



CAREERS IN PRIVATE SERVICE & LIFESTYLE MANAGEMENT



ADMISSIONS 2023

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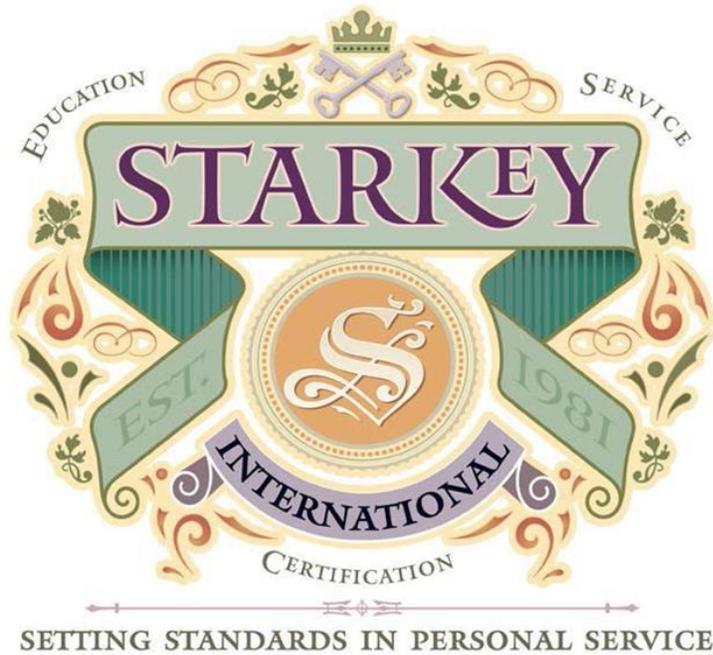
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STARKEY INTERNATIONAL INSTITUTE®

Celebrating 41 Years of “Service as an Expertise”

We at Starkey International have become global experts in serving the high-net-worth.



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. Starkey also has Mansion Publishing, Inc. for all its publications. Mary Louise Starkey is President and Founder of all above corporations.

Starkey International School of Household Management

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SCHEDULE OF COURSE OFFERINGS

2021 Course Schedule: *The Starkey Advanced Household Management Certification Program*
Offered to qualified candidates to be completed at the Starkey Institute. This is the 160 hour, 4-week Program offered at the Starkey Mansion.

January 16 to February 10th 2023



Starkey also offers individual Certification:

★ *Service Management System*

Offered to qualified candidates to be completed at The Starkey Institute or online.
40 Hours – 5 days in person or online (online programs must be completed in 45 days).

January 16- 20th 2023

★ *Housekeeping for the Private Home*

Offered to qualified candidates to be completed at The Starkey Institute. 40 Hours- 5 days

January 23- 27 2023

★ *Entertainment for the Private Home*

Offered to qualified candidates to be completed only at The Starkey Institute. 40 Hours – 5 days

January 30th to February 3rd 2023

★ *The Relationship of Service: The Personal Statement Program*

Offered to qualified candidates to be completed at The Starkey Institute or online.
40 Hours – 5 days in person or online (online programs must be completed in 45 days).

February 6 – 10th 2023

Student Holidays:

New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, the day after Thanksgiving, and Christmas.

Orientation Day:

Students are required to arrive one day before the first day of class for orientation and computer setup.

ABOUT MRS. STARKEY



The “First Lady of Service” shares a vision of a New World demand for Service Management

We at Starkey International have become global experts in serving the high-net-worth.

For nearly 43 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 worldwide. Mrs. Starkey began by operating a consulting firm for employers of nannies and housekeepers in the 1980s when she saw a rising need for a new level of household professional, and coined the title “Household Manager.”

However, the question became where to find the dedicated professionals to fulfill this new need. The answer was the creation of a first-of-its-kind Starkey International Institute of Household Management. Guided by her vision of transforming the paradigm of "servitude" into "Service as an Expertise," Mrs. Starkey has published textbooks, customized curricula, and patented a Service Delivery System Model especially for 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 into the luxury market. Traveling across Europe, Asia, Canada, and the United States to conduct site visits and private trainings for the luxury market, Mrs. Starkey has been privileged to support the behind-the-scenes lifestyles of the wealthiest in the world. She is entertaining, interactive, and an avid storyteller.

Recent years have again propelled Mrs. Starkey and Starkey International® into offering new cutting-edge service programs to meet the needs of our changing world. Service, beyond the celebrated designs or the wonders of intelligent homes, has become the perceived “key to quality of life” not only in the U.S., but around the world. Growing nations, following the illustrious American Dream, are developing luxurious residential communities as quickly as the architects and designers can create them. They are seeking the fulfillment of their service vision through Household and Estate Growing

nations, following the illustrious American Dream, are developing luxurious residential communities as quickly as the architects and designers can create them. They are seeking the fulfillment of their service vision through Household and Estate Managers, finely trained Butlers and Housekeepers, and well-trained Personal Assistants. It's “high-net-worth” on a world stage.

To meet these new expectations, Starkey has expanded beyond traditional programs at the Mansion to Service Management for seniors, Boutique Hotels, Military, Private Yachts, Villas, Concierge for Private Communities, and on-site Trainings in private homes.

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, Harper's Magazine, Worth Magazine, The Costco Connection and Town & Country Magazine. She has appeared on The TODAY Show, The Morning Show, CNN, MSNBC, BBC, National Public Radio, and featured on the Discovery Channel, Fuji TV, The Travel Channel, ABC's 20/20, and many more.

Over the years, Mrs. Starkey has penned several service-related textbooks and guides, including The Original Guide to Private Service Management®, our household management text, Mrs. Starkey's Setting Household Standards® for Employers, and Mrs. Starkey's Nanny Manager®. We also have textbooks in many of the 10 Service Standards.

