

January-February 2021

# the INSIDER

Apollo Hires Space-  
Planning Expert

Assembler Featured in Netflix

Jim Claro Retires

Apollo Awards, Kudos, & More!



Darren Jahn, Warehouse Manager

# CERTIFICATE OF EXCELLENCE

This certificate is presented to



**Nicole Pennington, Team Lead**

Nicole is one of our many hard working and dedicated employees in the field. We would like to recognize her today for her outstanding leadership.

She has been a major part of our teams success in the field for this year's cosmetic season and past seasons in the Florida market.

Her teams consistently finish their projects earlier or on time and within the budgeted hours allocated.

She goes above and beyond for her DM Kathie Cox. Nicole has been instrumental in the training of new team members and potential future cosmetic leads.

Nicole we appreciate all you do and your hard work has not went unnoticed.

-Clayton Mitchell, Regional Dir. MIN



**Lynn Wade, CSA Manager**

Throughout my years working with Lynn, she has always been fair, put her team first, and gone out of her way to accommodate our needs . She is there for assistance and guidance whenever we need it. I have worked a weekend occasionally and been able to reach out to her with assistance if I need it.

She has worked double shifts when we have been short staffed or someone was out ill. She does her best to build a unified team where we all feel like a work family within the contact center. She at times puts our needs before her own. She exemplifies what a manager should be and more.

-Dawn Warren, Customer Service Senior Agent

for demonstration of superior performance, hard work and dedication.

C. Michael Sunderland  
President

2021

*C. Michael Sunderland*

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

### **Aurelianna Hall**

*I wanted to give a shout out to Aurelianna. She did a superfantastic job last week and this week. She was a tremendous help finishing Revolution by herself so I could work on Elf. It looked great!*

### **Kenneth Williams**

*I just received a call from Kim Muller and she said you went above and beyond this morning in making sure you were able to get her taken care of with her desks. I wanted to make certain you knew she praised your work and tell you to keep up the great work!-Jason Henry*

### **Mark Spaulding**

*Numerous customers have been communicating to say how outstanding Mark Spaulding is at assembly. He's received 5 - 5star reviews on Google within the past 2 weeks! Keep up the great work!- Marketing Manager, Heather*

### **Pamela Sheraski & Team**

*I wanted to recognize Pam and her team for our resent reset. They did an amazing job getting everything done timely and complete. They took feedback from us along with walking everything with my leaders at the end. It was a great experience and hope we can have her lead our future resets.- Laura Tally*

### **Pablo Rodriguez & Team**

*Just wanted to give a huge shout out to Pablo and his crew. They were one of the most efficient teams that I have had the privilege of working with in over 30 years of retail. They need to be commended on what they accomplished. They were very professional, courteous, and always let us know what was going on as well as what to expect from the other crews that were coming in behind them. -Lee S.*

### **Brian Zick & Team**

*Fastenal Store completed by Brian Zick and team in 4.5 days with excellent results. Great Job! - Mike Lewis*

CAN I GET A  
WOOP!  
WOOP!

## APPLAUSE, PLEASE!

### **Tim Gerheim, Lee Hendricks, Dovie Fuller & Teams**

*I would like to give a "shout out" to the below Team Leads and reps for their phenomenal work on the last minute request to do Gun and ammo removal projects for Walmart. We received very good reports on all 3 Teams from the Store Planners on their work ethic and knowledge of the SOP. Several of these reps traveled to the project with a 1 or 2 day notice and should be commended for their dependability and dedication. Company rep said they were exceptional in the report!--James Sumpter*

### **Alejandro Guterrez**

*The customer for this order just called back to praise Alejandro - she said he was wonderful, and did a great job. I love calls like that!--Janel, CSA*

