

**20 YEARS. THAT'S 7,300 DAYS OF WOWING. 175,200 HOURS OF DRAWING OUTSIDE OF THE LINES. 10,512,000 MINUTES OF SELLING MORE THAN JUST SHOES. ZAPPOS HAS EXISTED FOR 20 YEARS, POWERED BY YOU. THIS BOOK IS FOR THE MANY FACES THROUGHOUT THE YEARS WHO HAVE BEEN PROUD TO WEAR THE TITLE OF ZAPPONIAN. YOU KNOW, THE PEOPLE WHO CHOOSE TO ADD A LITTLE WEIRDNESS TO THEIR DAY. THANKS TO YOU, WE'VE OVERCOME BARRIERS, THRIVED IN ORGANIZED CHAOS, AND QUESTIONED THE STATUS QUO. 2019 WAS ANOTHER WOW-FILLED YEAR WHERE WE'VE GROWN, WE'VE LEARNED, AND WE'VE OVERCOME OBSTACLES THAT UNITED US EVEN MORE THAN BEFORE. WE CAN'T WAIT TO SEE HOW YOU SHINE IN 2020 AND BEYOND!! BUT FOR NOW, ONE MORE LOOK BACK...**





[illegible]





# FUNSIES!



See a QR Code?  
Scan it with  
your phone's  
camera to see  
something  
cool!



Wanna see  
yourself in the  
book?? Turn  
to page 75!  
(Yes, YOU!)

Feeling  
creative?  
Turn to page  
131 to turn  
your art into  
cold, hard...  
gift cards!

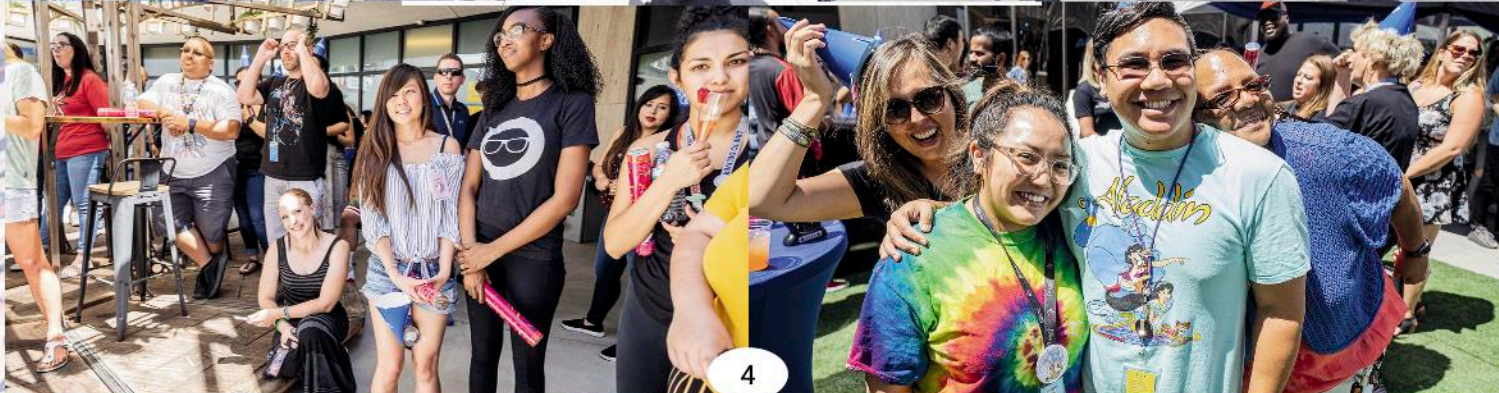


## Where's Tony??

Be on the lookout for  
Tony and Blizzie  
hiding  
throughout  
the book!  
There are  
29 Hidden  
Tony's.  
Can you  
find them  
all?











The Zappos.com website even got in on the fun, reverting back to its original 1999 homepage for the day!







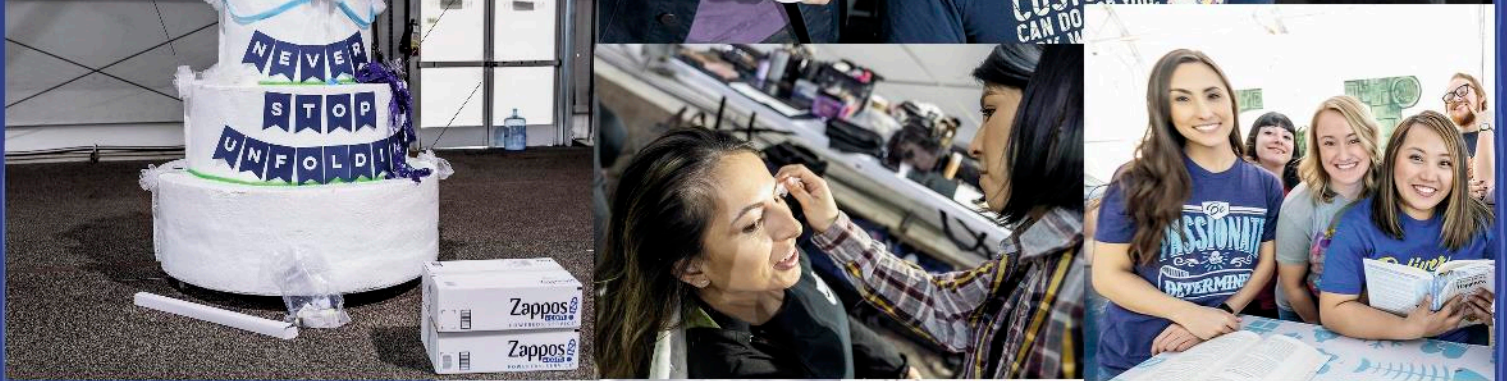
# Making the Video!

We kicked off our 20th birthday celebration by creating a video that shows only a fraction of Zappos' journey throughout our history.

70 Zapponians, 100 Core Value shirts, 24 hours of production, and more than ten pounds of popcorn later, we were able to film all six glorious seconds to make this masterpiece! Check out the full video by scanning the QR code below.

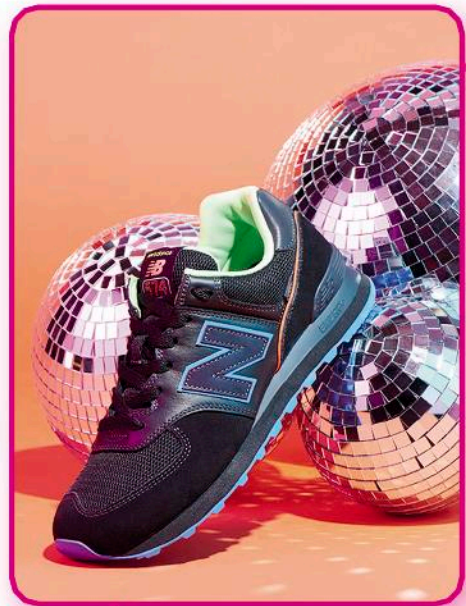








# ZAPPOS TURNS 20!

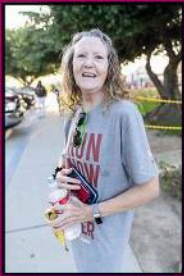


NO BIRTHDAY  
WOULD BE  
COMPLETE  
WITHOUT GIFTS!  
TO CELEBRATE  
OUR 20TH  
ANNIVERSARY, WE  
PARTNERED WITH  
A FEW OF  
OUR FAVORITE  
BRANDS TO MAKE  
SOME LIMITED  
EDITION  
FOOTWEAR FOR  
THE BEST GOODIE  
BAG EVER!







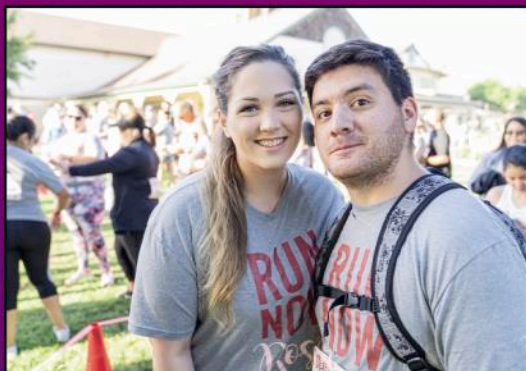
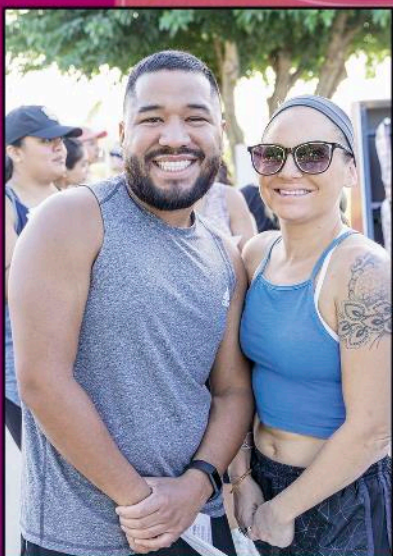


**ROSÉ  
ALL  
DAY**





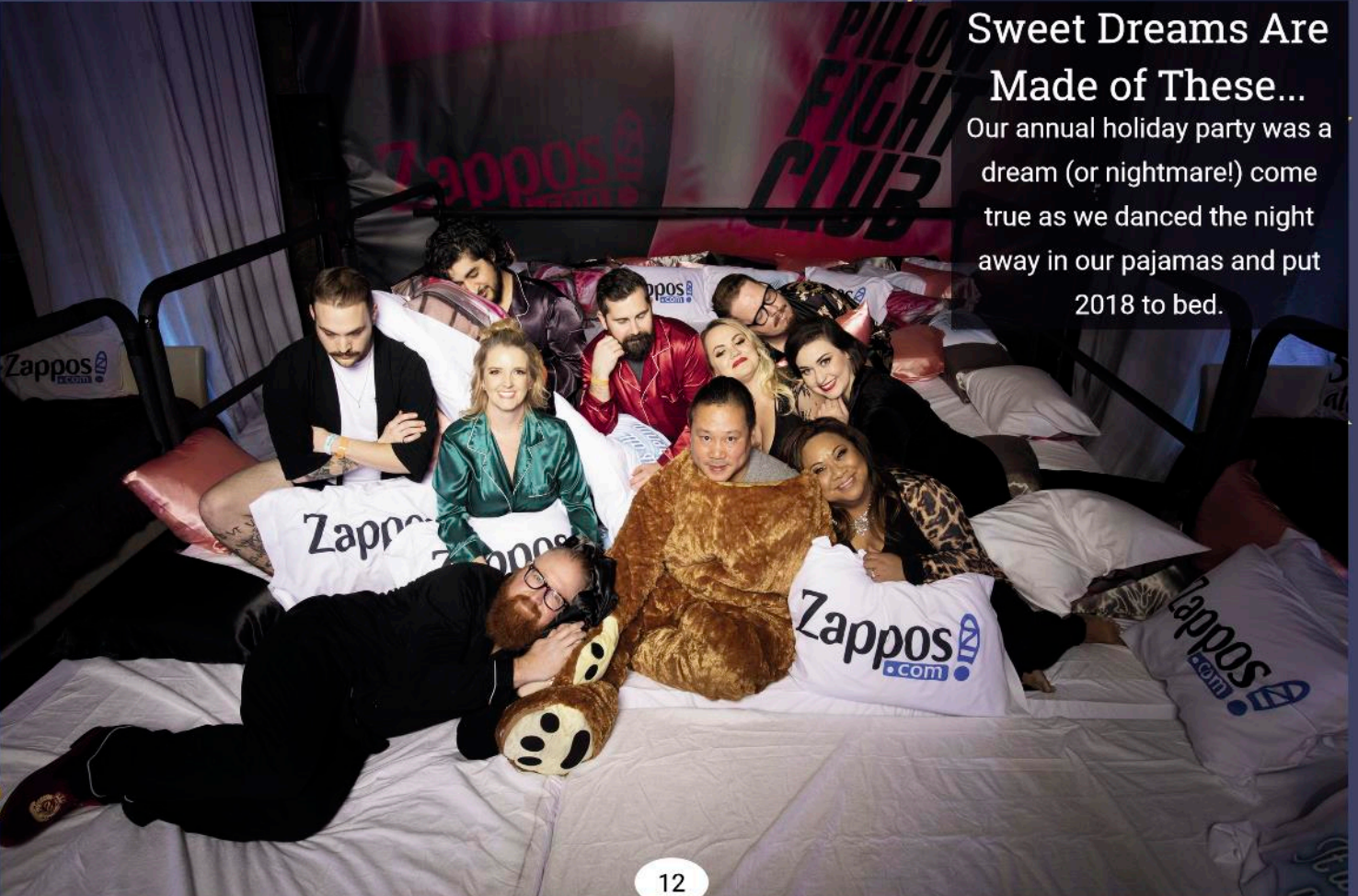
As you get older, health becomes more of a priority. So to bring in our 20th year, we decided to take a nice jog with 500 of our closest friends! We teamed up with Asics to create a super cute champagne sneaker and used it to run around Maurice Car'rie Vineyard in Temecula, CA. The Zappos x Asics Rose 5K was a huge success for our LoveHate Running Team and there was no shortage of Rose flowing as our runners crossed the finish line!





