



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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MESSAGE FROM THE CHAIRMAN

I came across this definition of “poise” the other day and wanted to share it with you:

- Graceful and elegant bearing in a person: *poise and good deportment can be cultivated.*
- Composure and dignity of manner: *he had a moment to recover his poise.*
- (verb) Be poised (of a person or organization): be ready to do something: *butlers are poised to provide a wanted item before the person quite realizes he wants it.*

ORIGIN: from Old French *pois*, from an alteration of Latin *pensum* ‘weight,’ from the verb *pendere* ‘to weigh.’ From the early senses of “weight” and “measuring a weight” came the idea of “equal weight, balance,” in turn leading to the sense of “composure” and “elegant bearing.”

LETTERS TO THE EDITOR

Dear Mr. Ferry,
Your book, *Butlers & Household Managers, 21st Century Professionals*, helped me make the final decision to seek training at The International Butler Academy (TIBA).

Thank you, it is wonderful.

However, while I am sure it is difficult during these economic times for newcomers to enter the field, I have been in contact with a former TIBA student from a 2008 class. None of those students are working in the field. In addition, none of my 2009 classmates have been placed. I am the eternal optimist. Certainly, we have studied, trained, and devoted ourselves to something we believe in, and opportunities to serve others in some capacity will develop.

Name withheld (at writer's request) and publication delayed so the person would not be identifiable.



Mr. Ferry's response:

Thank you for reaching out to the Institute. I wish I could say that the market is in a receptive mood, but the prospects are not so good. *Butlers & Household Managers, 21st Century Professionals* does recommend following on with school training and apprenticeship, but obviously a key question to ask before deciding upon a school is the kind of question you asked after completing the course. Running a butler school is challenging at the best of times, but I believe no schools promise work, only sometimes state that they will assist with placement efforts. Some schools have poor reputations based on their curriculum and the way they teach, and its graduates will be disappointed to find no interest by outside placement agencies in placing them. Other schools are well run and do find it easier to place people. There is nothing like asking the principals to put in writing their placement percentages over the last several years, for deriving an understanding of one's chances of success in being placed upon graduation or soon thereafter.

However, as you stated, it's a tough market, and all schools may be experiencing trouble. Certainly, the number of placement requests the Institute has received (we are not a dedicated placement agency, but we do experience trends) has been few over the last 18 months.

My advice? Keep up the optimistic attitude and keep looking for work, taking whatever you can find to tide you over until the market, hopefully, one day improves. Instead of looking for private butler positions, look to apprentice, or for a lesser household position, or for work as a hotel butler in the hotels that still have butler service. Or perhaps set up a local "rent-a-butler" service for the wealthier in your general location. The closer you stay to butling, the more chance your resume will say the right things to prospective employers looking for a butler.

Dear Editor,

Here is an article that I thought you might like to read. My question for your readers is, is this taking service too far? Probably not for one member of the Royal Family who likes to

have his butler squeeze out toothpaste onto his toothbrush for him every night! This would be right up his alley, don't you think? And what of the poor laundress who so diligently ironed the sheets. Now all the hard work is for naught and the boss won't be the first to slip between those nice crisp, cool sheets.

Not my cup of tea; what about your readers? Strictly tongue in cheek of course :-)

<http://tinyurl.com/ycg5ont>

All the best,

Chris Allen

Dear Mr. Allen,

Interesting! Let's hear what our readers have to say about it.

The Editor

Dear Sir/Madam,

I may be writing an article for a travel-related magazine, about luxury hotel services. I read that butler service rose a couple of years ago, and I'm wondering if you find this is still as popular, or how much the bad economy has affected people taking advantage of this service.

Thank you very much for your time.

Sincerely,

Rani Long

Dear Mr. Long,

You are correct: the recession has resulted in less occupancy in all hotels, including those with butlers. There is less demand for hotel rooms as a whole, not less demand for butlers per se.

All the best,

Steven Ferry

Dear Editor,

In response to EV's letter to *The Modern Butlers Newsletter*, featured in January 2010.

While in America it might be true that ladies would fall over themselves to receive a bunch of chrysanthus', Mr. V was correct to point out that in Western Europe, including France and Italy, chrysanthemums are reserved for cemeteries. Indeed, I recently found myself caught up in the 'Festival of the Dead', on the Amalfi coast in

Italy, and I have never seen so many potted chrysanthemums being snapped up - to be placed on graves!

