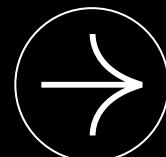


THE INSIDER

May-June
2025

Apollo Retail's Company Newsletter



**Tons of Kudos,
Core Values
Winners**



**Travel Awareness Month,
Spotlight on Travel Team,
Administrative Professional
Day and more!**

THE INSIDER
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CERTIFICATE OF EXCELLENCE

This certificate is presented to



Sean Sanborn
Regional Director, BTR

Sean Sanborn embodies our core value "Simplicity." Sean has been with BTR (Beam Team) for over 15 years. He currently holds a Regional Director position within the organization overseeing the Mid-West and Southwest regions for our division. Sean continually works to advance our processes and is willing to help anyone in the organization. In January, the company wrapped up and completed a very large Device security project for Invue in Walmart stores that ran since August of last year. We cannot underscore the importance of the project that required many talents from the field, project mgt, field mgt and corporate staff. One particular area that was critical to the project's success was Sean's efforts with creating key training videos for our field staff that was sorely needed. He collaborated with our PM to help problem solve as well as develop reference material that was extremely beneficial.

From Ashley, our PM on the project: Sean has always been one of my favorite people to work alongside, but this time it stood out beyond measure. He was there for anything I needed help for, and if I didn't know the answer or was struggling, he always without hesitation stepped in to help as he could, or he would work to find the answer. He even at times literally said, "just tell me what I can or try to do to help!" He really blew me away with his support and I cannot thank him enough. This was a HUGE project to get off the ground, and my gratitude to him for his help, I honestly cannot put in words. He stepped entirely out of his role, and he didn't have to. He did all of this for the bettering of BTR and our success in such a huge project to have under our belts.

- Brian Abraham & Ashley Bittinger

Core Value

2025

Winners

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

Penny Hoenes

Penny always goes above and beyond for the travel department. Her customer service is absolutely excellent! - Heather Petrone

Latoiya Black

I wanted to be sure and take a moment to pass along my thanks for Latoiya and the team throughout the past month. Your team was polite, professional, and kept things on schedule. I've overseen several other remodels and had mixed results with the teams that were brought in to support, so I really do appreciate the elevated experience that Apollo brought. It made such a difference in minimizing the disruption to the store and keeping the store team and customers happy with the end results. Things look absolutely great in the store!

Latoiya specifically was a great partner and made sure your team was on task and that we were satisfied with the quality of work that was completed each day. I know there were issues throughout the project, but she always kept me informed and worked to ensure they did not impact us and she always had a plan. Even with the lower headcount the past two weeks, all work got done each day because of her diligence and high standards. - Dyan, Amazon Fresh

Jawan Wilson & Team

Thank you for scheduling Jawan and his team to handle 627, As you can see below, with this store being the Atlanta Beauty store, Myssie was scared to death. Jawan and his team "saved the Day!" (as he always does)- Myssie, Kroger

Ambrocio Olivarez

Excellent work, very efficient! - Lowe's Manager Comment (TBR)

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

EL Rancho #1619 Team

I want to express my genuine gratitude for our partnership with Apollo! In less than 12 hours from the time I sent the request below your team was able to secure 3 reps to provide last minute support, today, in a region that you don't typically cover for HGG! Really, really, tremendous customer service! This type of agility is exactly what's needed right now & it's very much appreciated. Thank you for all you do, day in & day out, to support & grow our business! - Jessica, Heritage Grocers

Sarge Thompson

Hello, I would like to thank you for the quality help you provided for my ground up Ace store in Black Hawk SD. Sarge and Dave were a key component to getting this store completed. They arrived early, ready to accomplish whatever task needed done, and worked until the Ace project lead shut us down. I would recommend Sarge for any project needing a hard worker with an attention to detail.- Mike, Hillman Group

Teri Wright & Team

I just wanted to give a huge shoutout to Teri Wright and team. They did an excellent job with the reset and their attention to detail and the cleanliness of their work was much appreciated! -Lauren, Dillons 54

