THE OFFICIAL CHESTNUT LAND COMPANY NEWSLETTER



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BASKETBALL BUCKETS CHALLENGE MARCH MADNESS WINNERS!



1ST: KY117 WITH 3.2% OF SALES

\$350 CASH TO BE SPLIT AMONGST THE ENTIRE STAFF AT THE STORE

2ND: OH175 WITH 2.9\$% OF SALES

\$250 WORTH OF AUNTIE ANNE'S SWAG ITEMS

3RD: OH130 WITH 2.7% OF SALES

ENTIRE STAFF THERE WILL RECEIVE STAINLESS VACUUM BOTTLES



EMPLOYEE SPOTLIGHT MEET DIVINIA SAMANTHER



STORE MANAGER - FL196





DIVINIA JOINED THE CHESTNUT LAND FAMILY IN OCTOBER 2011 AS AN ASSOCIATE AT CITRUS PARK MALL. SHE WORKED AS A SL FOR SEVERAL YEARS. WHEN CLC OPENED THE NEW TAMPA PREMIUM OUTLETS, DIVINIA JOINED THAT TEAM AS THE ASSISTANT MANAGER IN 2016. SINCE JUNE 2017 SHE HAS BEEN THE STORE MANAGER! DIVINIA HAS SUCH A POSITIVE ATTITUDE AND HER SMILE SHINES THRU HER VOICE! SHE HAS GREAT RETENTION OF HER TEAM AND WE BELIEVE THAT IS BECAUSE SHE SETS EXPECTATIONS FOR HER CREW WHO WANT TO MEET THEM FOR HER! WE LOOK FORWARD TO MUCH MORE SUCCESS WITH DIVINIA AND HER TEAM AT FL196! THANK YOU FOR ALL YOU DO!

- 1. WHAT IS YOUR PROCESS FOR FINDING THE RIGHT CANDIDATES TO HIRE?

 I TEND TO LOOK FOR PEOPLE THAT HAVE NO JOB EXPERIENCE AND GIVE THEM A CHANCE.
- 2. ARE YOU AN EARLY BIRD OR A NIGHT OWL?

I AM BOTH EARLY BIRD BECAUSE FOR SOME REASON MY KIDS LIKE TO WAKE UP AND START THERE DAY AT 6 AM AND I AM A NIGHT OWL BECAUSE I END UP GETTING SUCKED IN CATCHING UP ON ALL MY SHOWS.

3. WHEN YOU ARE HIRING A NEW EMPLOYEE, WHAT ARE SOME QUALITIES YOU LOOK FOR IN A CANDIDATE?
I LOOK FOR PEOPLE THAT ARE COMFORTABLE TO TALK TO ME, AND ARE JUST NOT TRYING TO SELL A PITCH LINE
TO ME. I LOOK AT FUTURE GOALS, AND ALSO FOR PEOPLE THAT HAVE THE THIRST FOR LEARNING MORE.

EMPLOYEE SPOTLIGHT DIVINIA SAMANTHER - CONTINUED

4. WHAT WAS YOUR FIRST JOB?

MY FIRST JOB I WAS A WAITRESS AT A 24 HOUR DINER IN NEW ORLEANS

- 5. KEEPING GOOD EMPLOYEES IS CHALLENGING, CAN YOU SHARE YOUR EMPLOYEE RETENTION STRATEGY?
 IT'S HARD TO KEEP EMPLOYEES, BUT I FIND THAT WHEN YOU TRULY CARE ABOUT THEM NOT JUST HOW THEY ARE
 AT WORK BUT OUTSIDE OF THE WORK ENVIRONMENT. WHEN YOU SHOW COMPASSION AND RESPECT TO
 EMPLOYEES, THEY TEND TO STAY LONGER. SOMETIMES THEY HAVE A FRIEND THAT WORKS JUST AS HARD SO IF
 THEY MOVE ON. I'VE BEEN LUCKY ENOUGH TO HAVE SOMEONE ON THE SIDELINES TO TAKE THERE PLACE.
- 6. HAVE YOU EVER MET ANYONE FAMOUS?

I MET LUKE BRYAN AND PRETTY MUCH FORGOT MY NAME AND PROBABLY WOULD HAVE PASSED OUT IF I STAYED ANY LONGER.

7. HOW DO YOU KEEP YOUR EMPLOYEES EXCITED ABOUT THEIR JOB?

EVERYTHING IS A DRAWING, FOR GREAT AUDITS - I PAY THEM OR HAND OUT GIFT CARDS, GREAT JOB IN CLEANING OR WITH CUSTOMER PRAISES - I TREAT THEM TO LUNCH OR WHAT EVER THAT PERSON LIKES (REASONABLY PRICED OF COURSE.