### **Lynn Wade**

*Lynn went above and beyond to help my family with a very difficult situation with trying to get my brother who is disabled, moved to a new assisted living facility and get his desk assembled in time for the move. We had no leeway with the facility or the movers and there was no room on the schedule for this assembly, but Lynn reached out to her scheduler and found a way to make it happen. Thanks from our entire family. What a nice person who really listened to my problem and kept helping until we found a solution. Thanks Lynn!!- Customer*

### **Keith Mallder**

*I just wanted to take a moment to recognize Keith Mallder. I think he must have done 100 of these Grow Lights and he has been amazing. I know from the first photo it is him and that it is going to be good...he has found probably 95 % of the product in every store (all in most)...Keith has been truly exceptional on this project..- Jeff Dixon*

### **Layne Conner**

*Customer called to inform that tech Layne Conner did an amazing job on her order. He was fast, and his attitude was great. She's going to leave a good review online for him as well, but she wanted to call us to let us know.*

### **Foster Johnson**

*Early 2021 reminder that Foster is awesome and everyone at F&D loves him- Sam H.*

### **Erskind Deramus**

*Mr. Basco called to compliment tech Erskind Deramus. He said that he did a great job and was very polite, and that you should give him a large raise. ☑ He also asked for your email so that he can contact you directly.- CSA, Heber*

CAN I GET A  
WOOP!  
WOOP!

## APPLAUSE, PLEASE!

### **Bruce Virgil**

*The customer called to commend tech Bruce Virgil for his professionalism, quickness, and knowledgeability. He said that "it's been a long time since I've received such phenomenal customer service.- CSA, Janel*

### **Parker Feldman**

*customer called to inform that Parker did an amazing job on her assembly, he was professional, fast, and very friendly. she is going to refer us to everyone she knows. and If she ever needs anything else assembled, she will give us a call back.-CSA Heber*

### **Donald Schaak**

*Customer called to inform that Donald Schaak did a great job on the assembly of his item. He was very professional, did not waste time with small talk, and showed up exactly when he said he would.- CSA Heber*

### **Philip Lancaster**

*Customer called to inform that he was astounded with the assembly that Philip Lancaster did for him. He is absolutely going to give us a call the next time he needs help. He also informed that Philip was very professional, fast. He used the word mesmerizing to describe the way that Philip assembled his item.*

### **Travis Ebanks & Team**

**Traviss and his team did an amazing job getting the store set and ready for business. They were always on time and worked diligently throughout the entire time they were here. Traviss kept me very involved in the process to make sure that things were exactly how we wanted them, and brought issues to my attention instead of just doing exactly what the drawing showed. This turned out to make things come out much better for us here. His team also helped us to separate the non-MBI inventory as they put away the MBI inventory, and it was a huge help as now we will have a much easier time locating and putting the non-MBI inventory away properly since it is already organized. We at CTSTA are extremely happy with how this reset has turned out and definitely recommend Traviss and his team be the ones to come in for any future store resets in our region.**

**Sean Curry, General Manager (CTSTA)**

CAN I GET A  
WOOP!  
WOOP!

APPLAUSE, PLEASE!

**Tim Gerheim (team lead)**

|                 |
|-----------------|
| Robbi Daniels   |
| Torrey Kehley   |
| Zaria Perry     |
| Floyd White     |
| Tevin Gray      |
| Candis Cook     |
| Eric Rousey     |
| Renardo Stewart |
| Takesha brown   |

**Tim Gerheim, Lee Hendricks, Dovie Fuller & Teams**

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**Lee Hendricks (team lead)**

|                 |
|-----------------|
| Cody Croft      |
| Perla Sermeno   |
| Jeffrey Sowell  |
| Patrick Winston |

**Nicole Pennington & Team**

*She went above and beyond for us and really understands her job, which makes our lives so much more easy. She is one of the first vendors that truly took care of everything and didn't try and tell us we had to order missing pieces. We just wanted to make sure your team got the proper recognition they deserve, because we are not always so lucky to get such a great vendor team. If we can request Nicole for all vendor sets we would love to do that. - ULTA*