John Howell

John did EXCELLENT work! - Paul, Assembly Customer

Dorothy Collins

I just wanted to send you a quick note about our visit today from Dorothy Collins. I am usually extremely resistant to 3rd party planogram resets due to some spotty work in the past. Mrs. Collins was the most professional, polite, and efficient representative I have worked with. She was extremely understanding of my hesitation to accept help. She apologized for past experiences that had nothing to do with her. Her work was outstanding. The planogram was set down to the last detail. I could not be more pleased and grateful for her help today. - Jacob, Staples GM 1185

CAN I GET A WOOP! WOOP!

APPLAUSE, PLEASE!

Talia Barton

Good afternoon! I just wanted to take a minute to give Talia a shout out for a job well done. Jeremy checked in, checked out, and completed his photo upload on site, exactly the way it needs to be executed. His photo's were clear and concise, and just how we asked of him. Thank you for making sure this kicked off the right way. Kudos to both of you on a job well. -Keven Carroll

Phil Lancaster

I was very pleased with the service provided by the gentleman who assembled the 3 pieces. He followed all my instructions to the letter, as to when to arrive, how to enter my building, etc. He was friendly, but business-like and did his job well. - Joan, Assembly Customer

Curtis Norman & Dennis Trawick

I am submitting this nomination for both Curtis Norman and Dennis Trawick for going above and beyond when there was a scope change Last minute which added significant work to the project. They worked diligently to not only complete there already scheduled work, but to complete the increased scope and avoiding a go-back to complete it later which not only made our customer very happy but help to avoid extra costs associated with a go-back.

This nomination has already been discussed with their DM Eric Scally, and he approved of this nomination as due to their ability and tenacity to complete the additional scope it helped avoid a ripple effect of scheduling.- Garth Miller

Rosa Maria Ingelse, Annicia Smith, Elena Devito

I just wanted to give you feedback on the team in Manhasset. THEY ROCKED!!!! We couldn't have done it without them. Rosa was a great lead – she takes initiative and thinks outside the box. Elaina was by her side and very thorough with all her projects. Annisia also stepped up to the plate. We were short on my side and they really pulled through and made for a successful opening. I look forward to working with them again. - Michele L, Bluemercury

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

Terry Williams

I The Assembly Technician, Terry did an excellent, focused and timely job of putting together the 4 Sauder Optimum Bookshelves for work order #3193767.

He likes to work and was focused on the finished quality of the product assembly and finished project. He had driven a long way to get to this project from Eastern Illinois to Central Wisconsin. He had ALL 4 bookshelves assembled and put in place in the office, plus was cleaned up afterwards in 2 hours. He goes the extra mile with assembly and is on the job to work. Terry gets the job done efficiently, effortlessly and in a timely manner.

Tiffany Wirtz

Tiffany came to my home right on time. She was very professional and quite a pleasant young lady. Moreover, she got right to work and did a fantastic job at assembling my new desk. She is a gem! - Assembly Customer L Roht.

Mia Simpson

I wanted to share with you that Mia Simpson has been wonderful to partner with us on the CVS Account's Recruiting efforts. Yesterday afternoon I opened an additional Job Request for MI, I named Mia as the Recruiter, not understanding the internal process. Mia is invested in the process; in that she truly engages to get candidates that are a "fit" for the opportunity. - Jeff Phillips

Mark Lowe

I am submitting a Whoop Whoop nomination for Frederick (Mark) Lowe as we had a priority project that cropped up near him and he was willing to push back his vacation in order to help us to tackle the project and ensure that our customer was kept happy. He showed not only flexibility with the schedule change, but hard work and dedication for helping ensure we could get the project done despite previously being scheduled as off for that day. I have already reviewed this with his DM Eric Scally who also approves of this nomination for helping him cover this last-minute priority shift. -

Garth Miller

CAN I GET A WOOP! WOOP!