8. WHAT IS YOUR IDEA OF THE PERFECT DAY?

THE PERFECT DAY TO ME IS ALL THREE OF MY KIDS ARE HAPPY AND GETTING A LONG AND POSTED AT A BEACH WITH 75 DEGREE WEATHER! OF COURSE WIND IS A MUST AND EMBRACING THE SUN AND JUST SEEING THEM RUN AROUND!

- 9. WHAT ADVICE DO YOU GIVE TO YOUR PEERS TO HELP THEM RETAIN A GREAT STAFF?
- LISTENING IS KEY AND READING BETWEEN THE LINES. WE ALL HAVE BUSY LIVES BUT SHOWING THAT YOU TRULY CARE FOR SOMEONE GOES A LONG WAY AS FAR AS THERE WORK ETHIC.
- 10. DO YOU LIKE GOING TO CONCERTS? IF SO, WHAT IS THE BEST CONCERT YOU HAVE BEEN TO?

YES AND NO. I LOVE BEING ABLE TO JUMP AROUND AND SING AT THE TOP OF MY LUNGS WITH LUKE BRYAN LOL BUT I HATE GETTING STEPPED ON AND IT NEVER FAILS FOR SOMEONE TO SPILL THERE DRINK ON ME! SO YES TO SEE MY FAVORITE COUNTRY SINGER AND NO TO THE CROWD:) AND YES I LOVED LOVED LOVED THE LUKE BRYAN CONCERT.



MEET SHANNIE KUHNS EMPLOYEE SPOTLIGHT



STORE MANAGER - FL162





SHANNIE STARTED HER CAREER WITH CHESTNUT LAND COMPANY IN MARCH OF 2015 AS AN ASSISTANT MANAGER AT PORT CHARLOTTE TOWN CENTER. HER TALENT WAS QUICKLY NOTICED AND WAS OFFERED THE STORE MANAGER POSITION AT SARASOTA SQUARE MALL. SHE RAN THIS LOCATION AND PORT CHARLOTTE AS AN AREA MANAGER AS WELL. SHANNIE HAS A PASSION FOR HER PEOPLE AND HER GUESTS. SHE BUILDS STRONG TEAMS THAT LOVE TO WORK FOR HER AND WITH HER. SHE LEADS EACH DAY WITH COMPASSION FOR THOSE AROUND HER AND HER PASSION FOR THE BRAND. WE THANK YOU FOR THE PAST 6 YEARS SHANNIE AND LOOK FORWARD TO MANY MORE WITH YOU AS PART OF OUR FAMILY!

1. WHAT IS YOUR PROCESS FOR FINDING THE RIGHT CANDIDATES TO HIRE?

I AM REALLY LUCKY TO ALWAYS HAVE THE SUPPORT OF KACIE MACHINGO AT HOME OFFICE TO DO THE INITIAL JOB POSTINGS FOR ME. FROM THERE, I PHONE SCREEN APPLICANTS THEN BRING THE ONES I THING MIGHT BE A GOOD FIT IN FOR AN INTERVIEW.

2. WHAT'S YOUR LEAST FAVORITE CHORE AROUND THE HOUSE?

FOR SURE FOLDING LAUNDRY, IT'S THE WORST!

3. WHEN YOU ARE HIRING A NEW EMPLOYEE, WHAT ARE SOME QUALITIES YOU LOOK FOR IN A CANDIDATE? I LOOK FOR SOMEONE WHO IS EAGER TO WORK, SOMEONE WHO CAN MAKE EYE CONTACT WHEN SPEAKING, AND SOMEONE WHO HAS A QUIRKY, SWEET, OUTGOING PERSONALITY, AND WHO WILL BE A GOOD FIT WITH THE TEAM.

EMPLOYEE SPOTLIGHT SHANNIE KUHNS - CONTINUED

4. WHAT IS YOUR FAVORITE MEAL TO COOK?

I AM A FOODIE AND I LOVE TO GRILL! STEAKS, RIBS AND VEGGIES ARE MY FAVE! RECENTLY I MARINATED KALE IN SOY, GINGER, AND LEMON AND GRILLED IT. THE CHAR AND CRISPINESS WAS AMAZING AND SO SURPRISING.