# 2019 Holiday Party

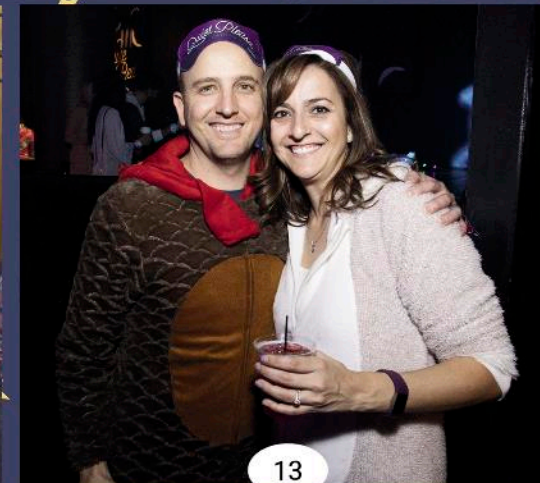
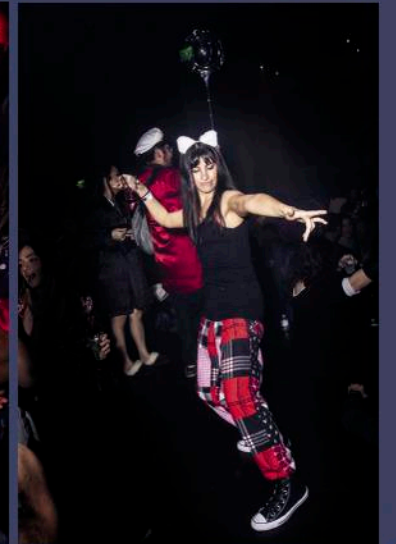
## Slumber



Sweet Dreams Are  
Made of These...

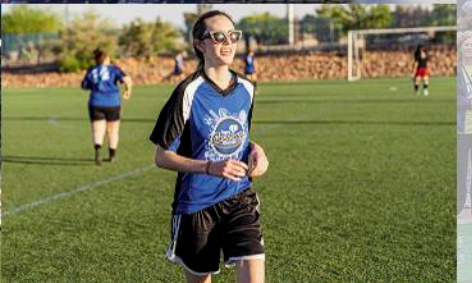
Our annual holiday party was a dream (or nightmare!) come true as we danced the night away in our pajamas and put 2018 to bed.







For seven years in a row, winning gold at Corporate Challenge has been a source of pride and an annual tradition. In 2019, many Zapponians ran, jumped, and swam their hardest, but our streak was broken as we ended with a respectable 4th place finish. This was definitely an opportunity to practice Core Value #10, but in 2020 a new streak begins!







**Even though we walked away without the gold, the real prize was the friendships we made along the way.**

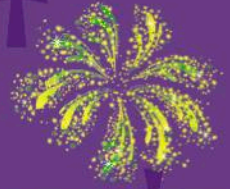


**Corporate Challenge isn't only for competitors. It's also an opportunity to come cheer for all of your favorite Zapponians.**





# MARDI GRAS!



The French Quarter and Downtown Las Vegas came together as one for a festive Mardi Gras Celebration!

The spirit of Mardi Gras was captured by beads, performers, parades, and King Cake. Laissez Les Bons Temps Rouler!

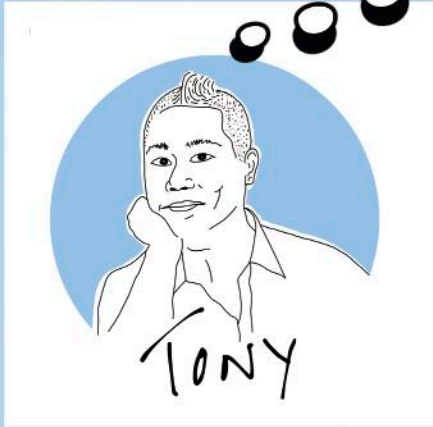




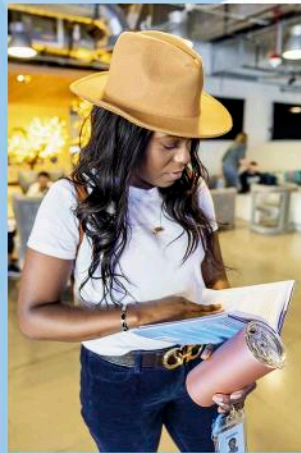
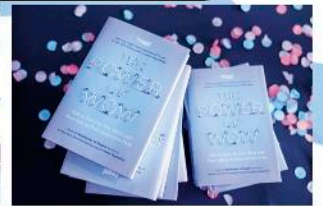
# 2 WOW 2 Furious? Revenge of the Culture? Zappos Strikes Back?



SCAN ME



“Ever since hitting the road in a tour bus in 2010 to share my book ‘Delivering Happiness’ with the world, the question has come up about if and when there would be a follow up book about what’s happened at Zappos since then. It takes a village to raise a company, and every single employee has played a unique role in our evolution. So it only made sense to let our employees tell the story from their perspectives. I hope people enjoy reading ‘The Power of Wow’ as much as I do living and breathing our crazy adventures together every day.” – Tony Hsieh



**The THINK Team are a group of creative strategists focused on experimental, story worthy moments. They helped Zapponians share their stories and lessons learned over the years to really show The Power of WOW!**







# Zappos<sup>for</sup> Good

Zappos for Good strives each year to make powerful contributions to our local community. 2019 was no exception, and was one of our biggest years yet! Check out just a few of the amazing events produced by our charity team on the next few pages.







Closets for Good is a new program geared toward assisting students in schools throughout Las Vegas. We are working with partners within the community to stock these closets with essentials such as school supplies, clothing, shoes, food, and hygiene products. Each school is designed and stocked based on its specific needs.

# Closets for good

This program is all about bringing members of the community together to assist schools/areas with the most need. The youth today are the individuals that will mold our future and we want to help make sure that students have the resources they need for success. Throughout 2019, we opened 12 new Closets! For more information about how you can help, go to <https://zapposforgood.org/cfg>.







**"I'm looking forward to witnessing how many students' lives are impacted as a result of this rewarding opportunity."**

**-Principal Chareece Sheppard, Sedway Middle School**





# Goods for Good

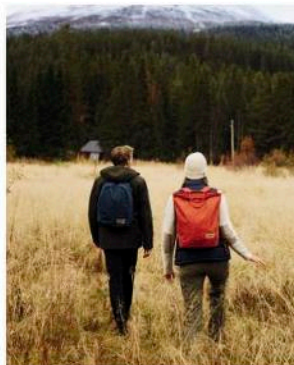


The decision to launch Goods for Good came, like all things Zappos, from a need to better serve our customers who are passionate about supporting causes close to their hearts. Whether it's supporting the environment through sustainable efforts, giving back to the community, or following a vegan lifestyle, they want every purchase to matter. Goods for Good has a focus of purpose over profit as we believe purpose-driven brands are the future of retail. Because of this desire, we not only get to support our customers in their search for brands with shared values, but also tap into the growing opportunity to do well by doing good. Our goal is to have a curated space for these conscious customers and be the one-stop shop for all of their needs.

## Brand Stories

Learn about their social and environmental practices to make exceptional products.

Learn more about the all-new way to shop with Goods for Good by checking out this QR code:



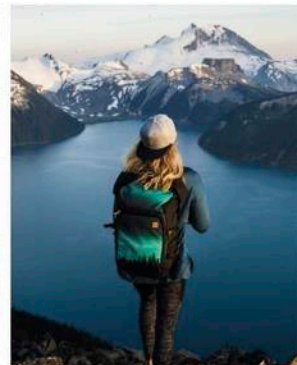
### Fjällräven's Epic Respect for The Outdoors

For this Swedish brand, all trails lead back to its arctic fox roots and climate initiatives.



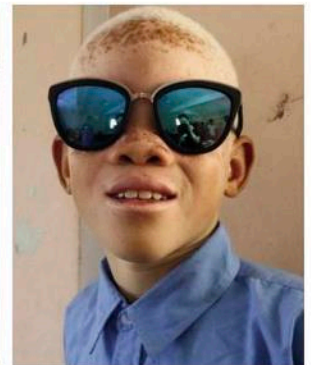
### Life is Good and The Power of Optimism

See how two brothers, a t-shirt doodle, and positivity are making life better for kids. 22



### Tentree's Very Literal Go Green Initiative

By 2030, tentree aims to become the most environmentally progressive brand on the planet.



### DIFF Eyewear: Using Fashion as a Force for Good

Since 2015, DIFF has donated over 1 million pairs of reading glasses to individuals in need.





The Rape Crisis Center of Las Vegas helps victims of rape, sexual abuse, and sexual violence. Through education, outreach programs, and counseling, survivors and their families have a place to go where support and healing can begin.







Easter, Thanksgiving,  
and Christmas Toy Shop

Over 7,000 Local  
Las Vegas impacted!



## SHAQ 2 School!

Providing kids with all the supplies  
they need for a successful school year!



We helped over  
5,000 kids in  
Las Vegas and  
Los Angeles!





## PROMAPOLOOZA!

A free full-scale prom for teens with special needs in Southern Nevada. 500+ attendees in 2019!



## FALL FOR ALL!

A fall festival event catered to those with special needs and their families.

2,000+ people!





BRING

YOUR

# A-GAMES







The "A Games" is similar to the well-known "X Games," held for children on the autism spectrum. It's open to all children on the autism spectrum between the ages of 3-17! Kids get to pick 2 events, each event is modified for that child's individual abilities. There's food, live music, and swag for all! Every child even walks away with their very own "A Games" medal!





# RUNWAY OF DREAMS™ FOUNDATION

WHERE THERE'S A WILL, THERE'S A RUNWAY.



# RUNWAY OF DREAMS™ FOUNDATION

WHERE THERE'S A WILL, THERE'S A RUNWAY.



## FASHION EVOLUTION



## A FASHION EVOLUTION





Runway of Dreams Foundation is a non-profit organization working towards a future of inclusion, acceptance and opportunity in the fashion industry for people with disabilities. The Zappos Adaptive mission is to provide functional and fashionable shoes and clothing to make getting dressed easier for people with disabilities. With our goals being aligned at the very core of who we are, our partnership of Zappos Adaptive and Runway of Dreams Foundation is a perfect match.

Every year, the Runway of Dream Foundation kicks off Fashion Week in New York with a fashion show celebrating people's differences. The show features 30 models with disabilities showcasing products that are offered on Zappos Adaptive and Zappos.com. This year, we brought that same energy to a Runway of Dreams Fashion Show at The Smith Center right after our Q1 All Hands so every Zapponian could experience it in person!





# Strum for the Sole!



Zappos partnered with Fender to provide a totally new benefit this year...Strum for the Soul! We believe that music plays a huge role in fostering positive mental, emotional, and physical health, so this fits right in with our wellness goals this year! Zapponians have an opportunity to play some state-of-the-art instruments, courtesy of Fender. Using the Fender Play program, you'll get the training you need to get started playing an instrument in just minutes! Come on down to the Jam Room and start your musical journey today!



