



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!

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ICYMI: HIGHLIGHTS FROM THIS MONTH'S STRAIGHT TALK

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Jim Fulk & Katie MacGillivray
CEO & CFO

UPDATES FROM OUR CEO & CFO

- The transition to a single, unified identity has been met with positive feedback from clients. This momentum is helping us strengthen relationships and position ourselves more competitively in the marketplace.
- Our new Channel Partners website launches October 1st and showcases our full portfolio under one roof, offers a more user-friendly modern design, and provides clearer pathways for prospective clients, candidates, and partners.
- A Channel Partners shirt order is coming. By March 2026, employees will be equipped with a branded shirt.
- CFO Katie stated our operating income is up 40% compared to last year and the company is on target at 94%.



COO SHOUTOUT: BEST BUY UTAH



Incredible work from the team at Best Buy store #527. From our leadership at the home office, to the FOMs in the field, and to the entire store team—thank you!

What began as a fire drill became something truly extraordinary. In just a few short weeks, they reset more than 175 planograms and brought this store back to standard—right before one of the most critical seasons of the year. That kind of achievement speaks volumes about this team's dedication, resilience, and pride in the work they do.

I want to give a special recognition to our core group—Jimmy, Brett,

Ken, Neal, Nate, Dustin, and Mike. Their leadership, focus, and long hours made all the difference.

This group raised the bar for teamwork across the company, and they've made me deeply proud to serve as COO.

I want to thank them for their effort, spirit, and commitment. What they accomplished here is more than operational success—it is a shining example of what makes this team, and this company, truly special.

- Andrew Catapano, COO

INTRODUCING JEREMY RODGERS



JEREMY RODGERS
VP Internal Ops, BDS

Jeremy oversees the following departments at BDS:

- **Training**
- **Support Center**
- **New Hire Ambassadors**
- **Retail Compliance & Parts**

He and his team are currently exploring a single learning management system that can be shared across all Channel Partners teams.

FUN FACTS

A Master of Internal Operations, Jeremy has been part of BDS since 2013. With expertise in people management, client services, and process development, his leadership style emphasizes transparency and empowerment. He holds a bachelor's degree in Business Management with a minor in Biblical Studies from Biola University and is a member of the Whitworth Institute of Leadership Cohort.

Based in Orange County, he's a proud supporter of the USC Trojans and Las Vegas Raiders and has earned a reputation as a connoisseur of communicating through gifts. Outside of work, he enjoys spending time with his family and pursuing hobbies like fishing, woodworking, surfing, and camping.



TEAM SPOTLIGHT: BEST BUY BREVILLE



In a powerful display of cross-functional teamwork, employees from our Breakfix, BTR, and Apollo teams came together to execute a high-impact installation project for a major retailer, showcasing the premium product offerings of the Breville brand.

The 12-hour event wasn't just about building a customer-facing display- it was a celebration of collaboration, craftsmanship, and leadership. Our teams worked side-by-side to bring the vision to life, while our leadership team seized the opportunity to meet in person, strengthen connections, and capture valuable training footage to support future installations.

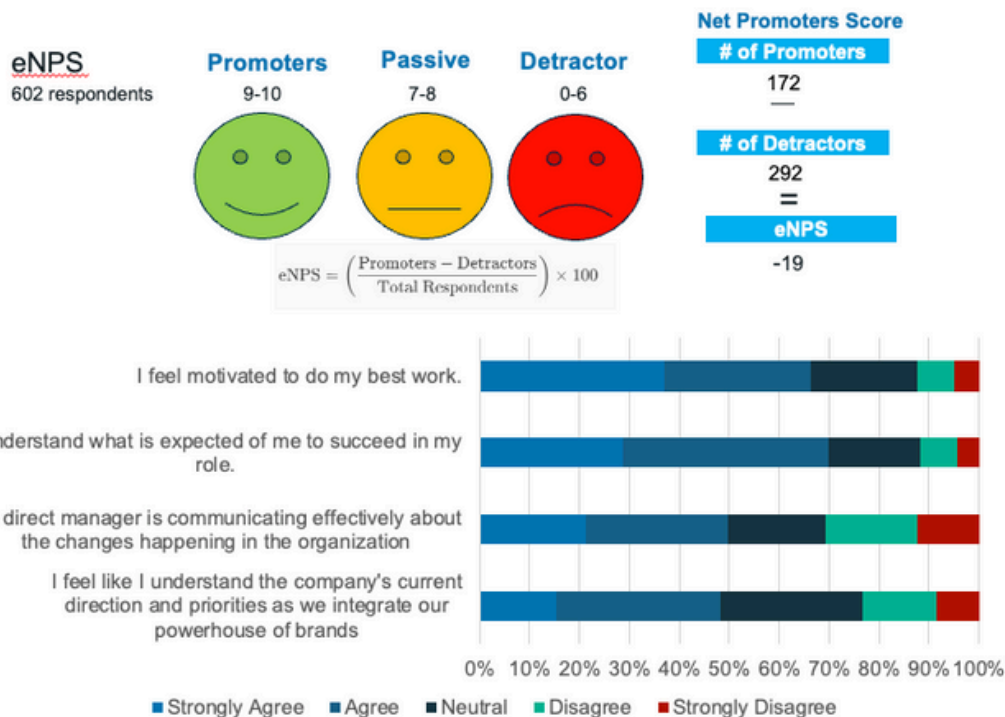
This project marks a growing trend across our organization: employees coming together across divisions to deliver excellence and build scalable solutions. The training content delivered during this event will serve as a blueprint for future teams, ensuring consistency, quality and continued success.