APPLAUSE, PLEASE!

Walter Elcho

Walter went above and beyond when working the 5 below account. Walter completed 42 locations for the helium tank bracket install project. All 42 locations were completed without issue. If Walter ran into issues, he communicated them promptly and effectively with the PM to ensure the project was completed and the customer was 100% satisfied with the install. Great work Walter way to lead by example and ensure all assigned projects were completed on time with out issues. - PM, Greg Roth

The Grice Brothers

I was at Mount Pleasant this past Saturday to conduct GO Activities – Bread Breaking, Orchid Giveaway, etc. and I just want to say Thank You! We had never done an orchid giveaway before, and I found I could have used an extra set of hands as my two HMT team members were inside the door handing out the bags and coupons for a free orchid, leaving me outside handing out the orchids. The two men from Apollo were incredibly helpful to assist. I hope it was okay to use them for this, but they unpacked the orchids, put TFM stickers on the vases, even helped me hand selections to the guests. They were so polite and friendly. Then they broke down the boxes and took them away. 😊 Also, since Steve was scheduled to leave, it was wonderful that you sent Crystal to be on site. It is always reassuring when someone from the New Store OPS team is there on these days. She and Apollo helped to get the Bread Breaking tables down right after the ceremony. Again, so helpful! One of the Apollo men took the table inside to the Cheese Demo spot so that team could begin setting up the wheel for the cracking demo. Basically, I just want to say thank you for having such great people ready to help - and with such a one team attitude about it! - Sheila

Philip Lancaster

We are very pleased with your tech Phil who assembled our new desk and chair. He was quick and gave us an overview of the desk and chair attributes. Apollo is a top-notch company. We will recommend your services to all our friends. - Maureen Rigan

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

Michael Goodson

SW management team would like to take a moment and recognize Michael good for his excellent communication skill and being a positive team player. Anytime the management team needs to reach Michael he is always available and willing to jump in and assist where needed. Michael does great work on the Home Depot material handling projects and is a pleasure to work with. Just recently Michal had hammer drill burn up on the jobsite he followed all the steps needed to secure a new hammer drill and sent his old one in for service. Michael is always positive and is great asset to the Southwest region keep up the great work. - SW Management Team BTR

Mia Simpson

Hello John/Alison, not sure who made the judgement call regarding Mia Simpson being over BTR and the CVS Account's Recruiting efforts, but it was a terrific move. She cares and is truly committed to help to obtain the best applicants are properly screened and really sets me up with topics reviewed during her time spent with them. Never hurts to pass on great news! Best to all. JP

Home Depot - Moscow,. ID

Shout out to the Home Depot store in Moscow ID! Daniel Trankle. Meet Daniel Trankle! He was a local hire for us and did well. So well, in fact, that with BTR's blessings he's now employed by the Home Depot store! What a cool story that displays our partnership and collaboration with THD! - Brian Abraham.



CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

Juan, Cheryl, Amelia, Jose, and Clyde

We just got our sign off from the DM. She is very happy with our project. I cannot say enough good things about Juan, Cheryl, Amelia, Jose, and Clyde. These folks are truly truly amazing. I did purchase gift cards for the entire team because this was a breath of fresh air. I have attached some team photos for inspiration.-Ginger, Dollar Tree



MAY 7

NATIONAL TRAVEL & TOURISM WEEK

SPOTLIGHT ON TRAVEL: BEHIND THE BOOKINGS



Our merchandisers and installers are constantly on the move. But none of it would be possible without the rockstars behind the scenes—our Travel Team. From booking cross-country flights to troubleshooting late-night check-ins, they're the unsung heroes making sure every trip goes off without a hitch. Let's introduce a few of the amazing people keeping the wheels turning!

Erin Moyer – Travel Coordinator (FT)

A Tampa native and Blake High School grad, Erin spent 13 years in insurance before joining Apollo. She came in looking for a change—and found her calling.

