



IN THIS ISSUE

Straight Talk Recap

TEAMS Champions

Shout Outs

Meta Retail Lab

Perks & More!

WELCOME TO THE INSIDE CHANNEL

Welcome to the latest 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!

ICYMI: HIGHLIGHTS FROM THIS MONTH'S STRAIGHT TALK

- 01 COO Updates
- 02 Key Leaders Spotlight
- 03 Teams Champions
- 04 Employee Experience Updates



Andrew Catapano
COO

UPDATES FROM OUR COO

- Recruiting and onboarding are a top employee experience and cost area. We're reducing manual work and improving time-to-hire with new automation.
- AI will be utilized to streamline reports and manual data entry.
- A central ticketing platform will improve response times and reduce fractured support processes.
- The integration of Channel Partners takes us from service silos into a single, strategic retail-ecosystem partner. Clients will hear us as one partner, one solution, one platform.

INTRODUCING TARA HANKINS



Tara Hankins
VP Client Service

Tara oversees the Senior Directors of the following Assisted Sales and Brand Advocacy teams:

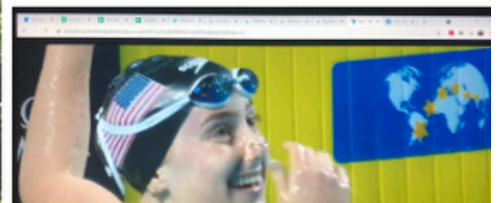
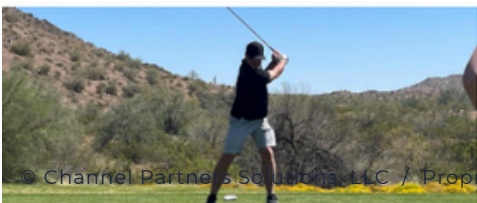
- **Flex Force: Results Coordinators, Kiosk Managers (OOFOS, Caddis) and below.**
- **AMD:** oversee training and sales business (FT/PT)
- **De'Longhi:** oversee training and sales business (FT/PT)

FUN FACTS

Has a blended family with husband, Brett Noble. Together they have four children. Even though Tara lives in Arizona, she's a Chicago Bears fan!

As a family, they love travel &

adventure, dressing up in matching holiday outfits, and support each others passions which includes golf for Brett, swimming for Payton (20) and martial arts for Tad (12). They have 3 adorable cats - making this family cat lovers.

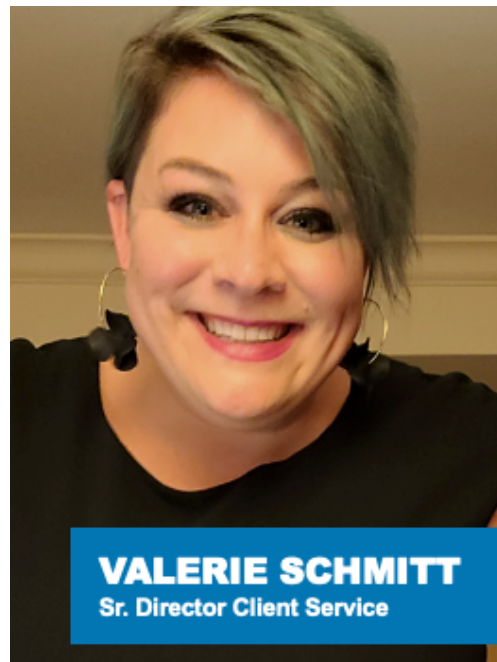


KEY LEADERS: DEIDRA WESLOH & VALERIE SCHMITT



DEIDRA WESLOH
Sr. Director Retail Client Service

Deidra joined us in mid-July and is excited to help strengthen our strategy and partnerships with Target and Best Buy. She brings 18 years of experience in strategic retail partnerships, operational efficiency, and enterprise growth. Her leadership and passion for innovation will be instrumental in driving the next phase of our growth and deepening our retail partner relationships. Based in Minneapolis, Deidra is a lifelong hockey lover who enjoys spending time on the water whenever she can.



VALERIE SCHMITT
Sr. Director Client Service

Valerie joins us with over 18 years of experience leading scalable training programs and strategic content initiatives across Fortune 500 and high-growth companies. With a Masters in Industrial Organizational Psychology, she's an expert in adult learning principles and remote learning methods. An extrovert at heart, Valerie is thrilled to help build and enhance our support and development efforts for the Meta program — empowering our teams to learn, grow, and succeed.

