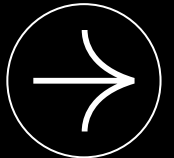


# THE INSIDER

March-April  
2025

Apollo Retail's Company Newsletter



**Tons of Kudos,  
Core Values  
Winners**

**Ten Year SAS Vets,  
Women in Construction and  
More.**



THE INSIDER

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# CERTIFICATE OF EXCELLENCE

This certificate is presented to

**Jesse Cox**

Project Manager

Jesse is brilliant at his job and shares his knowledge freely. He will always make time for a team mate in need or answer questions. His clients speak highly of him and he makes the team run smoother.- Janice Nurmi Patton, Fulfilment & Logistics

**Laura Cowley**

Ops Manager

Laura worked extremely hard in developing an advanced Spreadsheet for our equipment certification process that our Master Trainers follow. You'll see what Garth shared with me (in Kudos section) when it comes to her creative efforts with this initiative. I believe Laura demonstrated the [previous] core values of being Proactive and Quality Driven.- Brian Abraham.



**Forrest Arnold**

District Manager

I wanted to take a moment to recognize and highlight the outstanding contributions of our District Manager, Forrest Arnold. Forrest consistently goes above and beyond for our team. He is always willing to lend his support, whether by offering his reps to our region or assisting any other region in need. No matter how busy he gets with new projects, Forrest takes them on with a positive attitude and a willingness to help. His positivity and leadership never go unnoticed, as he continually uplifts our team, even while managing one of the busiest markets. I'm truly grateful to have Forrest on our team. He's a tremendous asset, and I just wanted to take a moment to say thank you for everything he does. Hats off to you, Forrest! - Chris Browder

**Core Value**

**2025**

**Winners**



MARCH

"WOMEN IN CONSTRUCTION"



# OUR POWERHOUSE WOMEN AT RETAIL

In the world of retail merchandising and fixture installation, there's a rising force rewriting the rules—women who lead with strength, skill, and resilience. At Apollo & BTR, we're proud to celebrate Women in Construction this month with the incredible women in our organization who are not only thriving in a traditionally male-dominated industry but excelling in some of the most demanding roles out there.

Our female merchandisers are road warriors—traveling state to state and sometimes coast to coast, often on short notice, to tackle full-scale store remodels and new builds. From Lowe's to Walmart to Home Depot, these women are on the front lines of interior steel racking installation and repair, taking on massive steel installations with grit, grace, and professionalism.

This isn't light work. Our teams lift, install, and align heavy-duty steel racking systems that will soon hold thousands of products for America's biggest retailers.

It's physical. It's detailed. It's essential. And our women do it all with unmatched precision and pride.

They're more than merchandisers—they're engineers, problem solvers, and leaders. Whether they're managing site crews, jumping on pallet jacks & forklifts, or making critical adjustments on the fly, these women bring heart, hustle, and excellence to every project they touch.

Their work isn't just about steel and shelves—it's about strength and possibility. They're inspiring the next generation of women to see themselves in boots, sometimes hard hats, and leadership roles across the industry.

At Apollo & BTR, we're not just building stores—we're building a future where women in retail fixture installation aren't the exception, they're the norm.

To our traveling team of powerhouse women: thank you for showing the world what's possible when determination meets opportunity. You are truly channeling strength.



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Michael Greco**

I know we have had a WEEK this week but I wanted to pass along some good stuff. Michael Greco is a new hire , he was received well by his team and his TL Brandy – Brand words “ He is on time , works hard, Strong willingness to help and learn , does very good work . I would him to forever “. He has secured himself a spot on a DT team!!!!  
I love love love this! - Dena India

### **Josh Burnett & Scott Baldwin**

I had great service ... from the person setting the appointment to Josh who came and assembled the file cabinet! Josh was very knowledgeable, polite, and so nice!!! He had the cabinet assembled in no time! I highly recommend your services..... and Josh!- Assembly Customer Sandy

