



INTERNATIONAL INSTITUTE OF MODERN BUTLERS

Promoting Service Standards through Training
in Staffed Homes, Luxury Hotels, Resorts and Spas

The Institute is dedicated to raising service standards in private estates and the hospitality industry by broadly disseminating the mindset and skills of that time-honored quintessential service provider, the British Butler, adapted to the needs of modern employers and guests.

THE MODERN BUTLERS' JOURNAL

For Service Professionals Worldwide

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"Faith is taking the first step, even when you don't see the whole staircase."

Martin Luther King, Jr.

We wish you a happy holiday season

& the strength to climb above the gloom:

It is possible to flourish & prosper in the year ahead

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MESSAGE FROM THE CHAIRMAN

As the media hits the four corners of this globe relentlessly with doom about the state of economies and clients become cautious or worse, one might start to worry about putting bread on the

table in the months ahead. The agreement that the world is heading for gloomy times is so strong that the risk of actively bringing it about thereby cannot be overruled. President Roosevelt said, as the US was heading into the Great Depression, "We have nothing to fear but fear itself." What is often not realized is that the Great Depression wasn't really so Great in terms of numbers of people impacted severely, and that in any situation, there are always winners and losers.

My basic message being, we can all sit down and wait for the "inevitable," or we can decide that the future is in our hands and with a positive frame of mind, set about creating it.

In actual fact, the last few months have been productive at the Institute, with Mr. Robinson, Mr. Mitchell, Mr. Vargas, Mr. Prihardjanto, Mr.

Mulder, and myself all engaged in training at private estates and hotels/resorts around the world

The future looks bright, too. The Institute now has a Middle East partner with offices in two-dozen countries, representing the Institute in the private and hospitality sectors.

In January, we will launch a partnership with The Society, an organization with over 5,000 luxury villas and estates around the world in its portfolio. We will be providing butler service to those clients wanting to experience the full measure of luxury that butler service brings.

If you are a private service butler and interested in joining the team who can be called upon, then please email your resume to stevenferry@modernbutlers.com. When a project requires a butler in your area, we will contact you to see if you are available. The fees paid are currently set at \$600-700 per day.

The Institute has also been applying its Mystery Guest criteria to high-end hospitality venues around the world, including a palace in the Middle East. This particular activity aligns with the Institute's mission to raise standards in all service sectors. There are other standard setting bodies that do a fine job. We aim to raise the bar further at the high end, not just in assessing butler service, but also by bringing butler-style service standards to other departments.

The Institute is working on setting up butler schools, and working with existing schools, in The Far East, Middle East, and South Africa. These projects, of course, take quite some organizing, but for the long term, they do present movement in the right direction.

Expanded versions of the *Hotel Butler and Butlers and Household Managers* books are currently being republished, with the Spanish versions (translated again by Mr. Vargas) also soon to be sent to the publisher. An Italian translation of the latter is scheduled to be completed in 2009, when a Russian-language version will also be released by a publishing house in Moscow.

These all represent greater resources and recognition for the profession, together with the definitions for private service that we completed recently with the assistance of many industry

players, and which are available for your perusal and use at <http://www.modernbutlers.com/html/private-service-staff-definiti.html>

Lastly, the Institute has been asked by the *Starkey International Institute for Household Management*, based in Denver, to co-host the annual **Restoring the Arts** convention. We have agreed because we see it as a viable way for the membership to acquire and exchange valuable information, and network with a wide range of professionals. This convention is unusual in that it is being promoted to private service and hospitality butlers who generally do not meet and share. We are currently working to bring in more industry figures so as to make this a truly industry wide effort. We are facing enough challenge in the environment today to close ranks, forget differences, and work together. The venue will be New Orleans and the dates have been set for May 14 (reception), 15 and 16, with a formal dinner on the 16th. More information will be forthcoming shortly.

If you would like to attend, please email a brief note to info@modernbutlers.com, together with subjects you would like to see covered at the convention. We want to make sure the subjects covered deal with the issues you face or matters of interest; and a rough estimate of numbers will assist in the selection of the venue for the convention.

So, however much the world news may invite viewers and readers to give up, just keep your eye on the mountain, or the next step upward, as you go boldly forward. The following quotation may be pertinent:

Until one is committed, there is hesitancy, the chance to draw back. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves, too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. I learned a deep respect for one of Goethe's couplets:

'Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it!'