**Dovie Fuller (team lead)**

|                   |
|-------------------|
| Kimberly Landes   |
| Gwendolyn Payne   |
| Heith Housewright |
| Caleb Price       |

**Shannon & Tracy McClelland**

*They are a great team. Always willing to go above and beyond and take on a last minute job. They have done a great job training new cosmetic reps this year and have completed all of their Ulta stores early with a lot of new team members and some capital project reps who have never done cosmetics. They take the time to train and work with them to give them what they need to be successful going forward. They are a valuable asset to our company and my team. I know every project they do will be done correctly and with the team following all of Apollo's policies.-Rachel Lee, DM*

**Mike D'Angelo**

*One of the best experiences I have had with repair technicians. Mike is just a great guy, very personable and efficient. Kudos to Apollo for their choice of technicians!-  
Customer*



CAN I GET A  
WOOP!  
WOOP!

## APPLAUSE, PLEASE!

### **Frank Lujano & Team**

*I just wanted to let you know that Frank and his team done a fantastic job on the lighting set at 733. The store was complementary everyday of the positive attitude and attention to detail he displayed even when things were not working out as planned. Thank you for sending him to this set and supporting us through all the issues.-Ryan from LOWES*

### **Philip Lancaster**

*Customer called to inform that he was astounded with the assembly that Philip Lancaster did for him. He is absolutely going to give us a call the next time he needs help. He also informed that Philip was very professional, fast. He used the word mesmerizing to describe the way that Philip assembled his item.*

### **Cosmoprof Crew - Store #6629**

*I wanted to express my appreciation of the hard work that the Apollo Team did this past week at our store (Cosmo Prof West Columbia,SC) Your professional, timeliness,and accuracy did not go unnoticed. Thank you for all your hard work- Cosmoprof*

### **Don Lawrence**

*Don arrived on time and gave an estimated time of an hour for completion of the hutch which was right on target. Don was very professional and courtesy and we love the completed set. Thank you for making us whole and changing the buyers experience for us. I really appreciate your follow through! - Assembly Customer*

### **Cynthia Pompa & Team**

*Great work on the 7 week IKEA Bedroom remodel - Dustin Hall (picture of group below)*



# APOLLO TAKES ON SPACE PLANNING EXPERT FOR PROFESSIONAL SERVICES

BY HEATHER PETRONE



**G**rowing up, Shawn Gaddy killed it at a popular Nintendo game called Tetris, a puzzle-type video game where players quickly rotate, organize, and fit shapes together to eliminate spacing. Little did he know, that one day, he'd use those same skills to make a career in the world of retail space planning.

Space planning wasn't something Shawn had his sights on, however. He actually sort of fell into thanks to a career at Walgreens. In 1988, Shawn became a corporate merchandiser for the drug chain, and later, in 2001 Walgreens asked Shawn to be an area merchandiser for special projects such as Hispanic-store conversions. It's interesting to note, this was the first time Walgreens had hired a third-party merchandising company like Apollo Retail for their solutions.

A couple years later, Southern California saw a rapid expansion with Walgreen stores and Gaddy managed to handle the new store openings for all of them in the area. It was here where he ended up rewriting the store opening calendar - making it much shorter than Walgreens was ever used to. Shawn said it typically took about 63 days for Walgreens to open a new store, when the rest of the country would typically open stores in an average of 28 days. Six months after Gaddy came in, he had stores opening in an average of 21 days.

