

The Cheesecake Factory®

October 13, 2008

Dear Prospective Employer:

This letter serves to introduce Lauren Godfrey. Lauren was employed by The Cheesecake Factory Incorporated from February 13, 2006 to March 14, 2008 as our Projects and Communications Specialist. Lauren's position was eliminated following reductions to our annual operating plan.

Lauren was the Managing Editor of our quarterly *Taste of the Cake* employee newsletter. She was diligent in writing and gathering articles from the field, observed deadlines, worked closely with our print vendor and took pride in producing a quality staff publication. Lauren also was responsible for editing and updating our restaurant staff handbooks and created a corporate handbook. Other duties included writing, editing, revising and circulating policies and procedures for approval; managing our departmental home page on our Company intranet, writing and assisting with various employee communication pieces and conducting corporate new hire orientations.

Lauren has a solid work ethic, is sensitive to the needs of her readers and is loyal. I have found her to be determined, steadfast, creative and eager to take on new challenges. She has an eye for detail and takes ownership for her projects.

I wish Lauren the best of luck as she pursues this opportunity. Should you have any questions, please contact me at (818) 871-3025.

Sincerely,



Jennifer G. Bispo
Vice President, Staff Relations

Professional Reference Check		Date (MM/DD/YYYY format) 3/31/09	
Candidate Lauren Godfrey			
Reference Name and Title Patrice Paden/Manager of Training and Development		Home Phone 909-244-9757	
Address Anchor Blue Retail Group – 2501 East Guasti Road			
City Ontario, CA			
How long have you known the Candidate? For 3 or 4 years			Zip 91761
What is your business relationship? Former colleagues at The Cheesecake Factory			
What was his/ her position? Projects and Communication Specialist – Human Resources			
Can you elaborate on his/her responsibilities? Various HR projects and employee communications – responsible for creating and editing newsletter, company announcements, employee handbook, conducting new employee orientations at Corporate Center and maintaining those training materials, employee handbook redesign, to name a few.			
How did he/she get along with Superiors/ Associates/ Subordinates? She got along very well with others at all levels of the organization. Lauren is professional, yet friendly and seeks to build alliances within the organization. She is a very good listener and empathetic. She is open to feedback and continually seeks to improve herself and add value to the team.			
What were his/her outstanding accomplishments/ promotions? Improvements to our Company Newsletter and Policy & Procedure manual. Big improvements to our Employee Handbook—in terms of content, format and then pushing it through the appropriate channels for approval and distribution. She was also highly involved in planning and executing all of our company events (picnics, holiday parties, fundraising activities). She is someone who cares about the company and the community.			
Is he/she effective when working across interdepartmental projects? Yes, she asks lots of questions to understand her role, root cause of problems. She is eager to provide support and always friendly, helpful, energetic. She is a valued contributor because she can be counted on for creative solutions and depended on to meet deadlines and get results.			
Can you comment on his/her Behavioral Style/Creativity/Initiative/Energy/Dependability? Lauren takes initiative and owns any project she becomes involved with—she'll find ways to make anything she touches better in terms of quality, appearance, user-friendliness and understands customer needs. She has a high degree of energy and tenacity—she is a very loyal employee. From an HBDI (Hermann Brain Dominance Indicator) perspective, I see her as a “green-process” and “yellow-creative” thinker. These styles are completely opposite one another, but this combination, while it may cause feelings of inner conflict, it enables her to come up with ideas and organize them in a way that is organized and well conceived. I think that while she seeks to build relationships and there is “red” thinking – she has to work at this and be aware of her impact on others. She may at times seem to bold or “take charge” because of her initiative, ability to work independently and her desire to get results.			
What motivates him/her? Ensuring quality in everything she does, the desire to meet the needs of customers and create documents that are both beautiful and efficient/user-friendly. She is motivated by her work and personal drive to succeed.			
What about Technical Competence/Accuracy/Quality of Work? High attention to detail and concern for quality. Much of what she worked on (like Policies and Procedures or the Employee Handbook) involved copious documentation and so many details—she is an excellent writer that found ways to improve and streamline.			
What were his/her strengths? Creativity, passion for excellence, attention to detail, excellent written communications.			
Can you comment on his/her verbal presentation skills? Written skills? I have overheard her when leading orientation groups through the office – very professional and engaging. Her written skills are excellent, as I have mentioned earlier, a real strength.			

Why did he/she leave the Company?

Company was downsizing and her position was eliminated.

Would you Rehire Candidate? Why?

Yes—I think her passion for excellence, dedication to quality and creative approach to solving problems and improving processes would be a value to any company. I had actually invited Lauren to apply for a job opening for a Communications Specialist position with Anchor Blue a few months ago— she was not interested because of our office location.

Is there anything else that you can tell me that will assist us in helping him/her?

I think she would be a top-notch contributor to any team she joins and I wish her luck in her search. I know that a person as talented as she just needs to find the right opportunity.

Vocare

Vocare

and
constant friend. Next, she is a great deal of fun to be around. She has been open and honest with me regarding many issues that I have had, both personal and professional.

Aside from being friends, Lauren and I have worked together on many occasions. We have served on committees together at Ascension Lutheran Church, and she has helped me in this past year during my search for employment. Her advice and counsel have been invaluable in getting my career back on course.

Lauren has a great passion for people and a personal vision for improving every situation in which she becomes involved. She is a skillful communicator who can see and articulate many different solutions to the challenges she faces. She is also extremely tenacious and knows how to keep the momentum of any project moving.

I am looking forward to assisting Lauren in her efforts to continue her work with **Vocare**. She has created a vision for the people she has helped thus far to discover how to best use their talents in the workplace. **Vocare** has already begun to make positive changes in the lives of its participants.