*William Hutchinson Murray,
The Scottish Himalayan Expedition*

All the best,
Steven Ferry
Chairman



LETTERS AND QUERIES TO THE INSTITUTE

Dear Editor,

We have just launched our new blog through the estatejobs.com website. It will be a great, constantly updated source of information about job hunting in the domestic industry, as well as pertinent articles and whimsical news about the world of the ultra wealthy. It can be found here:

<http://estatejobs.com/domesticblog/>

*Thank you,
David Gonzalez
EstateJobs.com*

*Dear David,
Great idea! And much needed, too. We'll be glad to pass this information on to our members.
The editor*

Dear Ms. Ferry,

I am completing staff appraisals for 2008 and was thinking of you and when I started here in Geneva in June last year. Again, thanks to you I found this position.

I'm still here as Chief of Staff in a very challenging and interesting role. I don't do my own appraisal although I guess after 1.5 years on the job it must be going well, otherwise I wouldn't be here still.

All the best for the holiday season and best wishes from Switzerland.

*Kind regards,
IL, Estate Manager*

Dear Ms. Ferry,
Your readers may be interested to know that, in addition to being a professional hotel butler, I am also a Professional Celebrity Impersonator performing all over the US in Corporate and Trade Shows. My website is: www.princeimpersonator.com Please feel free to share my website in your next newsletter.
Sincerely Yours,
Alexis Curvello
Hotel Butler, New York

Q: Where do I find good tissue paper to pack for the Mr. & Mrs. and put away (...) gowns?

A: Thank you for your enquiry. Try <http://www.papermart.com/templates/43-0-12.htm?origin=froogle>

Q: One of my contacts is looking for white gloves with the clear gripping dots for serving. Can you point me in the right direction?

A: I looked into this rubber-tipped glove subject when at The Plaza recently, and believe me, these things are not easy to find. Although I have not ordered from them to ascertain the quality, one US-based source is:
<http://unitedglove.thomasnet.com/item/cotton/formal-white-dress-gloves/4625?&seo=110&plpver=1001>

CERTIFICATES FOR INSTITUTE MEMBERS

To become a member of the International Institute of Modern Butlers, simply visit our website's membership page to study and pledge your agreement to the Code of Ethics for Household and Hospitality Service Professionals:
<http://www.modernbutlers.com/html/membership-details.html>

As a service to members, the Institute offers an official Certificate of Membership to those IIMB members that wish to display such a Certificate on their wall, or for inclusion in a resume/CV. Please visit the membership pages on our website, and follow the link to purchase a membership certificate. There is a small fee to cover the costs of printing and shipping.

LIFE AFTER DEATH

by Jennifer Lordly Stemes



You've been successful at finding that perfect placement. Your employers are respectful and appreciative. Your salary is exactly what you sought and with the bonuses you now can take the wonderful trips and buy the expensive luxuries you planned for all your life. You have your own personal time and friends and family see you are in a great place.

Could you ask for anything more? Being a sensible individual, likely you're putting away some of those bonuses and extra income for a rainy day or saving and planning for retirement. "RETIREMENT", you may think, "I'm only 30-something - there is plenty of time for that." Right?

WRONG!

Unfortunately, in Private Service, as in most other employment, retirement can come at the least expected time. One day you head to work and discover the employers' last trip to the Orient was indeed their last trip! You receive the dreaded word: they won't be back. The family or legal teams swoop in, and if you're very lucky, they let you finish out the week.

Or another sad scenario is when you're with that retired couple for whom you've worked for years and they reach the end of their days and you, the dear devoted "servant," are unemployed.

Now what?

Where does a "mature" Domestic Servant go for employment when competing with the graduates coming into this industry? And how does the 30-something-year old provide for self and family when the glamorous lifestyle suddenly dies? What happens when the breadwinner suddenly can't even buy breadcrumbs?

Prepare. Be the Boy or Girl Scout you always heard about - one who is prepared! Remember the financial gurus' advice: "Pay yourself first". They weren't referring to taking 10% of your earnings and spending it on a cruise, wardrobe, or a new car; they were suggesting or even insisting, for survival, set aside that 10% (or

more) for the “what if” days that occur in everyone’s life.

