In May, Regional Vice President Tom Dennis and his team were presented with a fantastic but challenging opportunity by Roundy’s: They would be offered the chance to support the retailer’s “Go Fast” project, an aggressive plan to update 28 stores in Northern Wisconsin. The catch? The team would need to hire 400 associates in 45 days.

“There were so many obstacles that we faced with this project,” says Dennis. “First, we were hiring in a tough market, and second, we were doing it in a short period of time. Third, we were figuring out how we could strategically allocate resources.”

Despite the odds, the team rose to the occasion and accomplished their recruiting goals. Now, they are tasked with completing 6-7 stores per week, with employees dedicating an average of 3,750 working hours per location – and they’ve been finishing each store ahead of schedule.

Though this project is ongoing until the end of the year, the individual stores that have been completed are seeing big increases in sales, showing the clear difference that SAS can make for retailers. Once the Madison market is finished, the team will move on to tackle the Milwaukee market in 2017.

“I could not be more proud of our program,” says Corey Wiesner, SAS Program Manager for Roundy’s. “The Go Fast project has been a total team effort. It’s truly impressive what has been accomplished within a short period of time.”

“I have one word: Amazing,” continues Dennis. “The time and the energy the team put into this in order to pull it off is amazing. These guys deserve all the credit in the world.”

“Things are going well and I am hearing very positive things from the store teams. They had great praises for the SAS Project Managers. The team has jumped in and helped on sets, equipment and replenishment – it’s been great!”

– Mike Nelson, Roundy’s VP of Retail Support Services
Q&A with Adriana Saldivar
Office Manager

If you’re looking for someone who knows the SAS business inside and out, you’ll find that person in Adriana Saldivar, a 13 year SAS veteran, Office Manager and human Swiss Army Knife. If there’s a job that needs to be done at SAS HQ, she’ll find a way to do it. “Adriana is the one that’s really in charge and running everything,” says SAS President Michael Bellman. “Nothing would get done if it wasn’t for her.”

Join our conversation as we pick Adriana’s brain about the organization, the people that make up SAS and even the woman herself.

Q. How long have you been with SAS?
I joined the team in April 2003. Before that, I was working at a distribution company and doing client services and customer service. I worked closely with buyers of domestic and international goods, and also grocery stores.

Q. Can you talk about the different positions you’ve held at SAS over the last 13 years?
I started out as a receptionist. Once SAS began to grow, I became the Administrative Assistant for Michael Bellman (President of SAS) and Tim Felix (Senior Vice President) for a few years. Then we grew even more, and I started doing payroll to help out the Finance team. Eventually, I took on HR responsibilities and even became the Office Manager, doing admin tasks along with IT. I do a little bit of everything!

Q. What’s your favorite thing about your job?
I really like helping everyone. I try to make all employees, whether they’re full-time, part-time, in the office or out in the field, feel as comfortable as possible. I truly enjoy supporting them on a day-to-day basis, and it’s great becoming a family of sorts and seeing associates grow.

Also, I have the best bosses – they always put the employees first before the company. It’s hard to find an organization that’s as supportive as SAS.

Q. What do you think makes SAS a great place to work?
The managers, the flexibility of the job, and the available training and tools.

Q. Describe your favorite day on the job.
We used to have company BBQ’s at the warehouse and everyone would get together to grill. Everyone’s so busy and sometimes I don’t see people for days, but I always look forward to the events that bring people together.

Q. What are some resources associates may not know about that could help them with their day-to-day responsibilities?
- Access HR
- Workday (I always remind new associates to read the handbook)
- The Register (for Full-Time associates)

Also, I always encourage associates to bring their questions to their managers or their HR Business Partner.

Q. What goals do you hope to accomplish in 2016?
As many associates know, we’re about to experience some big system changes, and I’m eagerly awaiting those to be implemented. I’m excited to move forward – these improvements are going to drive business and make it easier for payroll and other processes.