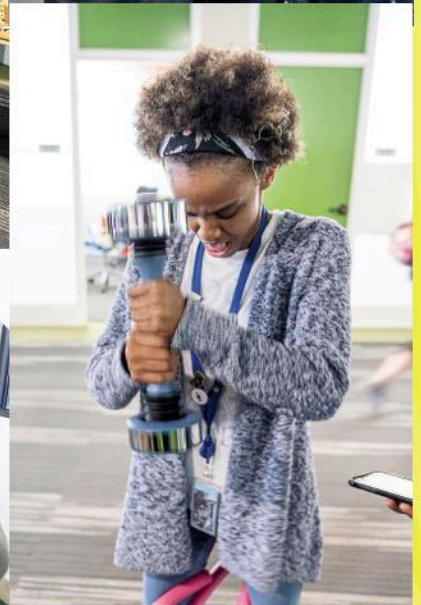
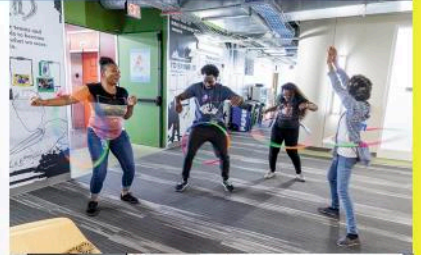


# WISHEZ



**Congratulations to Devin Williams! He had his Wish for an acoustic guitar granted by Bhawna and the Benefits Team!**

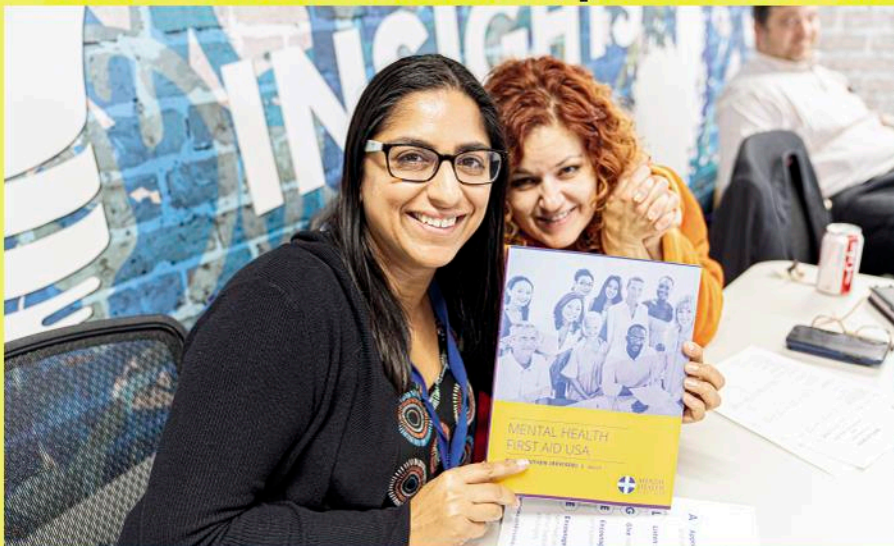








In 2019, our Benefits team was proud to present Mental Health First Aid to our employees. In an 8-hour workshop led by Tremaine EL-Amin, Zapponians got the opportunity to learn about the risk factors and warning signs for a range of mental health challenges, including depression, anxiety, and substance use disorders. We also learned valuable ways to be of assistance to an individual in crisis. For more information, please check out [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org)



# MENTAL HEALTH FIRST AID®



# ZFIT

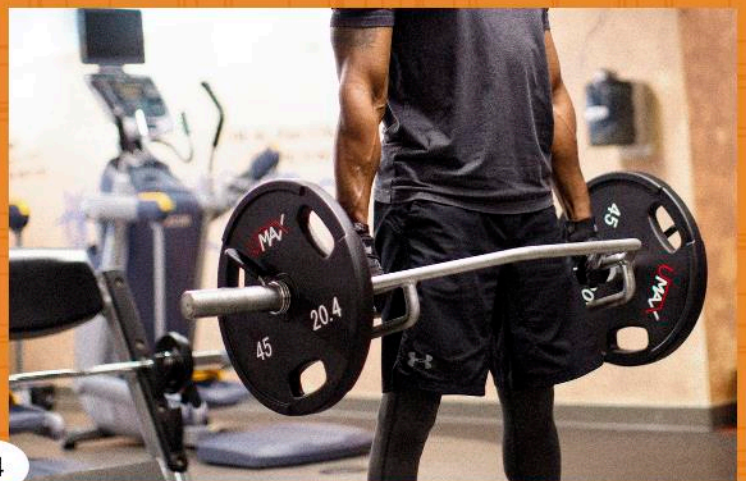
POWERED BY YOU

Are you into fitness? Or fitness whole pizza in your mouth? Whether your goal is to get **RIPPED** or just to get a little healthier, ZFIT is the program for you! With daily classes on campus and a full gym at our disposal, we **DARE** you to try to find an excuse to miss your workout! Zapponians of all shapes and sizes are finding a healthier version of themselves and we're waiting for you to come join in on the fun!

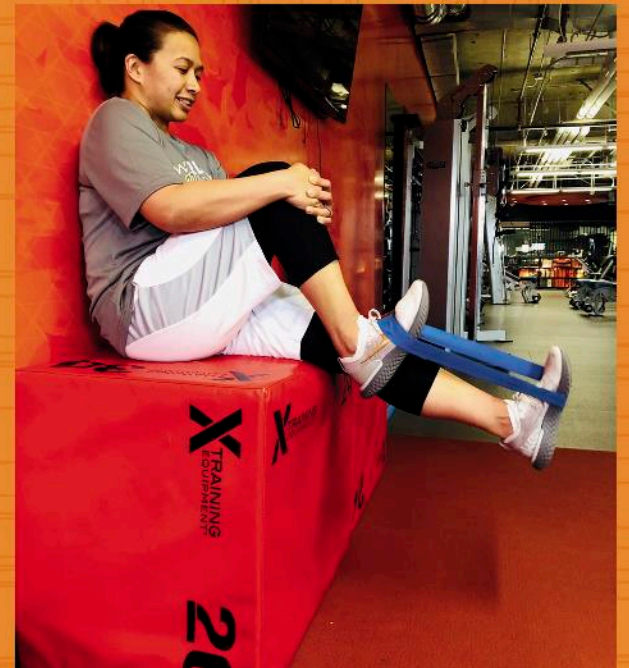
# ZFIT

RULES OF CONDUCT

- 1 LEAVE YOUR EGO AT THE DOOR!**  
WE ASK THAT YOU PLEASE LEAVE ANY DRAMA/BAGGAGE/EGO/BAD MOOD AT THE DOOR.
- 2 BE ON TIME.**  
WARM UP PROPERLY. PRACTICE TECHNIQUE. BE CONSISTENT.
- 3 BE RESPECTFUL & SUPPORTIVE.**  
WE MAY TRAIN AS INDIVIDUALS, BUT WE WORK OUT AS A COMMUNITY.
- 4 LET COACHES COACH!**  
OUR EXPERIENCED COACHES' JOB IS TO INFORM, INSTRUCT, & COACH TECHNIQUE.
- 5 BE SAFE. AVOID INJURY.**  
PLEASE DO NOT DROP OR SLAM WEIGHTS OR KETTLE BELLS.
- 6 BE CLEAN.**  
PLEASE CLEAN AND/OR PUT AWAY ANY EQUIPMENT THAT YOU USE.
- 7 IT'S OK TO HAVE FUN!**  
WHILE YOU SHOULD TAKE YOUR TRAINING SERIOUSLY, WE WANT EVERYONE TO HAVE SOME FUN AND ENJOY THEIR TIME HERE AT Z-FIT.



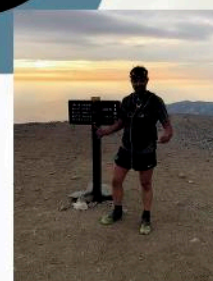




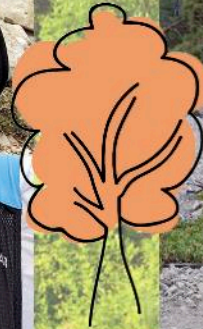
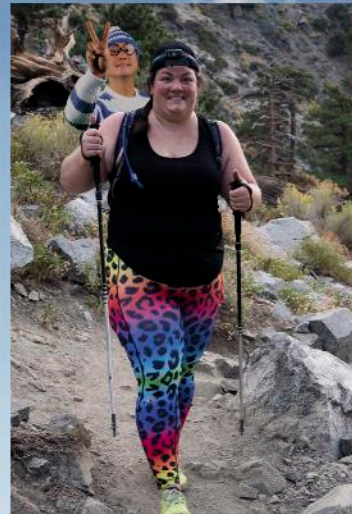
**The ZFIT Coaches are always ready and willing to help! Group classes, a personalized training session, or even just a consultation to make a plan: these coaches are here to make sure you get better every day!**



Founded by Mark Fulton in 1995, the 8,000 Meter Challenge is an ultimate performance challenge, open exclusively to outdoor industry retail staff. The goal is to successfully climb and descend Southern California's three tallest peaks in less than 22 hours. The total mileage for the event is 40 miles with an elevation climb of 11,000 feet. We're happy to report we hiked our way to first place this year!











In 2019, sustainability was given a renewed focus at Zappos. Led by John Sorenson and all of his advocates, Zappos LEAF helps promote eco-friendly behavior through on-campus events, off-site nature cleanups, educational activities, and so much more!

# Zappos LEAF



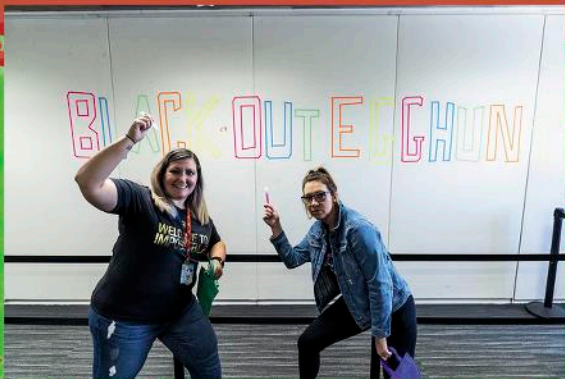




Earth Day in 2019 was the biggest and best it has ever been! Over 30 brands and community partners came together to celebrate our planet. There were raffles, games, mascots and even a live chef giving a cooking demo!







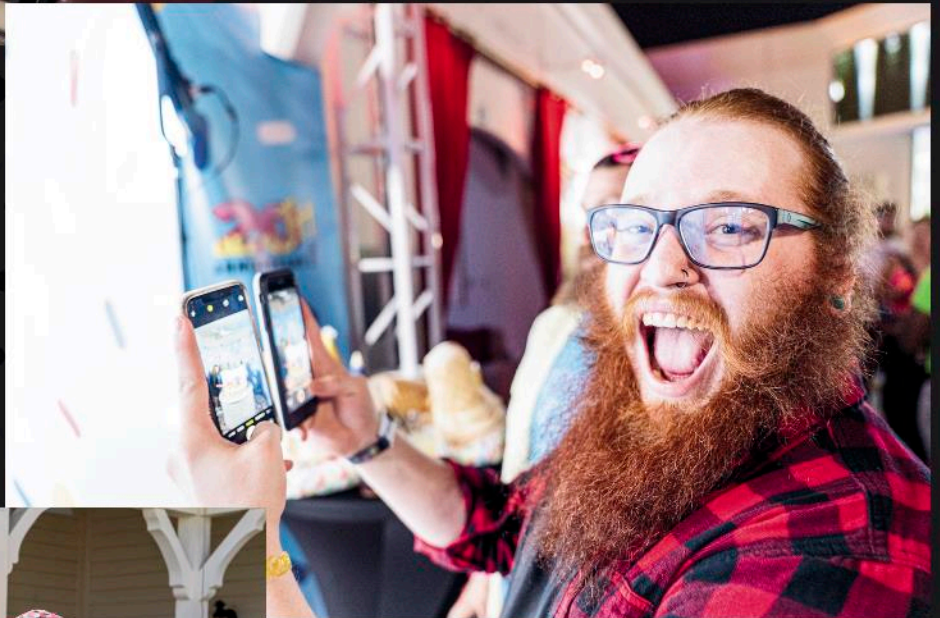
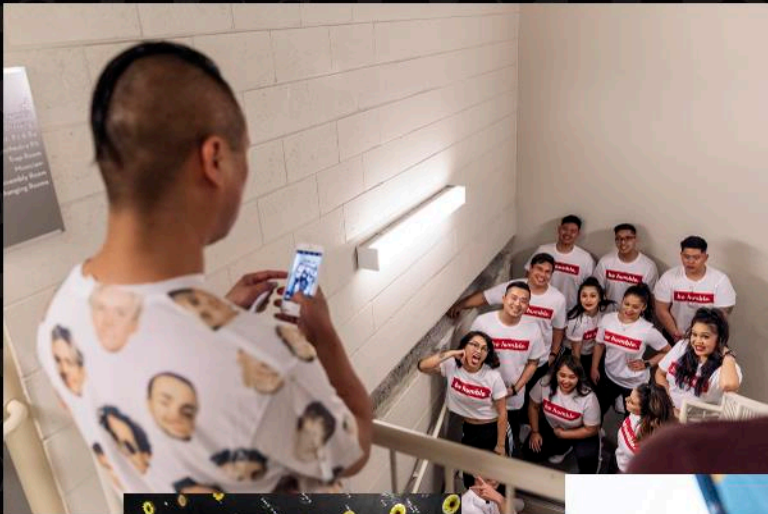
**The Engage Easter Egg-sperience was quite a shell-abration this year with chicks, bunnies, the Annual Peep Show Contest, and an egg hunt in the dark!**