So make sure you save diligently, or better yet, arrange to have money taken out before you see it, whether it be to an automatic savings plan, a 401K, or some other retirement tool, and then enjoy the fruits of your labor. If you secured a position paying you \$100,000 a year and you previously lived just fine earning \$60,000, don’t live UP to the new salary; live responsibly by the old salary; saving as much of the difference as you can so then you can survive “life after death.”

Ms. Jennifer Lordly Stemes works as a consultant for Home Staffing Network. Contact her at jennifer@homestaffingnetwork.com

INTERESTING LINKS

THEN AND NOW: DOMESTIC HELP

Posted Dec 12th 2008

by Deidre Woollard

Was it really just eight months ago that I sat at the Luxury Summit listening to Robert Frank, author of *Richistan*, speak about wealth and spending?

<http://www.luxist.com/2008/12/12/then-and-now-domestic-help/>

Thanks goes to Ms. Dorothy Curvers, a butler from Amsterdam, for submitting this link—and very timely it is, too!

HOW TO MAKE A PERFECT ROAST TURKEY:

<http://www.videojug.com/film/how-to-make-a-perfect-roast-turkey>

JOINTLY STRIVING FOR GUEST SATISFACTION: THE BUTLER AND THE CONCIERGE

By Osvaldo Torres Cruz, Butler, Alvear Palace, Buenos Aires, Argentina

http://www.hotel-online.com/News/PR2008_4th/Nov08_ButlerConcierge.html

SIX HOTELS ACHIEVE 2009 AAA FIVE-DIAMOND STATUS FOR THE FIRST TIME;

Complete List of 103 Hotels and 59 Restaurants

http://www.hotel-online.com/News/PR2008_4th/Nov08_AAA2009.html

BUTLERS IN THE NEWS

TO SERVE AND POLISH

Six people have recently become the first graduates of Charles MacPherson Academy for Butlers and Household Managers, which opened this year in Toronto.

<http://www.nationalpost.com/news/story.htm?id=991159>

RISE IN BILLIONAIRES HIKES DEMAND FOR BUTLERS

Hedge funds, Russian oligarchs want billionaires to display status

By Caroline Binham, Bloomberg

<http://www.nationalpost.com/news/story.htm?id=433391>



WIN-WIN CONTRACTS IN THE CREDIT CRUNCH

by Wayne Fitzharris

The recent credit crunch has created a situation whereby some financial controllers and hotel executives are using it as an excuse to control wages, explaining that companies won't survive if the financial crisis is not shared. Consequently, my staff and I have recently begun noticing that a lot of the salaries being offered are falling to pre-2004 levels. Instead, candidates in the hospitality industry are increasingly being offered alternative payment deals, with lower basic wages and more opportunities to “share in the success” of the company. Of course, this also means sharing in the failure of the company. So-called “win-win contracts” are being offered to employees who are being asked to share the economic burden of the hotel.

“Win-win contracts” are contracts that start employees on lower basic wages, with terms and clauses written into the contract offering benefits such as share options, bonuses, commissions and service charges. Naturally, these are only achieved when the company performs well and the terms as written ensure the employee must have contributed before he or she can collect.

As a general rule, we now advise our candidates to look very carefully at the small print, since we have found there are some financial controllers who want to look good to Head Office by limiting or reducing incentives for

executives with the use of hidden or niggly clauses and terms. We have heard stories from candidates unhappy with their current employers, citing this practice as one of the biggest reasons for seeking a new position. Regrettably, "Win-Win Contracts" often allow only the employer to win and cause the employee to lose out. For example, some contracts mandate that the employee must stay until the end of a financial year just to receive the incentives they are entitled to. Often they then have to stay in a job they are unhappy with just to get paid their earned extra benefits.

Employers use these "Win-Win Contracts" to offer what may look like fantastic incentives to potential candidates. In our generally poorly paid hospitality world, this is how they try to induce candidates to take positions they normally wouldn't touch.

For the employee, the negative side to "Win-win contracts" is clear. If the company goes belly up, or if the company or the employee underperforms, companies do not have to pay out. In other words, the employee does the work on a low wage; the hotel has a service to offer customers on a reduced payroll, whilst the employee is not guaranteed any further pay. As we all know, company performance these days can easily be negatively influenced by national and international economic factors rather than the employee's own performance. As such, these contracts are often a risk for the employee.