CODE OF ETHICS

Service Management Profession

Wisdom	Private Service Managers visualize and work to create a healthy environment within the family's values and agenda, not their own. This is the Private Service Manager's <u>Code of Wisdom</u> .
Loyalty	Private Service Managers will keep all confidences, refrain from gossip regarding their Principal and staff, and remain non-judgmental. This is the Private Service Manager's <u>Code of Loyalty</u> .
Trust	Private Service Managers will perform at the same level of professionalism in all relationships and in technical skills, whether the Principal is present and watching or not. This is the Private Service Manager's <u>Code of Trust</u> .
Service	Private Service Managers will treat the Principal as the Principal chooses to be treated. This is the Private Service Manager's <u>Code of Service</u> .
Lawful Behavior	Private Service Managers will adhere to and help the Principal be in accordance with all local and federal laws. This is the Private Service Manager's <u>Code of Lawful Behavior</u> .
Conduct	Private Service Managers will adhere to high standards of personal behavior, professional image, and deportment in all words and actions. This is the Private Service Manager's <u>Code of Conduct</u> .
Commitment	Private Service Managers will participate in a genuine relationship, work to maintain a high level of technical skill and expertise, discover the "responsibility" to Master each Moment, possess self-motivation in earing one's own way, follow one's own bliss This is the Private Service Manager's <u>Code of Commitment</u> .
Personal Growth	Private Service Managers will work to maintain a high level of self-awareness and objectivity in personal service. We cannot change others; we can only change and improve ourselves. This is the Private Service Manager's <u>Code of Personal Growth</u> .
Leadership	Private Service Managers will work to do the right thing, while maintaining a positive attitude and perspective as a professional in finding a "win/win" resolution in all matters. This is the Private Service Manager's <u>Code of Leadership</u> .
Professional Relationships	Private Service Managers will work to maintain appropriate relationships and boundaries in all aspects, including religion, sexuality, family politics, and the use of property. The Household Manager is "in the home, not of the home." This is the Private Service Manager's <u>Code of Professional Relationships</u> .

THE STARKEY TRADITION

The Starkey Service Management System is a Specialized Management Tool for Private Service

Serving Employers, Service, and Private Service Professionals

Starkey International is committed to delivering the highest level of Private Service education available. Starkey is designed to provide students and employers with a superior level of Private Service. To meet these standards of excellence, the Starkey International Institute for Private Service Management has established:

An International Educational Institute for Service and Private Service Education that offers sophisticated and advanced training in Household and Estate Management and in Service Management that educates Principals, guests and students about “Service as an Expertise.” Our curriculum teaches the Starkey Patented Service Management and Sophisticated Management Tools, Service Technology, Human Resources, Vendor Management Tools, Private Service Entertaining and Event Planning, Wine Cellar Management, Private Chef Culinary with customized Flavor Profiles, Butlering, Fine Housekeeping, Service Etiquette and Protocols, and Smart Home technology.

On-Site Training Consultations and Customized Private Service Training are available for Private Homes and Estates and their household staff, residential communities, private yachts, and high-end boutique hotels. Starkey helps develop and customize service management plans and technical skills training as requested by setting up a customized Service Management Plan with Management Tools, Zoning and Task Sheets, Household Etiquette, the Relationship of Service, Fine Housekeeping, Formal Entertaining and Table Service, Private Service Culinary Skills, the Marriage of Food and Wine, and Wine Cellar Management.

Recruitment and Placement for our Certified Graduates to succeed by matching Certified Household Managers® and Certified Estate Managers®, Certified Service Managers, Butlers, Personal Assistants, Concierge, and Senior Service, with exactly the right potential Principals in private homes and estates, boutique luxury hotels, and senior and residential communities. Starkey has become highly accurate in our placements, providing quality of life for both our Clients and our Graduates by using our Personal Statement Techniques, Technical Skills Qualifier, and Service Style indicator. Ninety percent have been placed and are working. Typical placements last more than five years.

The “Starkey Brand” has been carefully developed and promoted for the last 40 years to stand for quality and to specifically support our Graduates and those Principals that hire our Graduates. Starkey has been featured as “the Harvard of Private Service” on TV networks, in publications, and other media for many years. Our Starkey Brand and Crest is well-known throughout the industry in the U.S., Canada, the Caribbean, Europe and Asia as setting the Standard for Private Service. It is our commitment to create a growing profession and education that brings great value and expertise.



History and Philosophy

Our Success is based on Commitment and Standards

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

Mission Statement

“Create and serve a world-class Private Service industry in which Estate Management, Household Management, and all Service Management from the Private Service Concierge, Service Manager, Senior Service, Butler and Hotel Private Service are viewed as art forms, where continuing education and growth are valued and standards of professionalism are recognized, honored and supported on a world stage.”

History and Philosophy

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

Our curriculum teaches “Service as an Expertise” first and foremost. It presents an organizational structure which customizes itself and supports the management of complex homes and residential communities in order to meet Principals’ expectations.

The curriculum is creative, interactive, transformational in style, and presents an educational method of learning that is both conceptual and hands-on, while delivering a highly sophisticated Service Management program.

The Private Service Management profession in America has been established and is growing rapidly. Our response from the marketplace assures us that we are in the throes of a continued service explosion on a world stage and the need for Private Service Management and Service Management experts will continue to grow. It is essential that Service Management beyond Private Service in all venues now emerges into the marketplace as a clearly defined, skilled and respected body of knowledge. The future of The Starkey specialized Service Management education offers the coveted revitalization of graciousness, etiquette, and a “Service Expertise” in the hearts of fine homes, estates, and residential and senior communities across the United States and abroad.