- 5. KEEPING GOOD EMPLOYEES IS CHALLENGING, CAN YOU SHARE YOUR EMPLOYEE RETENTION STRATEGY?
 WHEN I DO THE INITIAL INTERVIEW, THE FIRST QUESTION I ASK MYSELF IS HOW WILL THIS PERSON FIT IN WITH MY CURRENT TEAM. WE ARE A SMALL FAMILY AT FL162 AND I TRY TO BRING ON PEOPLE THAT I KNOW WILL FIT WELL AND COMPLIMENT EACH OTHER. DURING THE INTERVIEW I LET THEM KNOW WHAT IS EXPECTED WITH ATTENDANCE AND SAY IF THEY CANNOT BE RELIABLE THIS JOB WILL NOT BE THE RIGHT FIT FOR THEM. I AM UPFRONT AND LET THEM KNOW AT THIS STORE EVERYONE HELPS EACH OTHER OUT AND THE SAME WILL BE EXPECTED OF THEM.
- 6. WHICH SONG CAN YOU LISTEN TO ALL DAY LONG?
 OH GEEZ, WE LISTEN TO MUSIC ALL DAY LONG, I GUESS MY CURRENT JAM IS "PEACHES" BY JUSTIN BEIBER.
- 7. HOW DO YOU KEEP YOUR EMPLOYEES EXCITED ABOUT THEIR JOB?

BY MAKING THE ENVIRONMENT ENJOYABLE UPBEAT WITH MUSIC. EVERYONE GETS A CHANCE TO PUT ON THEIR FAVORITE PLAYLIST WHENEVER THEY WANT. THIS STORE IS VERY MONEY/PRIZE/BRAGGING RIGHTS MOTIVATED, SO THAT HELPS BUILD EXCITEMENT. IT IS ALSO A VERY SUPPORTIVE ENVIRONMENT SO EVERYONE FEELS COMFORTABLE AND FREE TO BE THEMSELVES. WE TRY TO PLAN OUTSIDE TEAM ACTIVITIES A FEW TIMES A YEAR TO HAVE FUN. MANY OF THE CREW ARE FRIENDS OUTSIDE OF WORK AND ALWAYS GET EXCITED TO WELCOME OUR NEWEST EMPLOYEES INTO THEIR FRIENDSHIP CIRCLE.

- 8. HAVE YOU EVER BEEN TOLD YOU LOOK LIKE SOMEONE FAMOUS, WHO WAS IT? NOPE, LOL
- 9. WHAT ADVICE DO YOU GIVE TO YOUR PEERS TO HELP THEM RETAIN A GREAT STAFF?

BE THE KIND OF MANAGER THAT YOU WOULD WANT TO WORK FOR. I KEEP THIS FRESH IN MY MIND EVERYDAY. I OFFER AN ENVIRONMENT THAT IS ENJOYABLE BY SETTING CLEAR EXPECTATIONS, COACHING WHEN NEEDED, AND BEING FLEXIBLE WITH SCHEDULING AND TIME OFF REQUESTS. IN MY OPINION I FIND THESE ARE THE MAIN THINGS THAT HELP RETAIN STAFF. IN MOST FOOD JOBS YOUR DAYS OFF WILL BE SPLIT OR THE MANAGER FREAKS OUT IF YOU NEED A SPECIFIC DAY OFF. I TRY TO OFFER TWO DAYS OFF TOGETHER OR 1 WEEKEND DAY. EVERYONE SEEMS TO REALLY APPRECIATE THIS BECAUSE THEY KNOW MOST PLACES CAN'T OFFER THAT. BECAUSE I DO THIS FOR THEM NOBODY EVER HESITATES TO COME IN WHEN I NEED THEM. EVERYONE ALSO KEEPS A PRETTY REGULAR SCHEDULE SO THEY CAN COUNT ON A STEADY PAYCHECK. I AM ALSO REALLY FAIR WITH MY EMPLOYEES. I WILL BE HONEST A LOT OF THE ISSUES WITH RETAINING STAFF CAN COME BACK TO HOW THE MANAGER RUNS THE STORE AND TREATS STAFF. I HAVE NOT ALWAYS HAD THE OUTLOOK I HAVE TODAY WITH HOW I MANAGE MY CREW OR BEEN THE BEST MANAGER AS IT RELATED TO MY STAFF BECAUSE I WAS OBSESSED WITH PERFECTION. I HAVE LEARNED THAT THINGS DON'T HAVE TO BE PERFECT IN ORDER TO BE GREAT. SO I REALLY DON'T LET THE SMALL THINGS BOTHER ME ANYMORE AS IT RELATES TO THE DAY TO DAY AT THE STORE AND INSTEAD I FOCUS ON THE BIGGER PICTURE WITH EVERY EMPLOYEE AND THEIR CONTRIBUTIONS TO THE STORE AND PRAISE THEM FOR THAT.