But moving the discussion on, may I add my own voice on what might be the appropriate flower to give a Lady...?

I am British, 42 years old, and have almost 25 years of Private Household experience. So with my Butler's hat on, I, too, was surprised to read that it would be considered appropriate to present chrysanthemums to a Lady...

I was surprised because it is my opinion that the chrysanthemum has absolutely no place in an elegant home (unless the house is a thatched cottage, and the flowers have been picked straight from the garden)!

Thinking carefully back, none of my employers ever received a bunch of chrysanthemums from a friend or a houseguest, and I am even prepared to bet that all my patrons would be (privately) horrified if a dinner guest presented them with chrysanthemums (and heaven forbid that such an enormous faux-pas was compounded by the addition of a liberal quantity of gypsophila, aka: baby's breath!)

I understand that floristry, like etiquette, is constantly evolving, so I have just taken a studied look at the websites of London's finest florists, and the stunningly glamorous creations of Rob van Helden and Paula Pryke, and there is not one chrysanthemum to be seen on either of their websites.

Personally I think the lack of chrysanthemums can be attributed to the fact that this flower is considered, in the UK at least, as a social outcast, not only because it is strongly associated with grandmothers and post-war austerity, but also because it (generally) has an absolutely appalling smell!

In the UK, the chrysanthemum has also suffered in the hands of the big supermarkets and petrol filling stations, who hold them as stock only because they never die. This only guarantees that they are always available to the silly sod who forgets to buy his wife a birthday or anniversary present. I am sure I read somewhere recently that an indignant wife filed for divorce on the basis that she had received a bunch of chrysanthemums from a filling station on a

(significant) anniversary - the judge found in her favour!

So to the challenge, I do not think there is a woman on either side of the pond who would take chrysanthemums (unless she happened to be "The President of the society for the down-trodden chrysanthemum") over a bunch of freshly picked, highly perfumed sweet-peas, or garden roses, or a hand-tied bunch of lily-of-the-valley or a vibrant bunch of mimosa, narcissi, or a vase of sun flowers...

But to the question of what flowers should women be offered? If you really do want to please your Lady, there is only one flower to offer her, it's the king of flowers: peonies.

*Kind regards - Kevin Johnson, London, England
Co-owner, www.GreenBaizeDoor.com*

As a final word in the defense of the Chrysanthemum and its supporters, here is some background data about this humble flower that may not be generally known. (Note the Chinese Proverb...)

http://www.mums.org/journal/articles/chrysanthemum_history.htm

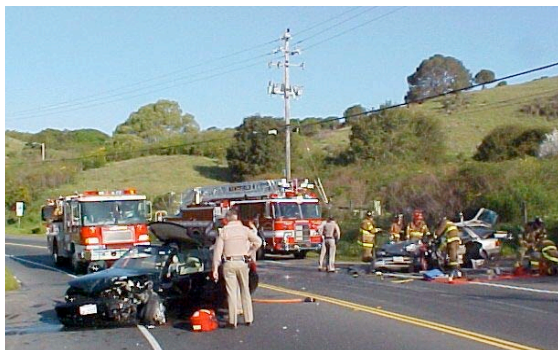
The Editors



HISTORY OF CHAUFFEURING PART XII

By Frank Mitchell

Serious Accidents



Training saves lives. What contribution can you make at the scene of an accident?

This article should not be seen as medical training or advice. Take a First Aid course from trained professionals so that you will know what to do in the event of an accident. Thousands of accidents occur on our roads every year: it is not unlikely that you will encounter one sooner or later. The more training you have, the better equipped you will be to save a life.

Accident scenes can be very distressing. You may come upon screaming people with terrible injuries. The last thing that is needed is another panicked person. Collect your thoughts and observe the scene as you approach so that you can plan your course of action and stay calm.

People who have been in an accident will likely be in shock, even if they are not badly hurt. Ask yourself how you can help. If you have no medical training and there are already other people on the scene rendering assistance, you may help in other ways.

Remember that not everyone can be in charge or be the hero. You can be immensely useful by taking a hysterical person off to the side, so that those with medical training can assist the injured without hindrance, or by warning oncoming motorists to slow down.

If you are the first person on the scene however, you are obligated to help the injured to the best of your ability.