The success of Starkey International is based on the ongoing Starkey Brand that presents the most advanced education and placement on a world stage. Starkey is committed to relationships, to the redefinition of the service profession in terms of modern, upscale service in all service venues, and the meeting of sophisticated quality-of-life expectations.



“Our curriculum is creative, interactive, and transformational in style, and is a method of conceptual and hands-on education.”

Starkey International Milestones

	1981	Created the concept of 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 Household Management
	1989	Published <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 the Life Styles Section, <i>USA Today</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 <i>Mrs. Starkey’s Nanny Manager</i> ©
	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 is 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	The 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	Approved the Household Manager title accepted with the Department of Labor. Supported the development of a National Certification in Household Management
	2007	Featured in “Rechristen,” written by <i>Wall Street Journal</i> reporter Robert Frank, as well as in his book “ <i>The High Beta Rich</i> ”
	2008	Graduated the 100 th Starkey class
	2008	Featured in <i>London Times</i> and on French TV
	2009	Developed and re-released Starkey© 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 <i>The Today Show</i>
	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
	2015	Created textbooks and curriculum for each of the Ten Standards
	2016	Published e-books for Housekeeping, Clothing & Valet and Entertainment Standards
	2017	Launched Certified Correspondence Courses: The Relationship of Service & Systems Course
	2019	Completed extensive renovation of the Starkey Mansion in Denver
	2020	Created <i>Advanced Household Management</i> Program in Household Management for working Household and Estate Managers and others with extensive service backgrounds in Private Homes

THE STARKEY SERVICE MANAGEMENT SYSTEM

Service as an Expertise in Homes & Estates, Boutique Hotels, and Retirement Communities

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

It has been Starkey International's 41-year mission to develop a world-recognized service profession in which service is viewed as an art form with its own career path and is seen as an expertise. Starkey International has demonstrated its vision by positioning Starkey Graduates, services, and products to uniquely serve the growing luxury marketplace. Our educational training and services place specialized professionals into the service industry. These professionals have been trained to identify and organize Service Expectations and to understand the business of Service Management. In response to employers' requests for superior service management, Starkey International in 1994 developed the unique Starkey Service Management System for identifying, customizing, and managing Private Service Expectations.

In 1997, Starkey registered national and international patents for the *Starkey Service Management System* which is an interactive communication model that is specifically designed to customize service delivery. No longer will service expectations be left to guesswork and dealing with the next big crisis. The Starkey System adapts to any Person or Service Environment and to all Service Expectations. The *Starkey Service Management System*® was granted Patent No. US 6,745,200 B2. In 2009, The *Starkey Service Management System*® and its Eleven Management Tools were released and are taught in all Starkey curriculum. They are the first of their kind for identifying specific service expectations and facility management for private homes and residential communities.

The Starkey System:

Provides a working foundation for identifying and meeting unique service expectations

Introduces Service Management Terminology, Household Systems, and processes for delivery

Provides 11 Service Management Tools for Managing Service Expectations

Organizes and upholds unique Service Standards and Expectations on a daily basis

Offers Staff Schedules and overall Housekeeping System with customized tasks

Presents a Day-in-the-Life time management tool



SERVICE AS AN EXPERTISE

To enter Starkey International is to step into the realm of Service as a State of Mind

Since its inception, Starkey International has been committed to excellence, industry-seasoned instructors and a proven curriculum. The Institute has invested in researching, writing, and developing a number of different curriculum units for Private Service textbooks, and other service management educational publications. For our Principals and Graduates, we now offer more than 18 different Private Service Publications. The initial authors were a group of veteran Employers, Estate Managers, Butlers, Military Flag Officers and Enlisted Aides, Personal Assistants, Luxury Product Representatives, Human Resources 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. Our Educational training is designed to educate our Graduates to actually think like Household or Estate Managers.

In addition, there is no other program in the world that has developed and patented a Service Management System with an interactive and “hands-on management” approach to Private Service education. Our programs provide an in-depth understanding of the Relationship of Service, required Systems and Technical Skills, and the Management of Service Expectations necessary for high-end positions. Perhaps more significantly, through personal development and professional skills, the Institute provides a foundation for the student to develop the self-esteem and the confidence necessary for success.

The Institute is housed in a gracious 13,000-square-foot historic mansion in downtown Denver, which serves as a demonstration household. In 2019 it was completely upgraded to mirror our Principals’ homes.

Starkey International has earned international leadership in “Setting Standards in Private Service Management.” Mrs. Starkey, known as the “First Lady of Service” is internationally recognized for her expertise.

While specific placement cannot legally be guaranteed, we have successfully place 90% of our Certified Graduates in homes, estates, private-service hotels, high-end residential communities and other hospitality around the world.

There is invariably a waiting list for Starkey Graduates. Certified Household and Estate Managers can expect salaries from \$80,000 to \$300,000 yearly, depending on prior management experience, often with yearly bonuses, housing, and other benefits.



STARKEY CURRICULUM

Starkey International has trained and placed Service Management Staff including: Household and Estate Managers, Family Attendants and Nannies, Executive Housekeepers and Housekeepers, Butlers, Personal Assistants, Private Chefs, and Family Attendants into Private Household for four decades.

In recent years, Starkey has transitioned away from training beginners to an educational focus for advanced Service Professionals and our Graduates looking to grow their abilities. Our Employers (Principals) seek those with our sophisticated training, service experience and life's wisdom. To serve these advanced professionals, we have also developed many of our Programs to an online, correspondence format.

Placement Services are available to all who have completed minimally *The Relationship of Service: The Personal Statement* and *The Service Management System Program*, who have physically met the Starkey Team, and have remained in good standing with Starkey International.