10. IF YOU COULD BE ON A REALITY TV SHOW, WHICH ONE WOULD YOU CHOOSE AND WHY?

YEARS AGO THERE WAS A REALITY SHOW CALLED THE AMAZING RACE. TEAMS OF TWO WOULD RACE AROUND THE WORLD COMPETING AGAINST EACH OTHER IN CHALLENGES WITH HOPES OF MAKING IT TO THE FINISH LINE FIRST. I WENT AS FAR TO MAKE A VIDEO SUBMISSION BUT NEVER SUBMITTED IT. I REALLY WANTED TO BE ON THIS SHOW BECAUSE IT WOULD COMPLETELY TEST YOUR ENDURANCE PHYSICALLY AND TEST HOW STRONG YOUR RELATIONSHIP WAS WITH YOUR PARTNER ALL WHILE GETTING TO TRAVEL AROUND THE WORLD.



MONTHLY CHALLENGE

Strength Training

EXERCISE IS ESSENTIAL TO MAINTAINING OUR HEALTH. BUT, EXERCISING INCLUDES MORE THAN JUST AEROBIC ACTIVITIES LIKE WALKING, RUNNING, BIKING, AND SWIMMING. WE ALSO SHOULD INCORPORATE STRENGTH TRAINING INTO OUR LIVES.

HERE ARE A FEW WAYS THAT STRENGTH TRAINING CAN HELP YOU STAY HEALTHY:

- 1. BONE HEALTH: STRENGTH TRAINING PUTS A HEALTHY AMOUNT OF STRESS ON YOUR BONES WHICH ACTUALLY INCREASES YOUR BONE DENSITY. THIS MAKES YOUR BONES STRONGER AND LESS PRONE TO OSTEOPOROSIS.
- 2. WEIGHT MANAGEMENT: STRENGTH TRAINING CAN HELP TO INCREASE YOUR METABOLISM WHICH ALLOWS YOU TO BETTER MAINTAIN YOUR WEIGHT.
- 3. QUALITY OF LIFE: STRENGTH TRAINING WILL HELP YOU PERFORM DAILY ACTIVITIES. THIS TYPE OF EXERCISE WILL IMPROVE YOUR BALANCE AND REDUCE YOUR RISK FOR FALLS, ALLOWING YOU TO BE INDEPENDENT LONGER.
- 4. MANAGE CHRONIC CONDITIONS: STRENGTH TRAINING CAN REDUCE AND HELP YOU MANAGE THE SIGNS AND SYMPTOMS OF A VARIETY OF CHRONIC DISEASES INCLUDING OBESITY, ARTHRITIS, MUSCULOSKELETAL ISSUES, DEPRESSION, AND HEART DISEASE.
- 5. HELP YOU STAY SHARP: SOME STUDIES SUGGESTS THAT STRENGTH TRAINING ACTUALLY IMPROVES THINKING AND LEARNING SKILLS IN OLDER ADULTS.

STRENGTH TRAINING DOES NOT MEAN YOU NEED A GYM MEMBERSHIP AND SUPER HEAVY DUMBBELLS. YOU WILL REAP THE SAME BENEFITS SIMPLY BY USING YOUR OWN BODY WEIGHT (THINK PUSHUPS, SIT-UPS, SQUATS, ETC.).



DTIQ AUDIT STREAKS

3 CONSECUTIVE 100% SCORES

A CHESTNUT LAND RECORD!



THE RECORD CONTINUES TO GROW!

FL162- 14 GA110-7
FL197-14 FL168-6
FL175- 10 FL143- 5
FL176- 9 FL149-5
FL226- 8 FL196- 5
FL187-7 FL154- 3
FL231- 7



WE THANK YOU FOR YOUR ATTENTION TO DETAIL AND CONSISTENCY THROUGHOUT YOUR OPERATIONS! REMEMBER TO FOCUS ON BEING THE BEST WE CAN BE AND ALWAYS DO THE RIGHT THING WHEN NO ONE IS LOOKING!







"CALL-IN" BONUS

IF YOU GET A CALL-OFF AND YOU NEED AN EMPLOYEE TO COME IN EARLY, STAY LATER. OR COME IN ON THEIR DAY OFF, LET THEM KNOW THEY WILL GET A \$25 CASH INCENTIVE TO HELP COVER THAT SHIFT!

