



Service as an Expertise

**PLACEMENT, ON-SITE TRAINING
& CONSULTING SERVICES**



Starkey

International Institute

for

Household Management

PLACEMENT 2022

WWW.STARKEYINTL.COM

V23.12.20

Table of Contents

Table of Contents	1
Starkey International Institute®	2
Service as a State of Mind	3
Setting Standards in Private Service	4
About Mrs. Starkey	5
Our Vision & Mission Statement.....	6
.....	6
Starkey International Milestones.....	7
Setting the Standard	8
Placement & Consultation	9
Site Visits.....	11
Starkey's Management Tools	13
<i>Matching Principals' Expectations with Graduates' Abilities.....</i>	<i>14</i>
<i>Private Service Management Tools for Service</i>	<i>15</i>
On-site Private Training Placement Team and Educators.....	20
Starkey Publications	22
Restoring The Art®.....	23

Starkey International Institute

Celebrating 41 Years of “Service as an Expertise”



350 Logan Street, Denver, Colorado USA 80203

Cell: Ph: (303) 832-5510 Cell: 720-788-33398,

(800) 888-4904 Fax: (720) 420-6538

E-mail: services@starkeyintl.com www.starkeyintl.com

© Starkey International Institute for Household Management, Inc.

THIS PLACEMENT AND CONSULTING SERVICES CATALOGUE

This catalogue contains information about Starkey International, Placement and Consulting Services, Private Service On-Site Visits, Service Management Tools for matching Employers and Graduates Household Service Management Certificate Programs.

Starkey International publishes an Admissions Catalogue
for Potential Student information

2021 Mansion Publishing Inc. All Rights Reserved. All trademarks, content, concepts and course materials are the property of Mansion Publishing Inc. and its affiliates and are protected by copyright, patent, and other laws. Such materials may not be reproduced, copied, sold, revised or otherwise used for any commercial purpose without our permission.

**“The Ability to
Render Genuine
Service is a Rare
Gift.”**

– Mary Louise Starkey

Statement of Ownership

Starkey & Associates, Inc., a Colorado Corporation was first created in January 1981 as a placement agency for Household Professionals. In November, 1989, Starkey International Institute for Household Management, Inc., also a Colorado Corporation, was created to train service professionals.

Mansion Publishing Inc., publishes all of Starkey publications.

Service as a State of Mind

Since its inception, Starkey International has been committed to excellence, industry-seasoned instructors, and a proven in-depth curriculum. The Institute has invested in researching, writing, and developing a curriculum and comprehensive texts and training support manuals. The initial authors were a group of veteran Employers, Estate Managers, Butlers, Personal Assistants, Human Resource professionals and Entertaining and Wine Experts from around the world. Each contributor has an understanding of the specific needs and special nuances of the American marketplace. In recent years, Mrs. Starkey has become recognized as the “global expert for serving the high-net-worth lifestyle.”

In addition, there is no other program in the world that utilizes our unique, patented Starkey Service Management System for Private Service and a “hands-on” approach to Private Service education. All of our programs provide an understanding of Service Management, Technical Skills, the Psychology and Etiquette of Personal Service necessary for high-end positions in fine homes throughout the country and abroad. Perhaps more significantly, through personal development and professional etiquette training, the Institute provides a foundation for the student to develop the self-esteem and the confidence necessary for success.

The Institute is located in a 13,000-square-foot historic mansion in the center of Denver, Colorado and serves as a demonstration household. The Mansion has just undergone a complete renovation and modernization. Each curricular offering is conducted as though the students were actual Household or Estate Managers presiding over a residence and performing the daily management and overall technical tasks that those in Private Service will need to know.

Starkey International has earned international leadership in “Setting Standards in Private Service Management.” While specific placement cannot be guaranteed, 90 percent of our Certified Graduates are placed in homes, estates, private service hotels, high-end residential communities, and other hospitality venues all over the world.

**There is invariably a waiting list for
Starkey Graduates.**



**“Global Experts in Serving
the Lifestyles of the
High-Net-Worth”**

Setting Standards in Private Service

A New Paradigm for Private Service Management

America's high-net-worth continue to build masterpiece homes: 6,000 to 80,000 square feet, equipped with smart home technology, and the newest finery. Old, grand, turn-of-the-century homes have been restored. Entertaining these homes is sophisticated and international. Housekeeping must be environmentally safe, organized, and consistent. And the need for overall security has become essential. Such homes require qualified and educated Certified Household & Estate Managers.

For 41 years, Starkey International has been committed to the growth of service as an expertise and to creating a respected profession from the outdated servant paradigm of service. Starkey has worked to create standards, a working code of ethics, user-friendly words and terms, and a patented a service management model that presents management tools for defining and customizing a unique 21st century vision for service.

With an emphasis on our clientele's unique requirements, Starkey also provides high-end, multi-dimensional private training programs for Household and Estate Managers and Housekeepers. Starkey serves formal-style homes or businesses, family-centric households, and senior lifestyle accommodations around the world. Starkey creates and customizes Service Plans in our Client's homes for new and existing staff. In our 41 years of education and service, Starkey has created Household Management as a profession, published 18 publications, supported service as an expertise, and established 22 patents, trademarks, and copyrights.

Please contact us when seeking a Private Service Graduate or training for upgrading your current service experience at 720-788-3398 or 303-832-5510 or visit our website at www.starkeyintl.com.

**The Global Expert in Serving the Lifestyles
of the High-Net-Worth**



About Mrs. Starkey

The “First Lady of Service” Shares a Vision for a New World-Recognized Profession

For 41 years, Mrs. Mary Louise Starkey, the First Lady of Service, has dedicated herself to “Setting the Standard” in Private Service excellence through unique, intensive education programs and training. Mrs. Starkey began her career operating a consulting firm for Principals of Nannies and Housekeepers in the 1980s, and discovered a rising need for a new level of household professional. In this process, she coined the term “Household Manager.”

Mrs. Starkey addressed the lack of dedicated and trained professionals to fulfill this new profession with education and the creation of a first-of-its-kind Starkey International Institute for Service Management. Guided by her vision of transforming the paradigm of “servitude” into “Service as an Expertise,” Mrs. Starkey has written multiple textbooks, customized curricula, and patented a Service Delivery Model especially for those in the Private Service Profession. Through her diligent efforts, the career path of “Household Management” is now an official career recognized by the Department of Labor.