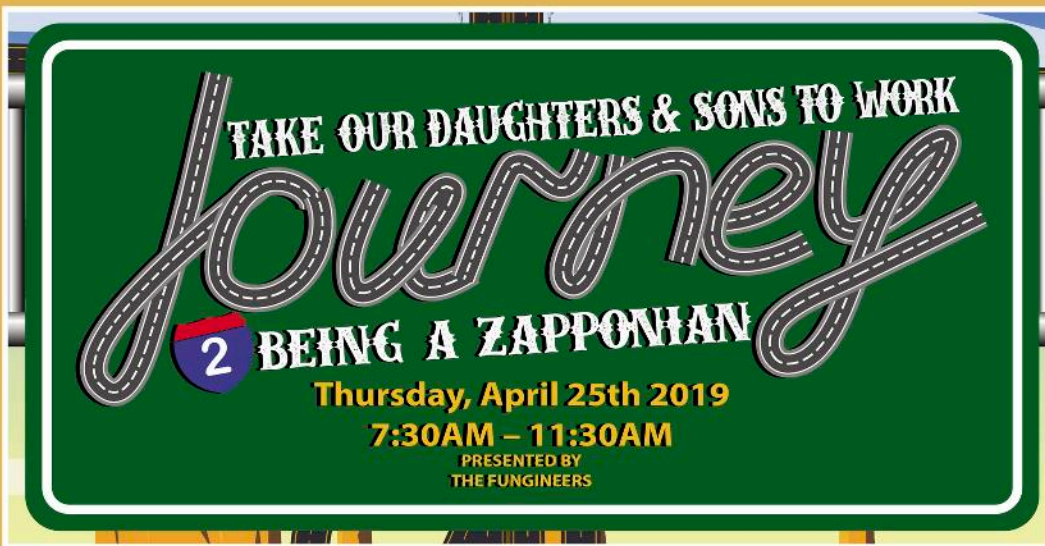


# PICTURE-CEPTION!

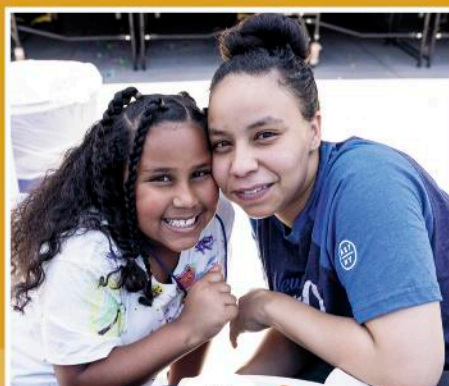
As an online retailer, we love that our employees share their favorite Zappos moments on their social media accounts. But, whew...y'all take a LOT of selfies! Here's just a few times we caught you on camera checking yourself out!



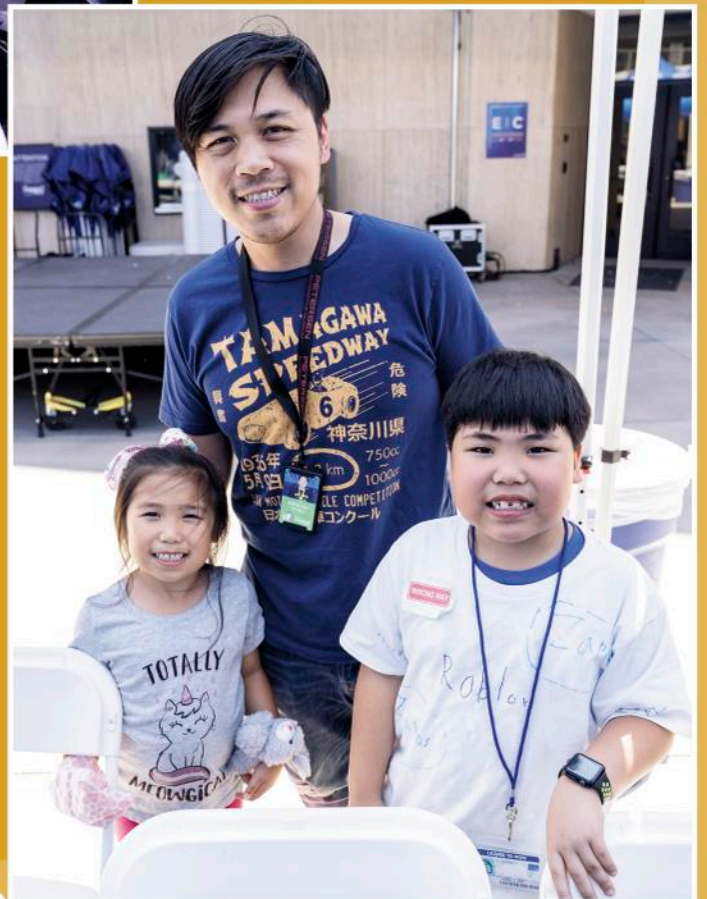
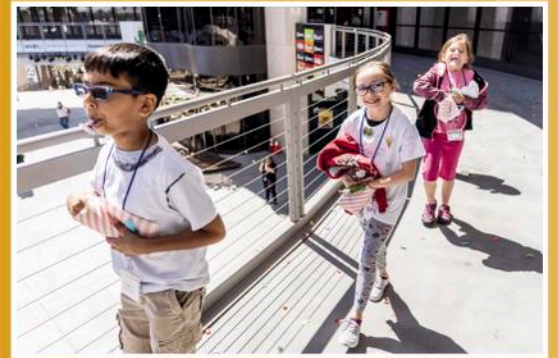




Do your kids ever wonder what the heck you do all day here at Zappos? Once a year, we open the doors to all our favorite Zappos kiddos and give them an inside look at how things work around here! This year, the kids went on a cross-country journey to learn all about becoming a Zapponian! We had visitors from Merch, CLT, Tours, Monkey Row, Warehouse, and News Room to help the kids learn the entire life cycle of a Zappos product, from how we choose what to sell all the way to it arriving to our happy customer! Afterwards, the kids were invited to join our customer Trish for lunch as a way to say thanks for all of their hard work that day!









# YEAR OF THE PIG



The China Offshore Operation is an integral part of the Zappos business structure, providing the company administrative and technical solutions with high efficiency. The work being performed in China helps assist ten different departments, touching almost every part of the business! Fundamentally, our Offshore Operation extends the work day by an additional 12 hours!







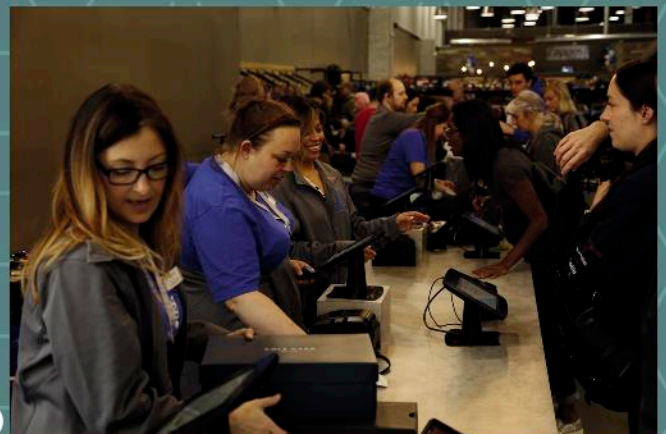
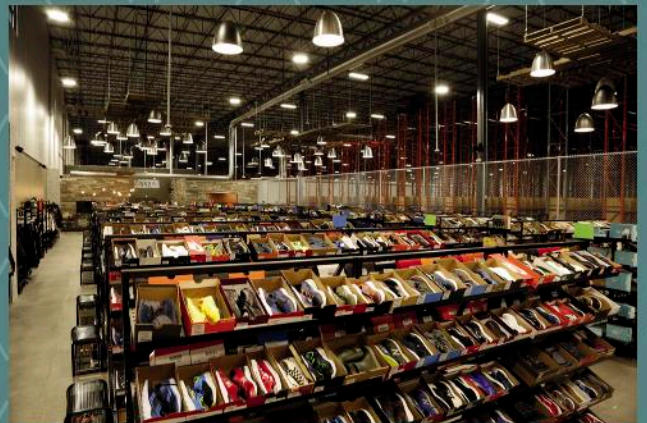
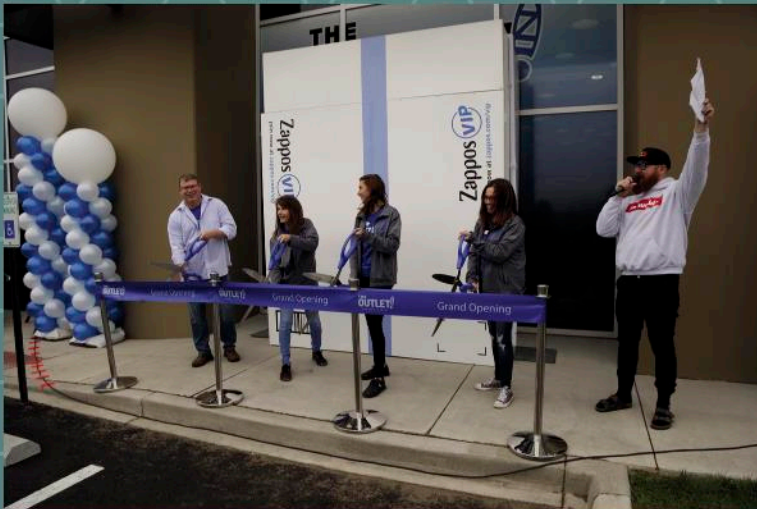


WELCOME TO

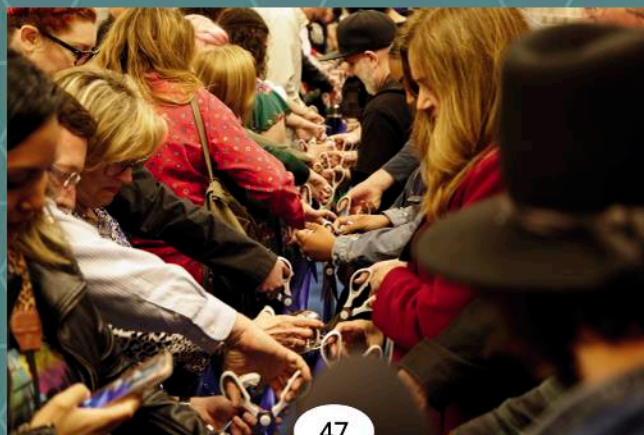
*Kentucky*  
UNBRIDLED SPIRIT™



**At the beginning of this year, we went back to our roots and opened a new Fulfillment Center & Photo Studio in beautiful Louisville, KY!**











**Our Extended Family is over 150 peeps located in 12 different states across the US! In between visiting HQ in Las Vegas, these team members are working in Tech, Creative Services, Photo Studio, Content, Brand Vision, Zappos Packs, the Outlet Store, the Fulfillment Center, and more!**



**Some of our extended family comes to Vegas for the full New Hire Training (4 weeks), and some of them go through Remote Onboarding (4 days). The pictures above are from the first 4 remote classes of 2019.**







**we** WOMEN  
EMPOWERED



The Women Empowered Circle inspires, educates, and supports women within the Zappos Organization to rise to their greatest potential! Congratulations to our 2019 WE Award recipient, Sarah Vlasic!







The Black Awareness And Empowerment circle, more commonly known as BAAE, is a circle that is geared toward representation, education, leadership, and business development. BAAE fosters an environment where growth, learning, and togetherness are used as tools to push Zappos towards a more diversified and inclusive future. BAAE partners with circles throughout Zappos to host workshops, Lunch and Learns, and even open mic poetry nights!

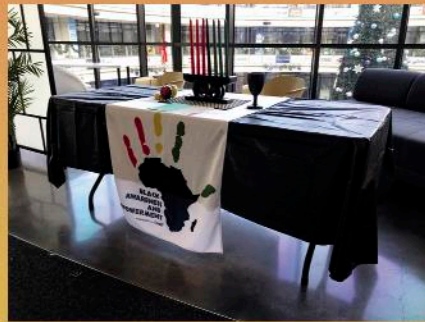






"A people without the knowledge of their past history, origin, and culture is like a tree without roots"

-Marcus Garvey





# LGBT-Z

BE A PART OF THE STORY, **EVERYONE** IS WELCOME



Coming  
out  
means  
being  
your  
true  
self.

