



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

Volume 5, Issue 2 - February 2009

Welcome to the first monthly edition of the shortened Modern Butler's Journal. While fifteen pages in the Quarterly provided a lot of useful information, we recognize it is too long for the majority of busy people to read. So we now offer this shorter, monthly issue with more timely information.

TIME TO INVEST IN YOURSELF *by Steven Ferry, Chairman IIMB*

If you have ever been involved in a stock market, you'll probably know that the hard but brighter thing to do to obtain the best share value is to buy when the share prices have tanked (fallen to a low). This is especially true when the fundamentals of the business one is investing in are sound (i.e. they make a good product that is wanted and have a responsible management, board, and/or owner).

In a similar way, we could consider that you work in a volatile market. Because of the misguided actions of others, we find the world economy is faltering and this can have a blowback

effect on *us*, as employers and guests cut spending, uncertain about how much they can still afford. This uncertainty in turn leaves *us* uncertain as to our own future: will it include hiring freezes, pay or benefit cuts, downsizing or lower occupancy rates on the hospitality side, thus impacting net income?

So do you cut back yourself and worry about the dangers? Or do you look for the opportunities and seize them? If you are less busy (or possibly already looking for a new job), then the time could be just right (like buying shares when the price is down) to invest in yourself through training.

Why?

Because right now, you have the time to do the training and because it will put you in a stronger position when the economy turns around. And you would have taken action instead of allowing your life to slow down with the economy.

The most economical way to train is with the Institute's three correspondence courses (for private

service butlers, hospitality butlers, and housekeepers), which are priced to be very affordable, including a lower fee structure for butlers in countries outside the US/Canada, Europe and Australia.

In addition, as we recognize that funds may be tight, the Institute now offers payment plans in multiple installments (\$100-\$200 each), so you can pay for modules as you go. There is a \$250 discount for IIMB members who pay the full price before starting, and a \$100 discount for IIMB members who qualify for the already lower price being offered to students outside Europe, Australia, and US/Canada. Contact the Institute to find out if you qualify. As a note, it is easy to become a member of the IIMB -- membership is free and encouraged for all those in our profession. Details can be found on our [website http://www.modernbutlers.com/html/membership-details.html](http://www.modernbutlers.com/html/membership-details.html)

Payment is easy: by check if you're in the USA, otherwise via PayPal for all countries including the USA, and via Western Union if PayPal cannot be accessed in your country.

We have five trainers around the world (Spain, Indonesia, South Africa, and the US), each one an experienced butler himself. They stand ready to guide you through the module assignments via email and even telephone if needed. There is a lot of reading, but even more drills and practical assignments, so by the time you complete your studies and receive your certificate your depth of knowledge and skills will be far greater.

Any questions? Please visit the pages featuring the correspondence course on our website. For private butlers: <http://www.modernbutlers.com/html/b>

[utler-correspondence-course-1.html](http://www.modernbutlers.com/html/butler-correspondence-course-1.html)

and for hospitality butlers:

[http://www.modernbutlers.com/html/b](http://www.modernbutlers.com/html/butler-correspondence-course-2.html)

[utler-correspondence-course-2.html](http://www.modernbutlers.com/html/butler-correspondence-course-2.html)

or email enquiries@modernbutlers.com

and if you do not receive a response, contact stevenferry@modernbutlers.net

LETTERS TO THE EDITOR

Many expressions of sympathy and concern were received concerning the passing of Mr. Ivor Spencer, MBE. We wanted to share two.

I worked with Ivor on a number of occasions over the four years I was at the Dorchester back in 1985. My memories will be treasured ones. I came to know him reasonably well and could trust his judgment and appreciate his depth of experience. When he took on a job, he wanted it to be successful from beginning to end. Although only a toastmaster, he was an expert in assessing every standard. At one particular function, I was the duty banquet manager when Mr. Spencer took me to one side and shared some of his experience with me. He rightly pointed out that some of the finer points had not been seen to and he graciously allowed me to correct them with my team without taking any credit. The event was a success. I remember his personality as very bubbly, enthusiastic and full of life. I was amazed when I heard he had opened a butler school, but it is little wonder that he would use his expertise to help better our industry and leave a legacy we won't ever forget.

Wayne Fitzharris, Director, Global Search International, London

I am very saddened by Mr. Spencer's passing, yet very glad that our

community had the benefit of his contributions for as long as we did. I did speak with him once briefly, 22 years ago: I distinctly remember to this day a positive energy in his voice that was very special, very inspiring to me. He will be missed.

Jim Grise, Butler, San Francisco, California

Another obituary can be found at <http://www.telegraph.co.uk/news/obituaries/4339879/Ivor-Spencer.html>

Other letters we've received:

I have nothing but praise and admiration for your work and exploits in shaping the face of the butler profession. I have viewed my profile (on your website) and WOW, it's great. You just did a perfect job. Once again thank you for the marvelous work. I am refining the poem I wrote sometime ago and I hope it will find space in the next issue of the Modern Butlers Journal and may be inspire someone. I will send it to you soonest.

*Best Regards, Clever Zulu
Head Butler, Seychelles*

EDITOR'S NOTE: Mr. Zulu's poem is included elsewhere in this issue.

... I would like to congratulate you on your (current) issue of the Journal, which I am sure will be a great success for our profession.

As I am currently working in a great establishment as a Butler, I am facing lot of problems with regards to servicing our guests. I would highly appreciate it if you can add a topic in your next edition: What are the facts in real live service when it comes to servicing guests, (how to deal) with other departments to get the work done, even though not having much

authority (over other departments)?

Because then the new butlers who will join (later) will have a clear picture (of) what is the reality behind the scenes after reading your issue.

