

check in

Bringing our Brand to Life

UNDERSTAND IT. BELIEVE IT. LIVE IT.

brand champion recognition program



We are very pleased to announce our next group of Brand Champions!

They are **Sarah Patino**, Senior Manager of Operations in Sunrise; **Jim Thomas**, Vice President of Business Development, who works off site; and **Sooyun Pappas**, Site Coordinator in Anderson. Each month we will continue to recognize associates who best embody our brand attributes. Click [here](#) for a nomination form.



Chad Lovell, Chris White,
Sarah Patino and Doug Stein



Doug Stein, Patrick Young,
Jim Thomas and Chris White



Chris Askew, Sooyun Pappas
and Beverly Dabreau

Sarah was nominated by Beverly Dabreau, Vice President of Operations in Sunrise, for being incredibly detailed and highly responsive in resolving customer claims. She is **Adaptively Smart** in dealing with high stress situations, accommodating customers and doing the right thing; **Simply Straightforward** in her analysis of situations; a **Trusted Expert** in responding to customers and media with both expertise and care; and **Unwavering in her Commitment** to provide deadline-driven and late-night responses to urgent escalations.

Jim was nominated by Patrick Young, Vice President of Business Development in Sunrise, for his exemplary ability to represent the company to prospects in the financial and utility industries. Jim is one of our best client-facing leaders and a **Trusted Expert** who works with all departments to ensure great customer experiences and strong partnerships. He is a continual high-performer, hitting targets and bringing new business to the company.

Soo was nominated by Brandy Walters, Manager of Human Resources in Anderson, for being **Adaptively Smart** in supporting the company's brand launch and employee engagement activities. Soo also exhibits our brand attributes by seamlessly managing last-minute changes, offering solutions to overcome business challenges and altering her schedule to accommodate team goals and objectives. Soo's **Unwavering Commitment** is instrumental in helping the Anderson operations team achieve success.

wear green wednesday



From Sunrise: Left to right, standing, back row: Jose Ramirez, Carlos Tolentino, Jim Cole, Andy Young, Juan Pablo Rodriguez, and Chris White

Front row: Tazia Hodge, Suzette Valeus, Marta Mordwinkin, Rachael Moran, Bianca Lauria, Sue Gruber, Laura Hucke, and Susana Briceno

Seated: Michelle Licudine, Cristina Sacco, Kerri Ann Bucknor, Cristina Keleshian, and Priscilla Victorin



From Sunrise:
Glenda Worthy-Okoeguale

brand launch timing

The IT, Marketing, Product, Operations, Accounting and Finance teams continue to make steady progress in preparing to launch the Cinch brand into the marketplace. As a reminder, the critical factors impacting the timing include:

- ✓ **Completion of the website design and testing;**
- ✓ **Finalization of Cinch product categories and names;**
- ✓ **Successful Summer Service Delivery; and**
- ✓ **Achieving established milestones associated with our Reputation Management Strategy.**

In the meantime, we will keep you apprised of our plans through our newsletter, CEO messages, department meetings and Town Halls. **To access our latest FAQ containing the most recent information on the Cinch brand launch, click [here](#).**

awards & recognition

Congratulations!

Cross Country Home Services has joined the ranks of South Florida Business Journal's 2018 Fast 50, recognizing the region's 50 fastest-growing private companies.



cinch stats

A look at the brand launch by the numbers

1,646 tasks currently listed on the rebrand project plan

765 & 29 new product IDs and fulfillment kits, respectively, created by the Product team



4,000 old products for HMS and Affinity direct-billed customers that are being replaced

247,000 existing customers positively impacted by the product changes

ON THE MOVE!

HQ update

Here's a sneak peek of the lobby and interior spaces of our new Florida headquarters in Boca Raton; an exciting and positive reflection of our new Cinch brand! Phased move-in begins in late October.



spotlight

5 things to know about **Chris Andy**

Brand Council
Member and
Senior Development
Manager in IT



1. Chris has been with CCHS for almost 6 years.
2. He is a self-taught computer programmer, having developed a system to track files during his time at a startup company. He began with Excel, and then taught himself Visual Basic for Applications and JAVA, becoming adept enough in a short period of time to take over development of the company's production site.
3. Chris was a member of a billiards team for over 10 years and participated in the State Championships.
4. He honeymooned in Italy, which was his first time in Europe, and visited his wife's family in the small town of Bitonto, on the southwest coast of the Adriatic Sea.
5. Chris enjoys gardening in his spare time. He grows tomatoes, peppers, green beans, corn, and watermelon. Currently, he has a few pineapple plants, mango and avocado trees, and a patch of pumpkin plants; all grown from seed and clippings!

cinch q's

poll results

Last month we asked associates which appliance you could not live without and why. We received some great responses explaining how (and how often) you use your refrigerator (the #1 answer), washing machine, dishwasher, and oven. This month's randomly selected winner is **Sandra Johnson, an Intake Specialist in Anderson**, who uses her oven for a good cause—to prepare hot meals to help fellow church parishioners who are dealing with hardships. She also enjoys baking specialty cakes. **Sandra will receive a gift card to a local restaurant, along with a hearty "thank you" for her thoughtful response!**



This month's poll question is:

Which corporate or product brand do you trust the most and what did that company do to make you feel that way?

Email your response [here](#) for a chance to win a restaurant gift card and have your entry shared in our next issue!