We're proud of the teamwork, innovation, and leadership that made this project a success and we're excited for what's next!

EMPLOYEE SEPTEMBER SURVEY RESULTS

Our September survey focused on “growth”. Below are the **results out of 602 respondents**, and 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 bring positive change to our business.

Promoters: 172 Detractors: 292 Overall eNPS: -19



CONGRATULATIONS TO OUR TEAMS CHAMPION AWARD WINNERS

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

TRANSPARENCY

Ashley Bittinger
Lizbeth Olivos
Emily Reddye
Dawn Holladay

ACCOUNTABILITY


Rebecca Spencer
Laura Cowley
Sarah Nix

EMPOWERMENT

Jose Avalos
Kathie Cox
Manuel Almodovar
Heather Sires
Jen Jones
Natalie Greenidge
Kelly Lamoree



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

Denis Lara
Tim (Neal) Trubee
Michael Santacroce
Dustin Essing
Kendrick Brown
Nathanael Beckley
Charles Barss
Tyler Brittain
Valicia Boone
Lacreisha Jones
Ruben Cordero
Kelia Francis
Johnny Francis
Jeramie Puff
Rachelle Balicki
Justine Paquet
Rachel Lee
Spencer Edris
Austin Hayduk
Allison Hamilton

SIMPLICITY

Kara Rodgers
Kim Parsons
Simone Treadwell
Alycca Jimenez
Ada Anachebe



TEAMS CHAMPION AWARDS



CHANNEL PARTNERS WELCOMES NEW LEADERSHIP FOR META RETAIL LAB



In a powerful moment of connection and innovation, leaders Mai Zazueta, Ron McJunkin, TinTin Ursua, and Josh Lynn as well as Melissa Watson from the Employee Experience team recently partnered to host a week-long in-person training for the new Meta Retail Lab leadership- just in time to help prepare for the exciting launch of their new retail location this October.

This isn't just any store opening. The Meta Retail Lab will be fully staffed by Channel Partners, with approximately 40 team members supporting the in-store experience. The in-person training brought together the five leaders who will run this location, setting the tone for the culture of empowerment, innovation, and intentional leadership from day one.

The session explored how Meta's cutting edge-technology, immersive customer experience, and bold brand vision align with our shared values of Transparency, Accountability, Empowerment, Mastery, & Simplicity.

From discussing the employee life cycle to diving into leadership behaviors that drive engagement, the workshop was a celebration of what it means to lead with intention.

The Meta team's energy and insights didn't just inspire the room- they sparked action (fun fact: our own Melissa Watson left the session so inspired, she went out and bought a pair of Meta Ray-Ban Wayfarers!)

As the Meta Retail Lab gears up for its grand opening, we're proud to support their journey and excited to see how this collaboration continues to elevate the employee experience across both brands.

Welcome to Channel Partners, Meta Retail Lab leadership- Jason Casillas, Damiana Cole, Ashleigh Jones Bonsu, Hailey Mikkels, and Kevin Robertson- we're thrilled to build the future together!



