis**

*Tim Bemis conducted an outstanding installation . He was on time , unpacked , and ready to go promptly. He was thorough , pleasant , and very helpful . The furniture was installed with without a problem . - Customer*

### **Kathie Cox**

*I wanted to personally "Thank You" so much for coming through for Service today on the Dole projects last minute due to the employee emergency. This was a BIG SAVE for us.- Lee Ann Lape*

### **Fred Fernow & Coy Krueger**

*Just finalized the install at Silverdale and wanted to give some quick feedback. First, Fred and team were awesome!! Very helpful and we are excited to have them at other locations- REI*

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

**Sam Rubio**

*Sam is professional , very thorough, great crew you got. Wanted to pass along the message because you're not really here with them but they are great! - Store Manager, Home Depot*

**Stacy Merrill**

*All I can say is... WOW...FINALLY...LOOKS SO GOOD...THANK YOU!!!! Stacy Merrill did an OUTSTANDING Cos reflow!! It's been years since we've had someone that knows how to COMPLETE the mass reflow fixtures, order what's needed and won't stop till its done! I SINCERELY hope Ulta continues with this company to assist us with this difficult process of mass cos forever and ever!- ULTA*

**Parker Feldman**

*The tech who arrived to put together our filing cabinets was excellent: friendly, respectful, considerate, and helpful. Best customer service we've experienced, to date.--Customer*

**Daryl Helgersen**

*I purchased an executive desk and hutch at Office Max and one of your assemblers, Darryl, did an excellent job, was friendly and efficient. I felt that I should tell you what a really fine job Darryl did and express my appreciation for his services.*

**Crystal Rhodes**

*he has had excellent communication with myself throughout the project. She has been very responsive and quick to act. She has also followed through on what she says she's going to do. It is much appreciated!-- ACE*

**Floor & Decor Team**

*F&D is very impressed with our completion of this very difficult program ! - Chris Cotrell*

**Alejandro Gutierrez**

*The assembler, Alejandro, who built my desk did an awesome job. I sent him off with fresh baked sugar cookies.- Customer*

**Nicole Pennington**

*I wanted to let you know Nicki was awesome, she went above and beyond to make sure everything was done to the best of her ability and her team worked efficiently. What can I do to have her for all the resets in my store?*



# TEAM LEAD BECOMES HERO DURING RICHMOND SHOOTING

by Heather Petrone

It was a Tuesday morning on March 16th when Ricardo Allen and his team came to perform a reset for AMPM in Richmond, CA just like they did any other day. Little did he know, however, that this particular day would prove to be one he and his merchandising team would never forget.

At 9AM, just two hours after they arrived, Team Lead, Ricardo, and merchandisers, Amy Aguirre, and Julie Alvarez were inside the store at the beverage cooler working on a reset. Their other team member, Arlene Cal, headed to the Budget truck parked outside the store to get supplies.

Shortly after, 48 bullets would go flying. "I heard a loud bang! I knew it was a gun shot. Next thing, I just looked at the girls and they looked like they didn't know what it was. There were tons of them. Boom, boom, boom, boom, boom! I just grabbed them and told them to get down. The only thing I could think of was to lay on top of them," Ricardo said.

Ricardo is not a little guy. In fact, he played professional basketball overseas back in the day, so his arm span is massive due to his height. He didn't think twice about using his body to protect them. "Ricardo without hesitation told us all to get down and he laid on top of Julie and myself to shield us. He put our lives first before his own," said merchandiser Amy Aguirre.

"I looked up to see if the windows were broken, if the shots were coming into the store, but there was nothing. It didn't seem like anyone was a threat in the store and that's when I realized one of us was missing. Arlene was out there, but there was nothing we could do, but just wait and wait. I didn't hear anything at one point and got up immediately, ducked down, went towards the door, and told the girls to stay down. The owners of the store just ran and jumped over the girls and locked themselves in the office without even asking us if we were ok. I thought, 'What Chumps!'



from Left to Right:  
Ricardo Allen, Amy Aguirre, Arlene Cal, Julie Alvarez



I went outside and saw a young lady. I got nervous because she pointed to the truck. Then I saw Arlene coming out and asked if she was ok." Arlene told Ricardo she was ok, then Ricardo saw the young 21-year-old man who was targeted lying next to it.

"Arlene called me and said she went to the him first since she was a medical worker, however, he was already gone by the time she got to him," said Tyler Brittain, Director of Operations.

Ricardo stated, "I called 911 and we were waiting for the ambulance. Then I saw a random cop, jumped in front of the truck to stop him to tell him what was going on."

The team stayed inside the store as the police and ambulance arrived. Ricardo gave them waters and helped them calm down after the tragic incident.

"While it was happening, I was just praying no one would get hurt," Ricardo said.

The team waited a long time for the police to investigate, however, when Ricardo was finally able to get back to the truck, he realized his binder, used to hold all the schematics, had a hole in it from a stray bullet. It was determined that the target was running straight towards the box truck Arlene was hiding in. Her quick thinking to lay down inside the truck saved her life that day.

"I just thought these girls have kids and I don't, so I laid on top of them. I kept saying 'Trust me, I got you.' I thought if this was my family what would I do?," Ricardo said.

There is no doubt that this team considers themselves family now after what they went through together. It is said that times of great tragedy can bring out the best in the human spirit, and it certainly holds true when you think about Ricardo Allen's actions that day. His extraordinary courage, valor, and compassion to protect his team has not gone unnoticed by our company.

Ricardo, we want to thank you for being a true hero and role model!



# LOAD DAYS

## Did you know in just 2 Days, Apollo had:

15 - 16' trucks, 72 pallets of equipment broken down, distributed and loaded to vehicles.

18,000 copies of schematics sorted by team and distributed to vehicles.

18,000 tag sets sorted and distributed to vehicles.

1000 Frito Lay display units distributed to vehicles.

Vehicles 1 - 15 are shown below in team order, during preload and took up the entire side lot of our Corona, CA warehouse.

3 days of training - 5 teams per day.

15 weeks = 1 prep week, 13 project weeks, 1 clean up week.







To Whom It May Concern,

My name is Alice Sturgill. I manage the Cosmetic Department at Store 613, Fred Meyer in Boise, Idaho. I have managed this department for almost 3 years. One of my first resets was with Roya Hansen and Heidi Peterson. After that reset, I was given a different team for each reset.

Royal and his crew are always professional. I have never experienced a disappointing reset with them. In every case that they have worked with me, they have found errors with the previous crew. Examples of this would be, having to move other displays that were not installed correctly, no labels, product in the wrong place, following the wrong POG etc...

I have pointed out lighting that is not working to other crews and been told that they can not fix it. I pointed out the same problem to Royal and he fixed the problem. All that was needed was an extension cord that worked properly.

I realize that this letter is becoming convoluted but what I want to impress upon you is that Royal and his crew are professionals. If you have a concern, he addresses the concern and works to find a solution rather than pass off the problem. He is solution based, he wants to work with you, he wants to solve the concern, he wants to have a positive work experience and ultimately, he wants to have the repeat business.

I am writing this letter to you in order to have Royal and his crew commended for their performance. I am hoping that they will be here to assist me with my future reset when this occurs in June/July. I can not express enough how impressed my management was with this teams performance that was led by Royal and Heidi.

Store Manager, Fred Meyer



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Would you like to see your team's last project highlighted in the Newsletter? Please feel free to email us with photos or submissions related to the below:

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