### **Caitlin Vigil**

Last year Caitlin Vigil was an amazing asset to the BT Retail team. Towards the end of the year, for Apollo, the work load slowed down as it usually does around the holidays but for BT Retail, our needs continued to increase and the flow of work spared no one. Caitlin offered to lend a hand, With Susans Approval, as we see each other in the 3PL department as one even though we fall in different divisions. The assistance Caitlin gave made it possible for BTR to efficiently and accurately handle our increasing workloads and made it possible for me to cut down on the long work hours I was facing. As I was the only person in our department for a greater part of the year, it only became increasingly difficult to manage my workload on my own. With this, I just wanted to give a shout out and many thanks to Caitlin for lending a hand and showing her flexibility and abilities to adapt to change. She took on many tasks and learned the way of BTR in such a short amount of time. Showing her intelligence and willingness to be a team player. Our managers welcome Caitlin anytime as apart of the BTR family and hate to see her leave us as the work loads ramp up again for Apollo but we are very appreciative of her efforts and the time spent working with us last year. She is more than an exceptional employee! Your team is very lucky to have someone who brings as much to the team as she does! If given the opportunity again, we will always be very grateful to work with Caitlin Vigil! -  
Simone Treadwell, BTR

### **Tonni Collins**

I wanted to let you know what a great job Tonni did this week filling in for Taila.. She was on top of all issues/requests and responded instantly.Terrific! - Karen Obrien



# CAN I GET A WOOP! WOOP! APPLAUSE, PLEASE!

## Eve Gavin & Team

The team (Eve Gavin, Christopher Hereford, Demarcus Reid, Donte Franklin and Daryl Weldon) started this remodel on 12-2 and worked 12-20. The project was on hold over the holidays, so the team went home for 2 weeks. They returned 1-6 and completed the project on 1- 24. We have received many compliments on the team including the leadership shown by Eve Gavin. Our customer was extremely thankful for the hard work and dedication of this team to complete the project.

- Bill Blakely, SAS DM



## Donte Platt

Donte, Today is your day. Another good candidate in Martez Sweeden. He comes to us with racking experience in Home Depot and Lowes. I offered him the job as Racking and maintenance Lead and he accepted. Good work! - Brad Davis

## Emily Reddye & Team

I wanted to reach out and thank you for sending Emily and her team to our store. We had such an AMAZING experience with them and Emily was detrimental to the correct completion of our planograms. I have been with Ulta for 3 years and have never had a positive experience with Apollos team members so Emily was a breath of fresh air. -Ulta Merchandise Manager, Jessica & Jenna

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Nickita Greenidge**

I was in Manhattan two weeks ago and ran into the field team that handles the city and northern NJ stores. Great group of ladies. They found the stock and they were able to find the reset kits.-

Taylor B, Kiss VP of Sales

### **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

### **Jefferson Pryor, Brandy Gregg, Santiago Soto & Marcus De Leon**

Jefferson (this is his SECOND) Country Mile award this year!!! Great work on Tractor Supply!





CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Mason Craig**

I just wanted to reach out and let you know what a fantastic job Mason has been doing on these SPL projects. He has been available all hours of the day and evening to respond to emails, phone calls and text messages. He is able to quickly give updates on any location I have questions on. I know other PMs who have also mentioned what a great job he is doing. His hard work and dedication haven't gone unnoticed, and I just wanted to make sure you knew how much I appreciate his partnership during these crazy projects.- Dawn. CVS Health

### **Tina Schroeder**

Just wanted to take a second and shoot over a note on an interaction I had with Tina last night. She was working late shift and had a last minute hotel for me last night. When she went to book, there was an issue with the bed availability. I received a call from her at 6:50 last night with an apology for disrupting my evening but that she wanted to make sure the reps had the right rooms to sleep last night. She said she reached out via call because she didn't want me to potentially miss an email. We resolved it quickly and actually ended up chatting for a few minutes after. It was a quick, easy fix and a delightful conversation. I just wanted to make sure she gets a thank you for taking the extra step to make sure the travel arrangements were made correctly and on time for the reps last night. Kudos for a nice job! - Robyn Jancha

### **Jeremy Fogelsong**

I was in Meijer 145 and ran into Jeremy, the team lead for Apollo. Your team under Jeremy did an incredible job. Your resets looked fantastic! I always like to give a shout out to someone doing a great job. - Elaine, Merchandisers PLus

