

# Clifton Coble

## Top 5% Performance

- Construct and bring on line the most innovated, well built Aloft brand seen in North America. The goal is to have Starwood change their mindset and collaborate/partner with us on developing their brand
  - Create a Bissell Development website would be an opportunity to drive business outside of Ballantyne. This site would showcase the ability that our team has to construct, manage and operate an office or hospitality product.
  - Become the Architect to develop a continuous relationship with CHS (and others) in respect towards construction new products in the next 12 - 24 months
  - Re-define TQM (Total Quality Management) of product and seamless turnover/warranty repair format to satisfaction our customers and to exceed HCB's quality expectations.
  - Ensure resource and knowledge sharing is integrated throughout BFOC to assist with project work to best utilize ownerships assets and dollars.
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