

You are about to join an org/rest group that believes in hard work, passion, customer satisfaction. A lot of people say these words but we mean them!

The following pages are our values and mission and what we're all about. If these speak to you welcome to the team. If they do not resonate with your soul you should consider not joining this amazing group of people.

WHAT IT MEANS TO BE A PART OF OUR ORGANIZATION

In Spring 2008, with the guidance of Gus Lee, the management team set out to answer a crucial question: What core values drive and define the endeavors of the Joseph Coleman family of businesses?

These values would be employed in the hiring and training of new staff, and would aid our collective vision; our purpose; our mission. The brilliance of the exploration was in its inclusive dynamics.

Every staff member from Blue Star, Nosh, and La'au's was welcome and encouraged to participate. In a series of group meetings with Gus (author of Courage, the Backbone of Leadership), the staff brainstormed together and expanded on one another's ideas of what exactly defines our organization.

The groups generated an array of elements that they believed to be invaluable to our development, including, Character, Teamwork, Adaptability, Honesty, Hard Work, Respect, Trust, Commitment, and Innovation. From here, Gus, the management team, and a representative from each of the restaurants, condensed the list of suggested virtues into three all-encompassing core values: **COURAGE, INTEGRITY, and PASSION.**

COURAGE to make difficult decisions regardless of FEAR. The choice to Engage rather than Ignore, avoid or deflect.

Courage is not the absence of fear, but the triumph over it. Courage involves challenging the unknowns of fear. I felt fear myself...but I hid behind a mask of Boldness. Nelson Mandela

INTEGRITY to discern right from less right (this is harder and less specific than right from wrong) regardless of personal gain or loss. Regardless of loss of face or position. Regardless of personal, professional, social risk.

PASSION to creatively drive our collective vision, and to take innovative action with that vision in mind regardless of possible failure. Passion will get things done sooner than later, and we will learn from our mistakes and keep driving for success and results.

As a team, we believe in the power of these words.

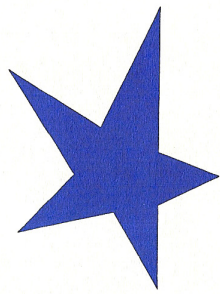
We believe we can lead and inspire each other with these values at our core.

We believe we can develop and advance our organization by seeking individuals who have an aptitude for, and who even embody these values.

We are not willing to negotiate these words or have them compromised.

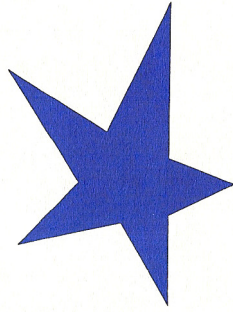
We will not continue to employ people who will not comply with these values.

Together we will create an exciting work environment that generates enthusiasm, forward thinking, and revenue. Most importantly, we will create a progressive family we are all proud to be a part of.



MISSION STATEMENT:

TO PROVIDE CUSTOMERS WITH: SERVICE THAT IS FRIENDLY, FAST, ATTENTIVE AND INTENSELY PROFESSIONAL; QUALITY PRODUCTS THAT ARE CONSISTENTLY UNIQUE, SUPERB AND VALUED, IN AN ENVIRONMENT/ATMOSPHERE THAT PROMOTES RELAXATION AND COMFORT YET IS UNDERLINED WITH HIGH-ENERGY, PROACTIVE PROFESSIONALISM, AND A DINING *EXPERIENCE* THAT COMMANDS REPEATED PATRONAGE AND PRAISE.



OUR BELIEFS

WE BELIEVE THAT THESE STANDARDS ARE NOT ONLY ATTAINABLE BUT ARE THE KEY TO OUR SUCCESS, AND WE WILL STAND BY THEM FOR THE SAKE OF THE BLUE STAR AND ITS EMPLOYEES.

WE BELIEVE IN RESPECT: FOR THE COMPANY, GUESTS, CO-WORKERS, AND ONESELF

WE BELIEVE IN REWARDING MOTIVATED, ATTENTIVE AND PRODUCTIVE INDIVIDUALS, BY ALLOWING THESE INDIVIDUALS TO ADVANCE TO THE LEVEL OF THEIR ABILITY AND DESIRE WITHIN THIS ORGANIZATION.

