



# the INSIDER



## Show Up and Show Out

BY NATE HAGERTY, *EVP, IDS*

Congratulations on being an integral part of the Rosewood Family of Companies! Collectively, Rosewood consists of well over 1,000 employees spread across the country, from California to Florida and everywhere in between. With so many employees on so many projects, it can often be challenging to stand out when advancing your career. Fortunately, whether you’ve been working for less than a week or several years, there are countless strategies you can use every day to demonstrate your value as an employee.

Here are some targeted steps, many of which seem obvious (and they are!), which will have an immense and direct impact on your personal and professional growth.

### 1. Be Reliable & Dependable

Showing up is a given, but let’s take that one step further. Show up on time for every shift you’re scheduled to attend. Do what you say you’ll do. Come to work willing to pay attention, follow directions, and complete the job.

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# Show Up and Show Out, cont'd

BY NATE HAGERTY

## 2. Be Proactive

Contribute without being asked. Take initiative! Learn all you can about the organization, your role, and the responsibilities of your job. When mistakes happen—and they will on occasion—be accountable and take responsibility.

## 3. Be a Team Player

Jump at the chance to help a co-worker on a project or task. Support and encourage each other. We have common goals that require everyone to move as a unified force in order to accomplish them in the allotted time.

## 4. Be Flexible & Adaptable

By now, you have almost certainly heard leadership say, “Control what you can control.” This simply implies that you cannot control everything, so let’s not dwell on the things that are out of our hands. If we are constantly learning, we are better equipped to embrace change as situations occur.

## 5. Be Professional

This often starts with “looking the part.” Proper grooming, shirts tucked in, clean clothes, personal hygiene, etc., all play an integral role in how co-workers and clients perceive you. Live up to your personal values, as well as the core values put forth by our companies.

## 6. Be Positive

Come to work every day expecting positive results. Believe in yourself and your ability to do the job well. Avoid unnecessary gossip or complaining as this is counterproductive and does not coincide with a solutions-based mindset.

When you’re at work, always seek out ways to improve the company. Rosewood continues to be blessed due to the hard work and dedication of every employee. These blessings have manifested themselves in new sister companies and new roles that, in turn, are unique opportunities for you to take advantage of.

I would encourage each of you to consciously think about ways to go above and beyond, even when a task is difficult or mundane. Trust the process and create value. You will get noticed, and positive opportunities will come your way. Keep up the great work!

*“Superior performance is not, never has been, nor will it ever be, the by-product of ordinary efforts.”*

— Gary Ryan



# SEND US

*your Shout-outs*

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# PROVANTAGE

## Harbor Freight Teams

"I want to send a big shout-out to the current Harbor Freight teams. The following team members are making it happen, despite various obstacles during this roll-out:

Richard Morris, Rachel McMillan, Irene Gonzalez, Nick Ceja, Darryl Roberts, Kevin Ervin, David Orren, Isaac Evans, and Gabe Evans.

The teams' tremendous efforts on Harbor Freight projects produced a shout-out from our client. During a call with other 3PL providers, it was stated that ProVantage is the only 3PL team that is exceeding the expectations of HFT. Thank you, and keep the Spirit of Excellence going!"

- Emily R., *Project Manager*



## Harbor Freight Teams



# INDEMAND

## Shanda B., Recruiter

"IDS Recruiter, Shanda B., is a greatly appreciated team member who brings HUGE value and an excellent attitude to our Recruiting Department. Thank you for all that you do!"

- Amy S., Senior Recruiter

## Shanda B.



# PENMARC

## Erica Y., Field Ops Specialist

"Welcome to the Field Operations team in Raleigh! Erica has been an awesome installer in our Charlotte, NC market for the past three years and she recently came on board full-time in our Raleigh, NC office as a Field Ops Specialist. She will be helping the field team with all things training, travel, and onboarding-related. Welcome to the home office, Erica!"

- Lisa O., Director of Field Operations

## Erica Y.





# Thank you, Summer Interns!

This summer, Rosewood had the pleasure of hosting two summer interns from Campbell University – Casey Glover and Devin Valdez.

Over the course of ten weeks, Casey and Devin experienced the ins and outs of each of our companies.



