



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

Mrs. Ferry and I enjoyed a lunch meeting recently with Mr. Matthew Haack of the Domestic Estate Manager Association (DEMA) when he came into town. Naturally, discussion gravitated towards the profession and the old question came up, "How many butlers and household managers are there in the world?"

As I have noted in the past, some in our profession claim 70,000, a figure I have difficulty agreeing with. My estimate is closer to 10,000 in private service and a further 5,000 in hotels. If we extend the definition of *household manager* to include housemen, perhaps the number is 70,000. Mr. Haack suggested that nannies and chefs assigned the task of household managers would not be considered house managers, and I tend to agree. They would certainly be considered to be covering the functions of household manager when doing so, but would not be household managers. As a butler, my duties in one position included those of the chef: I never called myself the chef, but a butler

whose duties included cooking. The real question is, what is one's area of expertise, and furthermore, what was one hired to do? Otherwise, one is likely to set oneself up for failure by assuming a title without backing it up with the expertise to deliver the products of that position to the required standards.

This is not to say that one cannot be a master of many trades, clichés to the contrary, as one can most certainly excel in more than one profession. And to such chefs and nannies, I say, "Welcome to the profession."

Steven Ferry can be reached via email (stevenferry@modernbutlers.com) or the IIMB Blog (<http://bloggingbutlers.wordpress.com/>)

LETTERS TO THE EDITOR

Dear Editors,

Nice newsletter, as always! I especially like the shorter, monthly format, and I have become accustomed to awaiting its arrival with favorable anticipation.



I'd like to respond to an article:

I did enjoy reading about the bed-warming service provided by the Holiday Inn London Kensington, as referenced by Mr. Allen. There are, of course, much more time and cost-efficient ways to warm a bed for the client, but the Holiday Inn has obviously hit upon the immeasurable value of the human presence, so to speak, in service.

Unfortunately, such "personal" service would not be found in the U.S., under threat of any number of lawsuits for personal spaces being violated. This is not wholly without merit, of course, as there are some (albeit, few) in any workplace setting unable to approach that line without crossing over, and also there exists some credible debate on where exactly that line falls. Sadly, though, it results in managing an entire workforce for the worst among us, and denying such creativity from the best among us.

Witness, for instance, the plethora of sexual-harassment regulations, whereupon every light touch on the shoulder to acknowledge, say hello, or thank someone is now interpreted as an invitation for a quick shag in the supply room. On the upside, all staff and guests are protected against all possible worst-case threats. Yet, this protection arrives with an outrageous invoice, as we have now created inhumanely cold, sterile (often defended as "efficient best practices") workplaces with everyone, including the well-behaved majority, being suspect of potential lurid behavior from the outset of each work day, resulting in our full capacity for humanity becoming slowly, safely, and efficiently erased. Yet, this is not the setting in which great teams, or societies, are formed.

Hooray and congratulations to our colleagues in other parts of the world who have created workplaces still allowing – and trusting -- their members to behave as responsible adults and express human creativity and warmth, and it being interpreted as such by those with whom they interact with and provide the best of service.

*Sincerely,
Jim Grise*

Dear Sirs,

I am writing to see if you are able to answer a question that has caused much debate amongst my friends here in England. I have tried elsewhere to find the definitive answer but as yet with no luck. It would seem that opinion is divided and I hope that you can give me the correct answer.

The question is how a boiled egg should be presented in an eggcup. Should the narrow end be presented upwards or should it be the larger rounded end? It seems and I suppose is fairly trivial but I am sure that there must be a correct method of presenting an egg and I would think that you would certainly know the answer.

*Best Wishes,
David Pearce*

Dear Mr. Pearce,

One places the larger, rounded end in the cup and presents the narrower end upwards.

Below is a link that gives some more information and instructions as to how to open the egg:

<http://www.factsfacts.com/EggCups/EggCups.htm>

I hope this helps.

The Editor

Dear Sir,

Greetings and warmest regards.

I have asked my sister, who just paid for your wonderful book *Butlers-21st Century Professionals*. Does this replace the *British Butlers Bible*, Mr. Ferry, or should I ask her to get that one also? I ask because in the pre-amble it says, "part produced from original book" and hence my question.

I have for many years been looking for this type of book. Believe me it wasn't easy— from Singapore to Bangkok to Ottawa to Barnes and Noble in the USA, the book search on BUTLERS brought in nothing but novels.

Thank you so much for writing the book. I have the electronic version but my sister in Ottawa will buy the book as well.

May I ask you to kindly put me on your list for future publications of DVDs or anything you may publish in the future and may I feel free to contact you regarding matters which

only you will be able to advise on? Also if there are any other websites you can recommend, I would be delighted.

Congratulations on your wonderful book, Mr. Ferry, it is much appreciated indeed.

*Warmest wishes always,
Dr. Rajan Sharma*

Dear Dr. Sharma,

Thank you for the kind sentiments. I am glad the book has been of use to you.

Yes, you are quite correct: *The British Butlers Bible* was the earlier iteration of *Butlers and Household Managers, 21st Century Professionals*. The latter is, in fact, significantly more comprehensive than its predecessor, so there would be no point in tracking down a copy of the BBB.