WE BELIEVE THAT AS A TEAM WE CAN REACH HIGHER, ACHIEVE MORE, AND BUILD A BETTER COMMUNITY OF STAFF AND GUESTS THAN IF WE ATTEMPT IT ALONE.

WE BELIEVE IN GROWTH: FINANCIALLY, PROFESSIONALLY, AND PERSONALLY, BOTH FOR THE COMPANY AND FOR THE INDIVIDUALS WHO WORK HERE.

WE BELIEVE IN FLEXIBILITY AND OPENNESS TO LEARNING, FOR THIS IS THE WAY WE GROW AS A BUSINESS AND AS INDIVIDUALS.

WE BELIEVE THAT OUR GUESTS SUPPORT US, SO WE SHOULD SUPPORT THEIR INTERESTS.

WE BELIEVE THAT THE PEOPLE WHO CHOOSE TO WORK HERE ARE THE DEFINING FACTOR OF OUR SUCCESS.

WE BELIEVE IN BEING PROACTIVE, NOT REACTIVE.

WE BELIEVE IN INTENSE ATTENTIVENESS (MEANING: FOCUS ON ALL THINGS, A RADAR FOR ANYTHING THAT COULD POTENTIALLY BE WRONG OR GO WRONG- FROM CUSTOMERS NEEDS, ALL THE WAY DOWN TO WILTED GREENS OR BATHROOM TISSUE BEING LOW.)

WE BELIEVE THAT THE PATH TO GREAT CUSTOMER SERVICE BEGINS WITH HYPERSENSITIVITY TO CUSTOMERS NEEDS, BOTH SPOKEN AND UNSPOKEN.

WE BELIEVE IN PLAYING TO THE STRENGTHS OF OUR STAFF, WHILE CONSTANTLY ATTEMPTING TO IMPROVE UPON THE WEAKNESSES OF OUR STAFF.

WE BELIEVE THAT EACH TEAM MEMBER HAS A COMMITMENT AND RESPONSIBILITY TO NOT ONLY THEMSELVES AND THE CUSTOMER, BUT ALSO TO ALL MEMBERS OF THE TEAM.

WE BELIEVE THAT IF OUR EMPLOYEES PROPERLY EXECUTE THE SYSTEMS THAT HAVE BEEN CREATED FOR US TO EXCEL, WE WILL DWELL IN EXCELLENCE.

WE BELIEVE IN MAINTAINING A SOUND AND POSITIVE WORKING ENVIRONMENT; CRITICISM IS ONLY WORTHWHILE WHEN PRESENTED IN A CONSTRUCTIVE MANNER THAT HELPS TO FURTHER THE LEARNING, MOTIVATION AND QUALITY OF SERVICE PROVIDED BY OUR TEAM MEMBERS.

WE BELIEVE IN CONSTANT IMPROVEMENT, BOTH IN PRODUCT KNOWLEDGE AND SERVICE DETAILS.

WE BELIEVE IN EFFICIENT USE OF RESOURCES AS A MEANS TO MAINTAIN PROFITABILITY.

WE BELIEVE THAT MISTAKES CAN AND SHOULD BECOME LESSONS AND LEARNING EXPERIENCES. HOWEVER, AS SUCH, MISTAKES SHOULD NOT BE REPEATED.

WE BELIEVE THAT REGARDLESS OF WHETHER ONE HAS CHOSEN RESTAURANT WORK AS HIS OR HER CAREER OR OCCUPATION FOR THE MOMENT, PASSION FOR DOING THINGS IS WHAT CREATES THE DRIVE FOR SUCCESS INTERNALLY AND EXTERNALLY.

WE BELIEVE THAT CONSTANT COMMUNICATION AND COOPERATION BETWEEN TEAM MEMBERS LEADS TO THE HIGHEST QUALITY OF CUSTOMER SERVICE.

WE BELIEVE IN UNDERSTANDING. WE WILL WORK WITH THE EMPLOYEES AND VENDORS UNTIL IT IS TO THE DETRIMENT OF THE BLUE STAR.

WE BELIEVE THAT THESE STANDARDS ARE NOT ONLY ATTAINABLE BUT ARE THE KEY TO OUR SUCCESS, AND WE WILL STAND BY THEM FOR THE SAKE OF THE BLUE STAR AND ITS EMPLOYEES.