EMPLOYEE OCTOBER SURVEY RESULTS

Our October survey focused on “performance feedback” and “frequency.” We truly value the feedback you shared. Your input helps us strengthen our communications and enhance our operations. We are committed to using these insights to shape our future.

One thing to note, eNPS will shift to quarterly pulse surveys.

477 Participants | Lower Participation Due to Q4 Work

The last time I received feedback specific to my own performance was: (Please select the answer that fits best)



- This month
- Last month
- In the last 6 months
- I have not received feedback this year.

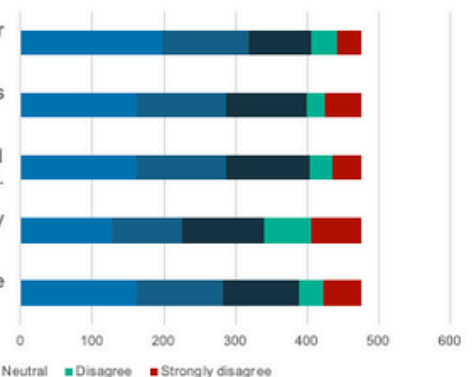
I feel comfortable asking my manager for feedback when I need it.

My manager is transparent about expectations and goals related to my role.

The feedback I receive helps me understand what I'm doing well and where I can improve.

I receive performance feedback from my manager on a regular basis.

My manager provides clear and understandable feedback about my performance.



CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

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

TRANSPARENCY

Daniella Horta
Yvonne Chavez Sein

ACCOUNTABILITY

Jacquelyn Lecompte
Omar Zahran
Melissa Winters
Taila Barton
Stephen Pettibone

EMPOWERMENT

Melony Mayfield
Dena India
Nikki Wauldron
Homer Reyes
Vicki Pilkington
Velvet Davis



Past Winner, Natalie Greenidge



TEAMS CHAMPION AWARDS

Michelle Presutti, Marketing

CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

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

MASTERY

Jesse Cox
Stephanie Rosenzweig
Michael Belyeu
Frank Lujano
EJ Branch
Gustavo Salinas
Bryan Elde

SIMPLICITY

Adam Skolfield
Chris Browder
Ron Thrasher



TEAMS CHAMPION AWARDS



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

20 YEARS

Laguna Sanchez
Miguel Gonzalez

10 YEARS

Reggie Martin
Oliver Robbins
Jordan TinHan
Fantauzzi Santiago
Jose Sanchez
Kristin Matias
William Cheak

5 YEARS

Jonathan Fields
Cindy Chairez
Paul Chairez
Wesley Schaffner
Christopher Rank
Matthew Goetz
Melissa Borchardt
Robert Burner
Amanda Getts
Richard Demotte
Jason Escarpe
Dustin Price
Hilda Ramos
Matthew Lamarre
Michael Mejia
Dinora Putman



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

3 YEARS

Alyssa Pay
Amanda White
Amanda Evans
Ambrocio Olivarez
Austin Hayduk
Baron Grier
Candace Jefferson
Carlos Raphael
David Barclay
Garcia Cintron
Juan Reyes
Julio Jimenez
Kathryn Bain
Katrina Urban
Laureano Melendez
Laurissa Huerta
lydia Ross
Matthew Martinez
Melissa Watson
Norma Fair
Ratsamnang Kheng
Richard Roye
Robyn Affentranger
Ryan Clark
Santiago Mass
Shanna Taylor
Stephen Panchenko
Storm Simpson
Tramell Lackland
Troy Thomas
Victoria Medley



CONGRATULATIONS!

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!

Jimmy Knight quickly reacted to an issue with logins for a customer reporting system by quickly assembling his team to work on a survey to be able to quickly capture vital information needed at the beginning of the project to help ensure that we are successful with our Meta/Breville sets. He then partnered with Sean Sanborn who was able to jump in and turn our questions into a survey link that could be sent to the field to collect data that we and the PM's for the project need in order to ensure continued success. - Garth Miller, BTR Team

Lisa greatly helped out the Samsung team in California . With her 14 years of field experience, she once again showed exactly what great leadership looks like. She jumped into what felt like a hopeless situation with Samsung in CA and completely turned it around! - Andrew Catapano, COO