At the end of the day, we are in this business to look after guests and customers, and it doesn't make a lot of sense when the benefits are not shared equally around. [the print goes drker now for some reason....] Perhaps hotels should work out the economic benefits of hiring personnel with true experience instead of just looking at their bottom line, because in an economic crisis, surely you would want your biggest asset in the hands of someone who knows what they're doing, instead of someone just learning the ropes. I know I would!

Wayne Fitzharris
Global Search International

Global Search International
<http://www.globalsearchint.com> operates primarily in the International Executive Recruitment World, as well as for VIP families. They recruit at the highest

levels for some of the world's leading resorts and luxury companies, focusing on five star markets.



THE BUTLER DID IT A Column of Field Experiences

NOTE: In this regular column, butlers and hotel butlers around the world share their anecdotes of "wow'ing" their principals or guests. If you would like to submit a story, just email the newsletter editor at newsletter@modernbutlers.com

I have decided to try Bassoon lessons in my spare time. Some laugh; others wince. Trying to link up with a New England Conservatory student. We'll see.

A couple of warm days allowed me to reset some lily corms, which aged well in post since summer, and were well chilled in the air before going back into the ground.

Working with an association of artists here in Boston, which sponsors an Open Studios show late each summer. I am not an artist, just a "hanger on."

Household is doing well. All things put away for winter. Had an interesting contest with our security company, who are tardy in tracking down the cause of false alarms at windows. Result: much correspondence, and two sizable bills so far from local police department. Have others encountered reluctant service from security firms?

Fall season brings centipedes into house from surrounding soil. Old house with porous foundations walls isn't much of a barrier.

Trying Lady Bugs to control Aphids in the conservatory, which is connected to the house. Madam is worried they'll multiply and gain entrance to living quarters. Any advice?

Sincerely,
Phil Holt
Private Butler

Do you have some answers to Mr. Holt's questions? Email us at enquires@modernbutlers.com and we will forward your information to him.



BUTLER – OR SANTA’S ELF?

By Mariana Stachuk

The Holiday Season has already started. This is a time when we decorate our properties with Christmas ornaments, lights, and a huge Christmas tree with a

lot of presents underneath that Santa has delivered in advance.

All of us have grown up dreaming about a fat man in a red suit, with white hair framing a sweet face behind a long white beard, who lives in the North Pole and whom people call Santa Claus, Papa Noel, or Saint Nicholas, depending on where they live or the language they speak. While Santa has his own team on the North Pole, as hotel butlers we belong to the Modern Hotel Butlers Team. We can let our minds play with the magic of Christmas and take this opportunity to become “Santa’s Elves” with a view of creating memorable Christmas experiences for our guests.

As a Hotel butler, our priority is the guest and their satisfaction. Nowadays, guests do not book a hotel because its facilities can make their stay more comfortable; they choose it because of the Professional Human Resources working at the property. They look for the one that assures them a stay closest to perfection. The reason why they choose us to spend this special season is that they rely on our service.

As butlers our commitment is to make the guest’s stay memorable and unique: the same as Santa has done for decades for kids on Christmas. But how can we do that if ...

- We do not receive their letters telling us what they want for Christmas? Remember, as butlers we have the possibility to interact with them and the ability to understand their needs and be one step ahead of them.
- We do not have a toy factory to make their toys? Remember, we have a lot of low- or zero cost hotel resources, which can help us to create unforgettable experiences.
- We do not have the magic of the time that Santa Claus has in order to deliver the presents? Still, we have the resource of correct timing that we can use to our advantage.
- We do not dress in red suits and have long white beards? Instead, we wear black tails

and white gloves to offer a tailor made service with a touch of magic.

So, hands on. How?

- ✓ We could just begin with a Holiday Greeting, wishing the guest Merry Christmas and a Happy New Year.
- ✓ We always send Christmas cards to guests that have stayed with us in the past. Why not deliver these personally to the ones still staying over?
- ✓ If a guest is staying over for Christmas Eve and Christmas Day, a small, decorated tree could be set up in their room.
- ✓ If there is a chimney in the room, we can hang a stocking, leave a pudding, or just a card expressing best wishes.
- ✓ When something is delivered to the room and the guest is not in, it could be left with a note signed by Rudolph or any of the other reindeers: Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner or Blitzen.
- ✓ A Christmas Carol could be sung at the room’s door as a wake up call.
- ✓ Room service could be delivered with a Christmas bouquet.
- ✓ Female butlers can become Mrs. Claus and deliver special “pink touch” services such as delivering homemade Christmas cookies and hot chocolate.

