



WELCOME TO THE INSIDE CHANNEL

Welcome to the second issue of The Inside Channel. This monthly newsletter is all about celebrating wins, sharing stories, and staying connected across all the incredible teams that make up our network: Apollo, BDS, BTR, MAG, MAAS, and White Hawk. Every achievement, big or small, contributes to who we are and where we're headed. Let's keep growing together!

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ICYMI: HIGHLIGHTS FROM THIS MONTH'S STRAIGHT TALK

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- 03 Business Team Spotlights
- 04 Teams Champions
- 05 Employee Experience Updates



Andrew Catapano
COO

UPDATES FROM OUR COO

- More information coming regarding a new technology solution and its expected features coming. Stay tuned for an org-wide announcement by early October.
- Great progress and collaboration integrating our teams. Well done !
- Currently looking at a new acquisition to grow our business.
- Softly announced a technology solution that is on track for a January 1 launch with time for field testing and client-specific adjustments.

UPDATES FROM OUR CFO

**"COMPARED TO LAST YEAR, OUR
REVENUE HAS GROWN BY 12%, AND
OUR OPERATING INCOME HAS
JUMPED TO AN OUTSTANDING 55%."**

Katie MacGillivray



Katie MacGillivray
CFO

As of June 30, 2025, we've made incredible strides together. Compared to last year, our revenue has grown by 12%, and our Operating Income has jumped an outstanding 55%. These numbers aren't just metrics—they're a reflection of your hard work, commitment, and belief in what we're building. Every single person on this team played a role in making this happen.

When we set our 2025 budget, we aimed high. And you rose to the challenge. We've achieved 94% of our revenue target, and 95% of Operating Income, the overall performance is something we should all be proud of. This is more than just financial growth—it's proof of what we can accomplish when we work together with purpose and passion.

INTRODUCING SOME MEMBERS OF OUR LEADERSHIP TEAM



Tracy Neff
EVP Client Services, BDS

FUN FACTS

Tracy has over 40 years of experience driving operations development, client service and cost management across consumer electronics, grocery, drug and big-box retail.

Leading the Merchandising & Break Fix division, Tracy excels at building and motivating high-performance teams, creating new markets and implementing strategic frameworks that maximize profitability.



Lauren Judkins
VP Client Services, BDS

FUN FACTS

With 19 years of experience at BDS, Lauren has advanced through multiple leadership roles, consistently championing process improvements, client retention, and scalable service delivery.

Lauren is passionate about fostering cross-functional collaboration and developing talent to support sustainable growth for both clients and internal teams.

INTRODUCING SOME MEMBERS OF OUR LEADERSHIP TEAM



Anna Blackwelder
Sr. Project Manager

FUN FACTS

With over 15 years in the Channel Partners family, Anna has led everything from Big Box resets and C-store remodels to stickering, servicing, and one-off programs. Beginning as a field rep, she gained hands-on experience that deepened her understanding of program execution. Anna's real-world insight and time-tested methods help drive results from planning through completion. She brings passion, precision, and relentless drive to every project she leads.



Pat Hanratty
VP Fulfillment & Logistics

FUN FACTS

Pat oversees multiple distribution centers with P&L authority and drives supply-chain efficiencies and business development. A former Ground Operations Manager at FedEx, he brings deep expertise in transportation, warehouse operations, merchandising and customer service. He chaired the board of Special Olympics Maryland for nearly seven years and holds a B.A. in Business Management from Gettysburg College.

TEAM SPOTLIGHT: CHANNEL PARTNERS & BDS MERCHANDISING & INSTALL TEAMS

BDS and Apollo both provide retail merchandising services but differ in structure and flexibility. BDS focuses on dedicated and syndicated ongoing programs—mainly for Best Buy and Target—with full and part-time roles in fixed territories, offering stability, benefits, and set weekly hours. In contrast, Apollo operates on a project-based model with short to mid-term assignments across a wider variety of retailers and locations, appealing to those who prefer gig-style work and scheduling freedom. Overall, BDS suits those seeking routine and benefits, while Apollo is ideal for adaptable workers who enjoy variety and travel.