The following guidelines are widely accepted:

Phone the emergency services immediately. Flag down approaching traffic or post a warning triangle. If the cars are in the road, take care that you are not struck down yourself while trying to render assistance.

Unless there is an imminent danger of fire, do not move casualties. Switch off ignitions, set handbrakes and extinguish cigarettes. Do not try to right upset vehicles, but do stabilise vehicles which appear to be falling over. Motorcycles will have a kill-switch. Older motorcycles will leak fuel unless the tap under the tank (usually on the left-hand side) is closed. Do not remove a helmet from a biker, cyclist or horse rider unless absolutely necessary.

If the accident involves a tanker transporting hazardous cargo and it is leaking out, ask the 911 dispatcher whether you should move the casualties upwind or not.

No-one should attempt to give any medical treatment they are not trained to perform.

Doing the wrong thing can critically endanger someone's life. Again, I would urge everyone to take as much First Aid training as they can.

The internationally accepted order of medical priority is abbreviated as ABC:

Airway
Breathing
Circulation

Thereafter comes:

Bleeding
Wounds and Burns
Fractures
Shock

The order of importance will change in exceptional circumstances. Don't get in the way of more qualified people rendering assistance; ask them what to do.

Do not remove imbedded objects or free impaled victims. Support their weight and try to make them comfortable where they are.

If chest injuries are making sucking noises, you must try to seal the wound with a sterile dressing and tape so that it is airtight. If there is nothing else, use the palm of your hand.



Bleeding may be reduced by applying pressure to the wound, elevating the limb or applying pressure to the artery at the groin or upper arm. Do not apply uninterrupted pressure for more than 10 minutes and never apply a tourniquet unless trained to do so.

If you have bandages, use them to apply pressure for at least 10 minutes while the blood clots. Don't keep lifting the bandage to check; you will start the bleeding again.

Never offer food or drink, the casualty may have internal injuries. The symptoms for

internal bleeding may be confused with those of shock; don't take chances.

Fractures are very painful, but seldom fatal and should be immobilised if possible. If the fractured limb is also bleeding, apply pressure to a pressure point, rather than near the site of the fracture.

Treat burns by eliminating the cause of the burn (fire, acid, etc.) and trying to cool the area down. Apply burn dressings from your 1st aid kit but do not try and remove fabric that may be sticking to the burn. If you have cling wrap, this will help reduce infection and fluid loss. Never apply a fluffy dressing.

If they are thirsty, moisten their lips, but DO NOT give them anything to drink unless you are certain that they are not in shock and do not have internal injuries.

Do not regard yourself as prepared to deal with an emergency, simply because you have read this. It is a long way from complete and does not explain how to administer treatment. I am very squeamish and squirmed my way through the classes in extreme discomfort, but have since been able to help out twice. I promise you, you feel numb until afterwards and by then it is OK to feel a little sorry for yourself.

Frank Mitchell is a professional butler and butler trainer for the IIMB. He lives near Cape Town in South Africa and can be reached via email at frankmitchell@modernbutlers.com

ABOUT "NETIQUETTE"

Dear Colleague,

Here is an interesting etiquette question. When writing a letter, one never starts the opening sentence with "I".

When writing an email, I try not to do so, either. Is that taking it too far?

Do you know if there already exists an (unwritten) new etiquette rule for this? I would love to hear your opinion about this.

Thanks in advance, DC

The above letter from a fellow butler piqued our interest. We contacted protocol and etiquette specialist, Mr. John Robertson, whose answer is below:

On a professional level, when email is merely the modern delivery method for business

correspondence, I suggest one use all the same considerations that one would maintain in any business letter: proper salutation, format and closing; pay attention to spelling and grammar; no "text-speak", i.e., R U for "are you", and insertions such as LOL.

When writing emails that will be read by more than one person or likely to be forwarded or copied, proofread as carefully as you would any written text. Also, consider sending such missives as PDF files if you are concerned that your words may be edited or misquoted.

Of course, sometimes email is simply a convenient way to send "sound bites" and between colleagues, close friends and family, this is acceptable. But beware such a casual approach in professional business communication.

In addition to Mr. Robertson's guidelines, the following background data from **Wikipedia** may help to shed light on the subject:

Netiquette (a portmanteau formed from "network etiquette") is a set of social conventions that facilitate interaction over networks, ranging from Usenet and mailing lists to blogs and forums. Like many Internet phenomena, the concept and its application remain in a state of flux, and vary from community to community.