STARKEY CERTIFICATION PROGRAMS

Courses & Programs

The Advanced Household Management Certification Program

This overall program prepares students to fully manage a private home, both from a Household or Estate Management perspective. Students who complete the program will receive a Certification in *Advanced Household Management*.

This 4-week, 160 hour Certification Program is designed for those working in Private Service and who wish to earn their full Starkey Certification in *Advanced Household Management*. Because students complete their training by learning and working in the Mansion with their fellow classmates, the program requires students to reside at the Institute.

This is a highly sophisticated and intense Program. It will teach you to write a Service Management Plan for any size residence, club, or boutique hotel; be able to set up an overall Housekeeping Plan and customize Tasks; prepare and carry out formal and informal Entertaining Events; and in *The Relationship of Service; Personal Statement*, identify your individual skills, management abilities, style of service to prepare you to be placed by Starkey & Associates, Inc., Starkey's sister corporation, who has placed 90% of all available Starkey Graduates.

Starkey's Certification in Household Service Management is made up of four courses:

They are:

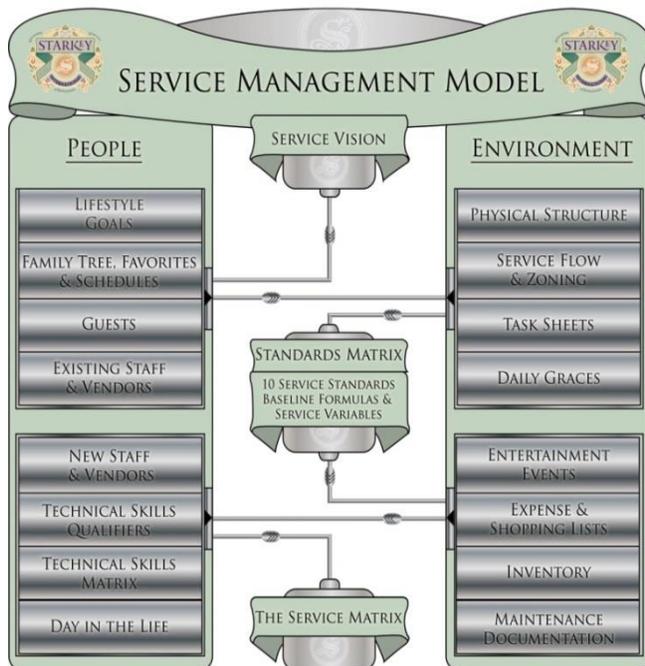
- ★ *The Service Management System*
- ★ *Housekeeping for the Private Home*
- ★ *Entertainment for the Private Home*
- ★ *The Relationship of Service: The Personal Statement*

Upon completion of the 4 week program, each student will receive a Starkey Certification in *Advanced Household Management*.

Students are able to take each of the above courses described below separately as requested. However, all four must be taken to achieve a Certification in *Advanced Household Management*. Those who have taken one of the above courses separately may apply to earn a complete Starkey Certification in *Advanced Household Management* by completing unfinished courses within one calendar year.



Week 1: Service Management System



The *Service Management System Program* is a 40-hour, 5-day curriculum offered onsite at the Starkey Institute. This program highlights The Starkey systematic process for writing and customizing a Service Management Plan for any size residence, club, or boutique hotel. It is designed for new or veteran Household and Estate Managers interested in enhancing their education by understanding how to develop and customize a Service Management Plan. This system has a U.S. Patent.

The program presents 11 Service Management Tools unique for service. The Service Management System is invaluable for identifying and tracking Principal or Guest Expectations, Day in the Life Planning, and customizing Daily Tasks and Expectations within the 10 Service Standard categories. It is the only system of its kind. The Service Management System teaches students how “to think” as a Household or Estate Manager.

Principal’s Lifestyle, Environment and Service Style: The **Principal’s Service Vision and other Management Tools**

How to identify the Principal’s expectations in multiple areas: **The Ten Service Standards**

- ★ How to identify the Principal’s thoughts about Service: **Service Vision**
- ★ How to define the Principal’s requested level of Technical Service: **The Standards Matrix**
- ★ How to set up a functional Housekeeping Plan: **Zones and customized Task Sheets**
- ★ How to develop and communicate weekly accomplishments: **The Day in the Life**
- ★ How to evaluate the staff members’ individual skills and to effectively interview the support staff: **The Technical Skills Qualifier**
- ★ How to compare the entire staff’s technical skills to match the Principal’s expectations: **The Technical Skills Matrix**
- ★ How to utilize System formulas for qualifying time to complete Service expectations: **Standards Baselines and Service Variables**
- ★ How to organize functional work procedures and schedules: **The Service Flow and Staff Calendar**
- ★ How to provide a one-page overall plan to help the Principal’s understanding of who is doing what in real time: **The Service Matrix**
- ★ How to set up a functional Entertainment event: **The Entertainment Planner**

Starkey Service Management System

Our unique Service Management System instructs how to identify service expectations and to customize a service delivery plan.

This patented Management tool is a highly-sophisticated process for identifying, organizing and prioritizing household staff duties and service expectations. Unique to the service profession, it provides a management foundation for Private Service. It includes Terminology, Zoning for Creating Housekeeping, and Maintenance and Security Task Sheets. This system synthesizes service delivery hours and identifies position descriptions and provides a user-friendly process for customizing a service delivery plan.