“BDS & Channel Partners compliment each other so well!”



PROJECT MIX

Independent Merchandising
(BDS 98% vs CPS 10%)

Team-Based Merchandising
(BDS 10% vs CPS 90%)

Installation Projects
(BDS 25% vs CPS 85%)

Break-Fix Support
(BDS 75% vs CPS 5%)



COMPARISON



Project Mix

Independent Merchandising
(BDS 98% – CPS 10%)

Team-Based Merchandising
(BDS 10% – CPS 90%)

Installation Projects
(BDS 25% – CPS 85%)

Break-Fix Support
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Scheduling & Job Flexibility

BDS (Best Buy/Target Programs)

- Self-Scheduled Routes
- Mix of Continuity + Manager-Assigned Project Work
- SLA / Contract-Driven Expectations
- Training: Online, Field, and Ongoing
- Key traits: Self-Starters, Organized, Flexible, Tech-savvy
- Skills: Strong Admin, Relationship Soft Skills, Adaptability

Channel Partner Solutions Projects (THD, ULTA, +)

- Team-based installs: 3–50+ members
- Assignments based on: Skillset, Certification, Location, Availability
- Customized Teams based on Client Scope



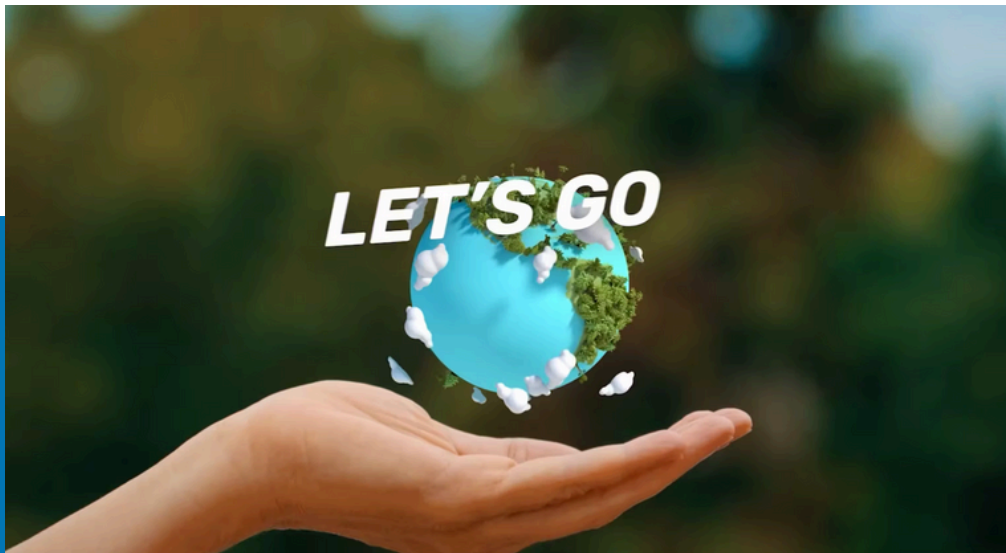
Channel Partners Solutions, LLC / Proprietary & Confidential

TEAM SPOTLIGHT: L'OREAL SUSTAINABILITY

Channel Partners is proud to be the preferred provider for L'Oréal's Sustainability Program, leading a groundbreaking initiative that redefines how retail rollouts are done. Before any in-store reset, our reps carefully collect and box up plastic materials, which are then shipped to our Maryland warehouse for weighing and processing. From there, our team sends them to a recycling center—ensuring nothing goes to waste. Through this pilot program, we've successfully diverted waste from over 800 ULTA stores, saving 184 tons of plastic, acrylic, metal, and cardboard (the weight of three Boeing 737s) from landfills. Watch the [video](#) below!