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*All the best,
Steven Ferry, Chairman*



HISTORY OF CHAUFFEURING PART XIII

By Frank Mitchell

Passenger Comfort (Part One)

After safety and punctuality, the most important characteristic of a good chauffeur, is the ability to make smooth progress.

Practice braking, accelerating and cornering. Easing off the brakes as the vehicle comes to a halt prevents nose-diving. Slowing before a bend and then accelerating gently through the corner is another old trick that still works well; particularly on rear-wheel drive cars. It is safer too; slowing earlier allows more time to check mirrors.



This extraordinary Mercedes created a stir in New York when it was imported complete with German chauffeur. The owners had it bodied in Italy by Castagna and they could instruct the chauffeur via an illuminated panel on the dash. Options included: left, right, quick, slow, stop, turn around & go home.

Smooth progress is:

- safer and more comfortable
- reduces wear and tear
- is more economical

Maintaining smooth progress requires that you practice anticipating the unexpected: if you see someone hailing a cab, you expect a sudden an illegal maneuver from a taxi. Besides maintaining your following distance, look out for the following:

- Illegally or carelessly parked vehicles;
- Drivers who rubberneck around road works and accident scenes;
- Drivers who are looking for parking;
- Reckless behaviour at traffic lights which are about to change or are out of order;
- Drivers who are looking for an exit/obviously impatient/looking to race/still learning;
- Buses, but especially school busses. Expect disembarking passengers to cross the road in front of the bus without looking left or right;
- Rush hour and closing time at the pub;
- Pedestrians in the rain: their view will be obscured by hoods/umbrellas and they will be anxious to get out of the rain;
- Kids running towards ice cream vans, scared that they will miss it, and then strolling back home, eating their ice cream. They will not pay much attention to traffic, coming or going;

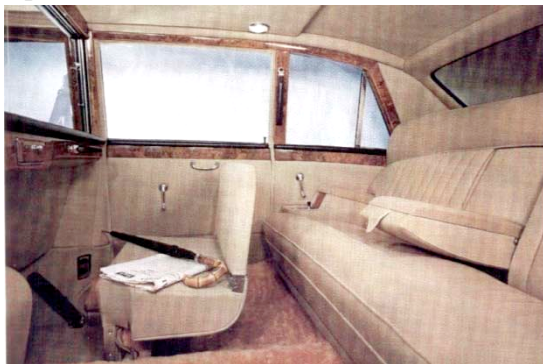
- Motorbikes are hard to see, easily fit into blind spots and move quickly to take gaps in traffic. Their riders' helmets make it hard for them to hear you and create large blind spots.

Try to complete all discussions with your passengers before driving off; this can be most distracting. We are taught that it is rude not to look at someone when speaking to them, but when you are driving it is better to focus on the road. Despite what we see in the movies, the rear view mirror is not for passenger communication.

Courtesies

Ladies normally get into the car on the side closest to the building; men walk around. Where someone has to slide across the seat, get out on the street or walk around the vehicle, it should be the man. When there is only one passenger, avoid any of this by planning ahead. By presenting them with the side of the vehicle you want them to sit on, discussion is unnecessary. Note that this does not apply if your passenger has a favoured place to sit. In this case you will have to plan your route so that you pull up at the destination with their door nearest the entrance.

Positioning the car according to how you want the passengers to enter must be balanced with the requirement to orient the vehicle so that one can simply drive off without any additional manoeuvring on departure.



Offer ladies a hand when they exit the vehicle, but do not pull on them or grip their arm. Offer an up-turned palm or extend an elbow; whichever works best. Gloves make offering a hand more appropriate.

Occasional seating requires that the ladies enter first, taking the back seat, and then the gentlemen enter to occupy the folding seats. On the Daimler design above, the seat is raised by the chauffeur after the ladies are seated, but before the gentlemen enter. On the James Young design below, the gentleman enters before the seat is folded into position. Make sure that he knows how to operate the mechanism and standby to offer assistance.



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

BUTLERS WANTED FOR LUXURY YACHTS

Prestigious company operating luxury yachts and deluxe safaris is looking for two experienced HOSPITALITY BUTLERS. The right candidates will be male, between 20-45 years of age, with a minimum of 2 years experience in similar posts. Preferred nationality Sri Lankan, but any other nationality with qualified experience will do. Must be comfortable working aboard an ocean-faring yacht, must know how to swim. Good knowledge of English is a requirement – any additional languages would be an advantage. For more information, or if interested in applying, contact the Institute with your resume: enquiries@modernbutlers.com

NEWS FROM ITALY

Dear Steven,

Please find enclosed a scan of an article that recently appeared in the Italy-based edition of "Il Mondo" [economic magazine](#), in which we both feature with regard to butlers and the publishing of the Italian version of *Butlers & Household Managers, 21st Century Professionals*.
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... Another article/interview is to come out very soon now, in COAST magazine, a Russia-based luxury lifestyle magazine distributed all over Europe.