Mrs. Starkey's worldwide search for “service as an art form” has given her a unique perspective of the Luxury Market. From traveling across Europe, Asia, and the United States in serving homes, estates, hotels, and residential communities, Mrs. Starkey has been privileged to support the behind-the-scenes lifestyles of the world's wealthiest people. Her wisdom, experience, and knowledge brings to life what Service as an Expertise can come to mean — and how rewarding it is for the Principal and the Private Service Professional.

Mrs. Starkey has penned several service-related textbooks and guides, including Mrs. Starkey's Original Guide to Private Service Management, Setting Household Standards for Principals, and Mrs. Starkey's Nanny Manager. She was also contracted by the U.S.

Air Force to publish their Guide for Enlisted Aides in serving Flag Officers. In recent years Starkey has gone on to publish books on Fine Housekeeping, Entertaining, Laundry & Valet, Elder Care, Butlering and more.

Mrs. Starkey's contributions to the Private Service profession have been featured in The Wall Street Journal, The New York Times, The Washington Times, The London Times, USA Today, The Atlantic Monthly, Forbes Magazine, Worth Magazine, Town & Country Magazine, and The Costco Connection; additionally, she has been featured on the Today Show, The Morning Show, CNN, MSNBC, the BBC, National Public Radio, the Discovery Channel, Fuji TV, The Travel Channel and 20/20 on ABC.

Since 2018, Mrs. Starkey has set up Correspondence Offerings and Videos for Graduates and Employers. These cover a variety of topics, including management of staff, service management plans, professional boundaries, working with family offices, developing functional position descriptions, finding local resources, and security. They are designed to greatly enhance the skill of those working in Private Service.



Our Vision & Mission Statement

We Teach Personal Service as an Expertise

The Starkey International Institute for Household and Service Management is deeply committed to meeting the needs of industry Service Professionals and their Employers (Principals).

Mission Statement

“Starkey International endeavours to create and serve a world-class Private Service industry in which Estate Management, Household Management, the Personal Assistant, Butlering, and Private Chef Service are viewed as art forms, where continuing education and growth are valued and standards of professionalism are recognized, honoured, and fortified.”

History and Philosophy

Starkey began as Starkey & Associates, Inc. in January 1981, offering housekeeping and placement services. In November 1989, Starkey International Institute for Household Management was created in response to marketplace requests for trained and skilled professionals. Since its first class offering in January of 1990, the Institute has benefited from the presence of old-world European and American Butlers, experienced service professionals, Military Enlisted Aides, and Household and Estate Managers worldwide.

On-Site Consulting and Placement Services

Starkey has fine-tuned our sophisticated Placement Services for 41 years. Our on-site consulting for Principals teaches Private Service expertise and an organizational structure which supports the management of complex homes and lifestyles.

Our consulting is creative, interactive, transformational, and is a method of conceptual and hands-on consulting that teaches the Household Manager and Service Staff to identify and to attend to the specific needs or Service Standards of the Principals, Guests, and Household.



Private Service Management

The Private Service Management profession in America is growing rapidly. Our response from the marketplace assures us that we are in the midst of a service explosion and the need for Private Service Management and service experts will continue to grow as the number of high-net-worth individuals increases. It is essential that Private Service Management continues to emerge into the American marketplace as a clearly defined, skilled, and respected profession. The future of this specialized Service Management offers the coveted revitalization of graciousness, etiquette, and a “Service Expertise” in the heart of fine homes and estates across the United States, Europe, and developing India and Asia.

Publications

Starkey has penned over 18 hardbound and on-line publications all in support of the Private Service Profession. Please visit The Starkey Store for purchases.

Starkey International Milestones

	1981	Created the concept of the Professional Household Manager and coined the term “Household Manager”
	1985	Became a nationally recognized private service placement company
	1987	Hosted first “International Nanny Conference” and became a charter member of the International Nanny Association
	1988	Developed first approved educational curriculum for personal service and Household Management
	1989	Published first Household Management text, <i>The Original Guide to Household Management</i> ©
	1990	Opened first School for Household Service Management in the United States
	1991	Featured on the front page of <i>USA Today's lifestyle section</i>
	1995	Developed the first professional and systemized language for the service profession
	1997	Patented the world’s first Service Management System that identifies and manages Service Expectations
	1998	Published Mrs. Starkey’s Nanny Manager©
	1998	Developed The Household Manager’s Software for the Private Service Profession
	1999	Offered first publication for Private Chefs, <i>The Alchemy of Cooking</i> ©
	1999	Starkey International® featured on front page of <i>The New York Times</i>
	2000	Published <i>Mrs. Starkey’s Setting Household Standards</i> © for employers
	2000	Created “Restoring the Art®” Continuing Education Conference, now an International Association for Private Service Professionals
	2001	Starkey Household Management curriculum became an approved U.S. Military educational program
	2002	Incorporated Wine Cellar Management into Household Management Curriculum
	2003	Began training Butlery and Service Etiquette Skills for the Hospitality Market, Private Clubs and Luxury Service Hotels
	2005	Household Manager title accepted by the Department of Labor. Supported the development of a National Certification in Household Management
	2007	Prominently featured in “Richistan,” a <i>New York Times</i> bestseller written by <i>Wall Street Journal</i> reporter Robert Frank, as well as in Frank’s second book “The High Beta Rich”
	2008	Graduated Starkey’s 100 th class
	2008	Featured in the <i>London Times</i> and on French TV
	2009	Development and re-release of StarkeyHQ© Service Management Software – Managing the Business of Private Service
	2009	Featured in <i>The Costco Connection</i>
	2009	Featured in <i>Forbes Magazine</i> and on The TODAY Show
	2010	Created specialized student scholarships and loan programs in cooperation with Restoring the Art® for Potential Students needing financial aid
	2010	Invited to provide Luxury Service Education in Asia and the Caribbean
	2011	Created specialized Service Managers Certification Program for Estate, Service, Concierge, Senior and other Service Hospitality for Residential Communities
	2012	Launched Certified Service Management System Correspondence Course
	2013	Began teaching Starkey curriculum in China
	2014	Distance Learning: Starkey began offering our full 360-hour traditional curriculum as well as Butlery, Personal Assistance and Estate Management Redevelopment geared toward the upscale needs of the younger and growing wealth clientele
	2015	Created Textbooks and Curricula for each of the Ten Standards
	2016	Published E-book versions for “The Alchemy of Cooking For the Private Chef” and “Mrs. Starkey’s Original Guide to Private Service Management”
	2017	Published E-book versions for “Mrs. Starkey’s Entertaining Etiquette and Protocols” and Mrs. Starkey’s “Fine Housekeeping Standards for the Private Home” in English and Spanish
	2019	Launched the Online Correspondence courses: Starkey Service Management System Course & The Relationship of Service And Your Personal Statement Correspondence Course
	2020	Completed extensive renovations at the Starkey Mansion bringing it into the 21 st Century Created Advanced Household Management program for working Household and Estate Managers

