

Jan/Feb Issue 2018

# apollo oracle

## IN THIS EDITION

*Wedding Bells Ring in the New Year  
Apollo's Trip to Japan  
A New Flagship Store*

*features*

**Awards**

**& Staying Connected**

*Apollo Amazes Amazon*

*plus*

**ARScnects Email**





**JAPAN** is a big destination for international business. Apollo Retail's John Gillis was lucky enough to be invited by the AJIS group so they could pick his brain on our operations. Here he is at a customer meeting in Japan with the team. John said his hosts were "over the top and made him feel very welcomed." Thanks, AJIS!

Did you know it's important to think about the cultural differences especially in regards to business proceedings before traveling to a different country? Here are some tips and a look inside how the Japanese do business:

Japanese often avoid saying "no" directly out of respect. A "no" may be disguised instead by saying "maybe" or "we'll see."

It's not common to discuss family or personal life.

Be on time or even 10 mins early!

Be very careful and look over literature entirely, even a business card! Never casually toss or throw it down. This is a huge insult. Look it over longer than you normally would and maybe even longer than that!

if someone invites you to drinks, you should go! Even if you're not thirsty or hungry, have a sip and a nibble or it could be insulting!

Japanese prefer to do business with people they know. Cultivating personal relationships with others will be crucial to your success.

Pouring your own drink, especially beer, is considered bad. So wait and allow others to pour your drink for you.



## CERTIFICATE OF EXCELLENCE

This certificate is presented to



**Dawn Warren**

Senior Customer Service Agent

Thank you to Dawn for her expert handling of our important customer, Office Depot. Patrick O'brian, National Business Pro Manager, sent the following message:

"THANK YOU so much for going out of your way for this customer. Apollo is an incredible partner and has been a key factor in the FRAM Team setting a NEW SALES RECORD in 2017. I feel at times, we may underestimate how many tasks you need to complete to finalize a WO and that you're always available to support us at a high level.

Happy Holidays to everyone at Apollo and I look forward to setting NEW Records in 2018!"

- Shelly Daniels

for demonstration of superior performance, hard work and dedication.

C. Michael Sunderland  
President



A handwritten signature in cursive script that reads "C. Michael Sunderland".





HAPPY EVER AFTER...



THE WEDDING

# Forever Begins at Lowe's

by Heather Petrone

Seven years ago, two Apollo Merchandising employees, Brian and Sheila Wright divorced after 24 years of marriage. The two worked as a team for years by traveling all over the country for Apollo. Despite the separation, they still worked well together. So well, in fact, that they were regarded as some of the best merchandisers within the company. They never let their personal life affect them and many didn't know the two were separated in the first place. As John Dunkelberger, the Sr. Op Manager, states, "[Brian and Sheila] are the two biggest cogs in the wheel when it comes to New Stores and Remerches and all other aspects of Lowe's- they are extremely well respected by fellow Apollo employees and Lowe's management."

## REIGNITING THE FLAME

Last year, the couple decided to rekindle the flame and make it official in the eyes of their friends and family. The couple thought, "Why do it at home when all our friends are on the road like we are?" So with the approval of John Sheppard and Charlie Armistead, from Lowe's, the couple remarried in Mt. Pleasant, South Carolina's new Lowe's store on January 2<sup>nd</sup>. Fresh plants from the garden center were brought into the wood aisle and would set the stage

for their nuptials. Patio chairs were also brought in to help with guest seating. Jessica Brooks, Lowe's Project manager, was appointed their Maid of Honor and both of their sons, Brian and Kyle, stood for the couple as well. Many Apollo employees attended this special event as their wedding guests. Apollo Retail Specialists even surprised the two with a nice gift card to Lonestar Steakhouse!



## Bridesmaids

Jessica Brooke's, Lowe's Project Manager and bridesmaids.



## Grooms Men

Brian, second from left with his groomsmen. His two sons are pictured far right.





*The Wood Cutting aisle set the stage for the Wright wedding. Tropical plants and patio furniture were brought in for décor.*

CAN I GET A  
WOOP!  
WOOP!