Starkey's 11 Service Management System Tools include:

- ★ Service Vision and Service Goals
- ★ Principal's Family Tree and Traditions
- ★ Principal and Family Schedules
- ★ Household Favorites and Preferences
- ★ Principal's Service Standards Matrix
- ★ Technical Skills Qualifier
- ★ Technical Skills Matrix
- ★ Housekeeping, Property & Grounds, Maintenance, and Security Task Sheets
- ★ The Ballet of Service Event Planner
- ★ Day in the Life & Time Management tool
- ★ Service Management Matrix

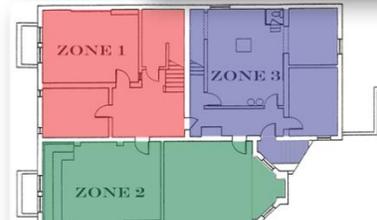
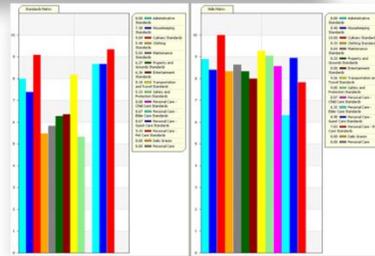
Service Standards include:

- ★ Administration, Calendars, Inventory
- ★ Housekeeping Schedules
- ★ Culinary Expectations
- ★ Clothing and Valet Care
- ★ Entertainment/Event Planning
- ★ Property and Grounds Management
- ★ Maintenance Task Schedules
- ★ Transportation and Travel Schedules
- ★ Safety and Protection Management
- ★ Personal Care: Elder, Guest, Child, and Pet

The Service Management Plan

- ★ Customizes and completes a Service Delivery Plan
- ★ Creates a Household Manager's Book
- ★ Organizes the Environment
- ★ Identifies the Physical Structure and Service Flow
- ★ Identifies the Service Standards
- ★ Presents the Plan to Your Principals
- ★ Creates Position Descriptions
- ★ Provides Templates for creating and fine-tuning the Plan

Service	Recommended Weekly Hours for Household Staffing							Total
	Chef/H M	Exec Hskp	Property & Grounds	Name	Name	Name	Name	
Administrative	10	0	0	0	0	0	0	10
Housekeeping	0	20	0	0	0	0	0	20
Culinary	20	0	0	0	0	0	0	20
Clothing	0	10	0	0	0	0	0	10
Entertaining	2	0	0	0	0	0	0	2
Grounds & Property	0	0	25	0	0	0	0	25
Maintenance	0	0	5	0	0	0	0	5
Safety & Protection	2	0	0	0	0	0	0	2
Transportation	2	0	0	0	0	0	0	2
Child Care - PCS	0	0	0	0	0	0	0	0
Elder Care - PCS	0	0	0	0	0	0	0	0
Guest Care - PCS	2	0	0	0	0	0	0	2
Pet Care - PCS	2	0	0	0	0	0	0	2
Total Weekly	40	30	30	0	0	0	0	100



Week 2: Housekeeping for the Private Home



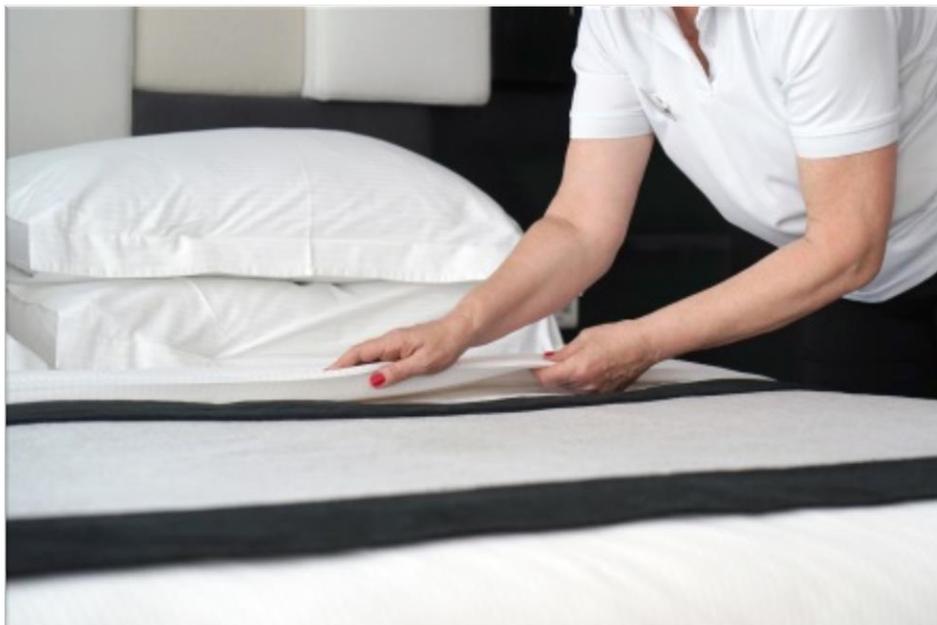
Housekeeping is to Household Management as bookkeeping is to Accounting. If you don't know it, you can't really supervise, manage, or train Housekeepers. It is an integral part of a Household Manager's knowledge. Starkey International is offering a 40-hour (5-day) curriculum for Household Managers to understand what fine housekeeping means.