Setting the Standard

The Starkey Service Management System is the Management Model for Private Service

Starkey International's 41-year mission has been to develop a world-recognized service profession in which service is viewed as an expert art form with its own career path. Starkey has demonstrated its vision by positioning Starkey services and products to uniquely serve the growing luxury marketplace. We have made meeting the expectations of the high-net-worth Principal our first objective. Our services objective is to place specialized professionals, who have been trained to identify and organize Service Expectations and to understand the business of Service Management, into the service industry

In 1994, in response to Principals' requests for a superior household management service, Starkey International® developed the unique Starkey Service Management System for identifying and managing Private Service Expectations. Until then, the accepted training for household service provided only basic technical skills and staff generally operated in crisis-mode.

The Starkey System is an interactive communication model that is specifically designed to customize service delivery. No longer will service expectations be left to guesswork and crisis management. The Starkey System adapts to any Family or Service Environment and to all Service Expectations.

The *Starkey Service Management System* was patented in 1997, (Patent No. US 6,745,200 B2) for facilities management. It was beta tested by the U.S. Air Force Enlisted Aide team serving military Generals in their homes. In 2009, Each of Starkey's Certified Household Management Offerings teaches our unique *Starkey Service Management System*.

The Starkey System:

- Provides a working foundation for identifying and meeting unique service expectations
- Introduces Service Management Terminology
- Provides 11 essential Service Management Tools for Service Management
- Organizes staff duties and upholds unique Service Standards on a Daily Basis for Housekeeping, Maintenance and Security
- Offers a daily calendar and staff schedules
- Tracks inventory, expenses, and collectibles
- Creates and customizes an overall Service Management Plan.



Placement & Consultation

Starkey Positions Private Service Professionals to Succeed

Placement assistance to Old and New Wealth, Entrepreneurs, Legacy Families in Private Homes, Luxury Service Hotels, and Retirement Communities are Starkey's areas of service expertise. Our Placement services and recruitment process are outlined in our Placement Service Agreement. Starkey's Employer-paid placement fees are based on a percentage of the first year's taxable salary. In addition to providing educational consulting and support to identify your style of service and the right candidate for you, we also help position Private Service candidates to succeed with on-going follow-up. Contact our Placement Team, Starkey & Associates, Inc. at 1-800-888-4904.



Our Placement Team works with Employers to position Service Professionals for success

Our team helps you establish:

- ★ Your individualized Service Preferences and Expectations
- ★ A process using the Evaluation Tools essential to hand-picking the right Service Professionals for you
- ★ 11 Management Tools designed to assure success of all Placements
- ★ A Service Language to aid in the communication of Service Standards
- ★ Identification of Day-in-the-Life Service Expectations
- ★ The recommended number of Staff, their Abilities, and appropriate Position Descriptions for you
- ★ An understanding of how Starkey's Service Management System and Management Tools will systemize service delivery for you
- ★ A Follow-up Process to assure maximized success of all Starkey Placements

Placement & Consultation Continued

Placement & Consulting in Service Starkey Brand of Matchmaking

All your answers are matched with our Technical Skills Qualifier, which specifically identifies what Starkey Candidates really know along with what we have learned about them in class in our 10 Service Standard categories. Additionally, this tool specifically brings out what they have personally done in service.

We further match make your expectations with their technical abilities, along with their personality, work, and communication styles using a range of evaluation tools.

Interviews with Starkey are done within our Site Visit Service, or if you choose to visit us here at the Starkey Mansion, on the phone, on Skype, or with other visual technology.

Starkey's Service Agreement

Starkey's Service Agreement requires a signature. Placement fees are a one-time charge of 25-30 percent of the first years' income of the accepted salary within the Employment Offer based upon if you are a returning client, or if a Site Visit has been completed.

We know each Private Service position has a level of sophistication and difficulty. We also know each Starkey Candidate has a level of service expertise and proven expertise within the industry. Starkey's Placement knowledge enables us to present the right Graduate for the right Service Position for long-term success. Starkey only places those candidates who have completed a Starkey course.



Interviewing Starkey Graduates

Starkey typically hand picks for you Graduates we feel are most appropriate. We provide fully developed profiles on our Graduates that confirm their educations, personal backgrounds, FBI background checks, abilities in our 10 Service Standards, work histories, and professional references. We recommend you begin to interview a Starkey Candidate with a phone interview, and then progress to bringing the candidate to your home for an in-person interview. We can also provide interview questions for you.

Starkey has learned that successful placements are comprised of 60% good personality matches and 40% good technical skill matches.

Formal Offers of Employment

When you are ready to make an offer, we provide *Formal Offer Outlines* that answer all your hiring questions, as well as *Examples of Privacy Agreements*. Starkey will also complete full Profiles, FBI Background for you during the hiring process.

Follow-Up After Placement

Starkey speaks regularly with you and your new staff member(s) during the 60 or 90 days probationary period to fully support you in those early days. We may recommend additional Private Training to set up Housekeeping, Clothing Care, Maintenance Plan and Task Sheets, and On-Site training for your domestic Housekeeping Staff where necessary, keeping you informed and maximizing your employees' success.



Site Visits

Customized Placement Service to Fit Your Lifestyle

Starkey has learned that genuine service is obtained only when expectations are understood and met. To achieve this, Starkey comes to your home or Service Environment to identify your Service Standards and to customize a Service Management Plan outline for you. By participating in the On-site Consultation and using Starkey's Service Management System process, your individual Service Vision, Service Priorities and Standards will be articulated.

Each Family has a unique Lifestyle. It may be formal, casual, corporate, family-friendly, or directed towards retirement and travel. Your priorities may include developing your entertainment style, providing an educational environment for your children, pet centered, caring for overnight guests, or making large-scale renovations. Your Style of Service and Staffing must also be unique to you and must be positioned to effectively support your Service Vision, and the persons within your Environment.