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

20 YEARS

Donn H Abbott
Tracy L Neff

10 YEARS

Amparo Alvarado
Andrew F. Bibo
Belinda Soto
Francisco Correa
Irene Evans
Irene Evans
Josue Walle
Laurie Beard
Marcus Persley
Pamela Atkinson
Sydney Debartolo
Torrey Kehley
William Burrell

5 YEARS

Alex M Maldonado Figueroa
Allen Rousseau
Andrew Laird
Brigham Starr
Daniel Soto
Demez Carrington
Donte Platt
Erin J Moye
James McBride
Joshua Collins
Mark Bivens
Patrick Jenkins
Ryan Jones



CELEBRATING SOME MAJOR EMPLOYEE MILESTONES

ANNIVERSARIES

5 YEARS

Sandra Cooper Johnston
Shon Abram
Sydnie Debartolo
Travis Meehan
Yadiel O Rios Gonzalez
Felipe DaSilva

3 YEARS (continued)

Tanecia Smith
Taylor Harris
Tyler Dean Morse
Wendell Bias

3 YEARS

Alison Nault
Angela Dubois
Carlos Barbosa
Carlos J Rodriguez Maysonet
Carlos Mora
Carol Marshall
Carrie Rowe
Christopher A Vargas Alvarez
David Cote
Dennis Beedon
Edward Ordian
Edward Pekala
Eleanor Ballard
Gerald Hardy
Iris Kong
Issac Zepeda
Kyle McFarland
Lisa Blend
Michelle Castillo
Raylon Henderson
Steffany Marie Beckett
Suhrabudin Ahmadzai
Taila Barton



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!

I wanted to take a moment and drop a quick note letting you know that I really enjoyed working with Foster Johnson and Russ Pennington on the West Marine Test store they are knowledgeable, hard workers, stay busy and will do anything asked of them. They always seemed to be in good spirits and brought a positive moral to the Team I would be glad to have them on any of my projects in the future. Thank you for loaning them to the West Marine Test Site.
- James Sumpter (DM)

I also want to recognize Jeramie for the tremendous support he has provided me over the years. His depth of knowledge and experience in this area is unmatched, and his attention to detail has been key in helping me understand the bigger picture. Jeramie has a natural ability to mentor and build confidence, he's approachable, and always willing to take the extra time to ensure clarity. His leadership and guidance have made a lasting impact on both my growth and the success of this program.

I truly appreciate your partnership as we continue making improvements to the rack installation program. - Holly Kovarik, Lowes



My name is Starla Lasky and I am the Store Manager at CVS-11662 Puyallup WA. I wanted to take a moment to personally thank the team, and let you know how amazing they were.

From the beginning of the project to the final completion Allison's commitment to excellence was clear. The team's dedication, responsiveness, and attention to detail went far above expectations, and it did not go unnoticed. Allison, Sheri, Kevyn, Nicole and Chris were an amazing team.

We deeply appreciate the professionalism, flexibility, and willingness to go beyond what was required to ensure success. It is rare to find a vendor, or a reset team that not only delivers on their promises but truly becomes a reliable partner.

Please thank them again for outstanding work. We look forward to continuing our collaboration and I will not hesitate to recommend your services based on my experience with this team. I will also forward this feedback directly to CVS.

It was truly the best experience I have had with a vendor in my 25 years of Retail Management.

-Starla Lasky-Store Manager CVS

TALENT SHOW WINNERS

Our first ever “Partners Got Talent” show debuted Thursday, September 18 and the winners were announced a little over a week later!

To **rewatch go to partnersgottalent.com** – just click “Watch Now.”

We had **20 incredible submissions**—singers, musicians, painters, bakers, coders, and more.

Congratulations to our top 3 winners who all took home gift cards!