Q. What would people be surprised to find out about you?
I think everyone knows me pretty well! Other than that, I have four kids, ages 21, 20, 18, and 7.

Q. What’s your favorite quote?
“If you’re not first, you’re last.”

“Work hard, learn as much as you can, absorb everything and participate.”
Finding Success by “Focusing on Fresh”

Earlier this summer, the Ahold team buckled down on the “Focus on Fresh” campaign, in which the team was given a one-week timeframe to execute and record results in 790 stores. The goals of the project included, among other objectives:

- Installation of campaign table signage and floor banner boxes
- Direction of Produce Management on campaign inserts, side cars and toppers

Phase 1 of the project (“Manager Picks”) resulted in a 97% completion rate within the limited one-week timeframe and received a 99% ISA Satisfaction Rating. The opportunity also gave the team the chance to positively align with the retailer’s logistics support and store operations, opening up a dialogue between the groups about best practices and resulting in an approximate 30% increase in execution success.

“This was a great chance for us to prove what SAS can do for our retail partners,” says Albert Valle, Program Manager.

Converting Mars Stores in Baltimore

At the beginning of August, the Weis Operations team was asked to hire over 130 new associates in an effort to convert five Mars stores over a very short turnaround time of three days in the brand new Baltimore market.

After working around the clock with day and overnight shifts, the project was successfully completed on August 4 and each one of the stores opened on-time to crowds of new and excited neighborhood shoppers.

“These conversions were certainly a challenge but the entire SAS team came together as one to ensure the project was a success,” says Torres. “When additional help was needed, we found great partnership between the different groups in the Northeast as reps from as far as Chicago were willing to come out and help.”

“This is a great example of leadership and getting it done,” says Michael Hankins, Senior Vice President at SAS.

Fred Meyer Remodels in Spokane, WA

Beginning in July, the Fred Meyer team was tasked with simultaneously remodeling four Fred Meyer stores in the Spokane, Washington area, with the goal of putting a stronger emphasis on grocery, fresh and kitchen.

When the project was assigned, the staff of six associates needed to grow to 70, meaning there were recruiting obstacles to be faced. Fortunately, those obstacles were overcome, and feedback from the retailer has been extremely positive thus far.

“There have been walk-throughs completed by leadership from both Kroger and Fred Meyer, and they complimented us on our uniforms, badges and our use of Kroger’s philosophy of Acknowledging, Assisting and Appreciating,” says Rick Bejar, Program Manager.

“I would like to thank the entire team for their efforts, for keeping the project on budget and for setting the pace,” continues Bejar. The remodels are set to complete in mid-October.
On June 6, the Raley’s RISE team celebrated the completion of one year of service. The team gathered at a meeting to recognize and reward associates for their contribution to the success of the program.

“We had an excellent year and exceeded Raley’s expectations,” said Gilbert Alvarez, RISE Team Program Manager. “Our Team Leads, who were challenged to be leaders, quickly learned that the quality of work is as important as the quantity of work.”

During the event, Raley’s Director of Store Merchandising Steve Fischlin thanked the Team Leads for their hard work, while also emphasizing the high expectations that had now been set moving forward. The following promotions were also announced:

- **Athena Marshall** from Supervisor to Program Coordinator
- **Mike Meneley** from Team Lead to Supervisor
- **Robert Park** – Team Lead to Remodel Special Projects Supervisor
- **David Reynoso** from Team Lead to Supervisor
- **Linda Wagner** – Supervisor to Program Administration

The team is excited about year two of the RISE program, which has gotten off to a great start.

According to Courtney Brown, Harris Teeter Program Coordinator, the Planogram Team is the group’s secret weapon. “The team has really taken Harris Teeter to the next level,” says Brown. “We’ve gone from having inconsistent formatting and very few planograms to having one format across all departments and store-specific planograms.”

The team, made up of seven associates, has been working diligently to test planograms for accuracy while assisting store teams to help ensure their success. Additionally, the writers have been working to identify and correct opportunities well in advance of the resets so that planogram execution can be as flawless as possible.
Do you have HR-related questions? In addition to your managers and HR Business Partners, another resource available to you is AccessHR, an online portal where you can ask and submit your inquiries online.