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**WE'VE SAVED
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FROM
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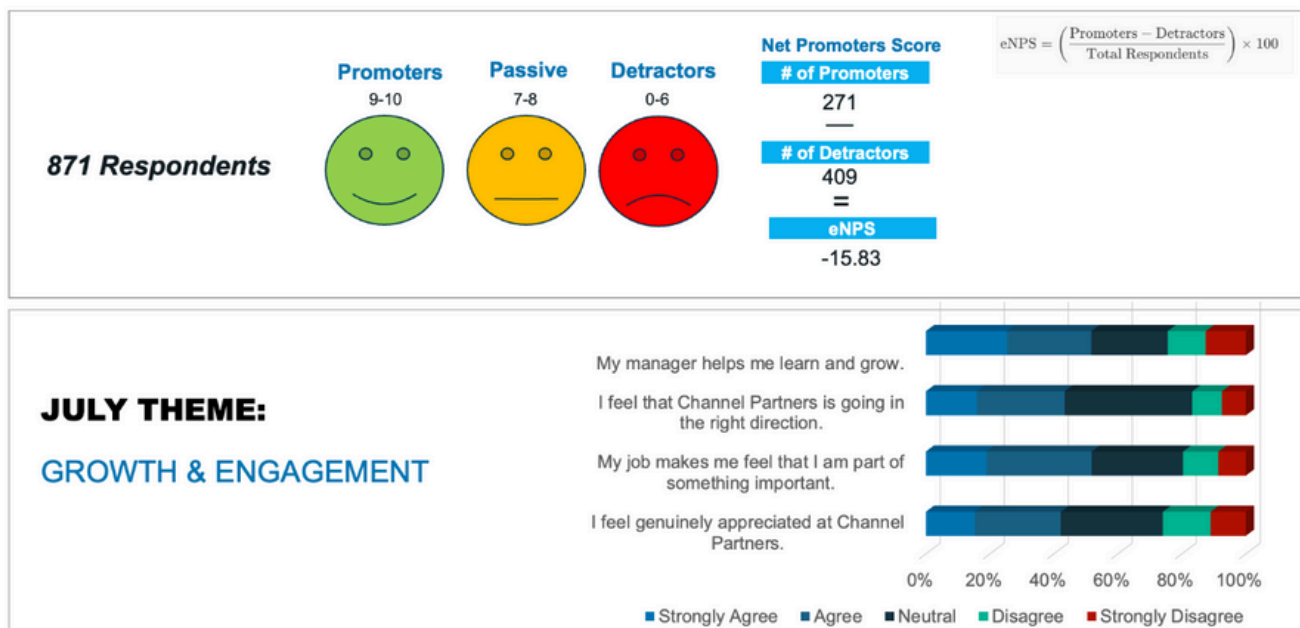
Watch the sizzle reel

EMPLOYEE CULTURE SURVEY RESULTS

Our July survey gathered feedback from 871 team members, resulting in an employee Net Promoter Score (eNPS) of -15.83. While 271 respondents were identified as Promoters, a higher number—409—were Detractors, indicating areas for improvement in engagement and satisfaction. In response, we are investing in management training to help build a stronger culture focused on growth, support, and meaningful engagement across the organization.

Make sure your voice is heard! Keep an eye out for future surveys and help shape the future of Channel Partners!

JULY PULSE SURVEY RESULTS



CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

Recognizing our outstanding employees who exemplify our company values day in and day out.

TRANSPARENCY

Billy Styles
Lee Ann Lape
Jorge Ramos
Julie Ramsay

ACCOUNTABILITY

Hasani Deziaueto
Sargena Narsa
Natalie Greenidge
Reggy Joslin

EMPOWERMENT

Wendy McClain
Darlene Weber
Kevin Porter
Pamela Brown
Xochitl Safady
Derek Alexander
Carol Keyosky
Julie Rixner



Sean Sanborn (BTR)

TEAMS CHAMPION AWARDS

CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

Recognizing our outstanding employees who exemplify our company values day in and day out.