Is it necessary to play elves? The answer is No.

However, have you ever stopped to think why the Christmas tradition is still alive? All of us have great memories from our childhood, from the moment we wrote our first letter to Santa to the joy we felt when we received what we had asked for or, even more, something that surprised us. Consequently, we do not want anyone else to miss out on the feeling of happiness that all this magic brought to our lives.

For the same reason it can be profitable if we play ELVES: so as to be part of our guests’ memorable experiences at our hotel; memories to be transmitted to other potential guests or passed down to the next generations.

Merry Christmas and Happy New Year!!

HOHOHO,

Mariana Stachuk

Ms. Stachuk is a hotel butler at the Alvear Palace Hotel in Buenos Aires, Argentina

IF YOU CAN'T MAKE IT TO A SCHOOL, TRY STUDYING AT HOME Institute Training & Educational Programs

Continuing education for those already in service, who may be long on experience but short on formal butler training, is hard to do when one is too busy to take time off work. The same holds true for anyone wanting to move into the service industry. That's when a correspondence course has value. The Institute offers two correspondence courses for butlers, each at the low fee of US \$2,100 (plus materials). The course for butlers in the hospitality industry is based on the best-selling industry text, **Hotel Butlers, The Great Service Differentiators**. The course for those in private service is based on the best-selling industry text, **Butlers and Household Managers, 21st Century Professionals**. Both courses include many other industry reference books and DVD's and numerous practical assignments. Note that the fee is adjustable for those butlers living and working in countries with lower wage scales and where the butler is paying his/her own way. For more information or to enroll, visit the Correspondence Course page of the Institute's website:

<http://www.modernbutlers.com/html/butlercorrespondence-course-1.html>

WHERE DOES THAT CHEF'S HAT COME FROM?



A **toque blanche** (French for "white hat"), often shortened to toque, is a tall, round, pleated, starched white hat worn by chefs. The many folds on a toque blanche are believed to signify the many ways that an egg can be cooked. Many toques have exactly 100 pleats.

The toque most likely originated as the result of the gradual evolution of head coverings worn by cooks throughout the centuries. Their roots are sometimes traced to the *casque a meche* (stocking cap) worn by 18th-century French chefs. The color of the *casque a meche* denoted the rank of the wearer. Boucher, the personal chef of the French statesman Talleyrand, was the first to insist on white toques for sanitary reasons. The modern toque is popularly believed to have originated with the famous French chefs Marie-Antoine Carême and Auguste Escoffier.

Submitted by Ms. Jennifer Lordly Stemes.

Source: Wikipedia:

http://en.wikipedia.org/wiki/Image:William_Orpen_Le_Chef_de_1%27H%C3%B4tel_Chatham,_Paris.jpg



NEW ECONOMY - NEW STANDARDS

By Jim Grise

It's tempting to imagine that the domestic service industry would be immune to economic crisis. With fortunes cut in half, presumably employers could continue to afford domestic wages with the smaller, yet still substantive remains. In my observation, however, loss creates a similar reaction within every economic class: A desire to maintain control. If you could still afford a simple vacation this year, not doing so would create its own unique satisfaction — regardless if that decision were rational for your needs. Similar decisions can be observed in larger-budget consumers who defer the maintenance of an estate, or even an entire lifestyle.

As with lower demand for any service, prices will sink and standards will rise. Gone is the era of juggling multiple lucrative offers with minimal skills required. More than ever, more talent is needed to keep careers alive, as increasing numbers of candidates compete for decreasing numbers of jobs. Fortunately, resources to reach higher standards can be easily found, including books on etiquette (Debrett's), home-keeping (Martha Stewart), and household management (Steven Ferry). Most local colleges offer computer, accounting, and group communication skills, while universities provide business, hospitality, and leadership programs. A variety of Butler schools polish hands-on

domestic talents, for both new and seasoned professionals.

While improving knowledge will not guarantee employment, it's an action that will maintain one's control with rising standards, and provide increased confidence during the economy ahead.