WATCH NOW



Partners GOT TALENT

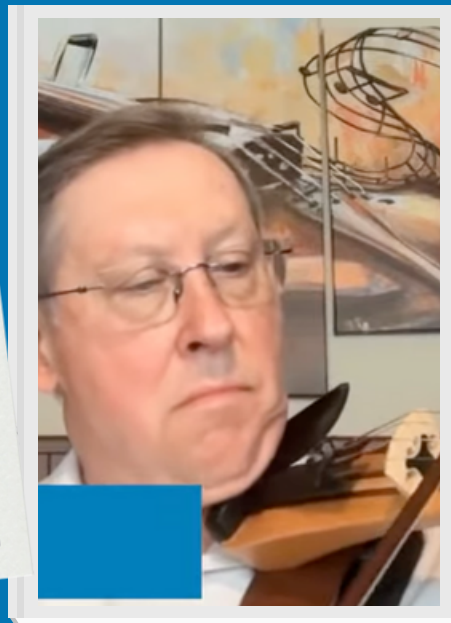
Our first-ever **Partners Got Talent** show debuted on Thursday, September 18, and what an incredible showcase it was! We received 20 amazing submissions—featuring singers, musicians, painters, bakers, coders, and more. Did you miss it? [Watch here.](#)

Congratulations to our top three winners who each took home gift cards:

1st Place: Edward Bell
2nd Place: Marie Waldman
3rd Place: Heather Petrone



2ND PLACE



1ST PLACE



3RD PLACE

OPEN ENROLLMENT UPDATE



As we approach Open Enrollment for qualifying employees, we want to take a moment to share what's ahead and thank you for your patience during this process.

Open Enrollment will take place in November, and you can expect to receive detailed information and specific dates within the next week or two.

After a thorough review of options with all major insurance carriers, we will continue our partnership with Cigna for medical coverage. While there will be a 14.6% increase in medical premiums, it's important to note that other major carriers came in significantly higher.

You may also see some changes to dental, vision, short-term disability (STD), and long-term disability (LTD) rates. These adjustments are due to differences in the funding models previously used by Channel Partners and BDS. To move forward as one unified company, we're aligning under a single funding and budgeting model.

We recognize that any increase can be challenging, and we truly appreciate your understanding.

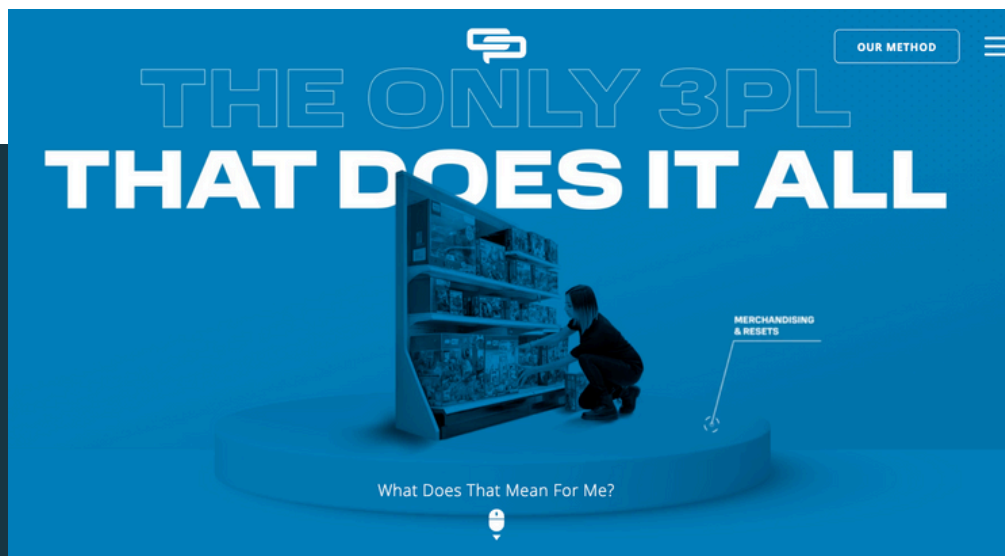
Thank you for your continued support and for being an important part of our team.

CHANNEL PARTNERS IS ONLINE!

What's Happening?

- Our new Channel Partners website and Google listing are live.
- Legacy brand listings (Apollo, WhiteHawk, BTR, MAG, etc.) are being marked as “Permanently Closed” online — this is intentional and does not mean those companies are closing. These are now Channel Partners “teams”.
- This change reflects our shift to one unified brand: Channel Partners.
- Our LinkedIn page is live, and we encourage you to update your LinkedIn accounts to reflect the new company name.