... Sorry if I disappeared for some time, but I have had a very busy end of the year and even more hectic beginning of 2010. I have taken on the management of a small beautiful lake resort in Italy (www.villagiuseppina.com <<http://www.villagiuseppina.com>>). At the moment I am mainly spending my time working as an engineer... I am under very strong pressure ... to do in four months what has not been done in years of careless maintenance and lack of professional house management.

All the best,
Giovanni Lodigiani
Italy



Giovanni Lodigiani is a butler and member of the IIMB. He translated the book *Butlers & Household Managers* into Italian. The book is available for purchase on Amazon.com and Amazon.co.uk or via the IIMB website bookstore:

<http://www.modernbutlers.com/media-store/publications.aspx>



Mr. Valls is seen practicing his suitcase packing skills in a suite with two colleagues at The Plaza Hotel in July 2008

A RECENT GRADUATE OF THE INSTITUTE

Congratulations to Mr. Filipe Valls of the landmark *Plaza Hotel* in New York, who was recently awarded his Gold Seal certificate from the Institute for completing his training and apprenticeship as a hotel butler.

"Today, I received my certificate of completion, thank you so much, I am so happy! You gave me the motivation to keep going forward in a positive direction."

The Gold Seal certificate means one has demonstrated on-the-job application of the materials one has learned in the first two parts of the butler course. It requires that evidence to that effect be submitted to the Chairman by the butler concerned.

IAPSP CHAPTER SCHEDULE FOR MARCH 2010

The International Association for Private Service Professionals (IAPSP) is a non-profit trade association for the community of private service. By attending an IAPSP Chapter meeting, you can increase your knowledge, confidence and resources, while increasing your network of contacts. Actively participating in these events also provides you with a unique opportunity to develop your leadership skills while serving amongst your peers.



IAPSP Chapter meetings are open to members and non-members alike, and we welcome executive-level service professionals such as Butlers, Household Managers, Estate Managers, Personal Assistants, Private Chefs and Property Managers. Trainers, consultants and staffing agents from our community are also welcome to attend the meetings. All proceeds from IAPSP Chapter meetings are used to fund the goals of that Local Chapter.

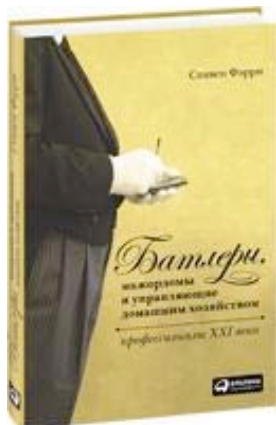
IAPSP Meetings in March 2010:

CHICAGO: March 7, 1-3 pm – “Stress Management & Life Balance”

LOS ANGELES: March 14, 4-6 pm – “Personal Financial Products and Financial Planning”

SAN FRANCISCO: March 27, 12:30– 2:30 pm – “Utilizing Estate Management Software.”

For more information or to register, visit the IAPSP website: <http://www.iapsp.net/>



“BUTLERS AND HOUSEHOLD MANAGERS” BOOK NOW AVAILABLE IN RUSSIAN

The institute is excited to announce

that the book *Butlers & Household Managers, 21st Century Professionals* by Chairman Steven Ferry has been translated into Russian and was recently published in Russia by our publisher there, Alpina Business Books. International students can purchase copies directly via Alpina’s website:

<http://www.alpinabook.ru/catalogue/8174.html>

If you are in the US, but would like a copy of this classic textbook bestseller in Russian, please contact the Institute directly via email: enquiries@modernbutlers.com. We have a few extra copies available that we will be happy to sell to you.

DEMA – AN INTRODUCTION



The Domestic Estate Managers Association (DEMA) is a relatively new Association dedicated to the protection of your job, time and the estate you manage. One of DEMA’s goals is to create and provide a network of Service Providers for the luxury market that have been pre-screened to ensure utmost satisfaction, security and privacy. DEMA’s exclusive Rating System verifies the following criteria for each Service Provider:

- Licenses or Industry Certifications
- Proper Insurances
- Background Checked Employees
- Written and enforced Drug Policy
- Professionalism and Discretion

DEMA is fast becoming a “must-have resource” for Domestic Staff throughout the Industry!

By way of introduction, DEMA would like to extend a complimentary three-month membership to the readers of the Modern Butlers Journal. As a DEMA member you will enjoy many benefits; here are just a few:

- Service Provider Referral Network
- Membership Perks Program
- Educational Articles, Videos and Podcasts for maintaining your estate
- Certificate of Membership

- Monthly Newsletter
- Access to DEMA's Health Insurance Program
- Educational Webinars
- Participate in DEMA Networking Events

To take advantage of this great offer, simply register <http://www.domesticmanagers.com> online at <http://www.domesticmanagers.com>. To redeem this offer, be sure to type in [IIMB](#) when registering.

DEMA Chapter meetings for March 2010:

BEVERLY HILLS, March 19 (new Chapter inaugural meeting). DEMA's founder, Matthew Haack, will be speaking as well as Joel Goodman from Miele Professional.

NEW YORK, March 23 (new Chapter inaugural meeting). Speakers include Ms. Teresa Leigh of Teresa Leigh Household Risk Management.

For more information or to register for either of these events, call (586) 822-0627 or email info@domesticmanagers.com

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.