MASTERY

Anthony Massey
Brittany Olson
April Vosseler
Michelle Presutti
Kenyada Banks
Colby Protsman
Laura Pinkston
Amanda Doub
Jason Gorlin

SIMPLICITY

Ben Havinga
Melissa Winters
Kevin Walsh



TEAMS CHAMPION AWARDS



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

15 YEARS

Arif Seleik

5 YEARS

Amie Relva
Beverly Macrito
Cashis Wesley
Christy L Hannan
Elizabeth Blomenkamp
Garrett Higgins
Guy Blau
Gwynne Flynn
Joel A Guzman Vega
John C Humpage
John Woods
Luis D Rodriguez Gonzalez
Mark Carver
Michaela R Miller
Phillip Penty
Richard Murray
Rita H Glover
Sadie Clare Statham Loaiza
Yvonne Lasham

3 YEARS

Alexander Botello
Amanda Doub
Branden Davis
Brandy Swine
Brayden Tyree
Connor Westenhause
Crystal Steele



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

3 YEARS

Daisanique Jones
David Upchurch
Dominique Bryant
Donovan Henry
Eduardo L Hernandez Chacon
Elvia Alvarez
Emil Dash
Jessie Espinoza
Jordan Kakish
Joyce Grimaldo
Justine Paquet
Katherine Springer
Kristy Makosiej
Lucia McClellan
Luis Atencio
Mason Peronek
Quincey White
Ramona Gore
Robert Hale
Samuel Dumas
Sandra Gober
Sarah Britton
Sharon A Roundtree
Shelby Obrien
Stephanie Godin
Tina Weaver
Uju Anachebe
Willie Coleman
Yesenia Perez



CON
GRAT
ULAT
IONS!

SHOUT OUTS!

Celebrating our team and the incredible job they're doing all across the country. Have a shout out you want to include? Send it over to Comms@ChannelPartners.com and include "Shout Out" in the subject line!

Sedrick Longino & Sierra Garner, Apollo
Sedrick works with the team, answers questions, helps employees when needed. Sierra is very willing to do anything asked to help with productivity/helping correct issues.

— Carol Kyosky, Apollo Site Supervisor



Valicia Boone , Felicia Jones, Julio Jimenez, Stefanie Godin, Jon Coe, Lauren Conway, Shelby Henderson, and Dena India (DM), Apollo

This group of individuals have proven what teamwork can really get accomplished. Outstanding in their performance! I just want to say thank you for such a great project!

— Ginger Healey, Store Display Coordinator, Dollar General

We had an amazing experience with Melissa Trussell and her team. Not only did they do a fantastic job, her team was professional, organized, and communicated everything prior to leaving. I really appreciated her work ethic and ensuring that our Mass Realignment went smoothly.

— Vanja Savic, Ulta Winter Springs, Apollo Team

We had a great meeting with our Garmin client in Kansas City in early July. Our BDS team shared program progress and key achievements from our partnership this year and built a solid foundation for continued success into the second half of the year. We also were able to enjoy a team building night out at Game Show Battle Room! Super fun evening getting to know our brand partners bit more. We look forward to our continued collaboration and helping the with their retail success for many years to come!

— Lauren Judkins, VP Client Service, BDS

Team did an excellent job at Ulta in Peoria, AZ! The store was very happy with lead Peggy Joslin and her team {Heath Joslin, Michelle Post, Valentine Berhow, Devon Berhow, & Brenda Fletcher) Outstanding cosmetics work!

— Judie Still, Apollo District Manager

I just wanted to let you know that Claudia and team (Apollo) were fabulous!!!! I would love to use them at any future store opening!!!

— Michele Lehman | Senior Manager, Bluemercury

Last week, while I was out on vacation, Donny went above and beyond to ensure continuity across our projects. He managed all client communications, maintained reporting workflows, and handled several key follow-up actions with precision and professionalism. He's an integral part of our team and I appreciate his dedication and hard work!

— Jacquelyn Lecompte, Client Service Manager, BDS



Deb Muntz is the best lead I've worked with in years! Was in total control through my entire week of the project. Very professional, knowledgeable, and definitely in the driver's seat for Apollo reps and Staples staff. Great job!

— Joey Mora, Sr. Team Lead, Apollo

Emily Reddye, Lauralee Norman, Sam Reddye, Tania Lipe, Kevin Hamersky and Trinity Gierer

I wanted to reach out and let you know how amazing your Apollo team was during new store set in store 2048. They were on-time, efficient, helpful and a pleasure to be around!

— Jenn, Ulta Manager (Apollo)

I want to take a moment to recognize the fantastic work the merchandise team did at Walgreens 5827 in Rockwall. The quality and attention to detail were impressive, and their effort really made a difference.