Manu Pankaj, Butler

Dear Mr. Pankaj,

We really appreciate your positive feedback on the latest issue of the Modern Butlers' Journal and I have made a particular note of your suggestion for an article in the next issue. You make a good point and we'll see what can be done about it.

Of course, in the meantime, you can always refer new butlers to Mr. Ferry's books, *Hotel Butlers*, *The Great Service Differentiators* and *Butlers & Household Managers, 21st Century Professionals*, which cover the points you mention in some detail. They can be purchased via the bookstore on our website (including electronic copies that can be downloaded right away).

If there is any other way we can assist you, please let us know.

*Mrs. Monica Ferry
Executive Director/Editor*



THE ART OF RESUME WRITING, PART 2

by Susan Feigon and Gail Hamilton

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 more. It 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 the use of paragraphs versus bullets better? 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.

Cover Letters and Thank You Notes

"Oh my, how old fashioned! Really now, you aren't going to tell us that we HAVE to write them are you? But I have heard that no one reads them."

Cover letters seem to be a bit of fluff but are mandatory for the professional. If you have an outstanding resume that screams talent and longevity and relates directly to the job posting, most employment representatives will overlook the lack of one; but ultimately it is imperative. It shows that you understand protocol, honor the process and can *write*. They aren't necessarily read but scanned over. Make sure you include the same content in the body of your resume. Do not use this as a tool to update a resume that is out-of-date or missing information. Lastly, make sure it is addressed to the individual you are writing to; many mistakes happen with the flurry of email attachments.

"Golly, gosh, gee-whiz a hand-written thank you note too, aw Mom..."

Remember those days? They are still here. If you want to stand out in the crowd you will play this game. An emailed thank you note is acceptable today, but do follow up with one

written by your own hand on high quality paper. (Yes, Miss Manners.) It doesn't guarantee a job offer but if the choice is between two candidates, the one that wrote the note wins!

Resume Writing Services

Some of us need a little help expressing who we are and showcasing talent. Many people have the ability "to do" but not articulate. This is when a service can be of assistance. Besides creating your resume with you, you will also have the opportunity to re-experience your past successes and thus preparing yourself for your interview. The more you review your own work the more fluid you will be in front of a potential employer; "the layer effect."

You will want to look for resume writing services that spend time with you on the phone or in person asking detailed questions and assessing your job history. They should be able to gather most everything they need in the first hour but may also follow up with questions as they polish up your finished product. You will want to do your own due-diligence and request examples of their work, experience in the industry you are seeking employment in, cost and timeline. Resumes can cost anywhere from \$300.00 to \$2,500.00.

Conclusion

This is a tough market and getting more challenging daily. You will need every tool to get your foot in the door; a resume is just one of them. Make sure your resume is just as polished as your shoes.

*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

THE BUTLER DID IT! **Column Featuring Butlers in Action**

I am a hotel butler working in Los Angeles, CA. Recently a couple came in to visit another guest of our hotel and they ordered room service to a private meeting room.

Unfortunately this did not go well, as room service was quite busy at that time and the situation was not well prepared for. The guests were also irritated by some interruptions during the meeting. As they were leaving, they informed one of our staff that they would return the next day to finish their business.

I was called in to help, as I am one of the Hotel Butlers most familiar with food service.

I informed myself of the exact time of arrival and the food likes of these two guests. I got together with the Chef in the kitchen and told him I would really like to take very good care of these guests and asked if he could do an extra touch for my order.

I went about setting up a very creative luncheon for them, with enough space for their meeting. I always keep a small collection of special table settings and centerpieces ready for special occasions or guests and drew on that for this occasion. I kept it simple, as this was after all a business meeting and not a party, but it was beautiful.

Just before they arrived, I had the food and beverages ready and set out. The guests arrived, were greeted, and had their meal and meeting without interruptions. Upon leaving they said

that the food was incredible and the setting so beautiful—they were really impressed! They thanked us for the great service.

Being prepared for any situation has paid off for me, not just on this occasion but many times before.

*Hotel Butler (name withheld on request),
Los Angeles*

The Summit

The strength of the wise
Lie in the vision of the mighty
And the soul devoid of understanding
Quickly despairs

Even in the wilderness
The discerning are engulfed
By pools of water
For deep calls to deep

Refreshed, Reposed, and Restored
So are the strides of the enlightened
Ready for the uphill task
Each challenge is more than a step
Indeed a quantum leap

Contrary to expectations
As we approach the summit
The gradient is lessening
And we are making greater progress
No doubt, stimulated by our desire
To finally get there

*Created by Clever Zulu while pondering
about issues of life.*

*Mr. Zulu is the Head Butler at North Island
in the Seychelles*

INTERESTING LINKS

Bucking the Trend: Affluent Travelers Remain Active Travelers

While many U.S. travelers have cut spending and “traded down” to more affordable transportation, lodging and

related options in recent months, “affluent travelers” (those with an annual household income in excess of \$150,000, the top eight percent of U.S. households) appear to be bucking the trend.

http://www.hotel-online.com/News/PR2009_1st/Jan09_AffluentTravelers.html

Luxury Hotels Are Feeling Economy’s Pinch

The hotel business has collided head-on with the bad economy and the tight credit market.

http://www.nytimes.com/2009/01/27/business/27hotels.html?_r=2&scp=1&sq=The%20hotel%20business%20has%20collided%20head-on%20with%20the%20bad%20economy%20and%20the%20tight%20credit%20market.&st=cse

RECENT GRADUATES

In December 2008, the Institute’s VP for Fast East Operations, Mr. Budi Prihardjanto, trained the butler team in the Ritz Carlton Kuala Lumpur, Malaysia. The graduates are shown with Mr. Prihardjanto in the photograph below. Congratulations!



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.

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