Access HR ([https://accesshr.zendesk.com/hc/en-us](https://accesshr.zendesk.com/hc/en-us)) gives quick access to a few common questions, like:

- Can I review SAS company policies?
- Who do I need to contact for an Employment Verification?
- How can someone change their contact information in Workday?
- How do you update your Federal W-4 withholdings?

While you don’t need an SAS email address to use the site, you will need to set up a log-in and password.

Associates can also call 1-800-573-8861 or email gsd@daymon.com. This is available to all full-time and part-time employees.

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Grow with SAS: New Job Opportunities

Looking to keep growing and advancing within the organization? Here are just a few of the new opportunities we have available – apply today!

**SAS Supervisor – North Wichita/Central Kansas**

**Space Planning Analyst – Northeast/Boston Metro Area**

**HR Onboarding Assistant - Orange, CA**

**HR Generalist - United States, Remote or California**

**Jewel Program Manager – Chicago, IL**

For more job opportunities, visit the SAS Careers page online: [https://daymoninteractions.wd5.myworkdayjobs.com/SAS-Careers/jobs](https://daymoninteractions.wd5.myworkdayjobs.com/SAS-Careers/jobs)
Mark Gniot  Supervisor, California

Mark Gniot has been promoted to Supervisor for the Food 4 Less account after first joining the SAS family as a Merchandiser. With over 30 years of retail experience, he brings a unique perspective to his position. “I am honored to take on this new role and will bring my group to the next level,” Gniot says.

Mysti Rosenthal  Area Manager, NE

Weis associate Mysti Rosenthal has been promoted from Team Lead to Area Manager. Rosenthal has been with SAS for two years, and started as a Merchandiser. “Mysti encompasses the SAS can-do attitude wholeheartedly as she took great ownership of her responsibilities as Team Lead and thrived,” says Miguel Torres, Weis Program Manager. “I am proud to be able to say we continue our strong commitment to developing associates and promoting from within the ranks.”

Jackie Kasak  Space Management Analyst, SE

Jackie Kasak, Space Management Analyst and current manager for frozen planograms, has been recognized by the Harris Teeter team for her hard work and dedication. “Jackie joined the SAS team at Harris Teeter when we launched the program and has always gone above and beyond to make sure our program is a success,” says Courtney Brown, Program Coordinator. “She’s always willing to step up and support the team, and we appreciate her.” Kasak has been working for SAS since December 2015 and she enjoys playing on the SAS kickball team.

Stephanie Black  Program Manager, Albertson’s

Albertson’s Program Manager Stephanie Black joined SAS in February 2016 and has done an exceptional job. She has worked hard to create and institute best practices and training platforms for her field, supervisory and POG teams. “She has delivered superior retail execution results each week and continues to drive for efficiencies and excellence,” says Gina Pfister, Regional VP.
SAS Ahold Scores Big

On August 17, the SAS Ahold team played and won in a soccer match against the Daymon Brand Development team. The match was in support of Ahold’s initiative to be named one of the Best Places to Work. Both teams included representatives from Ahold leadership.

“It was a great team building event and it was a hard-fought competitive game,” says Alonso Garcia, Regional VP for SAS Ahold. “It was great to see Daymon and SAS collaborate to support Ahold.”

Happy SAS-Aversary to You!

Below are a few folks who are celebrating 10 years or more at SAS this year. From everyone at the company, we thank you for your hard work and dedication.

- Rick Bejar, 12 years
- Kevin Crawford, 12 years
- Peter Kalin, 11 years
- Jennifer Shin Kimura, 16 years
- Mark Oliverio, 11 years
- Adriana Saldivar, 13 years

SAS provides national retail merchandising services to a host of fortune 500 CPG companies, Distributors, Retailers and Wholesalers within the Grocery, Mass, Home/Hardware and Drug channels.