Jamie  
Gay



Coming  
out  
means  
living  
for you.

Dominique  
Ally



52

Coming  
out  
means  
other  
people  
know  
they're  
not alone.

Elena  
Non-Binary

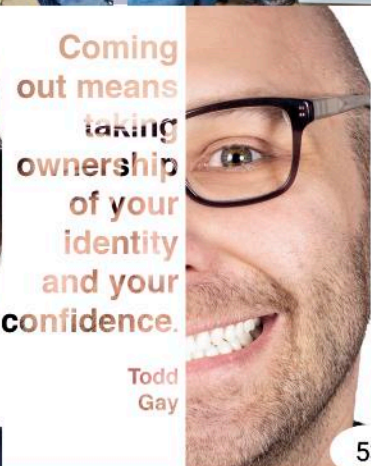


Coming  
out  
means  
that you  
love  
yourself  
for who  
you are.

Derek  
Non-Binary











PRESENTS

Downtown Las Vegas

DOUBLE

DOWN

Comedy Experience



On April 26-27, Zappos helped Downtown Las Vegas become a whole lot funnier with the Double Down Comedy Experience! Jill Kimmel hosted the event and welcomed 14 comedians to the stage at The Bunkhouse. Ticket holders had their funny bones tickled for only twelve bucks a day! Acts included Garfunkel & Oates, Christopher Titus, Brandt Tobler, Andrew Sleighter, Amir K, and many more!







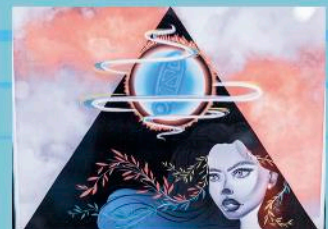
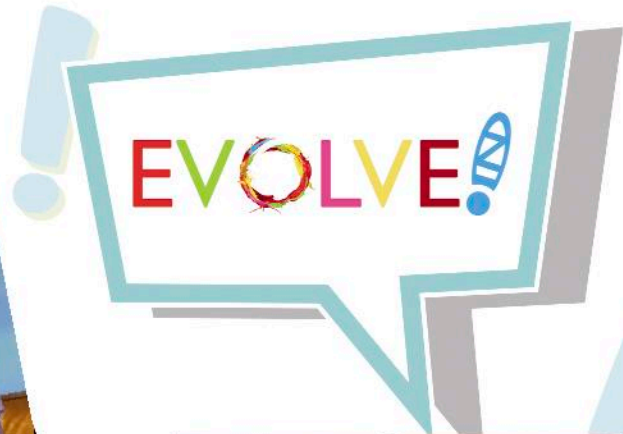




On April 29th and 30th, we were excited to present Zappos' very first Evolve Conference, a two-day immersive learning event designed to help us better understand the direction we are heading and how we're all working together to build a company that stands the test of time!







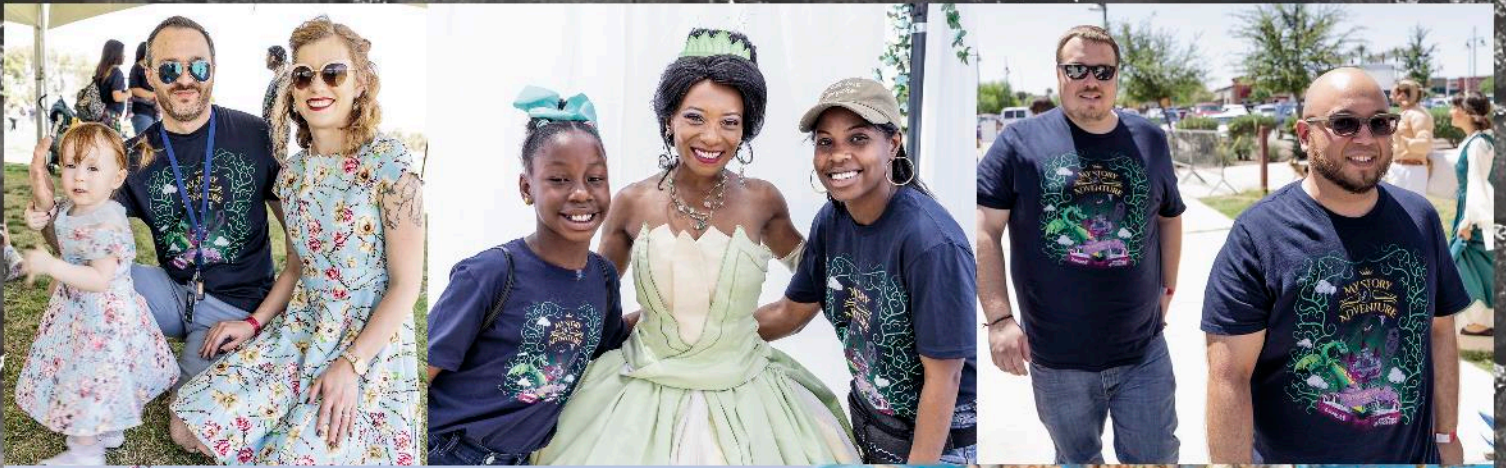




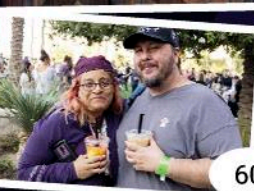
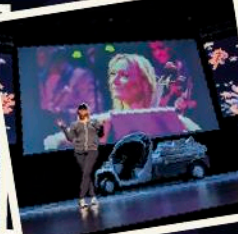
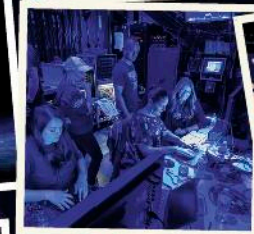
# ONCE UPON A PICNIC







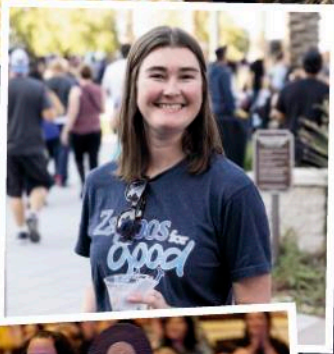






# All Hands Meetings

From Joseph Gordon-Levitt to Sean Stephenson, Keith Ferrazzi, and Simon Sinek, 2019's All Hands Meetings were definitely inspiring and memorable! Our company enjoyed surprise dance numbers (performed by our own Zapponians!), charity giveaways, and even a show from the amazing Mystère ensemble.





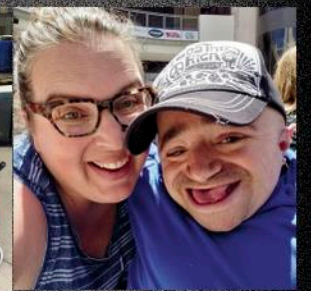
# In Loving Memory...



## Sean Stephenson



When he was born, doctors diagnosed him with Osteogenesis Imperfecta and didn't expect him to live past infancy. Sean



Stephenson overcame the odds to become The 3 Foot Giant and touch millions of hearts in the process. His relationship with Zappos started more than 10 years ago, and his legacy lives on in all of us. Thank you for teaching us that "Communication is merely an exchange of information, but connection is an exchange of our humanity".



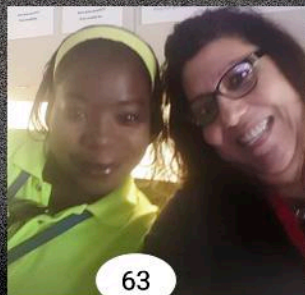




## Vertise "V" Streeter



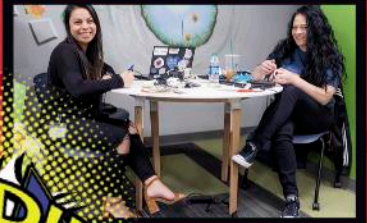
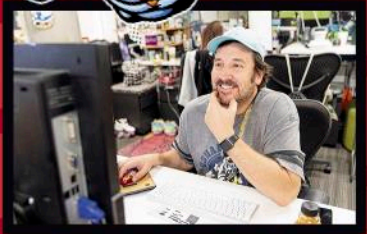
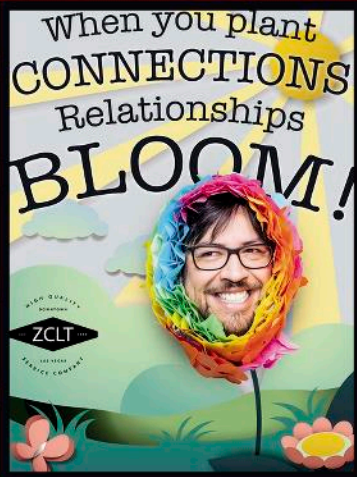
To us, she was known simply as "V". Even though she wasn't technically a Zapponian, she was an honorary member of our family. V would always smile and wave at everyone she met. She was kind, loving, and warm, and her spirit will continue to live on within our hearts.







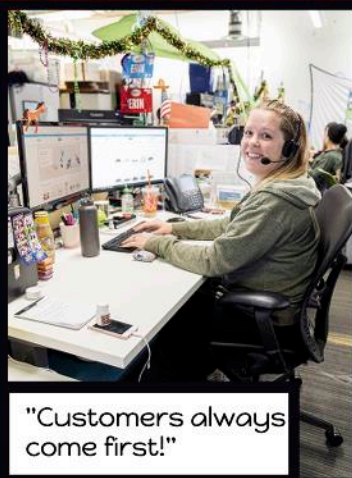
It's a bird! It's a plane! It's the Zappos CLT team! We have over 500 agents, all armed with 10 Core Values. When you need a friendly voice to brighten up your day, CLT is just a phone call away!







CLT Mentors keep their ears open to assist anytime.



"Customers always come first!"



"Nothing is going to stop me from WOWing!"



"Teamwork makes the dream work."



One big happy CLT Family!

**WOW 24/7**

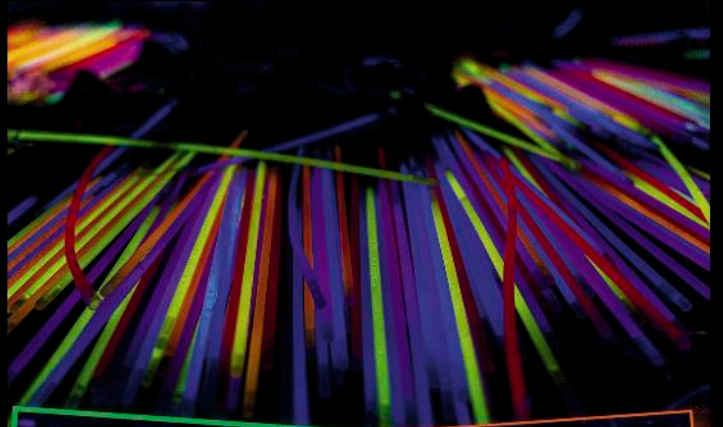




# MasqueRAVE 2019



All work and no play makes for a dull CLT. For one night only, headsets were traded for glowsticks, and CLT focused on WOW-ing each other for a memorable night where nothing was brighter than the smiles.









# CLT Spook-easy

CLT took a break from offering scary-good customer service to celebrate the season at our favorite local haunt, The Artisan! From bathtub gin to a live jazz band, we stepped back into the 1920s and had a swingin' good time!





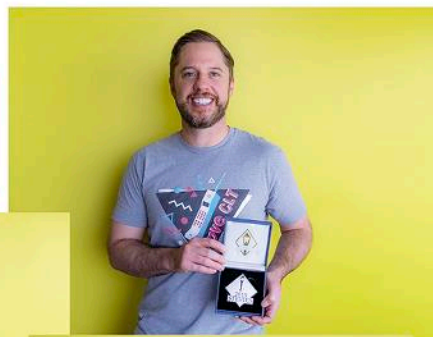
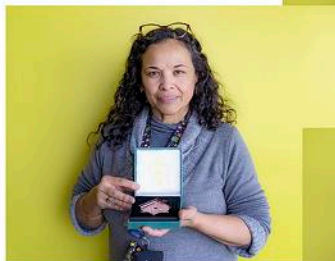


Congrats to Patrick Tucker and Bailey Hart who got engaged at the Halloween Party!