I am so proud of Lauren for the work she has done with **Vocare**. I will be very excited to see it continue and grow.

Sincerely,

Jennifer Shade

March 22, 2004

To whom it may concern:

Lauren Godfrey has been our Office Manager here at Cardeon for the past six years. Her responsibilities in this role include human resources, information technology support, bookkeeping, payroll, benefits administration and general office management.

Lauren is a very conscientious employee who has professionally handled a wide variety of issues for our company. She has volunteered on a number of occasions to expand her workload to cover areas that needed attention. An example of this is three years ago, Lauren took on the goal of learning IT and network administration. She worked with our outside IT consultants and became quite proficient at basic troubleshooting. This allowed the company to save a significant amount of time and money since Lauren was able to address many of the routine IT/MIS issues.

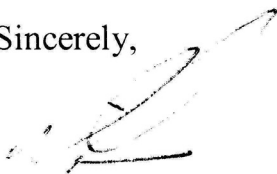
Lauren has also excelled in managing human resources issues including payroll and benefits administration. She is very thorough in her insight and implementation of programs in these areas. Lauren has been able to put together a very good benefits package, within a pre-specified budget. She has also been excellent at making sure that our vendors provide us with top rate service.

Given her wide scope of responsibilities, Lauren is to be commended on her ability to multi-task and to be responsive in each of her areas. Lauren has had to manage the difficult balance of giving our employees individual attention, yet still complete her assignments in each of her areas. She has accomplished this through professionalism, time management and good work planning habits.

Overall, I have been very pleased with Lauren's contributions. I am sorry to let her go, however business conditions resulted in our need to reduce the company's workforce by half. I value Lauren's professionalism, loyalty, trust and sense of fairness. She will be an excellent addition to any firm that she decides to join.

If you have any questions or would like to have further discussions about Lauren's work please feel free to call me at (408) 517 2520.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Regan", with a long, sweeping flourish extending upwards and to the right.

Michael Regan
Chief Operating Officer
Cardeon Corporation

Projects & Communications Specialist at The Cheesecake Factory

4 visible recommendations for this position: [[Edit](#)]

"I am currently assisting Lauren in her search for work, she is one of the most outstanding candidates I have had the pleasure of working with. Lauren is a true professional who has a passion for her work and understand the true value of company communications , she is extremely compassionate and has a first class work ethic. I believe that Lauren would be the single most important hire for any company looking to develop and grow within the coming years, she is an rare and valuable person." *September 1, 2009*

1st Jason Wickremaratne , *President , Direct Hire Recruitment*
was a consultant or contractor to Lauren at The Cheesecake Factory

"Lauren was responsible for my orientation presentation, and presented all of the material in a warm, welcoming, engaging manner that welcomed us effectively to The Cheesecake Factory. I have been very impressed with the quality and content of the employee newsletter, and believe that it is a very effective communication and morale-building tool. Since I started working there, Lauren and I have had the opportunity to collaborate upon a VERY technically advanced Word document, and her technical awareness was impressive. The employee newsletter that she is responsible for is aesthetically pleasing, and also informative and pleasant to read. Lauren would be a positive addition to anyone's team in the future." *March 15, 2008*

1st Scott Tesar (MBA/CPA) , *Business Analyst , The Cheesecake Factory*
worked with Lauren at The Cheesecake Factory

"I highly recommend Lauren. Her qualifications coupled with her work ethic will make her a valuable member of any organization. She is able to multi-task, follow thru and conduct herself in a professional manner at all times. Her level of expertise and team spirit will definately be missed." *March 14, 2008*

1st Irma Elioff , *HR Director , The Cheesecake Factory - Bakery Division*
worked with Lauren at The Cheesecake Factory

Internal Communications-Marketing & HR Consultant at MOVE Communications - L Godfrey, Consultant2 visible recommendations for this position: [[Edit](#)]

"Lauren is a creative, energetic leader, and brings strong gifts in communications and marketing. "Excellence" and a good attitude of "let's get it accomplished" are two things I think of with Lauren's work."
March 2, 2009

1st [Steve Herder](#) , *Associate Pastor , Ascension Lutheran Church, Thousand Oaks, CA*
worked directly with Lauren at L. Godfrey Consulting

"Lauren serves as Secretary and Marketing Committee Head on the board of the CLU Community Leaders Association. She recently created the new brochure, with an entirely new look and new copy, not just a minor update, to meet our changed needs for 2009. She continues to be the prime force behind our transition to electronic communications and marketing versus paper and postage, and the shift to Web-based surveys versus anecdotal data for decision-making. This not only lowers our costs but improves decisions. Lauren is personable, thoughtful, collegial, and collaborative. She moves easily between the roles of follower and leader as appropriate to the situation." *January 21, 2009*

1st [Bob Jordan](#) , *Treasurer and Board Member , CLU Community Leaders Association*
worked directly with Lauren at CLU Community Leaders Association

HR/Accounting/IT Manager at Cardeon2 visible recommendations for this position: [[Edit](#)]

"Lauren is a well-rounded communicator, exceptionally well organized, and was able to maintain a single-person department. Dedicated, focused and dependable also describe her. An absolute pleasure to work with and someone who we could count on all the time!" *March 31, 2009*

1st [Christina Forston](#) , *Document Control Manager , Cardeon*
worked directly with Lauren at Cardeon

"Lauren worked for me for 6 years. She was very willing to take on new responsibilities and met deadlines very well. She has a real knack for HR and was good with the other employees." *March 27, 2009*

1st [Deryl Banks](#) , *CFO , Xoft*
managed Lauren at Cardeon