After a couple of years, Shawn was promoted to manage all new store openings throughout the whole state of California, and later managed openings in Hawaii and Alaska. Walgreens President, Jeff Rein, took notice and Gaddy was promoted yet again. Soon, Shawn would handle 600 store openings a year for the retail drugstore giant. It wasn't until about 2011 however, when Shawn would start his move into conversion planning. This is where Shawn looked at the overall impact of construction, the change overall, and the operational effect of the store. He and his team evaluated how the budget was missed and decided to come up with tools for better efficiency. This started by building a visual phase plan so that people in the field could actually see the changes that were supposed to happen. Next, came time and labor studies to create a move plan. This would show how many hours it would take to do a reset, how long it would take to rework shelving, give labor estimates for third-party help, and also figure out how much third-party labor would actually be needed in the first place – it was

shelving, give labor estimates for third-party help, and also figure out how much third-party labor would actually be needed in the first place – it was all very progressive. Gaddy's breakthrough moment, however, came in 2011 with Walgreens' "Well Experience" remodels which he states were, "...quite expensive running at 1.5 million per location." It was here that Gaddy learned how the retailer's divisions would compete for square footage space. The project needed a temporary pharmacy in the middle of the sales floor for 17 weeks during the remodel. Gaddy would go to construction meetings with the VPs of Walgreens and hear one department needing 900 square feet and the temp pharmacy needing 3,000 square feet, but Gaddy knew it wouldn't work. After eight months of talking about it, he finally showed them why it wouldn't be a success. Gaddy built three-dimensional boxes out of foam core to show at scale how there would be no room in the store left for merchandising. He said, additionally, with that plan, shoppers would be sardined into a box with practically no room to shop. They were talking in circles about it for eight months, but it wasn't until Shawn actually built it out to scale that others could actually see and understand what he was talking about. From that point on, Walgreens let the operational team take over. "To say that a picture is worth a thousand words is really true when it comes to planning," Gaddy said.

Later in 2013, he would be asked to do a Duane Reade conversion in New York where the store needed to be completely remerchandised. Gaddy had no idea what was going on in the store since there was no physical plan. What was the height of the ceiling? How tall are the fixtures? What brand of fixtures are they using? What's currently out on the sales floor? And what about the back room? Data needed to be collected with a store survey, and that store survey needed to be accurate. "The last thing you want to do is get to a store and have people come in thinking there are 19" base decks on the fixture and realize they're not. Or, hey, we have to order metal and not realize oh this is a Madix fixture not Lozier," Gaddy said. "New York is very difficult to convert in, so we looked at the 3D technology to reduce expense and delays during the conversion." Gaddy gave several companies the opportunity to use cutting-edge 3D technology to survey the space because his team really needed a viable and continual look into the store. They tested three different 3D virtual companies. It



was later, though, when he would be the first to take the now-popular technology Matterport to Walgreens.

Then in 2015, Gaddy would move on to become VP of Space Planning for Fred's Pharmacy. "Space planning taught me the importance of adjacencies inside of a shopper's zone of interest," he said, "and you really need technology for that continual look into your store." Luckily, since Matterport can now tie into Revit, Gaddy thinks it's a big game changer for retail because you can now create 3D models for all stores. "You're able to consistently go back and understand the condition of the store if you're planning a space change," Gaddy said.

He explains how the store-with-in-a-store concept really helped some big box formats keep up with giants like Amazon and Walmart. "Best Buy survived the Walmart and Amazon challenge because they took a look at their store and changed it to how shoppers want to shop today. They changed their entire footprint by leasing some of that space. They own prime real estate, and to get that foot traffic back into their store, they're constantly having to add new content to attract shoppers."

"Every retailer that has space today, what are they doing to actually entice people to come back in and shop after we come out of this pandemic? Because we've gotten use to shopping online. How do you pay for that square footage if you don't have the foot traffic? I think every company is going to be looking for the ability to know and understand what their store base looks like and understand how they can make continual changes to that space to create more foot traffic."