HERE ARE THE PARAMETERS FOR THIS INCENTIVE:

- 1. THIS INCENTIVE BEGINS 5/7/21. AND CAN BE USED EVERY FRIDAY, SATURDAY AND SUNDAY FOR CALL-OFF SITUATIONS. ASSISTANT MANAGERS, SHIFT LEADERS AND CREW MEMBERS ARE ELIGIBLE FOR THE INCENTIVE.
- 2. THE MANAGER ON DUTY MUST EMAIL LBENSON[AT] CHESTNUTLAND.COM AND TGILLETTE [AT] MURANSKYCO.COM WITH WHO IS RECEIVING THE \$25 BONUS AND WHO CALLED-OFF.
- 3. THE MANAGER ON DUTY WILL GIVE THE EMPLOYEE WHO EARNED THE INCENTIVE \$25 CASH OUT OF THE DRAWER AT THE END OF THE SHIFT. THIS MUST BE DONE AS A PAID OUT AND NOTED ON THE IPAD DIGITAL CASH REPORT. THERE ARE NO EXCEPTIONS TO THIS PROCEDURE! WE WILL BE MONITORING THIS INCENTIVE AND WOULD HATE TO SEE SOMEONE WORKING THE SYSTEM WHICH WOULD CAUSE SERIOUS DISCIPLINARY ACTION.



UNIFORM CHANGE

ASST.'S, SL'S, AND CREW CAN NOW WEAR JEANS!

WE KNOW THIS WILL BE RECEIVED WELL AND BE FUN! WE NEED MANAGERS TO MONITOR THE JEANS THEY WERE. JEANS NEED TO BE **WORN PROFESSIONALLY AND NO HOLES OR RIPS ALLOWED! NO YOGA** PANTS ALLOWED FOR ANY STAFF. STORE AND AREA MANAGERS NEED TO STILL WEAR KHAKI'S.



___2021 EMPLOYEE_ REFERRAL PROGRAM

EFFECTIVE MAY 1ST, 2021

PAYOUT AMOUNTS HAVE BEEN INCREASED!

STORE MANAGERS ARE NOW ELIGIBLE!

3 MONTHS OF EMPLOYMENT

\$200 CASH

6 MONTHS OF EMPLOYMENT

\$300 CASH

9 MONTHS OF EMPLOYMENT

\$400 CASH

1 YEAR OF EMPLOYMENT

\$500 CASH

IF REFERRAL GETS PROMOTED \$250 CASH

IF YOUR REFERRAL MAKES IT A YEAR & GETS PROMOTED, YOU CAN EARN

\$1,750 CASH

HOW TO GET PAID: EMAIL KASIE MACHINGO KMACHINGO [AT]MURANSKYCO.COM TO LET HER KNOW ABOUT THE REFERRAL. TWICE A MONTH

WHO IS A REFERRAL: ANYONE YOU RECOMMEND TO WORK AT AUNTIE ANNE'S! THIS CAN BE A FRIEND, FAMILY MEMBER, FORMER COWORKER, MALL EMPLOYEE, FREQUENT CUSTOMER, FACEBOOK FRIEND OR NEIGHBOR.

*EMPLOYEE MUST AVERAGE 20 HOURS PER MONTH+

EMPLOYEE REFERRAL PROGRAM

Congratulations!

EMPLOYEES WHO EARNED CASH FOR EMPLOYEE REFERRALS





HANNAH JOSLIN - OH183 FOR REFERRING JONI OAKS - OH183

6 MONTHS - \$100

BRADEN LUNDINGAN - FL162 FOR REFERRING CALEB HERNANDEZ - FL162



WHAT IS STOPPING YOU FROM REFERRING SOMEONE?!

MAY WORK ANNIVERSARIES





CONGRATULATIONS TO ALL OF YOU ON YOUR WORK ANNIVERSARY! THIS IS SOMETHING WE ARE VERY PROUD OF AND AS SHOULD YOU. LET'S CONTINUE TO GROW THIS LIST EACH AND EVERY MONTH. THANK YOU ALL FOR YOUR HARD WORK AND SERVICE OVER THE YEARS!

HAPPY (

MAY BIRTHDAYS



HAPPY BIRTHDAY TO EVERYONE ON THIS LIST! WE HOPE YOU ENJOY YOUR SPECIAL DAY THIS MONTH AND ALSO PLEASE FEEL FREE TO REACH OUT TO YOUR COLLEAGUES ON THEIR DAY!