



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

While training recently at the faithfully rebuilt and just-opened *Ocean House* atop Watch Hill in Rhode Island, looking out over the Atlantic Ocean onto the border with

Connecticut, we took the opportunity of a partial weekend off to visit a museum for the "tobacco valley" that stretches from Connecticut to Massachusetts and into the lower tip of Vermont. This is *the* source of the world's finest cigar wrapper leaves, made so by the sandy soil fed by minerals from the river, the climate, and the know-how of the farmers.

Settlers from Europe had found Native Americans smoking tobacco in pipes, but it was not until General Putnam returned from the Caribbean puffing on a Cuban in 1763 (a couple of centuries before the embargo) that the idea of rolling leaves into a cigar shape was introduced to New England.

Shortly thereafter, farmers grew Shoestring, then Broadleaf, and Havana Seed for the binders and wrappers of cigars. Within a century, however, they were losing "wrapper market" share to a fine-grained but large leaf

imported from Sumatra. Growing this leaf in the New England climate proved impractical until researchers realized that the steamy Sumatran climate was also characterized by cloud cover, compared with the blazing summer sun in Connecticut. Researchers then created the needed microclimate by using shade tents of muslin cloth, thereby reducing sunlight and raising humidity. The first tent went up in 1900 and within two decades, acreage of these white-tented fields had risen to 30,800. By the turn of the following century, the acreage stood at 2,000 on a mere two-dozen farms.



The Tobacco Museum in Windsor, CT

What changed?

In 1953, some bright spark found that grinding tobacco leaves into fine pieces and

then mixing it with an adhesive, made paper-like sheets of "tobacco" that was used first for cigar binders and later wrappers.

The demand for quality tobacco leaf dropped as consumers became hooked on cheaper "glue cigars," the equivalent of the building industry's particleboard. And so those farms of muslin were turned into nurseries, houses, industrial parks, and shopping centers.

The good news is that acreage devoted to the exquisite Connecticut wrapper leaf has increased 50% recently as demand increases again for quality cigars. The seven-month growing season still has the leaves sent to the Dominican Republic for curing for a year, then returned to Connecticut for two years of fermentation, and thence down to Jamaica, which supplied many of the farm workers in years gone by, for rolling.

A well-worthwhile visit for any cigar aficionado, the museum can be found in Windsor, Connecticut. And while you are up in this beautiful region, you might want to tour the many local vineyards for tastings of Connecticut wine...we certainly spent a happy, windblown but sunny Sunday doing just that.



John Edwards Winery, CT

RECENT GRADUATES

With the *Ocean House* butlers graduating, it was time to move on. But not before a graduation ceremony and a photograph, showing this team of wonderful ladies and gentlemen. Congratulations to you all!



Steven Ferry
Chairman

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

LETTERS TO THE EDITOR

Dear Editor,
Re: the enquiry from Ms. Tucker (in the May 2010 issue) concerning the black tie fundraiser.
Key words: **black tie** (not white tie). Top hats and white gloves are never worn with black tie.

John Robertson



Dear Mr. Ferry,
Thank you so much for posting your video on how to tie a tie! I was in a rush this morning for an interview and your video allowed me to look professional and gave me confidence to do well.

Anonymous

You are welcome. We hope you also *did* well in the interview!

Steven Ferry

NOTE: Visit our website video page to see this and the Institute's other educational videos, including packing and polishing shoes:

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

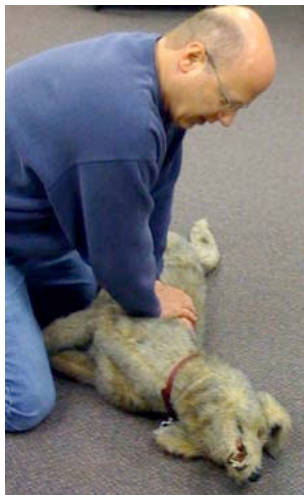


**TRAINING
REVIEW
AMERICAN RED
CROSS:
DOG & CAT
FIRST AID**

By Jim Grise

The pleasures and benefits of pet ownership have been well documented and are common knowledge for most people. Sufficient to say: pets are very important parts of many people's lives. Within our industry, we've all seen the companionship and emotional support received by our employers from their pets, just the same as our own cherished ones provide for us. The common theme of unconditional love is one of those rare treats in life that simply touches everyone equally, regardless of economic standing. It's something that cannot be bought and for that reason it is—as the credit card commercial would say—"priceless."

As trusted caregivers to our employers' estates, children, and almost every aspect of their personal lives, it follows to remain aware of the awesome responsibility we have for their pets as well. Beyond the annual trip to the vet, the monthly cut and shampoo, and the daily grooming and walk to the park, would we be able to assist Fluffy or Spot in their truly greatest times of need? These very special creatures require and deserve the same skilled and dedicated front-line emergency services as would be expected for any other family member.