### **Sherona Kerr & Mia Simpson**

Shout out to your team. Chicago is fully staffed and we are able to start dedicated service on 3/24 for the Tony's program again. This is a tough area and they found some great candidates. Last time it took us weeks to fill those routes. I was worried it would take weeks again.- EXM Ops

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

## **Von Thomas, Whitley Seagram & Team**

We want to recognize the entire team that helped make the Country Mile award happen! Von Thomas, Whitlee Seagram, Rod Martin, Serena Lira, Alphonso Cherry, Renau Turner, Dalton Price, Tameka Pittman, Daniel Foggs, Tim Farley, Steve Walton, Nena Vance, Freemond Sanders. - Emily White (Tractor Supply) & BTR



Von and Whitley,

Thank you for all your hard work during the fusion remodel in Utica. I know between extreme weather and other challenges this process had frustrating moments. While you don't directly work for TSC you and your team upheld our mission and values. The end result of the remodel was amazing and I hope I get to work with you again in the future.

## **Travel Dept**

Big Shout Out to the Travel Team! No matter the task, the Team always pulls together to make sure that the work has been completed. Some weeks, the department is inundated with requests, emails and calls but the team never fails to make sure that the field employees have their accommodations.

Super proud to be part of this Team!- Megan Buccheri



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Mia Simpson**

This person was interviewed Friday, didn't get a call back after he was told the manager would call him. By the looks of the profile, he was dispositioned and not scheduled for an interview. This is the second profile found like this today. Good news though, Mia made an offer by a totally different manager just because she asked! - Alison Nault

### **MIIN & Meijer Pixi Teams**

I just wanted to send a thank you to the team for all of the hard work that went into the transition to in-line. The Pixi pog looks gorgeous and we are already starting to see an increase in sales each week! Way to knock it out of the park!! Thank you all!! - Kristin N, Wodika Devine



CAN I GET A  
WOOP!  
WOOP!

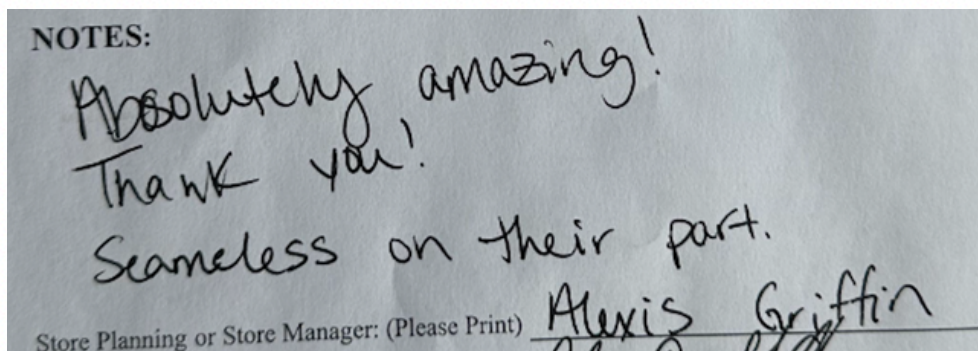
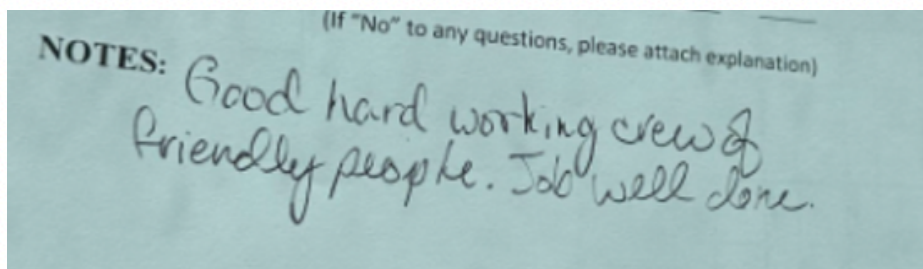
APPLAUSE, PLEASE!

### **Jen Jones & Team**

Jen, Brittany, Bailey, Sarah, you all are rockstars and I appreciate everything you do on a daily basis. Not only do you continue to maintain having industry best quality standards - but you manage to deal with me, so for that I'm extremely grateful. Thank you for ALL of your help on Kroger, along with all of the other retailers that you help me with. If there is anything that I can do to be a better partner for you, please let me know.