Starkey generally arrives in the late afternoon in time for an initial meeting to determine the principal's Vision of Service.

During your Site Visit, Starkey will:

- ★ Help You Define Your Service Vision and Lifestyle Goals
- ★ Identify Your Household Service Staffing requirements using our Day-In-The-Life® Model
- ★ Identify Your specific Service Standards in Ten Categories
- ★ Identify Your Educational training needs for Current or Future Staff
- ★ Customize an initial Household Service Plan that will specifically identify the right number of Staff, their Position Descriptions & Abilities and Service Attitudes.

It is often positioned as part of a dinner conversation so that there is time for all to consider and articulate expected outcomes. This dinner meeting also takes place to identify service priorities and your overall Service Values and Goals.

The next morning, we will return to your residence for an in-depth household tour to identify:

- ★ Service Standards in 10 Service Categories
- ★ Zoning and Task Sheet requirements
- ★ Staffing and Service Flow needs
- ★ Current Staff personalities to and identify the right Starkey Graduate for you
- ★ Recommendations for the next steps toward success

Our intent is to ascertain your overall service needs and those of your specific Service Environment and prepare the written Service Management Plan (Typically estimated as a 55-page document). The Site Visit usually concludes in the early afternoon following lunch.

Starkey also helps the employer learn what to expect from a Certified Graduate along with identifying the Management Tools and Service Language for the successful management of their employees.

Ongoing Consultation & Support

Mrs. Starkey is also available to meet and consult regarding your Household staffing, or customized requirements. Consultancy fees are \$2,500 per day plus travel and accommodations.

On-site Private Staff Training

Starkey International is celebrating 41 years in serving the Private Service Industry and has become the expert in teaching the "Relationship of Service." Starkey International teaches how to identify and meet the Service Standards expected by you and your guests. Starkey has developed and patented the Starkey Service Management System. We have turned service into a highly valued asset, where "service" is the product. We have learned that Service Professionals must be positioned to be successful. Starkey Private Staff Training is customized in content to serve individualized need.



In approximately two weeks following the Site Visit, you will receive an initial written plan using Starkey's Service Management System, similar to the report presented in our Mrs. Starkey's Setting Household Standards publication sent when you initially registered your intent to work with Starkey. This customized Service Management Plan includes:

- ★ The identification of your Service Vision
- ★ Customization of all 10 Service Standards
- ★ Recommendations for the required staff as well as required Technical Skills levels to meet your Service Expectations
- ★ Day-in-the-Life® Position Descriptions developed for your primary staff members
- ★ Service Matrix that delineates the number of service hours each staff person must complete on a weekly basis to meet your service expectations
- ★ Completed recommendations for the client.

Most of our Clients choose to have Starkey help them define their Service Needs, and customize their Service Delivery Plan prior to beginning the hiring process. Starkey is then able to hand-pick the perfect Certified Household or Estate Manager, Personal Assistant, Butler, Private Chef, etc.

Site Visits generally last no more than seven hours (over two days) for one location. Principals with multiple homes or international locations may require additional on-site visits and/or report development time. The cost for a domestic Site Visit and a customized Service Delivery Plan is \$15,000 plus travel and costs.

Customized Curriculums for Private Homes and Yachts

- ★ Identifying Service Visions
- ★ Customized Service Management Plans
- ★ Service Etiquette and Protocol
- ★ Tea and Coffee Specialties
- ★ Entertainment and Event Planning
- ★ The Formal Dinner
- ★ Table Settings and Service Styles
- ★ Silver Polishing and Care
- ★ Culinary Meal Planning
- ★ Marriage of Food and Wine
- ★ Aperitifs, Digestifs, and Cigars
- ★ Wine Cellar Management
- ★ Housekeeping Techniques
- ★ Care of Fine Linens
- ★ Laundry and Closet Organization
- ★ Care of Fine Art, Antiques and Carpets
- ★ Flower Arranging
- ★ Management of Vendors & Grounds and Property
- ★ Car Care, Etiquette & Detailing
- ★ Security and Security Protocols
- ★ Nanny Management System