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

**“DID YOU
MISS IT?
YOU CAN
STILL TUNE
IN!”**



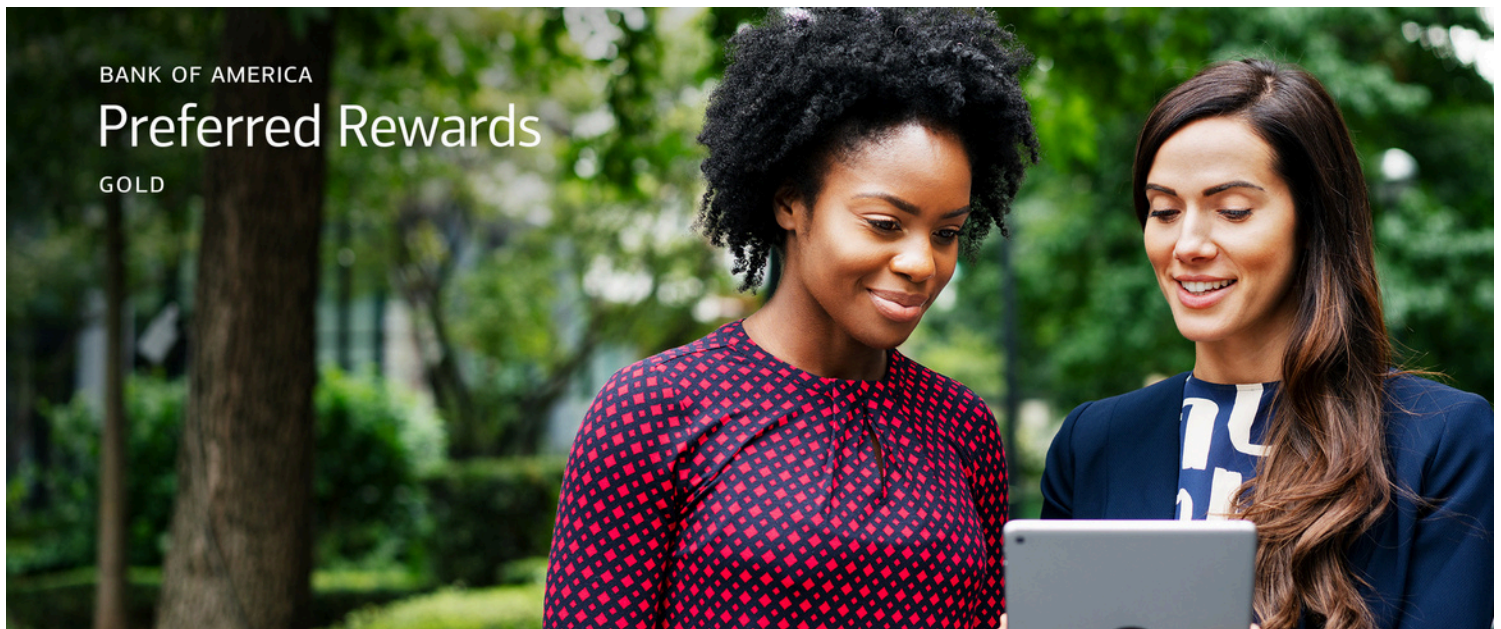
Wellable WELLNESS WINNERS

A huge number of participants **won a free Stanley cup** this past month during our Hydration challenge! If you're a full-time or corporate employee and haven't signed up for Wellable, make sure you check your emails and register to participate in these amazing events.



Alycca	Jimenez	Jonathan	Watson
Amanda	Mader	Jordan	TinHan
Amy	Landry	Joy	Grimaldo
Andrew	Reynolds	Julia	Greenwell
Anthony	Mioton	Justine	Paquet
Aron	Spegon	Kathie	Cox
Bailey	Schoenbeck	Kearna	Whiting
Barry	Wade	Kelly	Lamoree
Becky	Spencer	Leanna	Courtney
Beverly	Macrito	Lynn	Wade
Bonny	Slaughenhaupt	Mark	Carver
Bri	Garza	Meagan	Blair
Candice	Adams	Melissa	Winters
Carolyn	Franklin	Melissa	Watson
Chris	Browder	Michelle	Presutti
Christi	Lee	Migdalia	Fernandez
Christophe	Donovan	Mike	Saunders
Courtney	Gardner	Molly	Comeaux
Darcie	Traster	Nick	Smith
Darlene	Weber	Nikki	Wauldron
Debbie	Walker	Piotr	Kosla
Denis	Lara	Rachelle	Balicki
Donnie	Yancey	Richard	Green
Elias	Martinez	Rick	Nettleton
Elizabeth	Fisher	Rorrie	Bevis
Erick	Villalba	Ryan	Huson
Heather	Petrone	Sargena	Narsa
Himanshu	Narula	Sean	Peterson
Jaqueline	LeCompte	Sean	Sanborn
James	Leeper	Selina	Osmond
Jayne	Sparks	Shane	Davis
Jennifer	Rackham	Suzann	Maddox
Jesse	Cox	Taci	Thompson
Jody	Schulz	Terry	Whisman
Joe	Samaniego	Thomel	Allen
John	Howell	Tina	Schroeder
Jonathan	Collins	Victoria	Bazhenova





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.

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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