Thanks again for your hard work and dedication. - Tracy Huddy, Neutrogena

### **Dontae Smith, LaNyia Smith, Monica Williams, Quincy Williams**



Awesome recognition from Thorntons!! Great work!- Sherry Gifford



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Laura Cowley**

for her hard work in assisting the Equipment Certification team by putting together an advanced spreadsheet to help organize the equipment certification documentation for easier visibility and maintenance as well as helping to assist in the creation of equipment cards for field employees. This was well above and beyond what we had hoped for when we brought her in the help facilitate crosschecking old documents against current documents to ensure there were no missing entries and has been a great help to the team.- Garth Miller

### **Brittany Padilla**

I wanted to take a moment to recognize Brittany Padilla's outstanding work as a District Coordinator for the West Region this quarter.

As she and Judie Still have taken on a new market—one that comes with its fair share of challenges—Brittany has been an incredible support to both Judie and me. She has played a key role in scheduling the 7/11 project and has been instrumental in double-checking any discrepancies to ensure accuracy.

Her dedication and hard work are truly appreciated!

Thank you, Brittany! - Chris Browder

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Robert Larison**

I was extremely satisfied with the professionalism of the gentleman named Robert who came to my house in Sherwood yesterday to assemble my computer furniture. First of all, Robert gave me a call to let me know he was on his way and that he was about ten to fifteen minutes away from arriving. Robert did arrive on time and was cordial and communicated well. I directed him to the room where my furniture was stored in three boxes. He asked me exactly how I wanted my office furniture put together and positioned in the room. Then he quickly got to work and worked diligently non-stop until he got it all assembled. He set up the furniture exactly as we had discussed and positioned it in the room exactly as we discussed. He quickly took all of the boxes outside and cut them up so that they would fit into my trash can. He stacked the ones that would not fit into my trash can very neatly in my garage. He also made sure that he had removed all of the torn of parts of the boxes that were in the room where he assembled my furniture and left that room neat and clean. I could not have asked for a better outcome for the assembling of my furniture and was so glad that I had someone as professional, personable and efficient as Robert. He is a definite asset to your company. I would not hesitate to recommend Apollo to anyone who needs to have their furniture assembled! - Gwenn, University of Arkansas Dept Neurology.

### **Kevin Credle**

Customer said he was so personable and knew exactly what he was doing, really calm,, and really pleased with the work. He's a fine rep for our company! - Lynn Wade

### **Joseph Davidson's Team**

6 people, 33 hours (Joseph Davidson, Jacob Davidson, Andrew Davidson, Caleb McWilliams, Destiney Barber, Akeem Jackson, Jermaine Johnson)  
296 sections to start. All is done. We did run out of the new \$1.25 strips. They are on order. We put clips on shelves, so store ops can just slip them in when they arrive.  
Store looks really good and I would like to thank all parties involved for their support and hard work.-  
Robert & Donna from Dollar Tree

### **Robert Hatley**

He finished and did a great job  
- Customer Richard O.



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

## Robert Larison

this awesome Country Mile award that celebrates our BTR team that handled a 3 wk Tractor Supply project in Plant City, FL? The project just wrapped up and it was led by Superintendent Terry "TC" Cunningham and Site Supervisor Josh "Dema" Halberstam.

This fabulous team(Nominees) should all be acknowledged:

Terry Cunningham  
Joshua Halberstam  
Tyler Tinch  
Nicolas Rodriguez  
Danielle Morgan  
Earl Dix (Wk 1)  
Steven Halstead (Apollo)



CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

## **Raven Land**

Big Kudos to Raven right now on BDS call. They are saying she, "Rocked it!" as they found 5 awesome people for the team from her.- Heather Petrone

## **HD 207 GSR Project Team**

Jesus ( Sito ) Rivera > Team player stepped up with helping run a team helped with explaining everyday tasks to our Spanish 3rd party. Completed every job giving on time and clean. ( Very valuable asset on this project. )