# And The Winner Is...

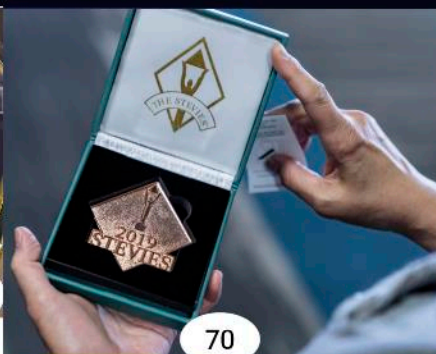


In 2019, our CLT Department applied for three Stevie Awards and we placed in each category! I know what you're thinking: There's awards for parking now??

But wait, not THAT Stevie! The Stevie Awards are the world's premier business awards. They were created to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide.

Elsie Farfan took the Bronze award for Front-Line Customer Service Professional of the Year! Harmoni Hines also took Bronze for Customer Service Leader of the Year! And, Zappos won Silver for Retail Customer Service Department of the Year! It's a big deal, fam.

Give out some high fives if you see these guys in the hallways!









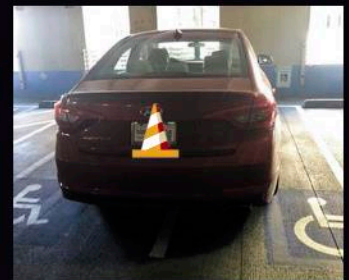
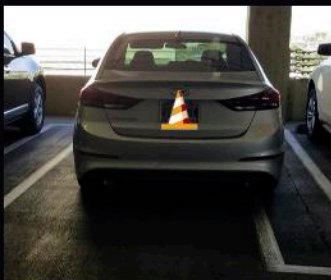
# THE BAD GUY

## A Parking Lot Love Story

**Starring: Steven Bautista**



## Parking Hall of Shame





**This is a story about a man on a mission. A mission to make our parking lot a safer place? Maybe. A mission to embarrass terrible parkers? Probably. A mission to test the limits of daily emails sent out to every employee? Uh...yeah. No matter the motive, one thing was certain: This time, it's personal.**

Number of parking emails:  
**312**

Number of new parking  
signs: **109**

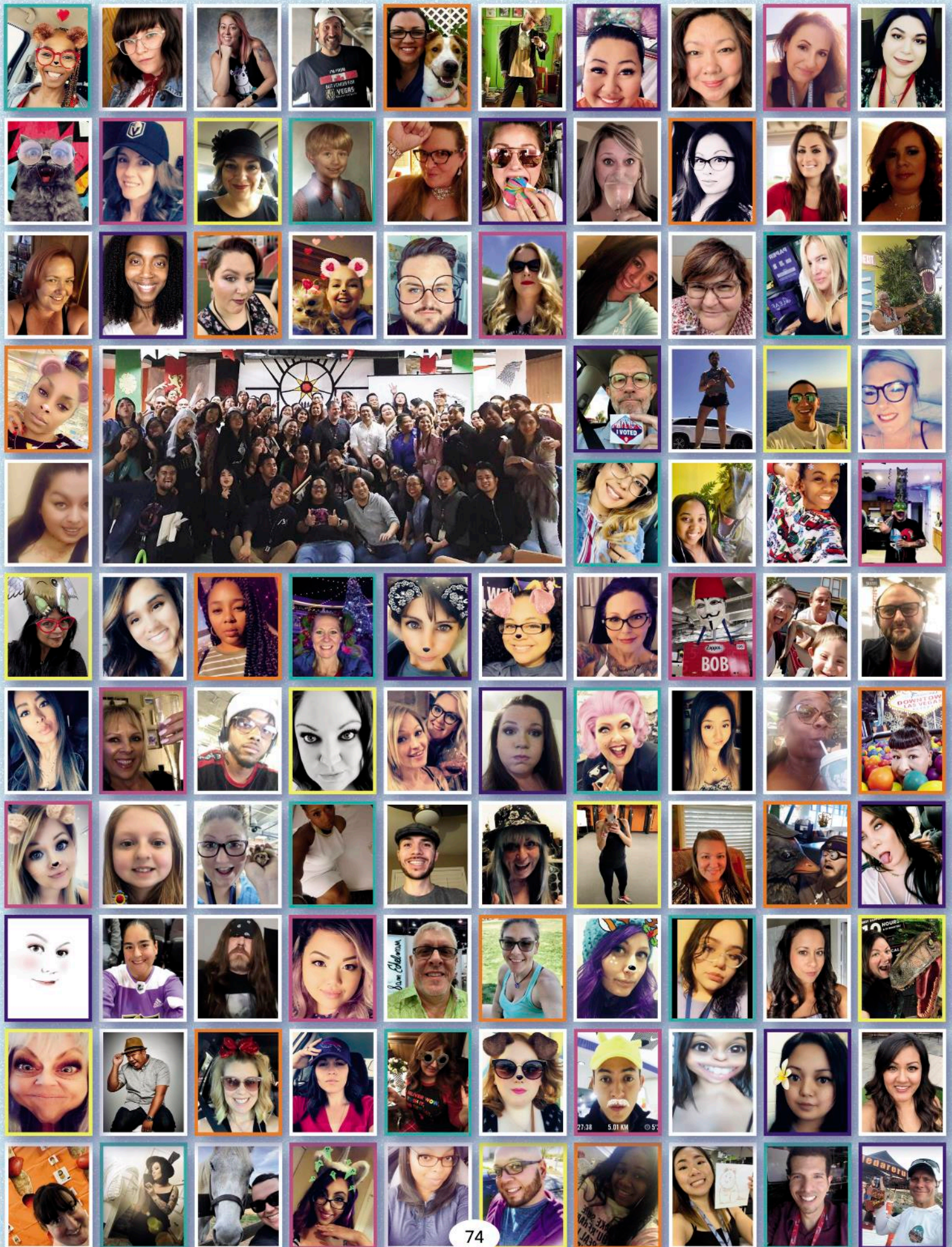
Number of cones hit:  
**All of them**

Number of pissed-off  
pigeons: **4 million**

Number of f&\*ks given: **0**

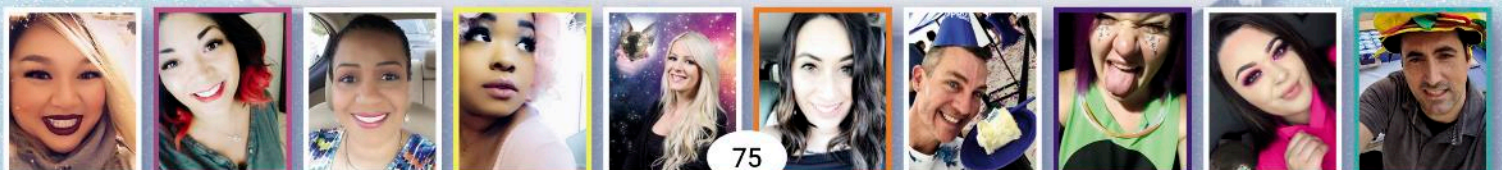
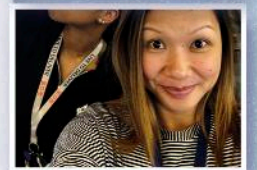
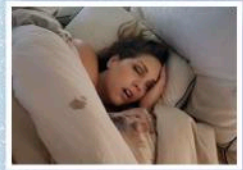








# SEE? WE TOLD YOU YOU'D BE IN THIS YEAR'S CULTURE BOOK!



5x7 space reserved for mirror



# NOT FOUND

A word play on the "404 Not Found" error message when you can't find what you are looking for online, we took what is normally an un-wow and flipped it upside down to NOT FOUND: an experimental pop up bar to showcase our culture and legendary service in Downtown Las Vegas.

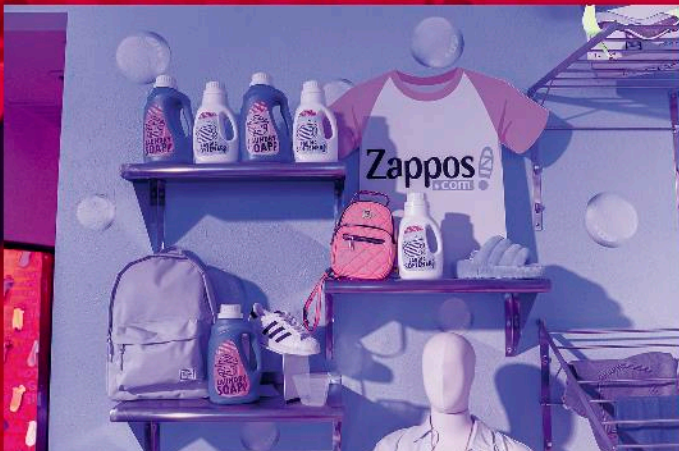






**Fun Fact:**  
4 customers  
actually  
showed up  
to do  
laundry

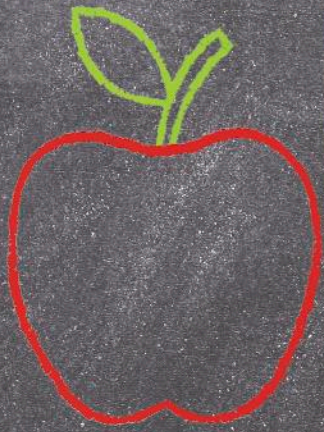
**The most popular drink  
was the Dirty Laundry.**











**48 Hour Founders Program is a two and a half day workshop that helps Zapponians develop entrepreneurial mindsets and skills!**







In the spirit of Being Adventurous, Creative, and Open-Minded, Zappos entered into a partnership to sponsor a theater and revolutionize the Vegas show experience. The big stage, bright lights, and residencies by world-class artists WOW audiences and show that The Zappos Experience is truly an unforgettable one!





Upgrading the theater experience would not be complete without also revolutionizing the merch stand. The Zappos Theater Store is staffed with happy Zapponians ready to provide that in-person connection and prove that Zappos is a service company who just happens to do it all!







The Town Hallz meetings are meant to provide meaningful updates along with prizes & fun! Town Hallz occur on the 2nd Wednesday of every month in the Council Chambers.









# WHO'S THAT MASKED ZAPPONIAN?







Inspired by The Masked Singer, this year's Zappos Talent Show encouraged entrants to WOW us with their skills all while keeping their identities hidden. Costumed singers, comedians, and pianists showcased their talents on the Zappos stage and blew us all away! We even had special performances by our Z-Dance and Z-Choir crews! Congratulations to Sarah Causey, aka La Reina, for winning first place! Special thanks to our hosts Jonette Casolari and Laurie Bryan, and to the amazing Judy Kim for all her hard work and passion!



Answers: (from top left) 1. Taylor Tanksley, 2. Steven Brooks, 3. Brittani Prather, 4. Brittny Mundy, 5. Brandon Fazzolari, 6. Sarah Causey, 7. Carol Murray, 8. Jonelle Cusato, 9. Claudia Coronado, 10. Sammy Mendoza



# JUST EAT IT!









The Bling Bling Balloon Jam Fashion Show was held on July 24, 2019. Balloon artists really have to think outside the box to invent elaborate creations for this competition!









# ROCKSTARZ!

Pins & Medals

RockStarz are chosen from the submitted coworker bonuses each month, and the person who gave the bonus wins the Entourage award! Think Employee of the Month... but way more badass!





Parking Spots

Zappos Gift Card

ROCKSTAR



ENTOURAGEZ





# Teambuilding

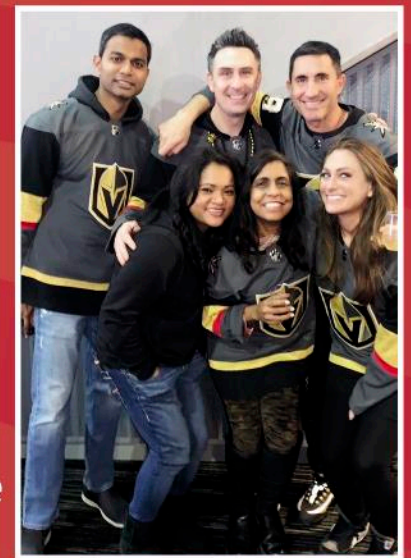
POWERED BY ZAPPOS

1999-  
2019

Work hard, play hard! To Build a Positive Team and Family Spirit, you must be willing to be more than coworkers. From amusement parks to pool days, and everything in between, Zappos teambuildings are the stuff of legends and what connections are made of!