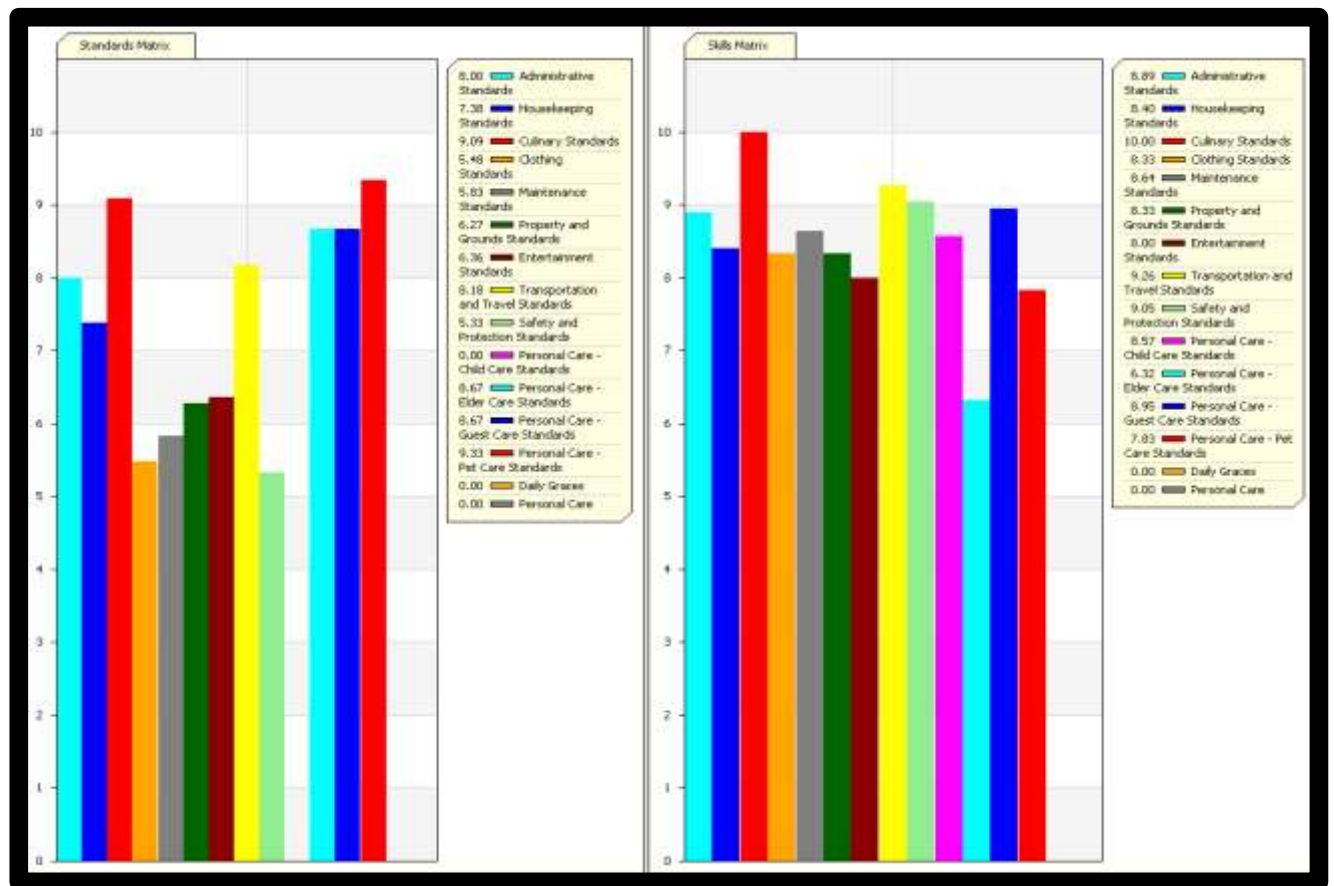
Starkey's Management Tools

Administrative Standard	N	L	M	H	Number of Service Staff: 1-3 low, 5-10 is medium, 10 + is high
	N	L	M	H	Number of Vendors: 1-20 vendors is low, 21-50 vendors is medium, 50 + vendors is high
	N	L	M	H	Amount of Business support
	N	L	M	H	Amount of Social Administrative support (Thank-You letters, RSVP's)
	N	L	M	H	Amount of Concierge services
	N	L	M	H	Multiple Home Management
	N	L	M	H	Amount of Inventory
	N	L	M	H	Amount of Purchasing
	N	L	M	H	Amount of Insurance Management
Housekeeping Standard	N	L	M	H	Number of Sq. Ft.: Up to 5,000 sq. ft. is low, 5-18,000 sq. ft. is medium, 18,000 + sq. ft. is high
	N	L	M	H	Age of Home (older generally has more detail, difficult surfaces)
	N	L	M	H	Amount of Glass and Chrome (visible dust)
	N	L	M	H	Amount of Antique Care
	N	L	M	H	Amount of Art Work
	N	L	M	H	Number of Rugs
	N	L	M	H	Specialized Cleaning, such as hand washables or high ceilings
	N	L	M	H	Intricate cleaning such as woodwork or stone work
	N	L	M	H	Number of Collections: 1-4 low, 5-9 medium, 10 + is high
	N	L	M	H	Hypoallergenic Environment or Active Allergies
	N	L	M	H	Amount of Floral Design and Arrangement

The Technical Skills Qualifier for Identifying Graduate's Abilities:

Clothing and Valet Standard Total Questions: 9 Total Points: 27 Your Points: Calculation: 27 _____	0	1	2	3	Education: Degrees (AA/AS - Low, BA/BS - Medium, MA+ - High): Degree as a Fashion Designer, Apparel Merchandising or Marketing, or Retail Buying
	0	1	2	3	Certifications/Courses (1-3 Low, 4-7 Medium, 8+high) Fashion Designer, Apparel Merchandising or Marketing, or Retail Buying
	0	1	2	3	Rate Experience Qualifiers: (1-3 Years Low, 4-7 Medium, 8+ High): Years experience in Clothing Education: Working as a Trained Educator in Fashion and Clothing in an educational or vocational Program?
	0	1	2	3	Years of experience in Clothing Industry: Working as a Fashion Designer and/or working as a Personal Shopper? and/or working high end Retail Clothing? and/or a Closet Organizer?
	0	1	2	3	Years of experience in Personal Service and/or working as a Personal Valet/Packing and Un-Packing and/or working as an Enlisted Aide in charge of an Officer's uniform? and/or working as a Seamstress/Tailor? and/or caring for Shoes and Leather Goods?
	0	1	2	3	Years of experience in Clothing Care or Fabrics Industry: and/or working in Dry Cleaning? and/or working in a Fabric Store? and/or working in High-end Jewelry or Watches? and/or working in Shoe Store, or Shoe Repair?
	0	1	2	3	Aptitude: Do you have a sense of style and recognize designer labels?
	0	1	2	3	How would you rate your knowledge of Clothing Care?
	0	1	2	3	Do you do clothing care/ alterations for yourself or your family?
Totals:					Average Rating (0 low – 10 High):

Matching Principals' Expectations with Graduates' Abilities



Private Service Management Tools

Starkey has developed Special Management Tools exclusively for the Luxury Service Market. We know that Service must be genuine, technically correct, mastered, and a lifetime commitment to be successful.

We take great pride in preparing and placing our Graduates in Private Service. We are selective in who we train; we evaluate their attitudes and abilities; we provide them with practical Private Service Management Tools.

They have specialized knowledge to customize and carry out your Service Management Plan to provide the Technical Skills required to meet your individual Service Expectations.

11 Service Management Tools and Language Unique to Private Service

- ★ Service Management System for customizing and documenting ones entire Service Management Plan
- ★ Zoning and Task Sheets for structuring Housekeeping, Maintenance and Security
- ★ The Standards Matrix for identifying Employers Expectations
- ★ The Technical Skills Qualifier for identifying Candidates actual knowledge and experience.



Technical skills matrix to evaluate the entire team's technical skills to the expectation of the employer.