OUR WEBSITE & GOOGLE LISTING IS LIVE



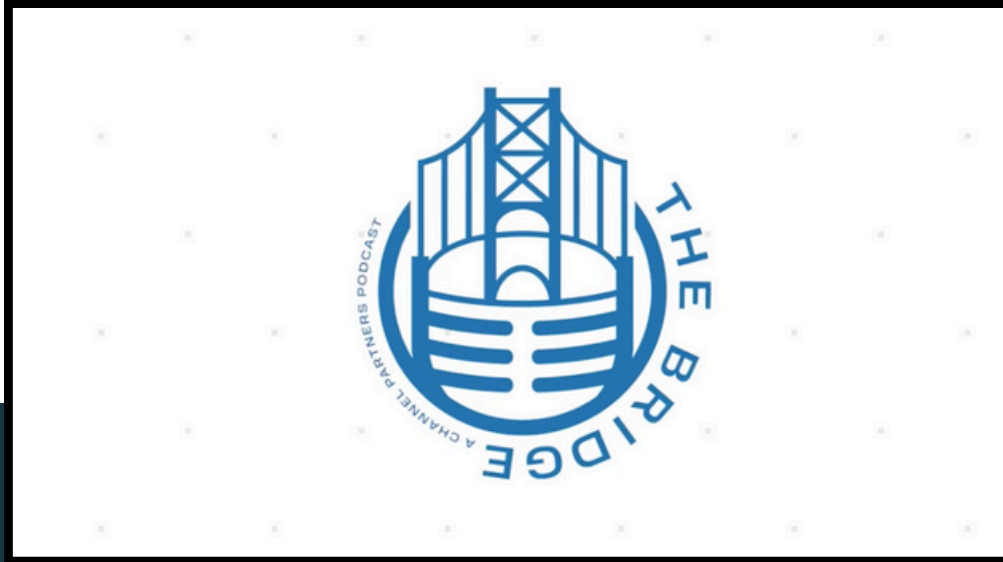
CHANNEL PARTNERS PODCAST

We're excited to announce the launch of The Bridge — our brand-new podcast designed to connect the field to leadership.

Each episode features real conversations, practical tips, and inspiring stories from across Channel Partners. You'll hear directly from leaders and team members in the field as we share insights, celebrate wins, and explore what it really means to channel your growth.

 Launches November 14th — don't miss our first episode!

[Watch the promo](#) below to hear from two of your hosts!



LAUNCHES NOVEMBER 14TH!

REFERRAL PROGRAM

REFER A FRIEND, REAP THE REWARDS



\$100

PART-TIME FIELD ROLES

\$200

FULL-TIME FIELD ROLES

DOUBLE BONUS

for Specific Hot Jobs!

TWO WAYS TO REFER:



iCIMS Application

Ask your referral to list your name as their referral source on their iCIMS application.