## APPLAUSE, PLEASE!

### Ken Richardson

*"The Apollo team did an amazing job and, as always, overcame many obstacles and last second changes to ensure this project was completed on time. Kevin led a great team and navigated many challenging situations with construction progress, lack of storage space, transporting and disposing old gondola fixtures to off-site locations, and having to unload/load trucks by hand on nights when the dock doors were broken and we had no fork lift, just to name a few. Looking forward to working with the Apollo team in 2018!*

*Truly an outstanding accomplishment!" --Jeremy Jones, Office Depot BizBox Flagship Store in Austin, TX*

Kevin Walsh	Wendy Lonnborg
Stephen Johnson	Justin Cochran
JR Mason	Asa Henderson
Tim Nichols	Archie McKnight
Claudia Campbell	Carvis Williams
Rachel Alvarez	Raemon Thompson
Nathan Hausler	Charles Dean JR
Kim Hawkins	Tim Jordan
Amy Major	Welton Calvert
Tyler West	Ann Calvert
Chris Moore	Savannah Frazier
Marcia Henry-Bailey	

### Nizmaddin Ibadullayev & Misty Waits

*"Want to send some good words to the Apollo team and the two that you had sent out to St.Charles this month. Nizmaddin and Misty have worked here before and they do a great job! Very quick and efficient with their time! It's always a joy to have them, too. We would love to have them back any time!" --Brooke Dunning, Lowe's Loss & Prevention & Safety Manager.*

*"The two are one of my TBR Teams and the only one that I routinely get emails from stores complimenting their work and professionalism. I have stores that would rather wait a month for TBR installation if it meant sending these two. They are always willing to go above and beyond and never gripe when I have to send them to the middle of nowhere to do a TBR store. They work safely and efficiently and without complaint." -- Jenna Lewis, Apollo*



CAN I GET A  
WOOP!  
WOOP!

## APPLAUSE, PLEASE!

### **Lex Johnson**

*"I'd like to recognize Lex Johnson from my Miami market for his great communication. Lex has been my eyes and ears in Miami & often times reaches out to keep me up to speed with what is going on in the Miami Market. The information he is providing gives us a unique opportunity to approach our customer w/a new (and even leveraged) perspective that may help us win new business or expand existing business. Bravo Lex."*  
- Justin Simpson, DM Apollo.

### **Mark Goforth**

*"He has been really wonderful through this, as well as a huge help to me while I struggled to put things together." -- Grace, Office Depot. "Outstanding customer service in a very difficult situation. His efforts should be noticed!"- Bill Blakely, DM*

### **Tim Carpenter & Village Ace Team**

*Sandra and I have had the pleasure to work with Tim and his team; Carol, Maranda, Patrick, Nichollette, Zack, Faith, Ryan and Ashley on converting our Sneads Ferry, NC store from a True Value to Ace. Tim and his team were able to work through the many challenges....During this time of chaos, it seemed that the only people that knew where to find items were Tim's group, and they gladly assisted the employees and customers during searches for product... I truly don't know with everything that was thrown their way during this project how many others would have stayed to the end. We are grateful for him and his team doing everything they could to keep us open during the transition and allow us to keep the customers happy. Tim has a good working relationship with his team and our employees as well. While I am not sure how much experience each of the members of Tim's team had, I would say that they functioned well and appeared to work well together. Carol was one standout as she seemed to have an awful lot of knowledge about product placement and was able to make adjustments to the planograms to fit in some items that were not included in the original plan...We are thankful and grateful for everything Tim and his team set out to do. Without question, we would gladly work with Tim and this team again. " --- Paul and Sandra Finnerty, Village Ace*

### **Ronald Young**

*Tech was AWESOME and did a fantastic job!-- Assembly Customer*

### **Sean Carstensen**

*I just wanted to acknowledge that Shawn is an outstanding worker who gives 100%. He comes in early and jumps right in and completes all his tasks in a timely manner. Our Electrical Department looks great and he's one of the reasons why. Customers always comment on how clean the department looks and I can frankly agree.-- Brian from Lowes*

CAN I GET A  
WOOP!  
WOOP!

