



Volume 2, Issue 1

JANUARY — MARCH 2014

IN EVERY ISSUE . . .

MESSAGE FROM DEBBIE

Hello T.E.A.M.!

[“Together Everyone Achieves More!”](#)

Webster defines TEAMWORK as “The process of working collaboratively with a group of people in order to achieve a common goal.” Teamwork is often an important part of business, but in our business it is crucial!

In simple terms; without all parts of the team working together for the common goal of a successful event, the goal could not be achieved. The Front of the House (FOH) cannot perform its

best without the Back of the House (BOH), and vice versa. Further, the FOH & BOH teams include individual group members working collectively towards their goals for the event. It takes a team to succeed – we cannot do it alone in the Event business!

We believe in the concept of teamwork so much that we have completely restructured our Sales & Event Management department. The Event Managers: Mary Lisa, Jana, Richard, Hana & Erin are no longer on their own to sell & manage events...

they have formed Sales/ Operations Teams. Richard & Hana are now the “Dynamic Duo” Team & Erin & Jana are now the “Classic Angels” Team. The marvelous Mary Lisa supports both teams, as well as me. We are so excited about this new team sales concept, and so far it is proving successful! By combining our individual talents and abilities, I truly believe great things can happen.

Thanks to dedicated team members like you, excellence is within everyone’s reach.

Message from Debbie

Company information, motivation and whatever she wants :)

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 or Whatever . . .

Company Mission Statement and Statement of Values

The “Stuff” Box

Who knows what will go here

MESSAGE FROM DEAN

Having just ended another successful year, I would like to thank the entire EBCG team for an awesome job! You are the best staff I’ve ever been involved with. I’m so very proud of the product we put out & the way we all work together!

A recap of our year: We surpassed sales goals for the 3rd straight year. We gained awesome new sales team members who

along with Mary Lisa, Jana & the Mrs. make a powerhouse sales & event team! Enrique & I brought on 11 new cooks & Eulogio is back with us. They are all outstanding people & very good cooks. We did a milestone event in 2013 — The Barracuda party. A very detailed, upscale event for 600 people. The team only had 3 weeks to plan. With that experience, we can be confident

in doing these type events in the future; in fact, we are working with Porsche on 2 parties for 2014, at 1100 & 600 guests!

I am sincerely grateful for everyone’s efforts in 2013. A special thanks to my family whom I love & appreciate very much. Without them, EBCG would not exist. I hope you had a Merry Christmas, and Happy New Year to all!

DID YOU KNOW...

2013 may be over, but it’s not forgotten — not with great stats like these:

- Sales increased by 33%
- We handled 284 events; 118 at our 2 venues, 58 at other venues, 44 beach ceremonies, and 64 drop-offs
- Weddings were 75% of our business
- We fed over 17,000 guests
- And with all that exposure, we still maintain 5-star reviews! Besides our online reviews, you can see some of the great cards we get thanking ALL OF YOU on the “Lovefest” page of the eventsbyclassic.com website.

EMPLOYEE HIGHLIGHT



Meet Nilton Juarez

Nilton's first gig with EBC was 4-1/2 years ago at a home in Pt. Lobos. He came to Classic through employees Eulogio and crazy Juan Ramirez;

he said "crazy," I didn't.

He has been married to the lovely Lupita for 19 years. (Lupita told me the other day that behind every great man there is a great woman holding it all together ☺) They have 2 "babies," Xiadani Juarez (17) and Leonardo Naresh Juarez (16).

Nilton loves listening to all types of music from salsa to cumbia to easy listening. In his free time, he enjoys building just about anything and looks forward to walks on the beach with his family & he tells us he's a food lover. That's a good thing considering he works for a catering company.

Nilton is multi-talented. You will find him always smiling whether he's prepping, cooking pizzas, serving guests or building something — like the bar in the Carriage House!

When Nilton isn't working at EBC (which isn't often), he does handy-

man work on the side. He hopes to go back to school someday.

He shared with us that one of his favorite moments at work is when they are all in the middle of an event and it's getting hectic, and then out of nowhere someone cracks a joke!