The American Red Cross has been conducting Pet First Aid training for years, covering the basic necessities of immediate and life-saving actions for any accident or serious health incident. Having first attended in 2004, I recently decided to

participate in their updated format of Dog & Cat First Aid, now including separate booklets and DVDs for each that can be taken home and referenced as needed. As with our human companions, pets occasionally suffer from cuts, burns, broken bones, food poisoning, frostbite, heat exhaustion, choking, and even incidents requiring rescue breathing or CPR. For instance, would you know what to do if Madame's new Lhasa Apso suddenly stopped breathing after suffering a concussion from tripping on the service entrance steps? Or, how about if Sir's most loyal Airedale Terrier choked on one of its small toys while playing fetch—and quickly needed the Heimlich maneuver to save its life? If the children's Siamese cat stepped on a shard of broken glass left over from last night's cocktail party mishap, would you know how to properly bandage the paw and stop the bleeding before rushing off to the vet?



With the Red Cross's training, you will have expert classroom instruction involving lecture, videos, demonstration on realistic dog and cat mannequins, and the ability to practice all of these techniques until you feel comfortable as a qualified pet first-responder. Beyond building this valuable skill set, you will also build confidence in your overall ability to take responsibility and provide extraordinary service for all family members' needs, including the especially valuable little ones that bring so much joy and support into both our and our employers' lives. Visit: www.redcross.org

Jim Grise

Jim Grise has been a domestic service professional since 1989. He has a passion for workplace training and development. Jim resides in Northern California.

INTERESTING LINKS

Thanks to butlers David Robinson and T. Post, who emailed us the following story:

NEPALI BUTLER INHERITS NEW YORK FORTUNE

Nepali butler Indra Tamang is left an art collection and two apartments in a historic New York City building by his former actress employer.

<http://news.bbc.co.uk/go/em/fr/-/2/hi/americas/8681002.stm>

Editor's Comment: That just goes to show that hard work DOES get rewarded!

LONDON HOTEL DEBUTS "PICNIC BUTLERS" FOR SUMMER



The Lanesborough, a five-star hotel in Britain has introduced a new butler service for cash-rich, time-poor picnickers looking to enjoy a lazy London lunch. *Read the whole article:*

<http://www.independent.co.uk/travel/news-and-advice/london-hotel-debuts-picnic-butlers-for-summer-1968329.html>

MONKEYS AS BUTLERS HELP MAIMED US SOLDIERS IN AFGHANISTAN LEAD A NORMAL LIFE

London, May 6 (ANI) - American soldiers and officers who were physically disabled while fighting in Afghanistan and Iraq, are being given monkeys as butlers to perform their daily tasks. *Read the whole article:*

<http://news.oneindia.in/2010/05/06/monkey-as-butlers-help-maimed-us-soldiers-in-afghanistanle.html>

ABOUT TIME: NEW YORK'S DOMESTIC WORKERS MAY FINALLY GET RIGHTS ON THE JOB

http://www.huffingtonpost.com/amy-traub/about-time-new-yorks-dome_b_591842.html

A MESSAGE TO ALL MEMBERS OF "BUTBOOK"

Clive McGonigal of The Butler Bureau <<http://thebutlerbureau.com>> has contacted us with some news and a potential business idea to run by you as a member of the butler profession. We thought we'd pass it on to you, our readers.

The Ning Network (www.ning.com) will soon be closing down all the free Ning Networks, of which Butbook is one. Apart from being a lousy decision by Ning, the fact remains that Butbook will disappear from the WWW sometime in July, when the new policy takes effect.

Mr. McGonigal has his hands full with a number of other projects and cannot continue maintaining this site. However, it would obviously be a pity if Butbook disappears. So, if you would like to take this site on (by being willing to pay the \$16.95 per month fee, maintaining the site and taking care of its current 170 or so members), do get in touch with Mr. McGonigal, so he can transfer control of the site to you! As a note, the site CAN be monetized with ads etc., and he reckons you could, at least, break even with relevant and complimentary advertising on the site. Naturally you would, as the new owner, have total control of the site and its content. Mr. McGonigal offers limited 'handover' support. It's a one of a kind site and one that deserves a place on the Web, so anyone interested, please get in touch a.s.a.p., so you can discuss the mechanics of the changeover.