**With Gaddy's help, Walgreens reset this entire store in one week. Watch it on youtube.com by searching "Walgreens... Fast, Flexible, Friendly, Customer-Centric Retailing"**



**"I BELIEVE A PHASE PLAN AND MOVE PLAN CAN SAVE ABOUT 10-15% OF YOUR LABOR LEAKAGE."**

Gaddy knows you can't make a change without having a plan. "I believe a phase plan and move plan can save about 10-15% of your labor leakage," he said. Shawn's visual playbooks and move plans are imperative when it comes to development and implementation of a project, and he knows his system for project implementation works. He once had a project with Walgreens that they estimated would take 1300 hours per store, but with his visual playbooks and move plans, he got each store down to less than 1,000 hours. "We reset an entire store in one week with a small team and based on the move plan and good scheduling we were able to significantly reduce the time and the budget," he said. "We can help make the changes, protect sales, determine the cost, field the labor, give detailed reporting, overall, we give you the best bang for your buck."

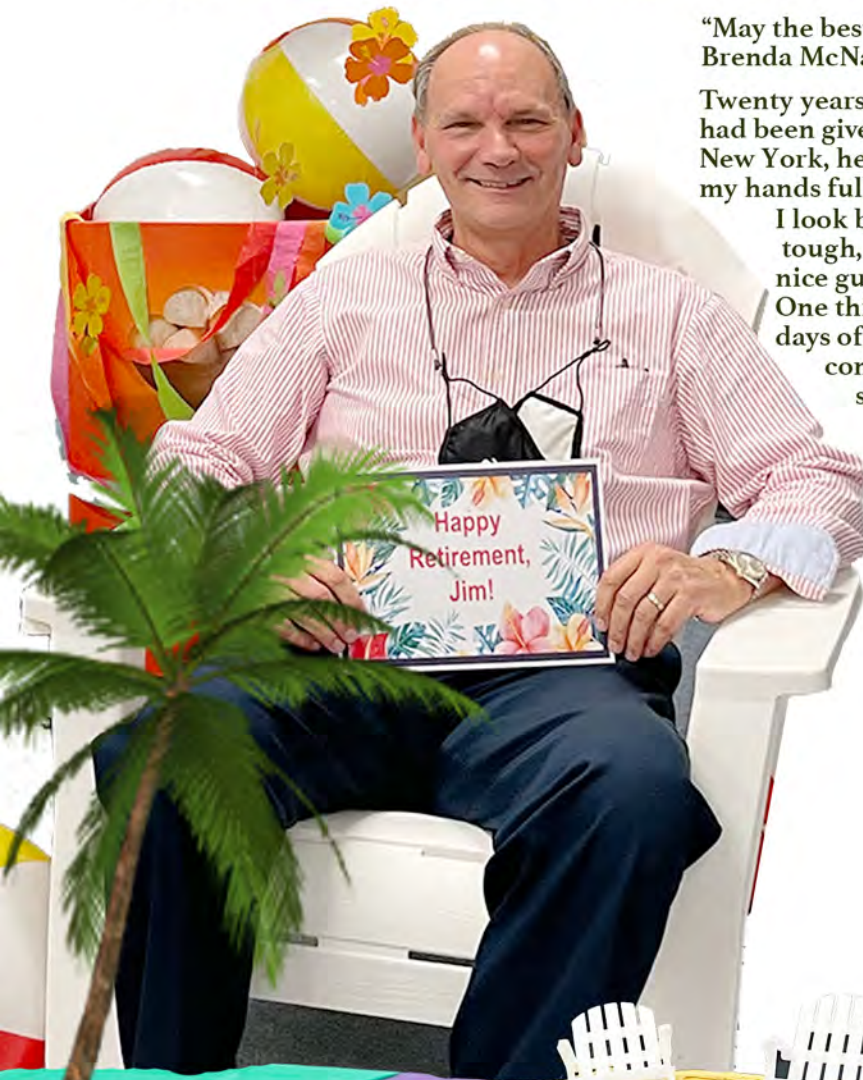
# JIM CLARO RETIRES FROM SERVICE

“By far this is the best company in terms of the way they treat their people!” said Jim Claro at his surprise retirement party at Apollo’s Headquarters. “When we first put this business together, a handful of us came over from Advantage - we identified a small group of people saying if we could get certain people over we would a strong team. For years we couldn’t get him, but finally we were really pleased when he finally said yes and he came over and jumped into the struggles and headaches we had to be part of this family. I can tell you, you were family since the day you got here and I can tell you every expectation we had for you was met, so go out there and have fun!” Mike Sunderland.