## Casey Glover, *Marketing Major*

During her time with Rosewood, Casey was a beam of light throughout the office. Everyone appreciated her friendly demeanor and eagerness to learn. One highlight from the summer was her recruiting research project, which received high praise from IDS team members.



## Devin Valdez, *Finance Major*

Devin was an absolute blast to have around the office. His charisma and ability to make anybody laugh is an asset to any collaborative environment. Devin's favorite experience this summer was learning about operations and risk management from ProVantage's EVP, Scott Medeiros.





# Third Quarter: Becoming a Leader!

THIS YEAR'S QUARTERLY TOPICS:



First Quarter:  
Employee Engagement



Second Quarter:  
Creating the Best You

Third Quarter:  
Becoming a Leader

Fourth Quarter:  
Gratitude

## LEADERSHIP AND LEARNING ARE INDISPENSABLE TO EACH OTHER.

*John F. Kennedy*

We've all heard that familiar tune, "He or she is a natural leader." It's a common turn of phrase; however, it fuels a prevailing misconception that people are born leaders. But, the fact of the matter is: Leadership requires so much more than innate ability.

As any leader will tell you, the journey to becoming a leader is not an overnight endeavor - it is a long and arduous process. It demands every ounce of your fiber to obtain the skills necessary to inspire, motivate, and command a group of people. There are no shortcuts, detours, or roundabouts on this path. You have to be hungry to learn.

That's why we're focusing on "Becoming a Leader" in Quarter 3 of Leadership Live. We believe that every member of the Rosewood family has the potential to lead, and therefore, we want you to have the opportunity to learn and develop these skills.

Over the next three months, expert professors will walk you through three essential leadership skills - professionalism, business writing, and personal branding. While there's a vast spectrum of leadership lessons to be learned, this will undoubtedly point you in the right direction. Enjoy!

# Leadership Live Recap

## AUGUST'S LEADERSHIP LIVE W/ DR. SHERRY TRUFFIN!

Communication is the lifeblood of business, especially in the form of writing. The ability to clearly and concisely communicate your ideas on paper is an indispensable tool. That's why Dr. Sherry Truffin of Campbell University joined us to discuss business writing. Throughout her presentation, Rosewood employees learned about the impact effective writing can have on their career, the basic foundation of all writing, and strategies to improve their writing.

Dr. Truffin began the lesson by explaining the importance of writing and how it can affect your career. She described writing as a "threshold skill," meaning that employers often consider writing ability when hiring, firing, promoting, or demoting an employee. As Dr. Truffin explained, "In most cases, writing ability could be your ticket in...or it could be your ticket out." Therefore, it's essential to master the writing conventions within your specific field and workplace.

Now for the meat and potatoes: how to become a better writer. Logically, Dr. Truffin began with the foundation of all writing, which is defining your purpose and audience before you start writing. This is a critical step because this information will guide the entire writing process and keep your writing focused and effective.

In defining your purpose, there are two essential goals you have to consider. Is your writing supposed to be useful or persuasive? Useful communication requires you to include the most pertinent information in an easily digestible format. Meanwhile, persuasive communication asks you to consider your readers' attitudes before receiving your communication and how you want those attitudes to change after reading your communication. By identifying the purpose behind your writing, you can make informed decisions about tone, style, and format.

As for defining your audience, there are several questions you have to ask. *Is your audience an individual or a group? Are they within your organization? What are their roles or positions? What are the demographics of your audience?* It becomes significantly easier to craft your writing when you understand your audience and how they will respond.

Finally, Dr. Truffin went into great detail about how to write concisely. She introduced this topic by explaining the consequences of wordiness. In particular, she described how wordiness is not reader-friendly and can even damage an author's credibility. Unfortunately, editing for wordiness is not an immediate skill; it takes time and practice to master.

To give us a leg up, Dr. Truffin broke down the two basic principles of revising for concision. The first is economy, or streamlining sentences. In order to achieve economy, there are several strategies to consider:

- Eliminate redundant language.
- Shorten wordy phrases (I.E., due to the fact that = because).
- Delete excessive prepositional phrases.
- Combine sentences.
- Remove unnecessary relative clauses.