This program offers:

- ★ Starkey Housekeeping philosophy for the high-net-worth
- ★ Household Etiquette and Protocols
- ★ Housekeeping Baselines and Variables
- ★ Housekeeping Favorites and Standards
- ★ Knowledge of organic and standard products, chemicals, tools, and safety
- ★ Closet organization and Inventory Management skills
- ★ Development of Zones and customized Task Sheets (bring your architectural drawings)
- ★ Identification of Principal's Daily Graces, project tasks and weekly, monthly, and seasonal cleaning schedules
- ★ Creation of an overall customized Housekeeping Plan

Technical Skills:

- ★ Customization of cleaning methods and techniques
- ★ Care for wood, dusting, care of wood floors, carpets, and fine rugs
- ★ Care for and cleaning of art, books, antiques, and other collectibles
- ★ Care for silver, glass, crystal, china, chandeliers and windows
- ★ Detailed cleaning of bathrooms and kitchens
- ★ Bed making, turndown, linen closet organization, care of bed linens, and laundry practices



Week 3: Entertainment for the Private Home



This Program offers:

- ★ Table Settings
- ★ Table Service Styles
- ★ Formal Dinner Planning
- ★ Care of fine China, Crystal & Silver
- ★ Basic Flower Arrangements
- ★ Champagne Service
- ★ Proper use of Candles
- ★ Menu Development
- ★ Tea and Coffee Service

In *Entertainment for the Private Home*, we will cover Table Settings, Table Service Styles, Champagne Service and Formal Dinner planning all from the perspective of the Emily Post tradition. If you know the traditional art, you can always alter or fine-tune to fit the requests of your Principal. Starkey will present its famous “Entertainment Event Planner” and practice Order of Service. We will also cover care of fine china, silver and crystal, basic flower arranging, proper use of candles, and menu development. We will end the course with a formal tea, and finally an actual formal dinner.

Week 4: The Relationship of Service: The Personal Statement



This program highlights the Starkey process of successful placement and teaches you how to master the best ways to present yourself to a potential employer. Included in this course are the following: how to identify the skills and strengths you are actually bringing to a potential employer; how to present yourself as a truly good fit for the position; how to determine if the position is the right fit for you; what you might expect in terms of salary range; and what steps you might expect as you move through the interview process. After 40 years of experience placing our Graduates, we know how to guide you across all parts of the interview process.

This program addresses the psychology of Private Service and combines understanding the true meaning of Service with creating a Service Statement that is designed to facilitate your placement process. *There is a transformational aspect to this course.* You will learn for yourself why you have chosen the field of Private Service.

This Program offers:

- ★ A service philosophy, a service etiquette, and a language of terms that is unique to the Private Service profession. You will use these in interviews.
- ★ A series of five videos that feature Mrs. Starkey as she demonstrates work with Graduates to help them identify their style of service and perfect employer.
- ★ The Starkey publication *The Relationship of Service* which develops a complete profile to present to potential Principals for interviews.
- ★ Interview techniques specific to Private Service
- ★ A Starkey Certification that provides credentials that prove expertise for the Private Service career market
- ★ A process that promotes genuine self-esteem and places you where you can be measured against other service providers for your actual expertise.

The Personal Service Modules include:

- ★ Identification of your Service Vision
- ★ Identification of the most prominent morals, values, or ethics of your belief system
- ★ Development of Family Tree and Day in the Life. What do you want to be doing all day?
- ★ Identification of why Service is your chosen career path and your passion
- ★ Identification of your specific Technical Skills that are ready for Private Service
- ★ Identification of your unique Service Style
- ★ Creation of your perfect position

Tuition & Costs

\$12,000 *Advanced Household Management*
(4 Week Program)

Individual Programs taken separately:

- \$5,250 *The Service Management System*
(1 Week Program)
Offered on-site or as an online correspondence course
- \$5,250 *Housekeeping for the Private Home*
(1 Week Program)
- \$5,250 *Entertainment for the Private Home*
(1 Week Program)
- \$5,250 *The Relationship of Service: The Personal Statement*
(1 Week Program)
Offered on-site or as an online correspondence course.



Rooms, meals, and books are included in the cost of tuition.



*Students who are not able to attend the 4-week *Advanced Household Management Program* may take individual courses to earn a Certification in *Advanced Household Management*. Courses meant for Certification must be completed within one calendar year. *The Service Management System* and *The Relationship of Service: The Personal Statement* are also offered online as correspondence courses. *Housekeeping for the Private Home* and *Entertainment for the Private Home* are only offered on-site in Denver at the Starkey Institute. See above for tuition information.

The *Advanced Household Management Certification Program* is taught by our Director of Education, Xavier Medecin, CEO Mary Louise Starkey, and other members of our teaching staff.

Please contact the Director of Education for more information
Xavier Medecin at 720-788-3398 or 303-832-5510 or at xmedecin@starkeyintl.com.



PRIVATE EDUCATION

AND ON-SITE TRAINING PROGRAMS for PRINCIPALS and THEIR STAFF

The Private Education and On-Site Training Programs are customized programs that consist of The Starkey patented *Service Management System* to design a customized *Service Management Plan*. We teach the following programs in your home:

- ★ *Household Management*
- ★ *Butler Etiquette and Protocols*
- ★ *Setting up your customized Housekeeping Plan,*
- ★ *Clothing and Valet Care,*
- ★ *Etiquette and Protocol for Private Homes*
- ★ *Entertainment and Event Planner (The Ballet of Service and the Formal Dinner)*

Our specialized On-Site Training correctly positions the curriculum and chooses the right instructor to maximize the results for each employer. These programs are customized for Employed Staff and are provided On-Site as requested. Duration is also customized to meet Client needs – Please call for a customized Proposal.

All courses are customized to the Family, Location, Environment, Size of Home, and the number of Staff who need training.



ON-SITE INDIVIDUAL MODULE PROGRAMS FOR HOMES AND YACHTS

The following are short-term modules provided On-Site at Clients' homes. They are specific to The Starkey Ten Standards. Individual Standards Modules can be taken to receive Course Completion. Full Courses must be completed to receive a Certificate of Completion in each of the Specialized Focus Educational Offerings.

1. Administrative Skills for Private Service Training: This course teaches the System of Service Management which is the patented Starkey Service Management System. It offers instruction for writing and customizing your overall Service Management Plan, explains the Service Language for identifying Service Expectations, and introduces the 11 Management Tools to set up the Service Plan in a home. It's ideal for working Household and Estate Managers. This course also covers Administrative abilities including: adapting to and using Private Service Terminology and Titles, learning Concierge Service Expectations of Principals, sharing HR responsibilities including Interviewing, Hiring and Dismissing Staff and Vendors, Managing Staff and the particulars of Private Service Vendors, and other administrative skills.