Jim Grise

Mr. Grise lives in California, where he conducts on-site domestic staff training.



CUSTOMIZED SERVICES: A KEY STRATEGY IN GUEST SERVICES

By Osvaldo Torres Cruz

It is often heard that one of the best ways for a hotel to be successful and stand out in the increasingly competitive hospitality industry is to

offer customized services. The question is how to approach customers and learn what they want and how they want it.

Some hotel chains have understood the significance of getting to know the preferences and needs of their guests. However, by failing to determine which data should be collected and the way in which this should be done, they have come to the conclusion that the concept is wrong or that it cannot be applied to the industry.

Customized services have been instrumental in attracting guests and establishing a long-term relationship with them, for they have a positive effect on the guests' level of satisfaction and on the degree of comfort experienced during their stay.

When a guest lacks something, this is translated into a need that must be met through a specific service. In turn, the guest has certain requirements as to the manner in which such service should be provided.

Customized service is based both on adapting the qualities and properties of a service to a specific guest and determining the guests' expectations regarding the way in which such service should be provided.

Customized service demands more time and dedication, as well as permanent contact with the guests, so as to be able to get to know their requirements and their expectations regarding the services offered. The persons in charge of offering customized service must have at their disposal all the theoretical and practical tools needed for such purpose.

Let's analyze some of the characteristics of customized service:

1. Close contact with the guest: It is necessary to have as much information on the guest as possible before, during, and even after the guest's stay; therefore, the person in charge of delivering customized service must be allowed the time and resources needed to such end.

2. Flexibility: Guests' needs often generate the creation of a new service or the introduction of changes that had not been contemplated; therefore, they may modify existing regulations and policies. The secret lies in flexibility: looking for ways to satisfy the guests' needs without significantly affecting the business.

3. Creativity: A key element of customized service is offering something that no one has offered before, or doing it in a different way. This requires ongoing market research on international business trends as well as the analysis of the guests' opinion on the services offered and of guest's suggestions.

4. Adaptability: Service has to be adapted to each individual guest. This is a major factor to be considered when creating new services, ensuring that they offer an acceptable range of adaptability.

Customized services offer the following advantages, among others:

1. The description of the primary and secondary qualities of service for each guest.
2. The determination of the level or degree of service quality for each guest.
3. Service homogenization
4. Knowledge of the guests' needs, so that they can be anticipated
5. Increased knowledge of the guest

6. Positive effect on guest retention rates and brand loyalty.

Oswaldo Torres

Mr. Torres is a Hotel Butler in Buenos Aires, Argentina.

THE ART OF RESUME WRITING – PART I

By Gail Hamilton and Susan Feigon



Resume writing is an art form. The resume introduces one to the reader as a first impression, therefore it is imperative that your first impression states who you are. Skills, talent and expertise can be combined in such a way that the reader is compelled and intrigued and wants to know more. Your resume should stir the interest of the potential employer or employer's representative.

Ah, the controversial subject of resume writing. Does one stick to one page? Is a cover letter necessary, and is it better to use paragraphs or bullets? There are many ways in which to write a resume, but the most important ingredient is the execution of your talents in a readable format.

The resume is a tool with one specific purpose: to win an interview.

There are challenges to overcome when writing a resume, one being modesty and unwillingness to toot your own horn. Yet this is the time for it. A good resume will help clarify your direction, qualifications and strengths, and it will also boost your confidence. It articulates your goals in the written word. Every resume is unique, just like the person it represents. Don't try and copy someone else's; create your own from scratch.

A highly effective resume will establish you as a professional. It shows off your excellent writing skills based on the fact that the resume is so well done. It should be clear, well organized, well written and well designed. When you write it, write it with the intention to create interest. Your statements should be written knowing that the CEO of a Fortune 500 company might be reading it.

