



CARE Chronicles

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January

The Value of Relationships

By C. Richard Hearn ~ Hyatt Newporter

If The Mamas & the Papas were recording here recently, they'd have to change one of their hits to *It EVER Rains in Southern California* and the album title, rather than *California Dreamin'* would be renamed *California Streaming and Screaming*. We know we don't get "real weather," but this comes pretty close for us. Our hearts and prayers go out to all whose lives and homes have been damaged by the storms.

I have been in residence at The Hyatt Newporter the last five nights while the City of Newport Beach deemed my little perch in paradise "unoccupiable" or "yellow tagged" in tagging parlance. It amounted to little more than an inconvenience to me, especially compared to those truly devastated by the storms. The story provided me with a larger, positive message I'd like to share in the hopes it resonates with you.

The hillside two doors north of me gave way under the unrelenting rains and reconfigured its location at the bottom of the hill rearranging roots, trees, rocks and sewer pipes as it fell. City inspectors, insurance examiners, plumbers, attorneys, neighbors, and onlookers gathered to do what Newport Beachians do best: fight about who should pay for what.

Gratitude bestows reverence, allowing us to encounter everyday epiphanies, those transcendent moments of awe that change forever how we experience life and the world.

John Milton



Meanwhile, we can retrieve items, but we can't live there. So, what to do? First, of course is retrieval. It must be carefully thought through: inclement weather; uncertain time frames; clothes; toiletries and meds; so many variables. So, I chose prudently several bottles of excellent wine, strongly demonstrating my clear thinking in crisis. I opened one bottle to clarify my other, less important choices like where to stay.

I turned to an old friend; Hyatt Hotels. I've been a Diamond Member – 25 annual stays or more for 20 years – so the call was easy to make. What I asked for was unusual; a nice room close to home and an office for an undetermined period of time, at a highly discounted rate and an upgrade, if you would be so kind.

The answer was a dream. "Mr. Hearn, you've been a valued customer of ours for 20 years. Let me call the local Hyatt properties and see what we can do. Will you please hold?" In 90 seconds, she's back saying "the Hyatt Newporter will provide you a two bedroom suite (we're out of one bedroom suites) for as long as you need at an unbelievable rate. What else can we do to help?" She made sure the local hotel understood my situation; so every day, someone checked on my progress.

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That service and that caring took me back to when I was a kid in the South when everyone did everything they could to help and to solve problems with personal attention. Thank you, Mother Hyatt, for being there for me.

The next call was trickier. It was to USAA, my insurance company of 40+ years. The claims rep called me right back and couldn't have been nicer. "Had my house slid down the hill?" No. "Was there mud in my house?" No. "Was the sewer pipe at my unit broken?" No, it's a shared non-city pipe on someone else's property that ruptured. "Mr. Hearn, we've never had this exact situation before, so we'll have to contact legal and get back to you."

You know that's the last sound you hear right before they deny the claim, or so I thought. Twenty minutes later, the claims rep is back with this quote. "Mr. Hearn, you've been a loyal customer of ours for 42 years. We're happy to cover ALL of your additional living expenses with NO Deductible. Thank you for trusting us with your insurance coverage."

I was blown away by their thoughtfulness. It doesn't happen that often anymore, especially with big companies.

I was so fortunate in these circumstances. My largest complaint is that Hyatt's sheets are a few thread counts lower than mine. (Talk about Newport Beach problems.) So many in such need, but because I had held up my end of a couple of long term relationships, the relationships looked out for me.

That's what made me think about you.

STARCARE and I have been together a long time with many of you. We are mindful of how important you are and how fortunate we are to have your trust. For 35 years, my associates and I have worked to build this firm. When you build a company, much like having a baby, they don't give you a manual that explains exactly how it's done. It takes a while to get the knowledge, the systems, the people and the wisdom to do it right.

We've worked hard at that and feel the best we've ever felt about our efforts. Over the past two years, I've made adjustments to systems, procedures and personnel to deliver the best products, services and people I can find.

Thank you for hanging with me in that process and thank you for caring about STARCARE. Rain or shine, we intend to continue to be worthy of your trust. Thank you for that opportunity.

Sincerely,




*C. Richard Hearn
LPL Branch Manager,
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