“May the best of your past be the worst of your future!”  
Brenda McNabb, business associate with Jim for over ten years.

Twenty years ago, I was just starting into management and I had been given a new person in my department. He was a typical New York, he let you know his opinion. I thought, “Oh, I have my hands full.” He really helped me grow to where I am today.

I look back and think if I have to deal with someone who is tough, I got this because I dealt with Jim Claro. Now he’s a nice guy! Jim has chilled out since he’s moved to Florida. One thing that’s impressed me is Jim is always asking for days off because he was going to do something with the community- soup kitchen - all these different things, so when I grow up I want to be like Jim.” Mike Torres, GM of Apollo.



**GOODBYE**  
*Tension*  
**HELLO**  
*Pension*



# NETFLIX FILM FEATURES APOLLO ASSEMBLER

Tom Malley has been a bike assembler for Apollo for over 8 years now, however, not many people know he's a bit of a movie star. Malley grew up in New York City and was a part of the Irish community there thanks to his heritage. In his 20's, Malley was cast in a play where he spoke Gaelic (he still speaks and even teaches the Irish language to this day). One of the guys he worked with got him involved in off-off Broadway theatre there. A director noticed him and gave him another major part utilizing his acting skills, and then Malley went on to radio school from there. He moved to upstate New York and worked in radio, did a few plays there such as West Side Story and Brighton Beach Memoirs. However, after he married and had kids, he left radio for a better paying job working in a factory. He

continued to do plays here and there locally such as a Christmas Carol. One night after the performance, a guy introduced him to a woman who thought he was a professional actor. At this time Governor Cuomo was giving out incentives for movie companies to film in New York. Malley saw an advertisement for extras and signed up for a non-speaking role. He remembers the scene called for him to sit in a circle and listen to a guy admit he had issues with drugs and alcohol. During the scene, the director noticed instantly that Malley wasn't a typical extra – he could actually act. Malley later auditioned for the role of an oldman in a film that won an award at the Sundance Film Festival in 2018. Malley confronts some starving children who are trying to steal vegetables from his garden to eat. His character invites the kids up to his house to get some food, but becomes angry when they start lying to him. "I still get my residual check from that film which comes to about \$6.00, but I don't care about the money, I think it's fun," said Tom. You can see the film and Tom Malley's work on Netflix. Just searched for the title "We the Animals."

The image is a movie poster for the film "We the Animals". It features a young boy in a forest setting, looking up. The title "WE THE ANIMALS" is written in large, white, handwritten-style letters across the top. A Sundance logo is visible in the top left corner.

# N



# Look Who Didn't Practice Social Distancing



Jaxon Padilla  
Born: November 21, 2020  
Proud Mom: Brittany Padilla  
Weight: 2lbs 2oz



Gabriela Estrada-Schaefer's  
new edition !  
Her name is Aurelia.



Madison Grace Abney  
(Melissa Hardy's Newest Grandchild)  
6 lbs 14 oz , 20.25 inches  
12/22/2020 at 12:55 am

# PROUD MOM MOMENT

Beverly Ruyle, VP of Business Development at Apollo participated in the pinning ceremony of her son Zachary becoming a Chief Petty Officer in the Navy. With Beverly doing the honors is Zach's brother Eric, a retired Chief.

Way to go Zach!

Thank you for serving our country!



# WE'VE GOT BADGES & HOTLINES

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Our badges have a new look. If you've lost your badge or yours is damaged, please reach out to your DM for a replacement!



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

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Need Training? Go to [www.universityofapollo.com](http://www.universityofapollo.com)

## Contact Us for Submissions!

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

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