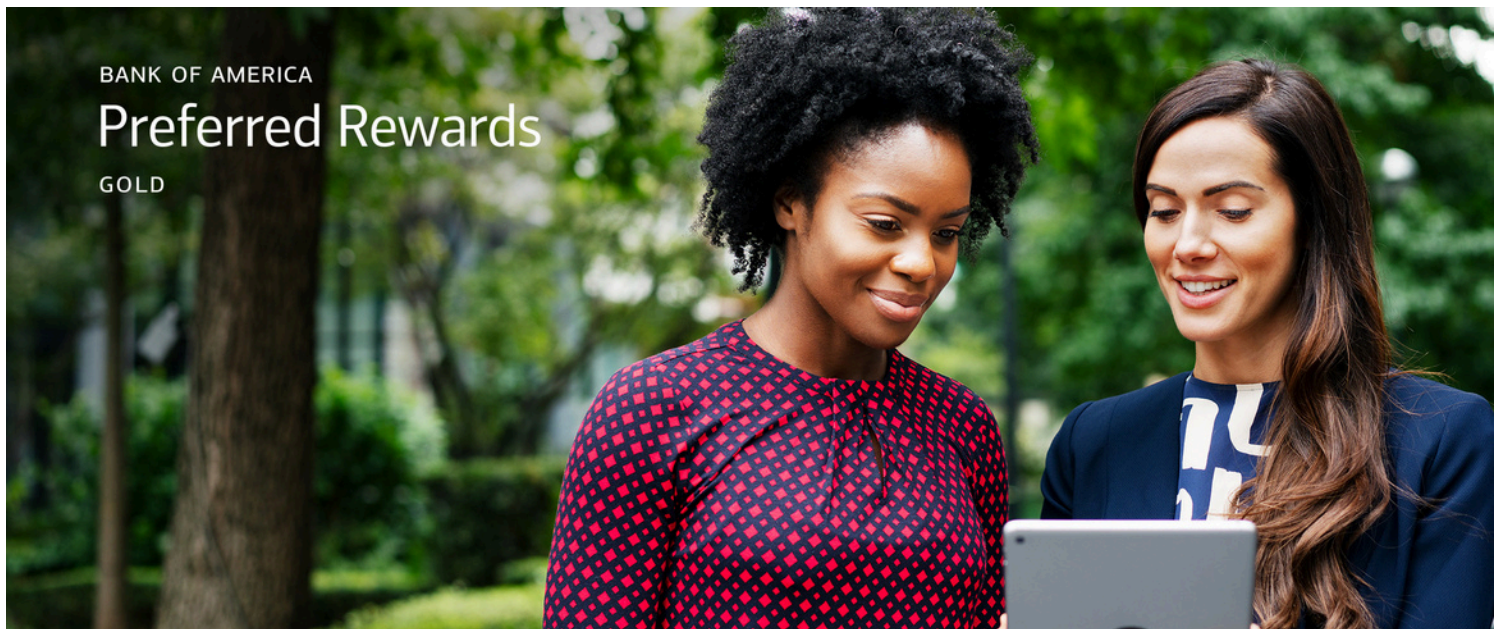


"Refer a Friend" Button

Click this button in the upper righthand corner of the job posting and fill out the required information.

TO QUALIFY:

- ✓ The hired referral must complete the required number of hours/days (varies by role).
- ✓ Both you and your referral must be active employees at the time of payout.
- ✓ You must be the first employee to refer the candidate.



New: A special program for employees of Channel Partners

You have special access to enroll in the Bank of America Preferred Rewards® program and receive Gold tier benefits without needing the combined qualifying balance of \$20,000.¹ Enroll now to enjoy a wide range of financial benefits and rewards.

Here's how to get your benefits:

1. Have an existing or open a new eligible personal Bank of America® checking account.
2. Set up your company's payroll direct deposit into an eligible Bank of America® checking or savings account.
3. Once your direct deposit is confirmed, enroll in Preferred Rewards through Mobile2 or Online Banking.



Scan for more details
Or visit
https://go.bofa.com/24939_QF



When you use the QRC feature, certain information is collected from your mobile device for business purposes.

Page 1 of 2. Please see page 2 for additional important disclosure information.



¹ Preferred Rewards Program Eligibility. As an employee of a company participating in the Bank of America Employee Banking and Investing Program, you are eligible to enroll in the Bank of America Preferred Rewards® program if you:

1. have an active, eligible Bank of America personal checking account, and

2. receive all or part of your payroll direct deposit from the participating company into an eligible Bank of America checking or savings account.

Employees qualify for the Gold tier of Preferred Rewards without meeting the balance requirement and may qualify for higher tiers on the standard program terms. The standard program terms require an eligible Bank of America personal checking account and a qualifying balance of at least \$20,000 for the Gold tier, \$50,000 for the Platinum tier, \$100,000 for the Platinum Honors tier and \$1,000,000 for the Diamond Honors tier in your combined qualifying Bank of America deposit accounts (such as checking, savings, certificate of deposit) and/or your Merrill investment accounts (such as Cash Management Accounts, 529 Plans). The qualifying balance is calculated based on your average daily balance for a three-calendar month period. Employee benefit plans (such as 401(k)) will not count toward the combined balance requirement. If you are no longer an employee, standard program terms apply. New employees may have to wait up to one month before they can enroll to allow for their employee status to be identified. Benefits become effective within 30 days of your enrollment, or for new accounts within 30 days of account opening, unless we indicate otherwise. Certain benefits are also available without enrolling in Preferred Rewards if you satisfy balance and other requirements. For more information refer to the Preferred Rewards section of the Personal Schedule of Fees available at bankofamerica.com/fees.

² Mobile Banking requires that you download the Mobile Banking app and may not be available for select mobile devices. Message and data rates may apply.

Bank of America Preferred Rewards, Bank of America and the Bank of America logo are registered trademarks of Bank of America Corporation.

Bank of America, N.A., Member FDIC Equal Housing Lender. © 2025 Bank of America Corporation.

FL-03-25-0366 | MAP7666050 | SF00021080 | Remove by 01/2026

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



JOHN MORRIS

VP of Shared Services

With a strong background in human resources, paired with hands-on operational leadership, John brings a unique perspective that helps strengthen both our employee experience and organizational support functions.

If you need to connect with the Employee Experience team, you can reach them here:

employeeerelations@channelpartners.com