# APPLAUSE, PLEASE!

## **Linwood Green**

*"Linwood is absolutely incredible! He just completed the job and did a phenomenal job at that. I Cannot say enough good things about him!" -- Shannan Greenberg, Service and Assembly Customer*

## **Christy Scarlata**

*Christy must be one of your best assets! She has gone above and beyond to help me track down projects with very little information. I cannot even provide her with your work order numbers. I can't express to you how much I appreciate all the help she has been in obtaining status and scheduling projects that were left open. The level of service is exemplary!" -- Chris Scarlata, Project Specialist, Workspace Interiors*

## **Bruce Virgil**

*"The guy showed up and gave me a warning call. He was here for 45mins and fixed everything. He did an awesome job. Everything is good. Thanks for your help!" Kent G., Service and Assembly Customer*

## **Jim Bolognini**

*"I wanted to take the time to write you regarding our Apollo rep Jim Bolognini. Let me start by saying that I started with Office depot in Feb if 2017 As a new store manager there is a lot to learn. The first time I met Jim he took the time to walk me through the furniture pad and gave me guidance on what to look for. He also showed me how to print the signage needed for the pad. He does a great job keeping my furniture pad looking good and will also make recommendations on how to make it better. In addition, if there is a customer on the pad and he sees that all of my associates are busy with customers, he will engage the customer until some one is free to jump in. In closing I want to say I enjoy working with Jim and wanted to make sure you knew that he is doing a great job when in my store"--- James, Store Manager, Office Max*





# Did you know?

## YOU HAVE WORK EMAIL THROUGH APOLLO?

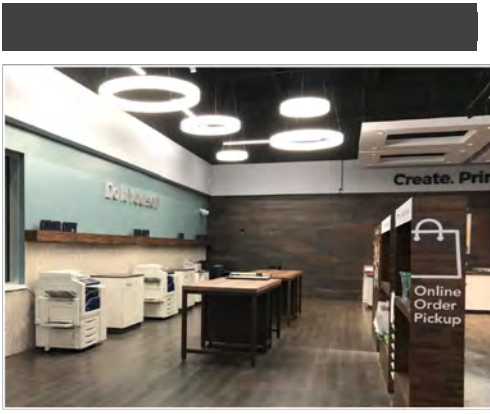
### Field Employees Only

Smartermail - Work Email

Please make sure you login frequently to check for communication from Apollo.

1. Go to [apolloretail.com](http://apolloretail.com)
2. Click on the left hand box that says "Smartermail"
3. List your email (@arsconnects.com) and password.
  - a. Your email should be firstname.lastname@arsconnects.com. However, some may differ depending on your name.
4. Please reach out to IT at [helpdesk@apolloretail.com](mailto:helpdesk@apolloretail.com) if you need to know your login information.

The image shows a screenshot of the Apollo website. On the left, there is a 'Login to SmarterMail' section with fields for 'Email' and 'Password', and a 'Log In' button. A large red arrow points upwards towards the 'Log In' button. Below the login section, there is a vertical bar labeled 'SmarterMail'. The main content area features the Apollo logo, a navigation menu with links for 'HOME', 'COMPANY', 'SERVICES', 'NEWS', and 'CONTACTS', and the tagline 'Creating Value Through Customized Retail Solutions'. Below the tagline, there are three images illustrating different aspects of the business: 'ASSEMBLY' (hands working on a wooden board), 'RETAIL SERVICES' (a blue machine processing a board), and 'RETAIL FIXTURE INSTALL' (wooden shelving units).



**Copy Center**  
Apollo remodeled the entire copy center



*BizBox's Flagship Store in Austin, TX*

# Apollo Excels At Office Depot



**Front Entrance**  
Apollo assisted with the install of the front entrance and business center

Office Depot Inc. launched a new division called BizBox to sell a slew of business services -- everything from payroll to social-media marketing.

The venture will be offered as a monthly subscription starting at \$70 and will be powered by its own web platform. Third-party experts will help customers set up email advertising, website design, accounting functions and other services.

Austin even opened a flagship store and Apollo was awarded jobs in merchandising, fixture install, and assembly.

A Note from OD...