5 Days

2. Entertainment for Private Service Training: This course introduces entertaining in a private home or yacht and includes: Personal Presentation, Speech and Service Attitudes, International Guest Protocols and Etiquette, Personal Graces, Professional Boundaries, Entertainment Planning, Formal and Informal Table Service and Settings, Wine and Champagne Service, Event Planning, Event Planner use, and other technical skills. The course covers Emily Post-style table settings and formal service. An actual formal dinner typically follows. Designed for Private Household, Yacht, Club Butler Duties, or a hands-on Butler position. This course is idea for Household Staff, Housekeepers, and your Household Manager.

6 Days



3. Personal Care for Private Service Training: This course provides non-medical training to include Senior Care, Child Care, Guest Care and Pet Care. It includes overall functional daily operations for all staff. This will include Protocols and Etiquette, Professional Boundaries, Housekeeping and Amenities, Meal Planning and Nutrition, and Concierge Services including management of any Caretakers, Doctor Appointments, Food Shopping, Entertainment, Errands and Transportation. Specifically for your working Household Manager or Housekeepers, Household Cook, etc. There is no medical training provided.

6 Days

4. Fine Housekeeping for Homes or Yacht Training: This course covers Etiquette and Service Training to include: Old Guard Housekeeping, Household Organization, Products/Tools, and Hands-on Skills Training for setting up a customized Housekeeping Plan, Zoning and Task Sheets, Household Etiquette, and protocols for working in a private home. Staff sets up an actual Housekeeping System during the course. Ideal for Housekeepers and for the Household Manager managing the home and supervising Housekeepers. **5 Days**

5. Clothing and Valet Care for Private Service Training:

This course includes training for proper Clothing Care, Closet Organization, Seasonal Organization, Laundry and Ironing, Personal Shopping and recognition of Luxury Products, Care of fine Accessories, spot removal, fine washables, reading labels, basic sewing, and dry cleaning management. Ideal for Housekeepers or **Household Managers**. **4-5 Days**.



6. Butler Etiquette and Protocol Service Training:

This course teaches the technical skills required for Chauffeur duties, Household and Travel Etiquette, Personal Graces, knowledge of Private Jets, Yachts and Automobiles, knowledge of packing and unpacking, Concierges for Private Cars, and Entertaining skills in the Private Home. Learn to identify the skills, personalities and important tools required to manage the Housekeeping, Laundry, Cooking, and Personal Service. Ideal for working Butlers.

5 Days

*Please Note: Private Trainings are conducted in the Client's home for existing staff. Private Trainings in homes are exempt from the Division of Private Occupational Schools regulations. Please contact Starkey International for more information.



ADMISSIONS

Institute Policies and Procedures

Private Service Management Certification Programs

Starkey International has been training in the Household and Private Service Management profession since 1990. We endeavor to identify appropriate individuals for the Household and Estate Service Management Professions. To ensure that you are provided the appropriate amount of time to plan for your education, please submit your Admissions Application and Application Fee at least two months prior to the start date of your requested course. Prior to all program start dates, Starkey International conducts an Acceptance Committee meeting. We consider each applicant, their background, references, and results of interviews. Students who are accepted into the *Certified Advanced Household Management Program* or the individual courses are considered to have the necessary personalities, prior work experience, education, and a desire to succeed. Being accepted into a program does not automatically guarantee course completion or placement. The program expects the student to possess an ample degree of self-motivation, desire, and personal commitment to success.



Acceptance Criteria

The Starkey *Advanced Household Management Certification Program*

Acceptance into the Starkey *Advanced Household Management Certification Program* is based on specific criteria established by Starkey International and requires adherence to certain terms. Not for those new to service, this program is open to all who qualify and desire advanced career training in the Estate Management and Private Service Profession. The Institute reserves the right to request any additional information necessary to evaluate an applicant's application. Acceptance is granted by The Starkey Acceptance Committee and is based on the following conditions:

- ★ A Minimum of Three Years Professional Employment in such fields as Hospitality or Hotel Management, Concierge, Senior Service, Security and Protection, Housekeeping, Culinary Chef, Event Planning, Service on a private yacht, or Military Enlisted Aide
- ★ An Official High School Transcript
- ★ A Proficiency in Outlook, Word, Excel, the Internet and cell phones
- ★ A Documented Employment History
- ★ A Minimum Three Letters of professional Reference Verifying Your Aptitude for a Service Career
- ★ Minimum 28 Years of Age
- ★ A Complete Application and Application Fee
- ★ Clear criminal and driving record
- ★ Demonstrated proficiency in the English Language
- ★ A willingness and physical ability to perform typical physical tasks required in Private Service
- ★ A Personal Interview with a member of the Starkey admission team

Experience will be reviewed by Starkey to verify the student's eligibility to enroll in the four-week program. Students will be given the opportunity to attend the four-week *Advanced Household Management Program* by demonstrating their expertise in a particular field that is applicable to a service setting. Any professional experience must be verifiable through references from previous Principals. Previous training, education and/or experience are considered in the admissions process in qualifying for the *Advanced Household Management Program*. However, due to the uniqueness of the Service and Private Service Management Profession and Certification process, credit cannot be granted in lieu of full course completion. Employer-sponsored and military students are subject to the same admissions procedures and policies as other student applicants.