"I fell in love with travel coordinating," she says. "We're a true team. We support each other, jump in on urgent tasks, and work hard to keep things moving."

Outside of work, Erin loves shopping for shoes, cooking up something delicious, and getting her hands dirty in the garden. Her favorite trip so far? Exploring the mountains and giant sequoias in California.

Erin's Travel Tip: "Be patient and understanding—our procedures help everything stay organized and cost-effective."

Tina Schroeder – Travel Coordinator (FT)

Tina's resume reads like an adventure novel: from Walt Disney World to managing remote marketing teams in Jamaica and Indonesia, to starting her own care business for the elderly and disabled. When she's not working with

Apollo you can find her running a small hobby farm, selling leisure travel to groups, and working on online ventures.

"I love that I get to help people and explore new places—at least virtually," Tina says. "I've discovered some amazing, quirky hotels while booking for our teams."

Her favorite travel spots? England, Malta, Jamaica, and The Netherlands.

Sarah Brown – Travel Coordinator (PT)

Sarah has a background in Human Resource Management and earned her BAS from Pensacola State College. Before Apollo, she worked as an HR Coordinator and now uses her skills to keep travel and expenses in order.

Her downtime includes reading and gardening, and her most memorable travel experience? Egypt!

"What I love about Apollo is the teamwork," she says simply.

Sarah's Advice: "Safe travels! Be patient with yourself and others."

Leading the Way

The team is led by two full-time managers who keep everything on track:

- Penny Hoenes, who oversees training
- Meghan Bucherri, who manages scheduling and supports our travel coordinators

Together, they lead 3 full-time and 3 part-time travel coordinators, working around the clock to support Apollo's mobile workforce.

Whether you're flying to a reset in Hawaii or driving to an install in Miami, you can thank the Travel Team for getting you there. Stay tuned for more Apollo team spotlights—and don't forget to say thanks next time you correspond with this amazing team!

Reminder: Text keyword "travel" to our text line to get assistance with all things travel-related!

SMART TRAVEL ETIQUETTE

HOW TO REPRESENT US ON THE ROAD



Whether you're a seasoned traveler or heading out for your first assignment, every trip you take reflects on our brand. Apollo prides itself on professionalism — and that extends to how we conduct ourselves while traveling. Here are some simple but important etiquette tips to follow when traveling for work.

Hotel Etiquette: Make a Good Impression

Hotels are your home away from home — and how you treat them matters.

- Be mindful of double occupancy: You'll usually be sharing a room with another teammate. Be respectful of their space, noise levels, and downtime.
- No guests allowed: Hotel rooms are for employees only. Friends, family, or outside visitors aren't permitted in the room for safety and liability reasons.
- Check details early: Always review your travel confirmation (city, hotel name, check-in dates, etc.) before leaving. If something looks off, speak up.
- Arrive on time: Most hotels offer check-in between 10AM and 5PM. If you're running late, especially after 8PM, call the hotel. Showing up too late may lead to a canceled reservation.
- No credit card needed: We use a direct billing system, so just provide the number listed in your email communications from the travel department.
- Document any damage: If your room isn't in perfect shape when you arrive, take a photo, inform the front desk, and alert your manager.
- Let housekeeping do their job: Don't refuse daily cleaning—it's part of hotel policy and ensures the space stays sanitary.
- Absolutely no smoking in the room: Many hotels now use sensors that detect smoke. Even the appearance of smoking (cigarette butts, odors, etc.) can lead to charges—and those fees may fall on you.

- Keep it clean and quiet: Respect hotel property, shared spaces, and guests around you. Avoid loud music, late-night calls, or leaving trash behind.

💡 Pro tip: Use the gym, enjoy the breakfast buffet—but always be polite to hotel staff and represent our team with class.