Visit Butbook at:

http://thebutlerbureau.ning.com/?xg_source=msg_mes_network

ITALIANS ARE BECOMING ENTHUSED ABOUT BUTLERS

One of the members of the Institute, Mr. Giovanni Lodigiani (who translated *Butlers and Household Managers, 21st Century Professionals* into Italian), has been working with various media in Italy to promote the profession. Recent full-length articles have been published in the fashion magazine *Corriere della Sera*, as well as the trade magazine, *JobInTourism*:



FIGURE TIPICHE DEL SETTORE

TURISMO E OCCUPAZIONE
Le potenzialità di sviluppo per l'area milanese
Pagina 2

I MESTIERI DEL TURISMO
Cosa fanno le principali figure impiegate nel settore
Pagina 5

L'INTERVISTA
Un esperimento interessante
Pagina 14

LA POTENTIALITÀ DEL SETTORE

Il settore del turismo è uno dei settori più dinamici e in crescita del nostro paese. Le previsioni per il futuro sono molto positive, grazie alle nuove tendenze del mercato e alle opportunità offerte dal digitale. In particolare, il turismo di massa è in declino, mentre si assiste a una crescita del turismo di qualità, che privilegia l'esperienza e la personalizzazione. Questo trend si riflette anche nel mercato del lavoro, dove si cerca personale con competenze specifiche e con un alto livello di servizio.

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The Modern Butler's Journal decided to take a closer look at this expanding Italian Butler scene. We interviewed Ms. Elisa dal Bosco, Vice President of the Italian Butler Association and Ms. Ornella Borsato, GM of the Seven Stars Galleria in Milano, who is also closely involved with the IBA, for a first-hand account of what is happening.

MBJ: Tell us about the Italian Butler Association: When was it started and by whom?

The Italian Association of Butlers (Associazione Italiana Maggiordomi or AIM) was started two years ago by a group of several managers. Today it consists of professionals from various sectors. It is a non-profit association and aims to promote the persona and profession of the butler as one that is spreading everywhere, and is increasingly in demand in private homes, for all kind of events, during vacations, on private yachts, in luxury hotels ... and now also for weddings.

The Association organizes thematic meetings and courses to help update its members and to train new professionals.

MBJ: How many people are in it, and what are your goals?

We currently have about 150 members and our goal is to build up a network of professional services.

MBJ: Do you have regular meetings or training sessions people can attend?

Yes, we have classes that are open to everybody who is part of AIM and wants to learn about different subjects, for instance the art of conversation, the art of food, etc.

We also organize a full training course for butlers twice a year. This year the first course was for hotel butlers, the next one will be for private butlers, and we use Mr. Ferry's fantastic books, they are complete and efficient, perfect for our students.

MBJ: How is the butler industry doing in Italy?

It's moving now, it's more dynamic. We (AIM) have worked a lot with the national press to let everybody know about this beautiful service and to update the idea of it in Italy, too. Other hotels in Italy sometimes ask for butlers, but so far only Seven Stars Galleria in Milano offers the personal butler service. Many of our professional butlers in



fact work abroad, because in Italy the role is not (yet) well known and qualified. To this end we are also working with the national government of Italy to update the contracts and the professional role.

MBJ: *What is the public's perception of the profession?*

It has improved a lot, since they now read almost every week in one or more of our national newspapers about what is a butler or what he is not, and also coverage on TV channels has helped to improve the positive attitude of people here.

MBJ: *How do you feel that perception has improved as a result of your activities?*

Many families now contact us to ask us for a butler, a professional one. They may ask us to help find a temporary butler, or a family butler for the long duration. Household managers are also much in demand.

MBJ: *What is your perception of butlers and the butler profession in the rest of the world?*

The real luxury today is to have time: time to do what you love, to be with your family, your friends. Having such time is rare these days. We believe butler service is the perfect way to save time and to enable you to dedicate your personal time to what you love.

MBJ: *Tell us a little bit about the Seven Stars Galleria (in Milano)?*



At the Seven Stars Galleria, every guest is assigned a personal butler, much like in a private home, where the family is cared for by a personal butler, who also acts as an ultra-efficient personal assistant.

Seven Star Galleria butlers can become prestigious event planners, booking the best possible restaurants or organizing important meetings. Our butlers can get you tickets in advance to that museum or art gallery, so that

you can avoid tedious queues. As for shopping, there is no request too small or impossible for your butler, who is happy to take care of any tiresome task. The butler provides delicate and discrete assistance for every guest, dedicated but never intrusive.

His services are professional and unique.

The butler will respond to any number of unusual requests and at the same time buy presents or organize theater tickets. The butler will tenderly cherish the guest's small dogs and assist in every possible detail of their care. It is the butler who will track down that exclusive helicopter for the all-important flight to the most fashionable ports for a sailing trip, or who will book the Bentley for a magical jaunt to some heavenly spot.

Every butler at Seven Stars Galleria is chosen for his or her professionalism, respectful attitude and dedication to each guest with complete discretion.

MBJ: *Anything else you'd like to add or would like to communicate to other service professionals around the world?*

We are now working a lot with new specializations such as a butler as a wedding assistant, a company butler, a butler as a temporary service, or as a gift for Mother's day or Valentine's day.

For more information, visit the Association's website at <http://www.maggiordomi.org/>

JUNE 2010 CALENDAR



At the time of going to press, the **International Association of Private Service Professionals** had scheduled one meeting for June so far:

June 5, 2010: Palo Alto, CA – Fine Dining in the Private Home

Visit <http://www.iapsp.net> for more data and to sign up.

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.