Customizing Task Sheets

DAY/TIME	ZONE 4: LIVING ROOM	REQUIRED PRODUCT	COMPLETED
MONDAY			
7:00 a.m.	Clutter: Prior to cleaning, be sure all is put away in their proper place		
7:15 a.m.	Plants: Water, dust leaves as needed, remove dead leaves and flowers	Use special plant food when needed	
7:30 a.m.	Equipment: TV/Stereo wipe screens, clean remote, organize tapes, and discs, etc.	Use soft clean nonabrasive	
7:50 a.m.	Wood furniture: Dust and polish: tables, chairs, shelves, frames, cabinets, windows: ledges, etc.	Severe Polish, only soft clean polishing	
8:20 a.m.	Sofas and Chairs: Vacuum all cushions, fluff pillows, spot clean as needed	Use especially formulated hand vacuum	
8:35 a.m.	Walls: Remove fingerprints from walls, switches, door jambs	Use soft cleaning with Mr. Clean	
8:40 a.m.	Baseboards and Door Jams: Wipe, along all edges, Clean weekly	Use soft cleaning with Mr. Clean	
9:00 a.m.	Carpet: Vacuum and be sure to include behind doors, the stairs, and under small furniture, spot clean as needed	Each floor has special Vacuum	

- ★ Day in the Life tool for creating weekly Service Priorities, and documenting for accountability
- ★ Baselines and Variables for understanding the time management of how long it takes to complete tasks
- ★ Service Daily Calendar for appointments and daily duties
- ★ Inventory protocol for identifying and tracking things
- ★ Service Matrix to evaluate the household needs for your service plan. Household Service is a body of specialized knowledge and must be positioned to be successful. Service can become "Quality of Life for Everyone"
- ★ The "Ballet of Service" event planner
- ★ Ten Service Standards

Identifying Your Service Standards

Administrative Standard	N	L	M	H	Number of Service Staff: 1-3 low, 5-10 is medium, 10+ is high
	N	L	M	H	Number of Vendors: 1-20 vendors is low, 21-50 vendors is medium, 50+ vendors is high
	N	L	M	H	Amount of Business support
	N	L	M	H	Amount of Social Administrative support (Thank-You letters, RSVP's)
	N	L	M	H	Amount of Concierge services
	N	L	M	H	Multiple Home Management
	N	L	M	H	Amount of Inventory
	N	L	M	H	Amount of Purchasing
Housekeeping Standard	N	L	M	H	Amount of Insurance Management
	N	L	M	H	Number of Sq. Ft. Up to 5,000 sq. ft. is low, 5-18,000 sq. ft. is medium, 18,000+ sq. ft. is high
	N	L	M	H	Age of Home (older generally has more detail, difficult surfaces)
	N	L	M	H	Amount of Glass and Chrome (visible dust)
	N	L	M	H	Amount of Antique Care
	N	L	M	H	Amount of Art Work
	N	L	M	H	Number of Bags
	N	L	M	H	Specialized Cleaning, such as hard washables or high ceilings
	N	L	M	H	Intricate cleaning such as woodwork or stone work
	N	L	M	H	Number of Collections: 1-4 low, 5-9 medium, 10+ is high
	N	L	M	H	Hypoallergenic Environment or Asthma Allergies
	N	L	M	H	Amount of Floral Design and Arrangement

Starkey Programs and Courses

Creating A Professional Service Industry One Graduate At A Time

Students Experience a Transformation in Understanding Themselves & Their Roles in Service.

Starkey Graduates have undergone extensive education and training to gain Certifications in Private Service and Household and Estate Management. Starkey Programs incorporate The Starkey Service Management System to ensure that all placements have the experience, knowledge, and training to succeed in all environments.

Starkey Service Management System



In this 40 Hour Program, students learn to customize a Service Management Plan for any sized Estate or Property. Students learn the 11 unique Private Service Management Tools and Household Service Language which provides the essential knowledge for those working in Private Service as Household or Estate Managers, Personal Assistants, or those working in a Family Office. Graduates of the Program earn a Starkey Certification in The Service Management System.

Housekeeping for the Private Home



In this 40 Hour Program, students learn to supervise and train Housekeeping staff. Students emerge from the program with a fundamental understanding of Fine Housekeeping and the elements involved in managing an efficient and effective Housekeeping operation. Graduates of the Program earn a Starkey Certification in Fine Housekeeping.

Entertainment for the Private Home



In this 40 Hour Program, students learn the traditional art of Emily Post Traditional Entertainment, Table Settings, Table Service Styles, Champagne Service and Formal Dinner planning. The course also presents The Starkey Entertainment Event Planner and Order of Service, the care of fine China, Silver, and Crystal, basic flower arrangement, proper use of candles, and menu development. The week ends with a mirrored-service formal dinner. Graduates of the Program earn a Starkey Certification in Entertainment.

The Relationship of Service: The Personal Statement



In this 40 Hour Program, students explore the process and path that results in the identification of an ideal position. Using Mrs. Starkey's Personalized Placement Process, course leads students through the development of a personal statement, an identification of top service standards, a mastery of a Personal Presentation for Interviewing, an understanding of a student's unique Service Style. Graduates of the Program earn a Starkey Certification in The Relationship of Service.

Private Service Titles, Positions, and Salaries

Terms and Titles continue to be challenging for the Private Service industry due to old cultural patterns of the profession; the lack of knowledge and management expectations of both the Principals and the employees; and because the industry as a group has not been able to agree upon titles as each position is unique. Salaries are typically determined based upon three main factors: the difficulty factor of the position; the experience, education, and knowledge base required of the professional to be qualified for the position; and the location(s) and cost of living.

The Estate Manager is an administrative service professional who possesses a mature and seasoned knowledge and experience of Service Management Systems, expertise with multiple homes or in small luxury hotels, and knowledge of working within the Luxury Marketplace, in the Service Environment and throughout the Grounds and Property. This person must possess basic Human Resource principles, Bookkeeping and Budget expertise, knowledge of Transportation and Security, and understanding his or her role as part of the Family Office team. This professional must understand the relationship of service and appropriate Private Service and business etiquette protocol. This professional must be able to identify all 10 Starkey Service Standards, organize work schedules and train and manage all service staff required to fulfill all Standards for large Estates of generally 18,000 square feet or more and/or for busy families with multiple residences. Salaries are currently between \$135,000 and \$300,000 per year with full benefits, and if appropriate to the position, housing.

The term “**Certified Household Manager**” was coined and developed in 1981 by Starkey International. The term introduces into the marketplace a professional who is trained in the overall management of a private home. This position may be a Butler in the British tradition, Personal Assistant, Household Manager or Military Enlisted Aide in the American tradition. This individual has been trained and/or is experienced in all aspects of the private home and has a working knowledge of developing a Household Service Management System. The focus is primarily the Home and Service Environment. Required skills include a working knowledge of Human Resources, management and training of service contractors and personnel. It also includes the hands-on technical experience necessary to personally perform or train others within a Service Environment including Administration and Management, Cleaning and Housekeeping, Maintenance, Clothing, Cooking,

Entertaining, and Property and Grounds Standards. This person's skills are more appropriate for homes between 5,000 and 17,000 square feet. Salaries are currently between \$90,000 and \$135,000 per year with health benefits and housing.

