



**MICHAEL**  **GEORGIO**  
THE OTHER RALPH LAUREN

## NOVEMBER 2014 NAVIGATOR

**W**hen the job market plummeted in 2008, from the disaster came strutting a survivor - a ball of fire: Michael Georgio.

Determined and focused, Michael Georgio launched his career at Local Splash with his dignity preserved, starting as an opener on the sales floor. This was quite a transition for Georgio, who had a strong background in the banking industry prior to his hiring at Local Splash. He describes his first learning experience at the company as “scary, yet exciting at the same time”. However, his unfamiliarity with the SEO industry did not stop him from climbing upwards in the company. Even if asked for the first time ever, what an algorithm was, he assertively responded with, “a dance step?” leaving a crowd in tears of laughter. Regardless, his charisma, positive attitude, and willingness advanced his knowledge regarding how Local Splash can assist clients with their online marketing.

Long before he found salvation with Local Splash, Georgio acquired a degree in Business Administration at Cal State, Long Beach. Throughout this time, Georgio grinded his way through college as a theme park character at Disneyland, mustering his sense of humor and creativity to play Tigger! Yes, the fictional character from Winnie the Pooh! After charming parents and crying children with Christopher Robin and the gang, the CSULB graduate left the “Happiest place on earth” and became a naval officer. Following that, Georgio earnestly worked as a VP of Mortgage Origination at Wachovia and World Savings, where he served 25 solid years in the banking industry.

Currently, Georgio leads the Sales and Client Support teams, building a positive work environment by practicing the philosophy, “work that’s fun, gets done.” One of his daily duties includes being a resource to his fellow splashers, splashites, and splashinistas. He provides directional growth for both departments and promotes professional ethics and culture.

“When you give, you get,” the Seal Beach native tells the Navigator. Georgio continually applies this inspiring quote to the workplace, motivating his peers to put forth their best effort, exceed their expectations, and go above and beyond whenever possible. With this, it manifests a positive experience for all Local Splash clients and residual value for everyone.

Georgio, now residing in Laguna Hills, has worked for Local Splash for six years. During his time with the company, he has developed his own mission, discovered his own belief, and continues to thrive each day with his undefeatable passion.

### In this Month's Issue

- Spotlight: Michael Georgio
- November Sales Contest
- Management Off-Site Meeting
- Birthdays & Anniversaries
- Carole In A Bubble
- Annual Fall Feast!

# NAVIGATOR

Your monthly source for Local Splash news

November 2014

## Anniversaries

### 2 Years

Louis Rodriguez 26<sup>th</sup>

### 1 Year

David Lopez 4<sup>th</sup>

Robert Jacobson 11<sup>th</sup>

## Birthdays

Israel Vargas 4<sup>th</sup>

Lisa Patton 7<sup>th</sup>

Steven Saldana 13<sup>th</sup>

James Berry 17<sup>th</sup>

Louis Rodriguez 30<sup>th</sup>



## 4 Year Anniversary

Carole Assadi



## Fall Feast!

Wednesday 26<sup>th</sup>

## Find Your Name & Win

O	L	L	N	H	X	K	W	K	W	K	B	P	R	C	Y	E	H
V	H	A	Q	P	F	T	I	X	B	F	T	B	N	P	X	U	U
D	N	S	R	Y	F	M	S	W	E	H	T	T	A	M	B	C	A
H	Z	A	F	D	B	P	Y	K	Y	L	N	B	D	Y	T	Y	D
F	Z	R	U	E	N	P	R	H	K	V	D	U	R	P	M	X	P
W	M	J	R	A	R	E	L	Z	S	P	C	Z	O	Y	K	P	X
H	I	L	G	C	T	Z	K	W	Z	Y	Z	B	J	V	I	H	E
S	Y	A	D	A	N	I	E	L	G	S	F	D	L	T	Y	U	E
C	E	S	Q	I	J	E	G	Y	W	B	H	Z	O	Z	M	D	I
M	C	T	G	G	O	V	P	F	F	P	K	A	M	I	L	H	S
J	N	Z	J	J	Y	V	I	W	T	P	S	T	N	H	P	Z	H
V	S	N	E	W	C	X	O	O	J	H	S	K	H	E	Q	W	U
R	V	G	Y	R	E	Z	T	Z	G	J	L	L	N	Z	R	N	O
E	C	I	G	E	S	B	P	Y	S	S	E	Z	L	K	U	B	U

You must find your first name and last initial all together  
See Mat Estrada to claim your prize.

## AND SURVEY SAYS...

A company-wide survey was introduced last month by JR Yasgur. Impressively, roughly 75% of the team participated in the survey! In the team survey, participants had the opportunity to respond to questions regarding the current status of the organization and provide their personal vision and goals for the company. All data submitted by participants will contribute to the company's forward progress. The company as a whole will get the results/responses in December, to prepare us for our new, exciting, and successful future. Stay tuned!

## OFF-SITE MEETING

On November 3rd, 5th, and 6th, the management team had an off-site meeting at Los Caballeros, detailing and scoping Local Splash's plans and vision for 2015 and beyond. During this time, ideas were exchanged and new growth plans were outlined and assigned for implementation. Involvement by the management team is a pivotal point for Local Splash, evoking possible new technologies and processes, and a prosperous future regarding the company's financial growth, operational efficiency, brand promotion as well as individual development plans for Local Splash employees.