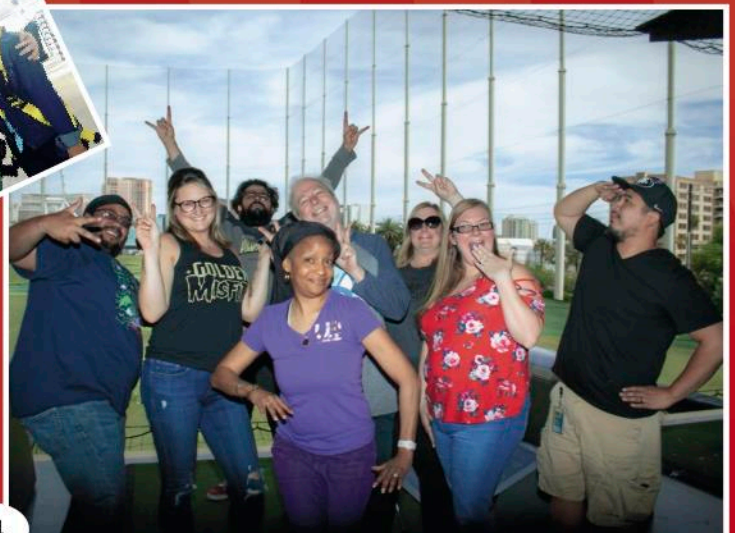
A great way to connect is to watch great teams in action! That is why several Zapponians chose to teambuild at sporting events.



"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER."



From crafts to cocktails, to even a tour of the local coroner's office, our teams definitely had an awesome time together!











# 20<sup>TH</sup> VENDOR PARTY!

## ANNIVERSARY!



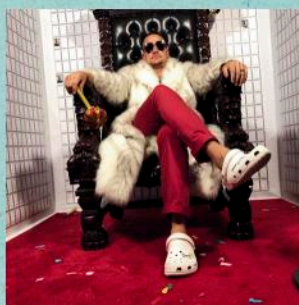






# MERCHANDISING

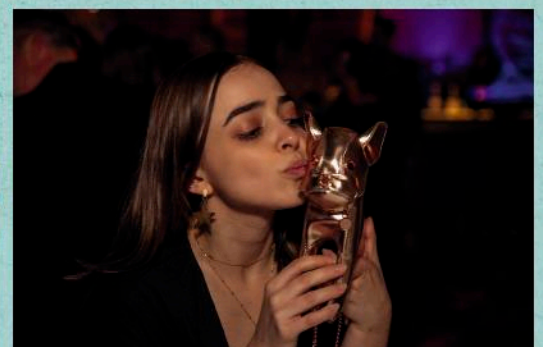
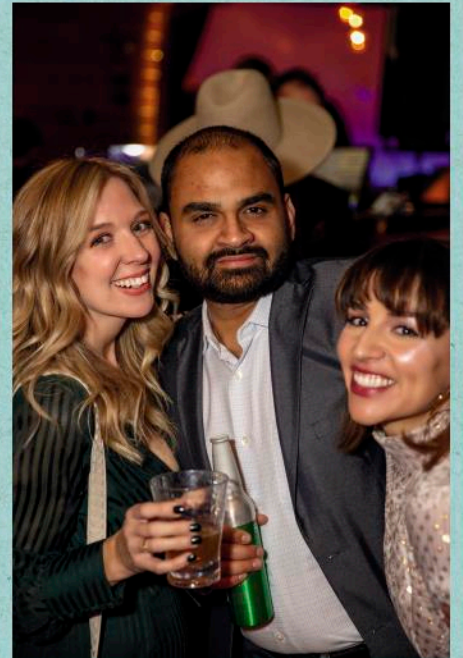
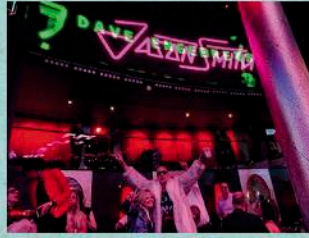
Meet the team that keeps us on trend, trains our vendors, celebrates our brands, and brought it all together at the 2nd Annual Zappos Vendor Summit.



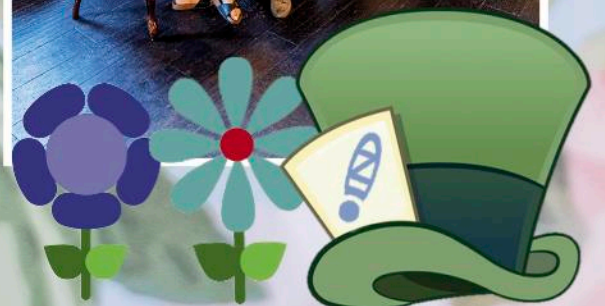
David from Crocs - Rep of the Year!















## Turning TwenTea!

How do you take your tea? We take ours with a hatter that's kinda mad and a huge celebration with our Zapponians and the community! During Vegas' annual Life is Beautiful Festival, our FUNgineers hosted a TwenTea Party at Commonwealth where guests were treated to drinks, an oxygen bar, and a zany experience in a garden!



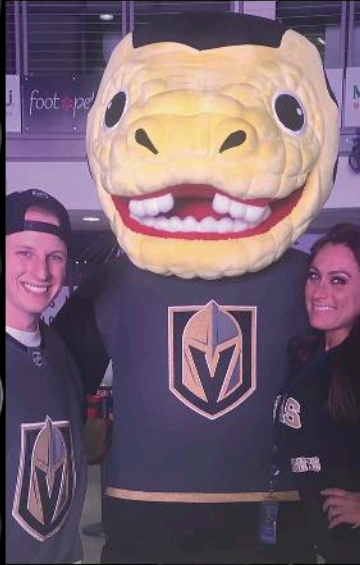


# ZAPPOS LOVES HOCKEY!

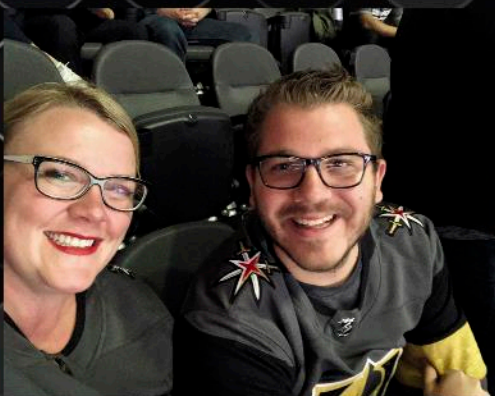
There's a fever going around Zappos, and the only cure is more hockey! From teambuildings to happy hours to customized gear, Zappos loves hockey and repping their favorite team!



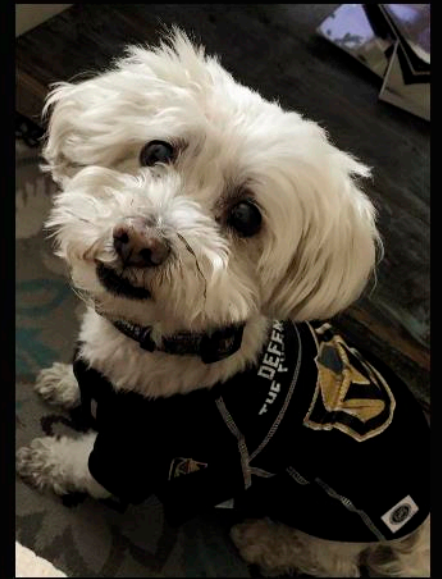




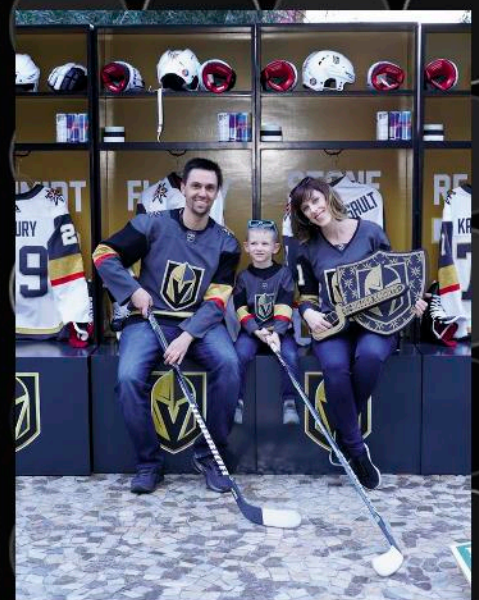








Whether it's human babies or fur babies, Zapponians knows that hockey is a family affair!





# SNEAKERS OF ZAPPOS



Before Zappos was known as a service company, we were known for our shoes. While we do a lot more now, that passion has not waned. The heat on our feet can't be beat!.





# "It's Gotta Be The Shoes"



Conor Fathe-Aazam combines his love of design and sneakers by making his custom shoes that showcases his Vegas pride!



# ZALL WEEEN

EST 2009





**Zalloween is our annual charity golf event that brings employees and vendors together for a day of costumes, contests, and lots of fun! Vendors purchase various sponsorship levels and help raise funds for Vegas charities. This year, we chose to benefit the CASA Foundation, Closets for Good, and North Shore Animal League America!**







# FINANCE HAUNTED HOUSE 2019



Don't go  
alone...





In October, accounting isn't the only scary thing happening in Finance! If there's one thing Zapponians love to do, it's surprise and delight... with FEAR!



PREPARE FOR SCREAMS...  
AND FUN



# This is halloween...



**What do mermaids, farts, Cards Against Humanity, and Lizzo all have in common? They all showed up to The Annual Zappos Halloween Costume Contest this year! Well, the costume versions of them anyway... FUNgineering invited all the cool kids out to help us celebrate the spookiest day of the year. As always, our employees showed up and showed OUT. Take a look for yourself!**









# ZAPPOS AWKWARD FAMILY PHOTOS

So... you know how sometimes work is a nice break from life at home? What if the people in your home followed you to work?? WHEN DO YOU ESCAPE?

Answer: neverrrrrr. And... it turns out, some people actually like that! We reached out to some of our Zappos families and asked them what they love about working with their family members. Check out their responses and these amazing Awkward Family Photos.



THE DUFFIELDS:

(L TO R)

JAMES DUFFIELD

SAMANTHA CUMPTON

DANA DUFFIELD

PATRICK DUFFIELD

"NOW THERE ARE  
FOUR OF US AND WE  
CANNOT BE STOPPED!"



MAXWELL STEINER  
LAUREN PAPPERT  
BROTHER/SISTER:  
"I NOW SIT ON  
THE SAME FLOOR AS  
MY SISTER AND  
BEING ABLE TO SEE  
HER EVERY DAY  
BRIGHTENS UP  
MY DAY!"

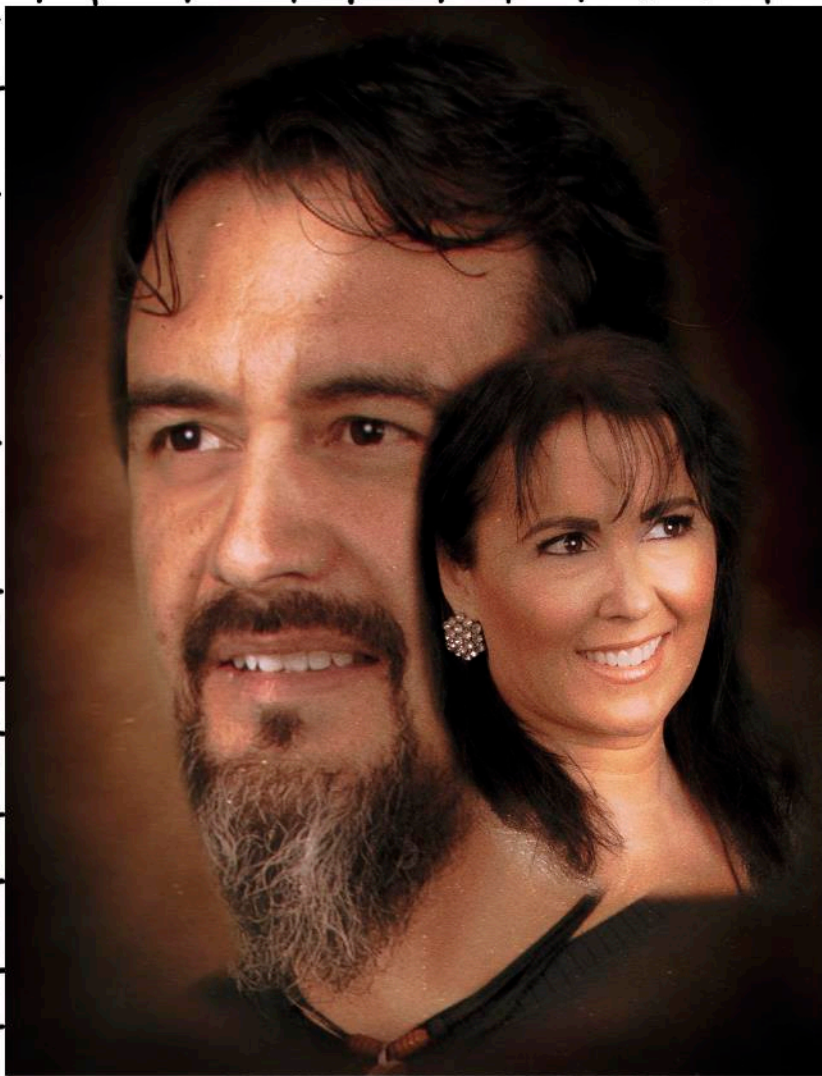


ERICK FOLGER  
KELLIE PELLETIER  
BOYFRIEND/  
GIRLFRIEND  
"THE COOLEST PART  
IS THAT EVERYWHERE  
WE GO, EVERYONE  
IS ALWAYS LOOKING  
FOR US BOTH."



