

Redbridge IN BLACK AND WHITE

News from the bridge | BI-YEARLY PUBLICATION from the Redbridge Group



Success

By Eugenio Chinchilla
Managing Partner Redbridge Group

Henry Ford, father of the modern assembly line and one of the world's richest and best known businessmen, said that "coming together is a beginning; keeping together is progress; and working together is success."

In front of our company is a day when we will be an internationally recognized brand doing business in every major continent, as an insurance management company specialized in global operations.

We are advancing in this worthy pursuit with the spirit of adventure and optimism that is the emblem of our firm. I clearly see that day ahead of us, and every one of us who is here today is present and accounted for on that day. Everyone here will make his mark and ascend to the challenges ahead for the benefit of all the great people whose reputation, personal

skills and professionalism make the organization that we know as REDBRIDGE.

Today Redbridge is an extensive operation with over 150 partners, employees and associates in nine countries. Our strength, however, is not just our numbers. It is and will always be our association with each other and our shared enthusiasm to be a global brand that stands for the highest standard of ability in the international assurance industry. Redbridge is a company of expertise, professional commitment and integrity.

Above all, Redbridge is successful because we, who work here, work together.

The Ritz-Carlton Hotel Company

By Derek Flint

General Manager Ritz Carlton, Key Biscayne

I am just as proud to be a part of The Ritz-Carlton Hotel Company as I was when I first started as a front desk agent at the Central Park property in 1988. A lot of people ask me what is the key to the brand's renowned customer service. Across the globe, The Ritz-Carlton Ladies and Gentlemen carry with them daily a Credo Card. This compilation of Gold Standards encompass the values and philosophies in which we operate to ensure the genuine care and comfort of our guests; however, the one I think that is truly the heart of our success is the Employee Promise.

When I receive positive letters from guests, they aren't gushing about the marble floors, the silk wall coverings or the chandeliers. They are touched by a particular experience with one the resort's Ladies or Gentlemen. It's a story about an employee who went out of his or her way to ensure not an ok - or even a good experience - but a wow moment. These moments vary from guest to guest and can range from planning a lavish dinner for a special occasion to simply sending up tea and soup to a guest who is feeling under the weather. But the one thing they all have in common is that the employee expresses genuine care for the guest.

This Promise states

- At The Ritz-Carlton, our Ladies and Gentlemen are our greatest resource in our service commitment to our guests.
- By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.
- The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled and The Ritz-Carlton mystique is strengthened.

How do you empower your employees to treat every customer this way? It's simple – engage them. At The Ritz-Carlton, Key Biscayne, we have several processes in place for employee recognition including First Class Cards, a note of thanks for a job well done; Lighting Strikes, a monetary compensation for exceptional work; and the Five Star Awards, whereby each quarter, employees nominate and vote for their peers, whom they believe demonstrate true team players. Quarterly winners are entered as nominees for the yearly Five

Star Award, which provides a trip to a sister property. The Ritz-Carlton also recognizes and considers internal candidates first for promotions and leadership roles, furthering bolstering long-term loyalty to the company and its mission to serve. I am one of thousands to exemplify this brand's incredible growth opportunities.

Essentially, it's about catching and commending a Lady or Gentleman when they are doing something right – don't wait for them to do something wrong in order to call them into your office. As the first line of the Employee Promise states, these ambassadors "are our greatest resource in our service commitment to our guests." If your employees are happy, your customers are happy. And if your customers are happy, financial success is closely in tow.



Crafting the voice of Redbridge

Five years ago I was given the responsibility of crafting the voice of a new company with big dreams and an expansive vision. It was the company we now know as Redbridge. From the very beginning, our intention has been to create a brand that would be recognized globally. So Corporate Communications has been at the center of every development at Redbridge.

Corporate Communications is the voice of a corporation and the image it projects of itself. In addition to that, it is also a process that a company uses to communicate to an ample range of audiences, inside and outside of the company. But most of all it is an attitude that each and every associate internalizes and personifies. It somehow permeates the entire organization.

