

✨ The COS™ Daily | 📅 June 5, 2025

Elevate Brand Loyalty. Loyalty has always meant something deep to me.
Not as a transaction — but as a thread of identity.

As children, we begin with loyalty to our mothers, our families, the places that raise us.
For me, that was Taranto, Italy. 🇮🇹
Even as a boy, I loved my town, its people, its rhythms. That was my first taste of belonging.

Then came school. 📖
I became loyal to my studies, to soccer ⚽, to discipline — to the things that shaped my curiosity and spirit.
As an adult, that same loyalty extended to my clients, my work, my ethics, and my evolving faith. ✨

Loyalty became the structure of my integrity.

My first credit card was American Express 🏠 — I was still at Rutgers, and they recruited me. I've stayed loyal ever since.
Shortly after graduation, I opened my first bank account with what was then New Jersey National Bank (now Wells Fargo) 🏦 — and again, it wasn't just a product, it was a relationship.

Over time, loyalty found its way into other parts of life:

- 🚗 The car brands we return to.
 - 📱 The electronics that define our daily flow.
 - 💎 The jewelry or watches we wear with pride.
- The choices that whisper, “This is who I trust.”

And of course — hospitality. 🏠
For me, it has long been @Marriott and @Ritz-Carlton.

But brands, like people, are made of humans.
And humans are not perfect.

So, when we say we're loyal to a brand, we're not blindly attached — we're upholding an *expectation*, a *philosophy*, a *promise*.
And when that promise falters, loyalty doesn't mean silence — it means elevation. 📈

Not through complaints or social media rants, but through reminders:
This is what you stand for. This is who you said you were. I believe you can rise again.

True loyalty is not passive.
It's compassionate accountability. ❤️

It's loving enough to call someone — or something — back to their highest standard.

📸 *Image 1:* Side by side with [@Kevin B. Thomson](#) — Executive Chef at JW Marriott Bangkok. This isn't just access. It's loyalty, lived.

📄 *Image 2:* Lifetime Titanium Elite. Platinum Lifetime. Earned through decades of relationship, trust, and consistency — long before it became easier.

✨ *The COS™ Daily continues...*

If there's a topic, you'd like me to explore in *The COS Daily*, drop a comment below — I'd love to hear from you. 💬

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