SETH PEARL AND RACHEL PEARL  
BROTHER/SISTER  
"WHO'S THE BETTER PEARL, YOU ASK? JUST STOP BY THE  
NEXT Z-FIT WELLNESS CHALLENGE TO FIND OUT."





**JOHN SORENSON AND VENESA TENDLER  
ENGAGED**

"WE ARE OUR OWN LITTLE FAMILY HERE IN LAS VEGAS, AND ZAPPOS IS OUR EXTENDED FAMILY!"

**ERIK LEE AND EVELYN LEE  
BROTHER/SISTER**

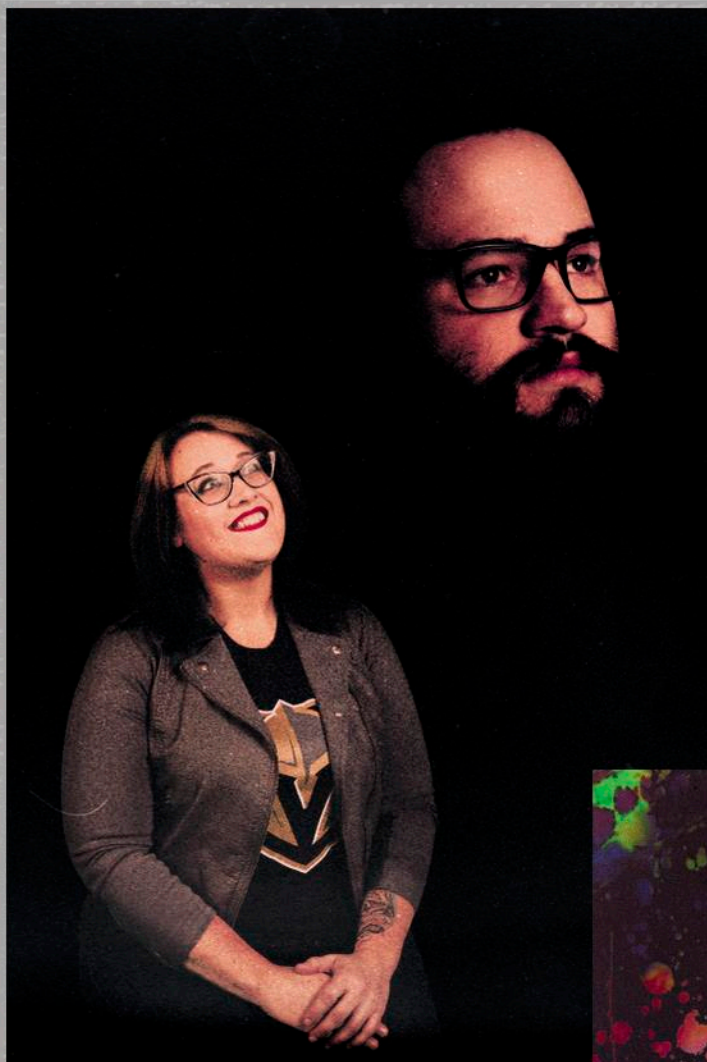
"EVY HAS A KNIT HAT WITH A BEARD ATTACHED, SO WHEN PEOPLE SAY THEY DON'T SEE THE RESEMBLANCE, SHE'LL PUT ON HER HAT AND BEARD. IT WEIRDS PEOPLE OUT."



**GABRIEL ACOSTA AND MATT ACOSTA  
BROTHERS**

"WE'VE GOTTEN TO TRAVEL TOGETHER AND PARTY AND SHARE AMAZING GROWTH TOWARD OUR GOALS."





## WYATT ROBERTS AND RONI ROBERTS BROTHER/SISTER

"I NEVER REALLY GOT FALL-DOWN DRUNK  
WITH MY BROTHER BEFORE WE STARTED  
WORKING TOGETHER."

## NIYEN IREDIA MIRANDA IREDIA BROTHER/SISTER

"AFTER WORKING WITH MY  
SISTER, MY NEW NAME  
HAS BECOME  
'MIRANDA'S BROTHER.'"





# Wishes





**The Wishez Program was started almost a decade ago to help Zapponians' wishes come true! It is largely funded by our amazing co-workers and anyone can sign up to make or grant a Wish anytime! Wishez serves as a great reminder that we're all here for each other.**



It is with a heavy heart that we announce the passing of our good friend, Salvatore "Sam" Blasco. Sam was a 102-year-old veteran whose biggest wish was to become a Zapponian! He officially graduated with our Stairway to Seven NHT class on 5/23/19. His friend Marcela Arechiga told us that he proudly displayed his Zappos license plate at home and was so happy to be part of our family! We love you, Sam!

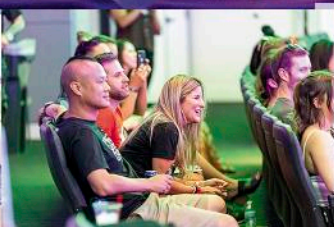
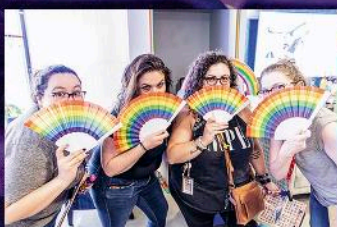
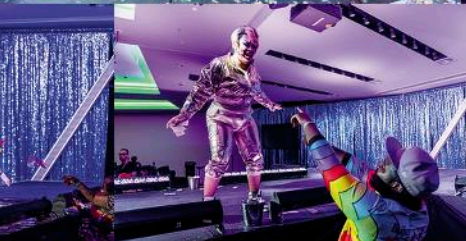




# THE WERQPLACE

## BINGO AND REVUE

In June 2019, several of Zappos' best and brightest circles came together as one to promote diversity during LGBT Pride Month. The Engage Team, The FUN Team, LGBT-Z, and Vice Versa Shoes combined their powers to show how Zappos gets fabulous and puts in werq!





# THE WERQPLACE

BINGO AND REVUE  
HAPPY HOLIDAYS  
EDITION



The Werqplace Bingo and Revue was a rousing success with over \$90,000 raised for Cupcake Girls, The Rape Crisis Center, and The LGBTQ Center of Southern Nevada.



*Cyber Monday-sure, it's a marketing term created by retailers to encourage online shopping, but a party's a party! We welcome this crazy busy day with treats, music, and a cozy fire. It was also an all-hands-on-deck day for CLT...thanks to all the team leads for jumping in to help our customers!*





# Annual Gingerbread Contest

Some flour, some sugar,  
and LOTS of creativity...  
that's what it takes to  
make gingerbread  
masterpieces! 14 teams  
competed to show off their  
flour power! There were so  
many great entries, we  
had to give away a  
second prize!





# WINTERFEST

On December 6th, The FUNgineers presented our Annual Winter Festival and Tree Lighting Ceremony! There was no shortage of festive activities to get you in the holiday spirit. Austin Ellis and DJ Wonder filled the air with all of our favorite holiday tunes while you took a spin on the carousel, slid down the snow hill, or waited for your turn to tell Santa all about your Christmas wish list! Santa also joined Tony and the gang to light up our giant Christmas tree for the first time this season. It was the perfect beginning to the best holiday season ever!











ZAPPOS INSIGHTS HAS ONE VERY SPECIAL MISSION: TO SHARE ZAPPOS' UNIQUE FOCUS ON CULTURE, PEOPLE, AND CUSTOMER SERVICE WITH OTHER COMPANIES. THIS IS NOT BECAUSE WE FEEL ALL COMPANIES SHOULD BE LIKE ZAPPOS, BUT RATHER WE'D LIKE TO SHARE HOW YOU CAN IDENTIFY YOUR COMPANY VALUES. IN DOING SO, GUESTS CAN LEARN HOW TO CREATE A SUCCESSFUL AND PROFITABLE ORGANIZATION WHERE WORK IS MUCH BETTER THAN A DAILY GRIND, IT CAN BE FULFILLING FOR YOU AND YOUR EMPLOYEES, AND FRANKLY... SO OTHER PEOPLE CAN EXPERIENCE LOVING GOING TO WORK LIKE WE DO.



INSPIRE



CORE VALUES



CULTURE

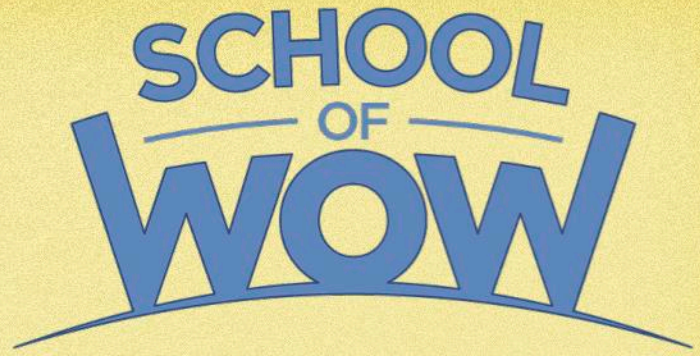




# PRODUCTS & EVENTS







## KEYNOTE SPEAKERS



HOLLIE



RYO



TYLER



JAVA



ROB



ALEX



JOHN



BY INCORPORATING THE ZAPPOS CORE VALUES IN ALL SPEECHES, OUR SPEAKERS MOTIVATE AND INSPIRE THROUGH STORY-TELLING AND SHARING THE ZAPPOS WOW PHILOSOPHY.





DID YOU FIND ME??

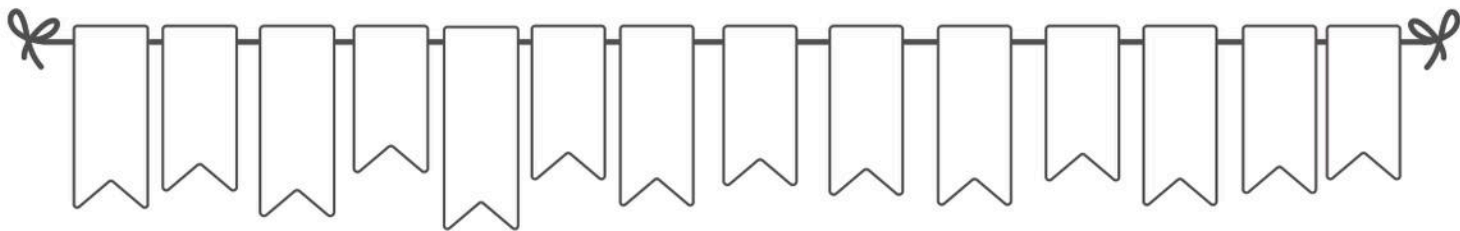
HERE'S A LIST OF ALL  
THE PAGES YOU'LL  
FIND ME HIDING!

1, 6, 7, 11, 14, 16 (TWICE!),  
20, 24, 25, 31, 32,  
36, 37, 40, 42, 43,  
49, 52, 57, 64, 69,  
80, 85, 89, 108,  
109, 110, 111.

DID YOU FIND  
THEM ALL?







Attention Zapponians!  
Decorate this birthday cake and  
upload a photo to Instagram with the  
hashtag #2019zapposculturebook. Ten  
\$100 Zappos gift cards will be  
awarded on April 30th, 2019. Good luck!



# Autographs

# Zappos

Staff Credits  
Maritza Lewis  
Patricia Pilgrim  
Niyen Iredia  
Special thanks : Megan Petrini & Lance Wilson  
Photos: Joel Cada  
Artwork: Zappos Cre8  
Thank you, Steven Bautista