Our new Austin BizBox Flagship along with the rest of the Austin Market Conversion Stores Soft Opened today, and this is a note to say thanks for all that everyone has done on these projects as well as so many others throughout the year. This note may exclude some very important contributors outside our department, but since this is a

Construction and Remodel Team Distribution, I have tried to limit it to those directly within our internal and external Teams and Partners, with no intent to offend anyone by their exclusion, but feel free to distribute beyond here as you see fit.

Included herein are photos that as good as they are, simply can't do justice to the Flagship, as are the results in all of the 13 Austin Biz Box Conversion Stores and you should all be very pleased with the results. To all who worked on The Flagship and The Austin Market Conversion, It is truly a remarkable challenge that overcame amazing obstacles from start to finish, and yet you persevered and continued to push, diligently partnering with our internal and external Teams, and delivering a New Flagship as well as an entire BizBox Market Conversion in support of the new Services Model, which is a very real game changer for our Company. You should all be extremely proud of your contributions today.

In addition to these 14 store Conversion efforts in Austin, in December we also opened another 4 SOF Stores across the US, and rolled out Tech Services to 11 Stores in Orlando and Boca Raton Florida. All of which will contribute to our future, as do all the other projects we as a Team successfully achieved for 2017. This was an incredibly challenging month, and year, and I just can't say enough about your contributions working together as a goal driven, solution finding, highly effective Team, delivering on the objectives we are charged with as the Construction and Remodel Management Team for Office Depot / BizBox.

All I can say is Thank You for your collective jobs well done, and your amazing and overwhelming individual contributions across the portfolio throughout the year to the

**FAST FACTS**

# 24 Reps

24 Apollo reps helped with this Flagship remodel

# 100%

Completed on Time and Within Budget

**FOR MORE INFORMATION**

Google search "Austin Flagship BizBox"



future of our rapidly evolving Company. Be incredibly proud of your work for the entire year, you've earned it.

In closing, I want to take this opportunity to personally thank Ken Weisman who is leaving Office Depot after more than two decades to pursue a great new challenge in his career. Ken's leadership and his vast contributions will always be remembered by all of us who have had the pleasure of working with him. And even though my time

is less than most, I'm sure I will miss him just as much as those of you who've served with him in the trenches for so long. There will be other opportunities to thank Ken for his service coming up, but with this year finishing on such a remarkable and high note, I felt appropriate to include this message and to say thanks for all you've done to help make us successful.

So To All, Merry Christmas, and Happy Holidays to you and yours...

Thanks,  
Jamey Rose, Office Depot



BEFORE PICTURE



AFTER PICTURE

Look who's  
"MOVING ON UP!"



## A Congrats is in Order for these recent promotions:

### **New Position - Employee Name**

SXM - Onboarding Position- Tamer Burtamekh  
Senior Crew Coordinator - CVS- Jerri Baker  
VP of Client Relations - Lauren Bishop  
Senior Crew Coordinator - CVS- Claudia Campbell  
Senior Crew Coordinator - CVS- Tylisha Hyman  
Senior Crew Coordinator - CVS- Jason Point  
District Manager - William Schweers  
Project Manager- Mike Lewis  
District Manager- Scott Jeanes  
Call Center Manager - Lynn Wade  
District Manager- Kristin Bushey  
Candidate Sharing Manager- Robert Gilbert  
Sr Team Lead - Darrell Gifford  
Sr Team Lead - Denise Koger  
Talent Resource Recruiter- Michael D Angelo  
District Coordinator - Danielle Alexander  
Customer Service Agent- Angela Ayes-Martin  
District Coordinator - James Riley  
EAGLE Project Manager- Brandi Shepherd



# Did you know?

## We Rock at Assembly for Amazon?



# FurnitureAssembly

100% positive ratings (12 reviews)