The second principle is action, which means replacing weak verbs with action verbs. Admittedly, action is a bit harder than the economy, but here are some tips to help you out:

- Weak verbs = forms of "be" and other linking verbs
- Action verbs = verbs that convey an action, such as towered, gripped, lashed, etc.

Finally, Dr. Truffin concluded the presentation with some practice sentences, which we edited for economy and action. If you're interested in gaining some extra practice, click the link below to watch the presentation on YouTube!

<https://www.youtube.com/watch?v=PIX39FCP7LQ>

## August Charity:

# The Salvation Army

**SELECTED BY:**  
**MANNY SIERRA**  
**FIELD REP.,**  
**PROVANTAGE**

In the mid-1800s, former minister William Booth abandoned the concept of the traditional church in favor of taking the gospel of Jesus Christ directly to the people. Walking the streets of London, he preached to the poor, the homeless, and the destitute. Shortly thereafter, in 1865, William and his wife, Catherine Booth, dedicated their lives to a new mission: to bring love and assistance to lost men and women. Within ten years, their organization had over 1,000 volunteers.

Today, The Salvation Army (TSA) is one of the most recognized charitable foundations globally, assisting 23 million Americans annually and serving 130 countries around the world. In fact, the organization currently has 1.5 million members on the ground, consisting of officers, soldiers, and adherents.

What's truly incredible about this organization is the scope of its efforts. While many foundations focus on a specific crisis, The Salvation Army has helped people affected by

a variety of issues. The list of social and economic causes the organization works with is extensive, but here are a few: Disaster Relief, Homeless Shelters, Food Pantries, Life Skills to Escape Poverty, Substance Abuse Programs, Help for Domestic Abuse, Solutions to Human Trafficking, and Veteran Services. As you can see, The Salvation Army is tackling almost every issue that people face today.

Central to The Salvation Army's success is its approach to community intervention. Every community is unique, so the organization uses a three-step system to address community-specific issues:

1. They assess the needs of that particular community, which means identifying obstacles, hardships, and challenges that are native to the area's population.
2. They build local programs designed for immediate relief, short-term care, and long-term growth.
3. They continually optimize the efficacy of programs via spiritual, physical, and emotional service.

A significant aspect of helping these communities involves charitable donations and volunteer work from local citizens. In fact, The Salvation Army of Wake County, which is a stone's throw from our corporate headquarters, is constantly looking for volunteers to assist with tutoring, athletics, food services, and more. To learn more about The Salvation Army's initiatives in our local community, please continue reading.



# COMMUNITY BUILDERS



For the fourth consecutive year, hometown hero and NBA star, John Wall, returned to Raleigh to host the John Wall Family Foundation Annual Backpack Giveaway, in partnership with TSA Wake County.



## of Wake County



Every year during hurricane season, TSA Wake County forms a disaster relief team. While the team is prepared to serve the immediate community, they were called down to Lake Charles, LA in 2020 after Hurricane Laura.



In partnership with Walmart, TSA Wake County hosts an annual school supply drive in August. Over the course of a weekend, members of the community shop for school supplies at select Walmart locations, and donate their purchases to the drive.



One of TSA Wake County's educational endeavors is the after-school tutoring and mentorship program. Staffed with volunteer tutors, this program helps local children, including children in their shelter, thrive in an academic environment.



Project CATCH - Community Action Targeting Children who are Homeless - provides services for homeless youth. In particular, the program works with families to provide them with the resources necessary for physical, cognitive, and emotional development.

# AUGUST BIRTHDAYS

08 | 01

Castar Braswell, Brittney Lucas, Tania Roman, Chandler Rose, Sara Zuniga, Kent Kendricks, Alexis Parker, Tonee Segovia

08 | 02

Angelina Bivens, Alanna Cook, Melissa Hazelwood, John Trey Minifield, Karen Phan, Rasheed Sampson, Mechelle Williams, Thomas Williams, John Jakovich, Paul Love, Percel McFadden, Diamond Scott, Johnny Spinkston