Vehicle Etiquette: Stay Safe, Stay Covered

Driving a rental or company car? Here's what you need to know:

- Authorized drivers only: Only employees approved by the company can drive rental or company vehicles.
- No personal: These vehicles are for work purposes only unless approved.
- License & record required: You must have a valid license, clean driving record, and proof of insurance. If anything changes, report it right away.
- Document everything: See a dent? Notice a scratch? Take a photo before and after your trip to avoid being blamed for pre-existing damage.
- Drive responsibly: Obey all traffic laws, avoid distractions, and never drive under the influence. You're responsible for any tickets or parking violations.
- No unauthorized passengers: Only fellow employees are allowed in company vehicles.
- No smoking: Just like the hotel, smoke damage in a rental could cost you—and it's not worth the risk.

Final Thought: Travel Like a Pro

When you're traveling for work, you're not just representing yourself—you're representing all of us. Professionalism, courtesy, and common sense go a long way in building our reputation. Remember, double-check your itinerary, treat every space with respect, and take pride in the role you play—on and off the job.

💡 Pro tip: Text keyword **"travel"** to our text line to get assistance with all things travel-related!



“TEAMS CHAMPION” NOMINATION PROCESS GUIDELINES

At Channel Partner Solutions, we believe in celebrating team members who go above and beyond. The TEAMS Champion awards honor individuals who exemplify one of our five core values:

OUR CORE VALUES

TRANSPARENCY

We make genuine connections, building trust through honesty, forgiveness, and vulnerability.

EMPOWERMENT

We cultivate top-tier talent by trusting our people and giving them the space to make decisions.

ACCOUNTABILITY

We honor our commitments and own the outcome—celebrating successes and learning from challenges.

MASTERY

We align with our clients' goals to achieve outstanding results through collaboration, communication, and innovation.

SIMPLICITY

We deliver results through flexible, customer-centric solutions and streamlined processes.

AWARD SPECIFICITY

Each award recognizes excellence in one specific core value. Be sure to focus your nomination on how the nominee demonstrated that value in action.



HOW TO NOMINATE

1. Access the Nomination Form:

- Scan the QR code or click the [form link here](#).

2. Submit Required Information:

- Nominee's Name
- Core Value Chosen
- Detailed Write-Up: Describe how the nominee exemplified the selected core value. Include specific examples.

3. Eligibility to Nominate:

- Only the direct supervisor may officially submit a nomination.
- However, any team member may suggest a nominee to their supervisor for consideration.



*Scan here to nominate
a TEAMS Champion*

RECOGNITION & REWARDS

PUBLIC RECOGNITION

Winners are announced in the company newsletter and celebrated during our "Straight Talk" town hall.

CORE VALUE PIN

Winners receive a unique pin for the core value they exemplified.

LANYARD GIFT

First-time winners also receive a custom TEAMS Champion lanyard to display their pin(s).



BECOME A TEAMS MASTER

Employees who earn all five core value pins will earn the status of TEAMS Master — a high honor within our organization that comes with a special mystery prize, will you be the first to unlock this prestigious award?

Let's build a culture of appreciation and excellence—nominate a TEAMS Champion today!

NEWSLETTER REBRAND

A NEW LOOK IS ON THE HORIZON FOR THE INSIDER



Big news—The Insider, our company newsletter, is getting a fresh new look and a brand-new name! We're expanding our audience as part of our continued effort to improve internal communication across the entire Channel Partners family of brands. Going forward you can look forward to exciting news and updates from all brands across the organization.

We'd love your input on the name of our new publication. Look out for more communications soon!

Special Kudos to Our Admins

In April, we celebrated the incredible Coordinators and Administrators who are the heartbeat of Apollo Retail.

“From keeping projects scheduled to making sure every detail is handled with care, their behind-the-scenes magic is what keeps us afloat every single day. They juggle a million moving pieces with grace, grit, and a whole lot of heart — and we couldn’t do it without them!

To our remote rockstars and those at HQ: THANK YOU for being the glue that holds it all together. You make us better every day.”



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