Special thanks to Andrew Lampkin, the team lead, who was very professional and addressed all my concerns promptly and thoroughly. Despite some setbacks on the construction side, Andrew did an excellent job leading the team, making smart adjustments to keep the project on track and even finish ahead of schedule. I truly appreciate the care and attentiveness they showed throughout the past two weeks — it made a big difference.

— Hop Tieu, Walgreens Store Manager (Apollo)



The feedback that I received from the store teams was phenomenal. When I walked the stores - I couldn't find one thing wrong or out of place. Mason Craig does a great job with following up on items, ensuring that I have up to date communication via SmartSheets and email. I always know what's going on when he's running them. He completed it flawlessly.

Also wanted to shout out to Daniel Dougherty - It's been a very long time since I've walked a store and found nothing wrong with it outside of back-order items. I walked the whole store and couldn't find a missing ICC or label, no signage out of place, excursion were all replaced. He went above and beyond for store 8952 Peoria. Kevin Cantrell (DL)- "The Apollo reset team at 8952 was phenomenal and even worked ahead of schedule (that's a first). They were able to complete things not in scope."

Shout to Stephanie Shack with again a very minimal item punch-list. Didn't know we were racing against the clock. Her new time to beat for a final walk is 26 mins. When your store looks great and you don't find anything wrong, It can truly be a quick walk. Kudos to her for beating her previous record. I'd love to have her complete my RX Expansion in San Diego later this year.

Of course I can't forget David Hill, Shelly Emanuele and Theresa McMiller who all had a very minimal punch list and understood the task at hand. Each of their stores were overseen by the Mason in my absence but again when I post walked the stores. Very hard for me to find anything wrong with them.

Corey Reeves-Braddy , CVS Pharmacy (Apollo)

PERKS & BENEFITS

The Banking and Investing Program for Channel Partners



EMPLOYEE BANKING BENEFITS

Be on the lookout late August for a special partnership announcement between Channel Partners and Bank of America that will benefit all employees!

1. Exclusive Gold Tier banking benefits
2. Solutions for every stage of life
3. Access to expertise
4. Financial wellness education
5. Industry-leading digital capabilities

EXCLUSIVE DISCOUNTS

We're celebrating the "back-to-school" season by offering team members exclusive vendor discounts and fun swag raffles to boost morale and engagement. Be on the lookout for communications coming soon!



[Watch the video!](#)



Wellable WELLNESS WINNER

Winner Andrew Sharp has been with the company since April 2025, working on the iRobot team as part of the BDS Assisted Sales and Training division. He began as a seasonal part-time employee and eventually advanced to a full-time Market Development Manager. He told us, “It’s great to move up the ladder so to speak. I enjoy selling iRobot products like the Roomba.” Andrew shared with the Employee Experience team that he previously owned an Apple Watch, but it no longer worked. He had always wanted a new one and mentioned he’d held off on buying it for a while, saying that getting one through the Wellable program was a joy. He also noted that he appreciates how the Wellness app integrates with others, including one of his favorites, MapMyRun.



Did you know full-time benefits include a chance to win prizes during our Wellable wellness initiatives? If you're a full-time team member, be sure to register for Wellable by following the instructions sent to your company email for a chance to win. Throughout the year, we run health-focused challenges that reward participation and progress—not just results. From step challenges to nutrition goals, it’s a great way to stay motivated, connect with coworkers, and win exciting prizes like gift cards and Apple Watches. Prioritize your well-being and get rewarded for it!

Helpful RESOURCES

IT SUPPORT: helpcenter@channelpartners.com

HUMAN RESOURCES: hr@channelpartners.com

EMPLOYEE EXPERIENCE: employeerelations@channelpartners.com

PAYROLL: payroll@channelpartners.com

BENEFITS: benefits@channelpartners.com

WELLNESS: wellness@channelpartners.com



JAMES METCALFE

IT Director

With a deep understanding of both legacy systems and forward-facing tech, James is leading key efforts to unify our teams' infrastructure.

If you need tech support, please reach out his team at:

helpcenter@channelpartners.com