Hospitality Butler or Gentleman's Gentleman comes to life in P.G. Wodehouse's stories of the British Butler, Jeeves, and his Principal, Bertie Wooster. Jeeves does save the day! The Butlers in these stories are companions and artists of discretion for their Principals. The term Gentleman's Gentleman was used if the Butler was in service to a single gentleman. In Europe and elsewhere, we have again begun the training of the traditional British Butlers; however, the term “Butler” typically refers to the classic British service-style within the profession of Private Service Management. The American version of the Gentleman's Gentleman or Butler has gained expertise in an Old Guard home and also has a more formal and structured style of service. Butlers outside of the traditional British tradition need to be trained in, and have the use of, The Service Management System model to perform in a more formal style of service. Butlers may provide some administrative duties, cooking, entertaining, wine knowledge, clothing & valet, and light cleaning. Butlers are also employed in higher end hospitality venues. Salaries are currently between \$80,000 and \$150,000 per year with benefits and housing.

The Personal Assistant has become a popular title within the Entertainment and Personality community on both coasts. They are typically business and computer literate and have obtained administrative experience in the corporate world. Personal Assistants focus on Administrative Standards and support of the Principals, including identification of Vendors and Resources; maintaining Appointments, Schedules, Bookkeeping and Entertaining Standards; support with Invitations, RSVPs, Gift Buying, Transportation and Travel Standards. They may or may not provide direct management of the staff or home. In other parts of the country, this person is known as a Household Manager. Current Salaries are \$70,000 to \$90,000 per year with benefits and typically do not come with housing.

Private Chefs typically have a culinary arts degree or have been apprenticed in the restaurant community. They focus on developing an expertise in cooking for a private home, yacht, or other Private Service environments. Household Chefs require the education of a service management model to be able to identify Flavor Profiles in the preparation of menus and selections of wine; keep a household-appropriate kitchen; possess an expertise in diets or food substitutions; and have a working knowledge of formal and informal household entertaining. They often are asked to perform Household Management duties which can compromise their success. Current Salaries are between \$80,000 and \$120,000 per year and does not usually include housing.

Household Couples function at a Household, Estate management and Chef-level or at the domestic Houseman/Housekeeper level. Prior life experience, culinary background, household management and service training determine their management and technical skills abilities. There are not many household couples available as they were part of the old guard professionals of our past. Current salaries are between \$120,000 and \$300,000 a year with benefits plus housing on property.

Family Attendant is often the title given to the man or woman who is caring for the school-age children or an elderly family member within the Environment. The Principals hold the overall management duties and responsibilities. The Family Attendant who is typically educated and holds a degree, prepares simple meals, organizes and drives their charges to school activities, play dates, recreational and entertaining events, and keeps an overall watchful eye while performing daily household tasks. Depending upon their Day in the Life schedule, they might also support the Housekeeper or Houseman in cleaning and laundry duties. (Nannies are primarily only for children 5 and under). Current salaries for Family Attendants are between \$70,000 and \$100,000 per year with benefits plus housing on property.

Housekeeper or Houseman are used in the U.S. and abroad and are generally considered domestic help in homes and hotels. Some speak English well and are able to communicate effectively, but typically are not managers and need technical skill training and organizational supervision.

They can be highly skilled in cleaning, laundry, maintenance, and property and grounds. Their positions can be full or part-time and they can be live-in or live-out day workers. Current salaries are between \$50,000 and \$70,000 per year with benefits

Caretakers are typically utilized in second or third properties in lieu of a Household Manager. The Principals are not often in residence and, when they are, they bring other staff to provide for the personal service needs. Duties for Caretakers may include cleaning, laundry, and care of the outside Grounds and Property. Personal service is generally not requested. These positions typically include housing with a \$50, 000 to \$90,000 salary depending upon the overall needs of the residence.



Career Opportunities for Starkey Graduates

What to Expect as You Begin Your Career

Starkey Certified Household Management Graduates can typically expect annual salaries between \$90,000 and \$150,000 annually plus benefits and housing, depending upon position, prior experience and education. Entry-level salaries will depend upon experience in other fields and the expertise that support Private Service such as HR knowledge, people management expertise, housekeeping, landscaping or maintenance. Additional benefits may include health insurance, separate housing and various other perks such as a 401K plan, travel expenses, use of a household automobile and annual bonus. The most likely Principals of Estate and Household Managers are high-net-worth, multi-home estate owners. These Principals include busy entrepreneurs, CEOs, retired business owners, those from the Private Investment world, and Billionaires.

Graduates from the *Advanced Household Management Program* can expect beginning salaries from \$135,000 to \$300,000 annually depending upon their prior experience and their level of Starkey Service Standard expertise. For the Butler-style Household Manager, positions are also available in luxury hotels and residential retirement communities.

The Day in the Life of the Estate, Advanced, and Household Managers, Private Concierge, Private or Hotel Butlers and Senior Service Professionals is varied according to title, style of service, geographic location and employment position.

“WE ARE COMMITTED TO
FINDING THE RIGHT AND
REWARDING EMPLOYMENT
OPPORTUNITY FOR EACH
STARKEY CERTIFIED
GRADUATE.”

Starkey has represented and placed Graduates into the following positions.

Position: Entry-Level Certified Household Manager/Cook /Personal Assistant.

Principal: Mature Business Owner and Spouse
Residence: 6,000-square-foot residence in Washington, D.C. and Florida.

Responsibilities: Management of home, vendors, Part-time housekeeping staff and groundskeeper. Set up Service Delivery System based on Principal's preferences and perform Daily Graces. Provide healthy-style cooking three to four times weekly and interface with caterer for entertaining. Help with philanthropic correspondence and entertaining.

Hours: 50 hours per week typically with two consecutive days off.

Pay and Benefits: \$95,000 per year, health and dental insurance, yearly bonus with vehicle for household use, two week's paid vacation and housing.

On-site Private Training Placement Team and Educators

Mrs. Mary Louise Starkey, B.S. C.E.O.