08 | 03

Rodger Adams, Ricardo Blancarte, Amanda Carter, Miles Galmon, Diana Holligan, Angel Jim, Naketa McCants, Matthew Roberton, Brandi Alley, Kenneth Bonham, Barkley Rosario, Marvin Vicens

08 | 04

Chelsea Mclean, Icess Smith, Markeis Cora, Andrew Mapemba, Jocelyn Raiford, Alyse Stroud, Clayton Webster

08 | 05

Kerry Brewer, Berry Brown, Maxine Charles, William Cline, Kody Dove, Martinez Hall, Kapua Holmes, Augusta Long, Destiny Stokes, Shawnae Thirsty, Whitney Vaughn, Stephanie Vazquez, William Cline, Jade Helfman, Sarah Jenkins, Tyrell Johnson

08 | 06

Darien Britt, Denesha Daley, Spencer Johnson, Denika Moore, James Tucker

08 | 07

Amanda Bell, Derrick Farley, Keaira Hardson, Adonis Murray, Kelunta Watkins, Quadavis Battle, Ashley Kimble

08 | 08

Dakarai Allen, Jonathan Amador, Timothy Anderson, Cherrise Calhoun, Jeremy Fry, Aakeem Hendricks, Harrison Hough, Dena Kriege, Al'Shawn Thomas, Richard Aseves, Charles Carlman, Carolyn Dismuke, Reginald Jackson, Tyrone Ruff

08 | 09

Kierra Brinkley, Johnna Cooper, Keyion Davis, Amber Mitchell, Alexis Robles, Lance Scott-Epps, Felicia Clinton, Barkar Conteh, Felicia Sochaski, William Weaver

08 | 10

Terrell Ackerman, Bobby Couch, Johnnie East, Casmir Flot, Abbygael Ouellette, Alora Ford, James Palmer, Demetrius Thompkins



## 08 | 11

Eric Austin, Jeffrey Bonesteel, Miguel Calderon, Demarques Jamison, Casey Lattimore, Christina Manriquez, Broderick Moreland, Tammy Roten, Darren Tinsley, Jeffrey Warren, Shanda Burrell, Rashad Dansby, Richard Dortch, Thedrick Jackson, Leroy Taylor, George Underwood, Kenyah Wooden

## 08 | 12

Eric Colon Vazquez, Tara Crissman, Cristy Helms, Nykema Winston, Shaiyah Anderson, Danielle Burge, Amanda Proper, Daniel Vega

## 08 | 13

Matthew Beal, Sanchez Black, Michael Burton, Latisha Clark, Sheondra Mason, Joanna Rivera, Solomon Earley, Gabriel Hood, Krystie Malinowski, Megan Springstead

## 08 | 14

Allison Barnes, Tres Clayborn, Scott'trelan Comeaux, Aaron Dean, Kenneth O'Berry, Amber Pope, Frank Rangel, Christopher Wilson, Brianna Croft, Eva Cruz

## 08 | 15

Thomas Bishop, Patrick Blair-James, Martel brown, Tier Dickson, Rajaun Eason, Derin Ebrem, Tiran Hutto, Sheridan McCarter, Leonardo Palomino, Cevin Rougeau, Anthony Tice, Pierre Freeman, Tiran Hutto, Charlotte Jackson, Anthony Snead

## 08 | 16

Darweshi Baskom, Tellis Cherry, Trevohn Coley, Mitchell Jones, Kassondra Perrine, Andrew Ragland, Gwendolyn Spencer, Jaleel Fletcher, Alonzo Hollins, Vatienson Riley

## 08 | 17

Sabrina Berry, Paul Crowe, Katerin Gonzalez, James Gross, Charles Harris, Kenneth Preston, Tanyah Shane, Prentizz Wroten, Sybil Davis, Alex Hayes, Kenny Robertson

## 08 | 18

Serina Andrews, Perry Bridges, Danielle Broderick, Derrick Hall, Amie Hastings, Karin Macias, Israel Rivera Rodriguez, Tiffany Washington, Kaylon Kenney, Nicole Payton, Linda Ragan Schroeder

