



Volume 1, Issue 1

January—March 2013

## MESSAGE FROM DEBBIE

Happy New Year! I'm so excited that we are actually doing this ☺!! (Thank you Izzy for making this a reality!) We'll be sending the Newsletter to you quarterly & hope you find it provides good information and fun too.

First, we (Dean, Jim, Cheryl and myself) want to thank you so very much for all your hard work this past year. Your professionalism and "can do" attitude resulted in a truly successful 2012! EBC produced 266 events (up from 209 in 2011!), including 145 weddings, which as you

know require extra attention and effort. We love our weddings, but let's face it . . . they are more work ☺.

2013 is looking busy already, and to sustain this type of growth means more organization for us all. So please be on the lookout for anything you think of that might make your job more efficient or organized. I would absolutely love to hear your ideas, suggestions or concerns. WE ARE A TEAM! . . . and since your eyes & ears during the events will enable us to make improvements in

all areas of the company, we greatly appreciate your input! Our Mission Statement affirms, "we

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SUCCESSFUL 2012!***

strive to provide a comfortable and professional team environment of respect, integrity, leadership & interpersonal growth."

Thank you again, and Cheers!

## MESSAGE FROM DEAN

Wow, what an exciting year 2012 was! Lots of growing & learning. Have you seen the size kitchen we cooked out of to feed 13,204 people (and that doesn't count our drop-offs!)? As you can imagine, it took a lot of systems, organization and great staff to accomplish

this. A big bonus for the BOH this past year was bringing on Enrique, formerly at Mission Ranch, as our Head Chef, and toward the later part of the year, Nilton came on full time with his multi-talents ranging from chef to aiding Jim in keeping our facilities top notch.

And for next year, we are excited that Lee, equally gifted as a bartender and chef, will be Gatherings' primary Event Head Chef.

We have some great plans for 2013, from new refrigeration units to exciting menu changes.

Let's Rock On!

## IN EVERY ISSUE . . .

### Message from Debbie

*Company information and stats and special event news*

### Message from Dean

*What's going on in the kitchen*

### News from Event Staff Manager

*All things staff related*

### Employee Highlights

*We're a Team! Get to know your co-workers!*

### Quotable Quotes, Funnies and/or Misc. Tidbits . . .

### Company Mission Statement and Statement of Values

### The "Stuff" Box

*Who knows what will go here*

## DID YOU KNOW...?

If you didn't know how much your "can do" attitude makes other people's day, just take a moment to look up The Perry House, Gatherings & Classic Catering on both Yelp & Wedding Wire. The number of times that excellent service and food is mentioned is unparalleled with any other caterer/event facility in town!

# EMPLOYEE HIGHLIGHTS



**Get to Know . . .**  
**Florintina**  
**“Tina”**  
**Espinoza**

Tina has been working as a server for Events by Classic for 2-1/2 years. When

she is not helping us put on fabulous events, she works as an office assistant for a metal/welding company in Salinas; and when she’s not working at all ☺, she loves hiking, basketball and going to concerts, of

which her favorite to date has been the J Boog concert in Napa Valley. But what most likely keeps her the busiest right now is a brand new boxer/pit mix puppy, Camila, who they just adopted from the SPCA.

Tina says EBC is like her 2<sup>nd</sup> family, and she believes that besides the passion that it is the working relationships and respect for each other that feeds off to our clients helping us to provide great service. We agree, Tina, and are excited to see your continued growth within the company.

## HAPPY BIRTHDAY WISHES TO:

**January Babies:** None in January

**February Babies:** Mary Lisa Kuhn, Melissa Olivares, Scott Gebert, Jerry Witt, Richard Cromwell, Feki Fekita

**March Babies:** Debbie Young, Ray Johnson, Gonzalo Silva, Kendra Haugh, Javier Hernandez, Ileana Madrigal



As the saying goes, when one door closes, another opens. We are saying good-bye to Alicia, who was with us as an Event Manager for 2 years. (continued under “The Stuff Box”)

## NEWS FROM STAFF EVENT MANAGER

Hello Everyone! As you can tell, we now have an Employee Newsletter — The Classic Gram. This will allow us to share company and personal staff news with the team. We are starting it as a quarterly publication, but maybe it will become a “best seller,” and we’ll want to send it out more often. We look forward to your feedback and any suggestions of what you would like to see in it.