Albert Silva > Team player stepped up with helping run a team. Completed every job giving on time and clean. Comes up with solutions that made his project finish sooner. ( Very valuable asset on this project. )

James Scharf > Team player stepped up with helping run Racking team. Took on some of our bigger moves Carpet and Wire Machine demo and moves. Shifted most of the aisle moves. ( Very valuable asset on this project. )

Hope to see these 3 on my next projects as Department heads for HD 6342 New Store.-  
Anthony Mioton, Superintendent

## **Jason Howerton & SAS Team**

Huge shout out to Jason. The original tech must have made some errors on his first visit with the customer Ginger. So, Jason went back out with the original tech to correct the issues. The customer was very impressed with Jason's patience and professionalism while coaching and training the original tech, Marquez Douglas. - Lynn Wade

Making this customer happy was definitely a team effort that included Lynn and Kimberlin in the Parts Dept, DC Keyanna and DM Bill and Rich Lalla all communicating to get everything the customer needed quickly so we could arrive and get the job done. - Jason Howerton





## *Recruiter, Sherona Kerr*

Sherona Kerr has a diverse background in recruiting for merchandising, making her an invaluable asset to our team. As our top producer, she brings a wealth of experience and expertise to the table. Sherona's career includes her tenure at Advantage Sales and Marketing, where she worked on the Unilever account. Her experience doesn't stop there; she also served as a district manager, gaining invaluable insights into the industry. Additionally,

Sherona's earlier role in merchandising has equipped her with a deep understanding of the field, further enhancing her ability to identify and recruit quality merchandisers.

# AWARD *Winners*

Congratulations to our recruiter Sherona Kerr on winning the prestigious Gold Award for achieving the most hires in 2024! With an impressive 1,331 offers leading to 687 hires, Sherona has truly excelled.

Coming in second place is Yvonne Lasham from California, who made an outstanding 596 hires from 1,060 offers. Well done to both for their exceptional achievements!



## *Recruiter, Yvonne Lasham*





# ASSEMBLY VETERAN

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In this edition of the Insider, we're celebrating the incredible dedication of our assemblers & SAS management who have been with us for over ten years! Their hard work, loyalty, and craftsmanship have helped shape who we are today — and we're so grateful to have them on the team. Cheers to a decade (or more!) of excellence!



# *Assembly* **VETERANS**

Gene Baldwin  
Alejandro Bermudez  
Bill Blakley  
Adrienne M Brittain  
William Burrell  
Andy Caudle  
Mike Dango  
Darrell Davis  
Eversley Dewer  
Deborah Diaz  
Margaret Elixson  
Carlos Franco  
Eve Gavin  
Steven Gilbert  
Dustin Hall  
William Harris  
Robert Hatley  
Richard Haueter  
Jason Randolph Henry  
Tracy Hensley

Michael Hil  
Jason Howerton  
Jerome Johnson  
Penn Johnson  
Phillip Johnson  
Shun Jones  
Jack Kranz  
Donna Kranz  
John Kusaeza  
Rich Lalla  
Philip Lancaster  
Mike Lapral  
Brad Larson  
Donald Lawrence  
Rich Lofton  
Terra Lynne  
Keith Mallder  
Jeffery McFall  
Ivan Mercenit  
Dennis Moore

Thomas Obright  
Theron Oubre  
Hary Parker  
Erie Patterson  
Harry Patterson  
Juan Ramos  
Roy Riley  
Glen self  
Tommy Shepherd  
Rod Shuster  
Robert Sloane  
Steve smith  
Charles Steckman  
Scott A Stevenson  
Michael Talley  
Tim Tegel  
Luis Trelles  
Patrick Walsh  
Peter Wiest  
Glenn Yackel



# CORE VALUES AWARD SUBMISSION

Ready to nominate? The Core Value Awards recognize outstanding team members who exemplify our company's core values: TEAMS

**TRANSPARENCY - EMPOWERMENT - ACCOUNTABILITY - MASTERY - SIMPLICITY**

**1**

**Scan The QR Code  
to Nominate**

**2**

**Submit a detailed  
write-up**



**CHANNEL PARTNERS**

click the code or scan!



# *stay* **CONNECTED**

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