### About FurnitureAssembly

FurnitureAssembly.com is powered by Apollo Retail Specialists. Apollo is the premier nationwide provider of expert on-site assembly services of ready-to-assemble furniture, grills, game tables, and fitness equipment at your home or office. We set the standard for professional assembly workmanship, timely and courteous service, customer satisfaction, and stand behind our work with a 45-day workmanship guarantee. For your peace of mind, Apollo uses only its own W-2 certified employees who have undergone a background check and drug screening. We never use contract labor or a third party. Apollo leads the assembly service industry in customer communication and interaction. Our proprietary, state-of-the-art scheduling and reporting systems are designed to ensure that our corporate support staff and our customers are kept well informed. Our dedicated contact center is open six (6) days a week to respond to and provide solutions for all of our customers's needs. WHAT YOU GET Trained, Certified, Background Checked, and Drug Screened Assembly Technicians Worry-Free Experience Quality Workmanship with a 45-day Guarantee Quick Response Full Satisfaction

### Specialty Skills

- Office Furniture

## FurnitureAssembly Reviews

★★★★★ By Leslie E. Royal on January 12, 2018

Treadmill Assembly **Verified Purchase**

Benjamin did a great job!

★★★★★ By Terrence Crowley on January 12, 2018

Treadmill Assembly **Verified Purchase**

The technician completed the assembly in 3 hours, he was a man of very few words, but worked meticulously until the job was complete.

★★★★★ By Joseph Gennusa on January 12, 2018

Treadmill Assembly **Verified Purchase**

Experienced installer. Was timely within the window given. Boxed the packaging in the original box and left nothing to be cleaned after he left.

★★★★★ By James Armes on January 11, 2018

Exercise Bike Assembly **Verified Purchase**

Assembler arrived promptly, was friendly, and answered all of my questions.

★★★★★ By Matt Mashburn on January 06, 2018

Treadmill Assembly **Verified Purchase**



FROM LEFT: MIKE TORRES, HEATHER PETRONE, &amp; MIKE SUNDERLAND

## Apollo Amazes Amazon

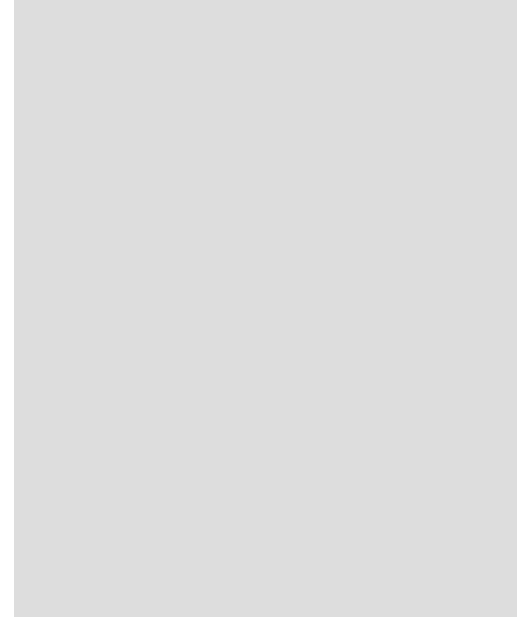
by Heather Petrone

When Apollo's CEO, Mike Sunderland, first got the idea to reach out to Amazon to forge a relationship he started with an email to the only contact he could find online. He introduced himself and the company as an assembly provider but unfortunately, he never heard a response. Anyone who knows Mike Sunderland, though, knows that he's a persistent and dedicated man. He never gave up on the idea of making contact with the online retail giant. After years of radio silence, and more probing from Mike, Apollo's CFO, Angela Lafon, introduced Mike to one of her SEO friends and three years later, Amazon would finally make contact with the company.

### APOLLO 2017 LIFT OFF

In July of 2017, Apollo began its journey with Amazon Seller Central as a third-party service provider for in-home assembly. Apollo created an account under its SEO division, Furniture Assembly, registered a handful of techs, selected a few coverage areas, and added a list of our service offerings which included bed assembly, chair assembly, and dining set assembly.

The whole program was managed by Apollo's, Annette Dorn. Annette was responsible for setting up the account, determining jobs to claim, claiming jobs, and scheduling techs with the DMs/Dcs, all while handling Wawa and other big box retailer needs. To say it was a challenge is an understatement. Learning Amazon's processes and figuring out how to mesh that with our own was an endeavor, but it completely paid off. Mike had Annette zero in on Amazon at one point to see it's growing potential and the results looked extremely promising. Mike Torres, VP of Operations for Assembly realized, however, that Amazon required a lot of admin work to be sustainable and brought on one of Apollo's senior CSA's to the project. In addition, Sunderland had his marketing manager (that's me!) train with Annette to take over the management of Amazon so that Annette could focus on her other important accounts. What a blessing it was to have their intel and help! The CSA team has been an amazing asset.