HAPPY BIRTHDAY WISHES TO:

January Babies: Lily Cadena, Veronica Guizar, Jose Luis Tellez

February Babies: Austin Cox, Feki Fekta, Mary Lisa Kuhn, Eric Nelsen, Darin Wright

March Babies: Debbie Young, Javier Hernandez, Ileana Madrigal, Diana White

NEWS FROM YOUR STAFF EVENT MANAGER

As one year ends and a new one begins, we are sad to be saying goodbye to two wonderful employees.

Ileana Madrigal has joined the Air Force, and Nick Taylor will be heading to Sacramento State College

Ileana's "ship out" date is early January. We are so glad a change from July kept her here through *the season!* She'll be in Texas for 3 months, then to the LA area for school and hopes to then be stationed in Germany.

Ileana said growing up she had two dreams: to join the Marines and be a flight attendant to travel and ride airplanes. "I know it's not what the Air Force is about, but in my head it

was the perfect way to combine both my interests."

When she first expressed an interest to join after high school, her mom said, "first you need to get a college degree, then you may do as you please." Ileana said her mom thought she would change her mind, but she didn't. She earned her BA from CSUMB and is now getting ready for the next adventure in her life.

"The hardest thing is leaving my family and a special someone behind. I know I'll be back, but I've never been apart from them or my dog (of 13 years) for more than 2 months."

Nick also heads out in January.

From his choices, Nick felt Sac State was the right one for him because the campus is awesome, he enjoys the hot weather, and being a huge Giants fan, he is close enough to go to a game and is also just 2 hours from Lake Tahoe, another plus! Nick said he hopes to work for EBC when he is here to visit. He also told us he made some great memories while working with us.

"Once I have my Bachelor of Science in Athletic Training, I hope to attain my goal of one day working for a professional team or high profile university as their Athletic Trainer."

We wish both Ileana & Nick much success in their new endeavors! We'll miss you!

QUOTABLE QUOTES, FUNNIES OR WHATEVER . . .



Ever wonder what food selections our clients choose the most; maybe not because you already know since you sell, cook and serve it, but I'll tell you anyway ☺ . . . The top 7 items chosen in 2013 were:

- A La Provence Stationary Cheese Display (asked for 71 times)
- Artichoke, Spinach & Manchego Stuffed Mushrooms (57 times)
- Margherita Pizza Station (51 times)
- Cosmo "Martini" Salad (50 times)
- Petite Crab Cakes with New Orleans Remoulade (50 times)
- Shrimp & Monterey Bay Calamari Ceviche (50 times)
- Classic Bruschetta (46 times)



GOOD-BYE 2013 — BRING IT ON 2014!



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 in not letting 'good enough' be good enough; we're better than that!

THE "STUFF" BOX

Last Quarter's Rock Star Corinne Barnes finally got her jacket! Congratulations again Corinne!

This Quarter's Winner is Austin Cox!!

The captains tell us "He is always willing to help out at events whether it's his job or not; "He gets along with everyone and the guests love him," "Very reliable & knows his job well." — Congratulations Austin! Let's get you fitted!



More News from Izzy (she was a little winded this quarter so had to give her extra space):

- We are looking to promote from within a Monterey Beach Wedding Captain. Qualifications & duties: Good driving record; set up & break down of Ceremony site; maintenance of equipment. Friendly, responsible and enthusiastic is a must!
- Interested in becoming an Assist. Captain or taking on more "head server" responsibilities like training? Let me know.
- Congratulations to Tina Espinoza & Corinne Barnes, who are being promoted to Captains in 2014.
- Please keep your eyes open for new teammates for next season. If you know someone interested, have them email me.
- How is StaffMate working for you? Feedback is good!
- YIPPEE! We're going to implement a "real" time clock system next season. If you knew how long and difficult it is to do payroll with our antiquated pen & paper system, you'd understand my enthusiasm ☺! Did I say YIPPEE!!

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 HAVE A NEW LOOK!

Check out eventsbyclassic.com to see our new look; all websites have been updated except Classic Catering — scheduled for its facelift soon!

Stay current with all our activities, and **support your Events by Classic team!** Please subscribe to our blog and "Like" our Facebook pages.

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