Entrepreneurial organizations throughout the world depend on their ability to manage communications with clients, partners, associates, suppliers and investors. Corporate communications has a direct impact on every person in a corporation. No matter where we are in the organizational chart, we convey the company's image. Redbridge Corporate Commu-

nications has the responsibility of crafting the voice of a leader in the industry. It also helps the company to keep its focus on the vision and mission – on who we are and where we want to go. In this way, Redbridge can continue to spark interest among consumers, create customer loyalty, generate brand equity, and thus facilitate growth.

As Redbridge reaches for new heights in a global market, our commitment to our brand strengthens. Our brand repre-

sents our services, our people and ultimately what Redbridge stands for...a leader in a global market.

By Luisa Villegas
Director of Communications

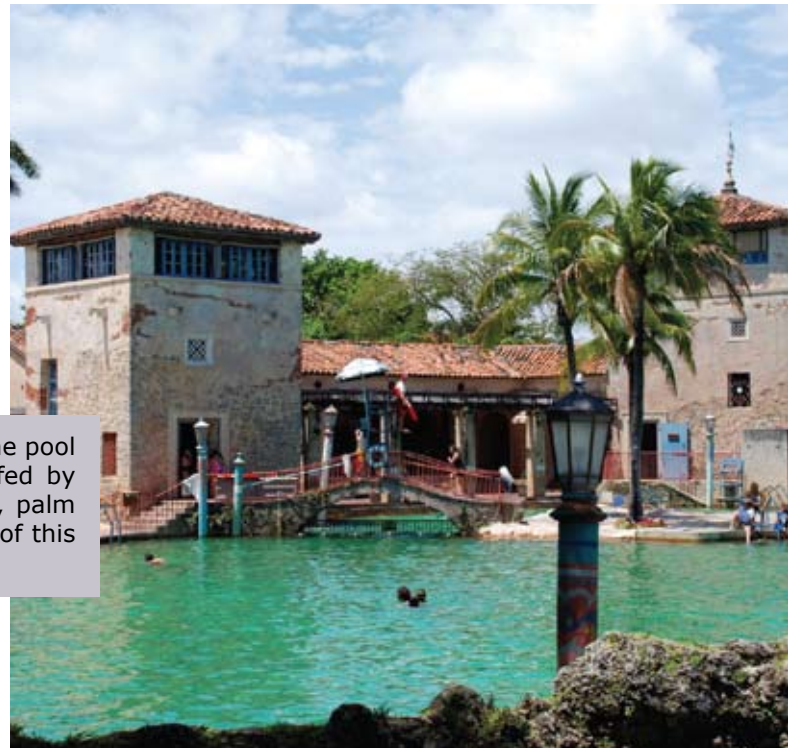


What to Do and See in Coral Gables

Coral Gables, the “City Beautiful”, a sophisticated city with a distinctive Spanish-style architecture, offers to visitors a myriad of things to do and see, such as a bustling pedestrian-friendly commercial district, historical parks and museums, more than 100 fine restaurants, golf courses, and dozen of art galleries.

The city sponsors many events, like the Wine-Walk and the Gables Gallery Night, a popular once-a-month art lover’s treat.

Created in 1923 from a coral rock quarry, the pool features 820,000 gallons of spring water fed by an underground aquifer. Its caves, grottos, palm trees and waterfalls accentuate the beauty of this unique swimmer’s paradise.



Venetian Pool 2701 de Soto Blvd. Coral Gables.
305-460-5306



The Coral Gables free vintage-style trolley system allows visitors to get around town quickly and easily.

The seven trolleys run from 6:30 am until 8 pm every week-day, and until 10 pm on Friday evenings.

By Norma Carballo
Director of Contracts & Product Development

Places of Interest

- Fairchild Tropical Garden
- Deering State
- Lowe Art Museum
- Venetian Pool
- Biltmore Hotel
- Ring Theater
- Casa Bacardi
- Bill Cosford Cinema
- Merrick House
- Matheson Hammock Park

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