For 2013, we are also hoping to come up with a better way to keep track of your hours. I know with our

antiquated way of having you “clock in and out,” hours have been missed at times and you have had to wait for the next pay period, which is not a good thing.

**“WHAT SHOULD WE DO FOR THE 2013 EMPLOYEE APPRECIATION PARTY?”**

We are also gearing up from some new training sessions, and are especially looking forward to bringing back some great tips & ideas from the 3 day mega catering confer-

ence to be held in Vegas this March. We will be attending several courses to help strengthen and improve our hospitality to our clients and staff.

Now for some fun stuff — what should we do for this year’s employee appreciation party? Picnic, bowling, same as last year, bingo night (just kidding, or not). All ideas are welcome. Email me or put your idea in the Suggestion Box! We will be putting a “party committee” together soon, so if you have any ideas, don’t be shy!

## QUOTABLE QUOTES, FUNNIES & MISC TIDBITS

We’re happy to report all EBCStaff are a Type 1!

### The Three Types of Employees

**1** **ENGAGED** employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.

**2** **NOT-ENGAGED** employees are essentially “checked out.” They’re sleepwalking through their workday, putting time -- but not energy or passion -- into their work.

**3** **ACTIVELY DISENGAGED** employees aren’t just unhappy at work; they’re busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.

### Meanings for the word “Classic”

*Timeless, Unforgettable, Memorable, Abiding, Lasting, Ageless, Masterpiece, Landmark, “a” Standard, Model, Traditional, Stylish, Elegant, Enduring*

### Think about it!

Pretty appropriate, we think ☺



Dean, is that you?

# ALWAYS PHOTOS





## MISSION STATEMENT



*To be the most respected catering and event venue company in Monterey County, by consistently exceeding expectations through quality cuisine, professional service, attention to detail and genuine enthusiasm.*

*To provide a comfortable & professional team environment of respect, integrity, leadership & interpersonal growth.*

## STATEMENT OF VALUES

Please understand we are serious about creating a productive working environment for our staff and maintaining the highest levels of quality, service and attention to detail for our guests.

We want you to understand that we also believe in living our values, some of which are:

- We believe in doing business in a professional & orderly manner.
- We believe in honesty and integrity.
- We believe that only a happy and professional staff can give the level of personal service we demand.
- We believe in the ongoing training and development of our staff and see it as a worthy investment in the future of the company.
- We believe in providing legendary service – the unique and powerful sort of personal care and attention that our guests tell stories about.
- We believe that everyone is capable of being an A+ player.
- We believe that good enough isn't.

## THE "STUFF" BOX

- Please don't forget to share with us any ideas you might have for this year's employee appreciation party.
- You should already have received your W2, if not let us know, and double check that your social security # is correct.
- Please tell us any news you would like to share with your co-workers: engagements, marriages, new babies, your children's accomplishments, request for thoughts and prayers, etc. Just email Debbie, or put in the suggestion box.
- Disclaimer: If your face isn't on the photo page, it's because we couldn't find a picture of you (or you weren't smiling); so this year, it is our goal to get more staff shots to share!



*(continued from Employee Highlights)*

### **Good Bye to Alicia, Hello to Richard**

She and her husband have moved to Texas and we wish them well as they start a new chapter in their lives.

With that change, we are excited to welcome Richard Wood to the Sales/Event Management team. Richard and his wife have 3 children & 2 dogs. Having served as Director of Catering at La Playa Hotel and also owning his own wedding & event business, he is well equipped for the job. He is also a founding member of Monterey Bay Wedding & Event Professionals. We look forward to his added expertise. Welcome Richard!

## TALK TO US . . .

We have an open door policy! Please feel free to talk to any owner about anything; that includes Jim; he's not as intense as he looks! ☺

Want to remain anonymous? We learn and grow when you share. If you wish, you can do so anonymously by using the locked "Suggestion Box" located on the service/bussing deck at The Perry House.



## WE'RE ON THE WEB!

Stay current with all our activities, and **support your Events by Classic team!**

Please subscribe to our blog and "like" our Facebook pages.

[www.eventsbyclassic.com/blog](http://www.eventsbyclassic.com/blog)

[www.facebook.com/ThePerryHouse](http://www.facebook.com/ThePerryHouse)

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