## 08 | 19

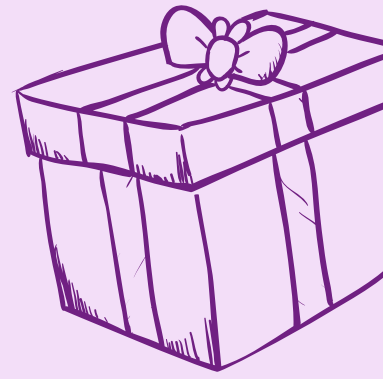
Jeffrey Doyle, David Stocks, Imari White, Zamar White, Donald Whitt, Kadria Woods, Tommy Nguyen, Katrice Outlaw, Jamie Whiffen, Robert Deaton

## 08 | 20

Susan Acevedo, Essense Brown, Margaret Bunch, Shondell Helms, Stanmezea Joseph, Timothy Parrish, Damian Roper, Bobbi Schmitz, Saachia Smith, Shoquoa Smith, Nyja Wilson, Deasjai Avery, Joseph Cesare, Ryan Evans, Dayuana Lindsay, Keshonna McGowan, Karieaneli Mercado, William Streets, Rasheed Ward

## 08 | 21

Karina Barba, Lavada Ealy, Mary Evans, Trayvon McKenzie, Mary Shelton, Krishay Walker, Sariya Alessi, Keith Journigan





08 | 22

Adrian Acevedo, Sierra Aguilera, Maritza Diaz, Gabriella Guerra, Skylr Kindred, Christopher Nance, Tonya Pitman, Jumani Taylor, Matthew Timmerman, Kelly Yazzie, Simon Alvarez, Sadie Cagle, Amir Jackson, Adrian Moore-Taylor

08 | 23

Ulysses Cobos, Jason Covington, Ahzhana Curry, Regina Gould, Darryl Roberts, Lindsay Thomas, Benjamin Ward, Kayla Wright, Jaden Davis, Aquil Harris, Bobby Kilgore, Debbie Watson

08 | 24

John Cluver, Deon Glass, Tyler Hendricks, Zarianna Holloway, Kayla Koumas, Darrin Myers, Tyler Robertson, Justin Roby, Jayven Simmons, De'Andre Vandevender, Ja'Kory Yates, Lisa orlando

08 | 25

Bruce Clark, Sandy Ferrill, Keanda Henry, Dylan Jorde, Fredrick Leflore, Kristi Ortega, Bonnie Guastella, Tranice Hamilton, Brandon Santiago

08 | 26

Carol Basnight, Kendra Brown, Annette Eagan, Quinton Gaulding, Isom Moore-Anderson, Kenneth Collie, Robert Crump, Deshaun Gant, Benjamin Rivera, Christopher Tobin, Tonja Watson

08 | 27

Renee Addison, Adrain Cook, Judith Dabbs, DuJuan Dukes, Peter Elias, Heather Harvey, Chantesiah Mathis, Dion McIntire, William Nichols, Aletha Shine, Jacqueline Weakley, Julia Castillo, Shannon Frieson, William Gregory, Tyler Gregory, Chester Latting, Brian Quinn

08 | 28

Eric Davis, Adrian Jordan, Erica Lee, Malyc Pennington, Naomie Perez, William Scruggs, Ashia Walker, Ira Watson, Moya Moore

08 | 29

Steven Conoly, Jada Cooper, Rakyhia Cosby, Daniel Guagliardo, Bath Kuol, Phillip Penn, De'Marco Smith, Kyle Wilson, Jason Campbell, Devontai Pounds, Bruce Wilson

08 | 30

Elena Ballerstein, Ernesto Chavez, Phillip Cheeves, Stephon Fortune, Rontrey Haskin, Catherine Lyon, Kianna Medina, Landis Thompson, Machael Underwood, Landis Thompson, Shamar Williams

08 | 31

Ashley Bolin, Mickel Brown, Damian Bynum, Tonya Copper, Harold Cosby, Anthony Miller, Kayla Pettiford, Malik Quinones, Adriana Smith, Chantea Terrell, James Worrell, Brittany Young, Ronjanae Gandy, Kyle Sawyers



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Today!*



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&  
Go!*



*Sport Your  
Company's  
Logo!*





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[marketing@indemandservices.com](mailto:marketing@indemandservices.com)