President and Founder of Starkey International

Mrs. Starkey, known as the First Lady of Service, has served as CEO of Starkey International for 41 years and has professionalized the Private Service industry. She is a dynamic and passionate educator, public speaker and a natural storyteller. She freely shares her knowledge and mentors clients in identifying and creating their "Vision for Service." Starkey provides on-site consultations to Private Estates and Clubs, Luxury Market Hotel, Senior Residences and Businesses to identify their Service Visions, customize their Style of Service, and develop a Service Management Plan.



**Mr. Xavier Medecin, CHM, Certified Household Manager; CPB
Certified, Private Butler Director of Education**

Mr. Medecin grew up in a family of restaurateurs in Menton, France. After studying hotel and restaurant management, his first official position as a young man was at the service of the Royal Family, Princess Grace and Prince Rainier of Monaco. His career spans service work for well-known businessmen to Heads of State in Europe, China and Africa. He has served as a butler throughout the world in private villas and on board mega-yachts, has opened and trained in luxury hotels and has owned renowned restaurants in San Francisco, California.



A Graduate of both Starkey International and The International Butler Academy in the Netherlands, where he also taught, he comes to Starkey in charge of business management and international development with 35 years of hospitality, education and service management knowledge, paired with entrepreneurial expertise that few in the service profession can parallel.

**Mr. Jaime Negron
B.A. in Computer Sciences from Inter-American University in Puerto Rico, Arecibo
IT Administrator**

Jaime Negron was a long-time resident of New York City before moving to Colorado in 2014. Jaime has a degree in Computer Sciences with a minor in Advertising, and is fluent in Spanish.

Jaime brings to Starkey International more than 20 years of technology experience in coding, design, social media, SEO skills and a strong IT foundation.

Mr. Negron is bringing Starkey to the foreground of social media communication, technology and website development in the new world of Private Service.



Ms. Juliet Xu
Starkey Educator serving China

Ms. Xu has been a hospitality consultant and champion of “The Relationship of Service” in China for many years. She began as a Starkey Graduate before consulting and educating students in China using the Starkey International Institute model and our Private Service curricula in 2000. She is passionate about bringing an understanding of service to China. For more than 20 years, she has focused her efforts in high-end hospitality and residential community developments for the growing wealth in China. She represents Starkey International and is a regular Starkey instructor in China. Ms. Xu is proficient in both English and Mandarin.



Dr. Lloyd Lewan
**Chairman and Executive Dean and Emeritus Member of the Board,
Semester at Sea**

Dr. Lewan is the author of *To Be a Leader: Leadership Beyond Management*, (2002) and *Women in the Workplace: A Man’s Perspective* (1988, 1997). He has published articles on gender, leadership and organizational structures and has served as the keynote speaker for hundreds of organizations. A former United States Marine Corps officer, Dr. Lewan earned his doctorate from Oklahoma State University. In 2003, he received two honorary doctorates: a Doctor of Humane letters from Chapman University and a Doctor of Laws from the University of Denver College of Law. Dr. Lewan currently supports the Starkey International Institute curriculum with his dynamic leadership education.



Starkey Publications

Visit Starkey Online Store at:
www.starkeystore.com

- ★ The Original Guide to Private Service Management, The Household Management Bible
- ★ Mrs. Starkey's *Setting Household Standards*
- ★ Starkey's Private Service Management – *The Relationship of Service & The Starkey Service Management System - Correspondence Book*
- ★ Starkey's *The Relationship of Service*
- ★ Private Service Management – *The Starkey Service Management System*
- ★ Starkey's *Administrative and Personal Assistant and Care Standards for Private Service*
- ★ Starkey's *Fine Housekeeping Standards for the Private Home*
 - Available in Spanish, English and as an e-book
- ★ Starkey's *Fine Laundry and Valet Standards for Private Service*
- ★ Starkey's *Alchemy of Cooking for Private Service* (2nd edition)
- ★ Starkey's *Flight Attendant Culinary Training Guide*
- ★ Starkey's *Entertaining, Etiquette and Protocols for the Private Home*
- ★ Starkey's *Private Butler and Service Etiquette*
- ★ Starkey's *Nanny Manager*
- ★ Starkey's *Elder Care for Private Service*
- ★ Starkey's *Elder Care for Private Service* – Trainer's Guide

Currently, most of the above curricula and publications are provided in English.
Some are also translated into Spanish and Mandarin.



Restoring The Art®

For Patrons and Private Service Professionals
Starkey Champions the Private Service Profession

Restoring the Art® is a Colorado Non-Profit 501(c)3. "Restoring the Art®" has been guided over the years by an advisory board made up of Starkey Alumni, Household and Estate Industry Veterans, Butlers, Military Enlisted Aides, Private Chefs, Personal Assistants, Principals, Luxury Hotels, Private Service Schools, Placement Agencies and Vendors who serve the Luxury Marketplace. In recent years, RTA has focused on Starkey Alumni with yearly gatherings to learn and grow together. We have hosted wonderful nine-course dinners and garden parties at the Institute with our patrons, alumni, and friends. We have experienced wonderful stories about the Queen from our British guests; Insights from our Jordanian graduates who serve the King and Queen of Jordan; gained perspective from the Director of Service of the Ritz Paris; tasted special wine and spirits from the finest wineries around the world, and have been introduced to the finest of luxury products.

Today, RTA also provides educational funding assistance/scholarships for incoming students. In appreciation for Starkey Benefactor and Patron support, Starkey gratefully acknowledges and honours them. As for Starkey Graduates, we challenge all to grow educationally to their fullest potential.



Starkey International Household Service Association

Announcing: Connecting Starkey Grads

Starkey Graduates are now more than 1,600 in number, some with 30 years of experience. Our first graduating class was held in January of 1990. Congratulations to each of you. I am most proud of the work we all have accomplished. You have raised the bar and changed the way Private Service is delivered. Starkey continues to be asked to find ways of connecting you to one another. At the Restoring the Art gatherings, you have the ability and enjoyment to share with each other. If you have an interest in connecting with other Graduates for sharing knowledge, discussing the merits of available national resources or if you are just feeling isolated and wish to connect privately with others from your Graduating class or in your current employment location, please follow the attached link to formally register your interest. Call Starkey to connect to other Graduates (the Mansion 303-832-5510 or Cell: 720-788-3398).

Mary Louise Starkey
CEO Starkey International



"Continuing the Time-Honored Tradition of Service Around the World!"



STARKEYTM
INTERNATIONAL