Some Tips For Writing Your Resume:

- Bullet points are easier to read than a paragraph. Keep in mind that the reader is not just reading your resume, but sifting through hundreds; make yours user friendly
- Never end a bullet point statement with a period unless it is a complete sentence, but all the bullets throughout the resume will need to be consistent, so pay attention
- Always spell check and double check and have someone else read your resume. Simple mistakes such as: there/their, our/are, then/than, etc. can cause your resume to end up in the shredder
- Correct use of verb tense; remember: if it is a past position it is no longer in the present tense
- Include all your contact information as well as city and state; let people find you
- Put your name on the top of all pages and number them; sometimes they get lost in the piles
- If you are fresh out of college/university, your resume can be one page; if you have been working for years, don't hinder yourself by trying to squeeze your life into one page. Do yourself the honors and do justice to your past – there really aren't any hard and fast rules
- A "Summary" or "Objective" at the top of your resume can limit your search; be careful what you write and keep it concise
- Be prepared to revise your resume for each job you apply for
- Put all your jobs in your resume chronologically, even the ones that don't relate to the industry
- Include time off for travel, family leave and job search – gaps in work history only initiate more questions
- If your present employer or any employer needs to remain confidential, use the term "Confidential Employer" or "New York City Family" instead of leaving it blank

- A new technique is to include “reasons for leaving” under each position to alleviate even more questions
- Keep all confidential matters out of your resume, e.g. the amount of money it cost for a renovation, the brands of cars in a collection or even the artwork
- Share your accomplishments in a positive way, e.g. training and coaching employees versus hiring and firing
- Education and additional languages spoken along with computer expertise are extremely important but include with caution; these can all be verified and if important will be, along with your entire resume
- Lastly, Do Not Capitalize Each Word In Your Resume, ONLY words that are meant to be capitalized are appropriate

Look for more tips in the next issue!

*Ms. Gail Hamilton and Ms. Susan Feigon own the **Feigon Hamilton Partnership**, a full service agency focusing on assisting both employers and employees. They specialize in staff retention, education and **solutions beyond the match.***
www.feigonhamilton.com

RECENT GRADUATES

In October of 2008, Mr. Steven Ferry, the Institute’s chairman and Mr. Budi Prihardjanto, made international headlines when they trained the butlers in **Rosewood’s Corniche Hotel** in Jeddah, Saudi Arabia. Read the headlines in the following publications:

<http://www.ameinfo.com/174246.html>,
www.asiatraveltips.com/news08/511-RosewoodCorniche.shtml,
www.silobreaker.com/DocumentReader.aspx?Item=5_918496282,
http://www.tradearabia.com/NEWS/TTN_151459.html,
www.zawya.com/printstory.cfm?storyid=ZAWYA20081104085005&l=085000081104.

Shown here are the graduates, accompanied by Mr. Ferry and Mr. Prihardjanto:



Meanwhile, Mr. Amer Vargas and Mr. Andreas Mulder trained at **One & Only Le Saint Gerain** in beautiful Mauritius during September and October. They are shown here:



CONGRATULATIONS TO ALL GRADUATES!

WHAT OUR CLIENTS SAID

“The one month intensive training provided was the perfect mix of hands-on skills training, communication skills training, strengthened by the focus on developing the team’s ability to adopt the persona, behavior, mindset and attitude of the Butler. A great balance between classroom work and drilling which, with the training delivery styles, ensured our trainees were fully engaged. This is the first time that Rosewood Hotels in Saudi Arabia utilized the Institute for this training. Having used other renowned trainers in this field, our expectations were extremely high, however the results have truly exceeded these expectations, so much so that we wish to start making tentative arrangements for next fall.

It is early days, however the impact and results of the training already start to speak for themselves:

- *Much improved morale and teamwork in the Butler Department*
- *Butler service is now much more pro-active and coordinated*
- *Number of glitches reduced and guest satisfaction scores increased*
- *Increased number of Butlers mentioned by name in the Guest Satisfaction Questionnaires.”*

***Hotel Manager
Rosewood Corniche***

The Institute is the only organization teaching butler skills with a focus on the mindset and superior communication skills of the traditional butler as applied to the modern world's service needs. Contact us for all your training needs via email at enquiries@modernbutlers.com or via telephone: USA 1-813- 354-2734. We invite you to also visit our website, <http://www.modernbutlers.com> for more information.

NOTE TO OUR READERS: We continuously add to our mailing list the names of those people who contact us directly or who contact our board members. If you do not wish to receive the Journal or other mailings from the Institute; please email the editor of the newsletter to unsubscribe. Please email the editor of The Modern Butlers’ Journal at newsletter@modernbutlers.com with any article ideas, concerns, comments, or suggestions regarding the newsletter.