The points most strongly emphasized about USENET netiquette often include using simple electronic signatures, and avoiding multi-posting, cross-posting, off-topic posting, hijacking a discussion thread, and other techniques to minimize the effort required to read a post or a thread. Netiquette guidelines posted by IBM for employees utilizing Second Life in an official capacity, however, focus on basic professionalism, maintaining a tenable work environment, and protecting IBM's intellectual property. Similarly, some Usenet guidelines call for use of unabbreviated English, while users of online chat protocols like IRC and instant messaging protocols like SMS often encourage just the opposite, bolstering use of SMS language.

History

Netiquette began before the 1989 start of the World Wide Web. Text-based email, Telnet, Usenet, Gopher, Wais, and FTP dominated

Internet traffic, which was used mainly by educational and research bodies. At that time, it was considered somewhat indecent to make commercial public postings, and the limitations of insecure, text-only communications demanded that the community have a common set of rules. The term "netiquette" has been in use since at least 1983, and as evidenced by posts of the satirical "Dear Emily" Postnews column.

INTERESTING LINKS

Our thanks go to two of our readers for sending in a couple of links on YouTube for some light viewing: the first one is a classic and old favorite which is sure to brighten your day; and the second link goes to the first of the classic Jeeves series (which seem all to have been posted on YouTube now). Enjoy!

DINNER FOR ONE

<http://www.youtube.com/watch?v=b1v4BYV-YvA>

JEEVES ARRIVES ON THE JOB

<http://www.youtube.com/watch?v=eqvddpX1uYA>

ETHICS? THAT'S HUMAN RESOURCES - I'M BUSY WITH GUESTS! By Steven Ferry

http://www.hotel-online.com/News/PR2010_1st/Jan10_ButlerEthics.html

STAFF TRAINING FACES CUTS BUT 'MUST GO ON' - ... International Institute of Modern Butlers chairman Steven Ferry asserted: "There is even more need to add quality of service to the mix through ongoing training..."

<http://www.hoteliermiddleeast.com/3571-staff-training-faces-cuts-but-must-go-on/>

CHAMPAGNE PRICES HAVE GONE FLAT; A Bottle of Louis Roederer Cristal Costs Around \$200, About the Same as Four Years Ago - go to http://www.hotel-online.com/News/PR2009_4th/Dec09_Champagne.html

BURJ DUBAI, THE WORLD'S TALLEST BUILDING AND HOME TO FIRST ARMANI HOTEL OPENS -

http://www.hotel-online.com/News/PR2010_1st/Jan10_BurjDubai.html



THE IAPSP ANNOUNCES A NEW CHAPTER IN CHICAGO!

The International Association for Private Service Professionals (IAPSP - <http://www.iapsp.net>) is proud and delighted to announce its new Chicago Chapter. IAPSP member

George Mandas and other Chicago metro-area private service colleagues met on January 24th at the Peninsula Hotel on the "Magnificent Mile" for a meet-and-greet and behind the scenes tour of one of the world's top hotels.

During the tour, the Peninsula's Susan Ellefson, gave attendees an insider's perspective of the hotel's service commitment, service philosophy and techniques of service delivery. They also learned the depth of special services extended to high-profile clients - our Principals. These special services include accommodations, privacy, security and transportation concerns.

Immediately following the tour, the attendees met in the Lobby Restaurant to network and enjoy some light refreshments. This time of sharing was an opportunity to discuss the future of the new Chicago Chapter, to connect in-depth with other local colleagues and to share issues specific to Private Service on a professional and peer-to-peer level.

The IAPSP is aware that most Private Service Professionals work in an isolated environment where they may never meet many of their colleagues. It is simply the nature of the business. This is why the carefully structured and organized Chapter Meetings provide such a valuable opportunity to increase a network of contacts, ask questions and learn from the

experiences and expertise of others who work in Private Service.

As with other IAPSP chapter meetings, this was an open event. Executive-level Service Professionals such as Butlers, Household Managers, Estate Managers, Personal Assistants and Property Managers were all encouraged to attend.

To attend the next chapter meeting in Chicago, please contact George Mandas at (847) 652-3000 or chicago@iapsp.net. There is small \$15 fee to attend the chapter meetings; however, the fee is waived for IAPSP members in good standing. The dress code is business casual - no blue jeans please.

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.