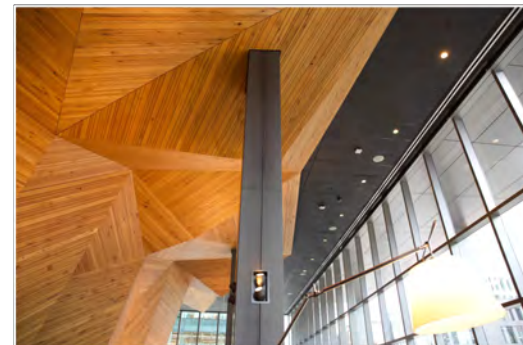


### IN THIS ISSUE



### VP of Ops, Mike Torres

Mike Torres takes a moment to enjoy the architecture at Amazon's Headquarters in Seattle



### Eye Catching Statement Lobby

The wooden ceiling inside the lobby at Amazon



Mike Torres and Shelly Daniels along with the DMs and DCs have also stepped in to help get the techs trained and on-boarded. Andrea Greene, Apollo's business analyst, has been a great asset thanks to her organizational and tech savvy prowess. Kayla Goddard from HR has taken the responsibility of managing the techs in the Amazon portal and keeping the staff management up-to-date. Ranette Hoover from Finance deals with our Amazon payments, and let's not forget about our wonderful assembly techs who make this account possible! These are all the people that make Amazon the success it is today.

After a trip to Seattle on the 30<sup>th</sup> of this month we really realized how great of a job this team has been doing. We met with our business development contact, Andrew, and he informed us that our rating is stellar.

Today, we have over 100 Amazon techs and see a future where we could have over 1,000.



#### A NOTE FROM ANDREW

After we left, Amazon Andrew wrote us an amazing email! See below!



*Andrew from Amazon Home Services*

**Subject: Outstanding performance kudos**

Mike,

I wanted to drop you a quick note and let you know that the FurnitureAssembly.com account has been showing outstanding performance tracking against our highly measured Service Level Requirements. As it stands today Apollo is one of the few companies that has been able to execute at such a high level at scale now that you are handling more and more orders. I work with all of the national accounts on AHS and the work your operations and technician groups are doing for Amazon customers has been remarkable and has not gone unnoticed by our leadership, so I hope you let them know how impressed we are. All in all top notch work adopting the AHS systems and we all can't wait to find more and more ways to delight our mutual customers and keep them coming back for more!

Regards.

# STAY CONNECTED

FOLLOW US ONLINE



## Catch Us Online!

[www.apolloretail.com](http://www.apolloretail.com)

[www.facebook.com/apolloretailspecialists/](http://www.facebook.com/apolloretailspecialists/)

<https://www.instagram.com/apolloars/?hl=en>

<https://www.linkedin.com/company/apollo-retail>

<http://furnitureassembly.com/>

<https://www.facebook.com/furnitureassemblydotcom/>

## Helpful Information

IT Support

Phone: (855) 558-8776

Email: [helpdesk@apolloretail.com](mailto:helpdesk@apolloretail.com)

Payroll Support

Phone: (888) 738-1873

Email: [payrollsupport@apolloretail.com](mailto:payrollsupport@apolloretail.com)

HR Support

Phone: (877) 215-1996

Email: [hr@apolloretail.com](mailto:hr@apolloretail.com)

## Contact Us for Submissions!

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

- Photo of your team (both in action and as a group)
- Recently Engaged or Married? We'd love to share your announcement! Send in your engagement photo/marriage portrait along with the details!
- Celebrating the life of a new born? We'd love to announce a birth of a child/grandchild - send in a photo along with some details!
- Cherished Family Recipes
- Photos of your favorite pets

If you'd like to submit pictures, article recipes, or anything you'd like to see featured, please reach out to in Human Resources at [hr@apolloretail.com](mailto:hr@apolloretail.com)