Individual Five-Day Courses

On-Site and Correspondence Modules

Acceptance into Individual 5-day courses is offered upon request at the Starkey Institute or, some cases, as at-home correspondence course. These are stand-alone courses designed for Principals, Family Office personnel, Certified Household and Estate Managers, or returning Graduates and Housekeepers. These courses are not designed for those wishing to enter the field of Private Service for the first time. Placement eligibility depends on individual background and prior household experience.

An applicant should have background in Professional and Actual Employment in Household or Estate Management and in such fields as Hotel Management, Hospitality, Butler, Family Services, Family Office Concierge, and other Private Service-related careers.

Additionally students should have computer proficiency in Microsoft Outlook, Word, Excel and other programs and demonstrated proficiency in the English Language.



Questions I Wish Students Would Have Considered Prior to Attending Starkey

1. What's it like to be in service?

It's life-changing. To be in a world of wealth, but not from it, provides great learning, personal development, and access to knowledge that otherwise is not often available. You will never be the same.

2. How do you balance work and family working in service?

It can be challenging. If you are seeking a 9-5 job, this is not for you. This work is typically a 50-hour- 5 day week, but what great paying job isn't? It is a lifestyle, but you will have spans of time for family and play.

3. How do I find the exact position that's right for me?

Starkey has created a sophisticated educational process for you to learn what that perfect position is. It's called the *Relationship of Service: The Personal Statement Program*, and it's an integral part of our educational process. Starkey has placed 90% of all its Graduates for many years.

4. Do I have to know about technology?

We live in a tech-centric world and it's important to be able to operate computers and smart home technology. You must have a working knowledge of computers to succeed at Starkey.

5. Why don't clients hire me and then train me?

It's rare to land a job where the employer offers extensive training and pays a six-figure salary. People earning income at this level are expected to be experienced and have enough resources to educate themselves in Private Service with appropriate Management tools and service expertise and life wisdom to warrant a six-figure income. Your potential Principal will then provide their specific expectations and priorities.

6. Why choose Starkey as opposed to other programs?

We have spent **41 years** developing both a sophisticated curriculum and relationships with high-net-worth Principals. Our teachers are the finest in the profession. We teach multiple management tools for Private Service. Our coursework teaches who you are and the position that is really right for you. We position you with Principals that want what you bring to the table culturally, psychologically, ethically and technologically. Starkey genuinely provides opportunities not available anywhere else in the world.

7. Why do I need training in Private Service before you place me?

You may know how to cook or manage a boutique hotel and have a range of other important skills. The key, however, is understanding the psychological aspects of Private Service and the management system tools we teach that will ensure your success. Our clients expect the best, and we provide the education and specific knowledge that will help you determine the position for you. Private Service is like no other professional service position and has its own language, management tools, etiquette, and protocols.

8. What are Private Service Management tools?

Starkey has numerous patents, copyrights, and trademarks. We have authored 18 publications and developed hiring tools and a language to speak as a professional in Private Service. Starkey has created a day-in-the-life template for communicating with a Principal what you do, a customized housekeeping system, baselines for identifying how many hours of work time each staff member must complete to meet the employers' service expectation and, most importantly, a defined process for setting up and customizing an overall written Service Management Plan.

9. How do I know which of your educational programs is right for me?

We follow a detailed admissions process. We require background checks and take into consideration your work experience, lifestyle restrictions, health, education, and aptitude for service. Starkey will ask for your résumé, carefully ascertain your knowledge about service and career goals, and recommend the right program for you.

10. Why is it important for me to know so much about me prior to entering service?

Several reasons: Service is a lifestyle. It's an intimate relationship with a Principal who has unique service expectations. Starkey helps you understand who you are and what's important to you, so you might use these same tools to learn from your Principals about who they are and what's important to them. It helps you share their agenda while serving them. It further identifies the right position for you to grow. Private Service provides a process of personal development that will change you in all ways.

11. Are these positions domestic in nature?

No, not in the traditional sense. We teach you a new way of thinking about and delivering service. Graduates are highly paid and have superior technical skills, real management and leadership abilities, and professional boundaries. Hospitality programs consider Starkey courses as master's level curriculum.

12. Who hires Starkey Graduates?

Our Employers "Principals" today are primarily self-made and of great wealth. They reside primarily in the US but have additional homes in other countries. However, new Principals often do not know what they want or how to receive service. Veteran Principals expect real knowledge of Private Service Graduates; it is required to genuinely succeed.

Service as a profession is experiencing rapid growth. As the number of high-net-worth individuals grows, so does the need for our Graduates. Service has indeed become an expertise. If we are to have a real profession, like all professions, education is required to genuinely succeed. Join our Starkey Family of Certified Professionals.

Starkey endeavours to place all Graduates. When you succeed, Starkey succeeds.

ENROLLMENT

Starkey Enrollment Procedures

We Encourage You to Visit Starkey International Institute

Potential applicants are encouraged to visit Starkey International Institute at the Starkey Mansion and meet with the team, as well as visit a class in session. During on-site interviews, applicants are given an Institute tour and are invited to talk with current students and Graduates.

Potential students are encouraged to apply to the Starkey International Institute well in advance of the class start dates to secure their place. Late enrollment for courses is not permitted. Private Service is a world-recognized career path and classes fill up quickly due to limited size. Waiting lists are maintained for future classes. Housing and two meals per day are included with tuition for the *Advanced Household Management Program* and each of the one-week courses including: *Service Management System, Housekeeping for the Private Home, Entertainment for the Private Home, and Relationship of Service: The Personal Statement*. (See Tuition, Housing & Fees Schedule).

All applicants must provide the following:

- ★ An onsite, web cam or telephone interview with Starkey
- ★ A current resume
- ★ A complete Admissions package
- ★ \$150 application fee

Upon acceptance into the program, a Student Expectations and Guidelines Handbook will be sent which provides the Starkey Vision and Code of Ethics, general household procedures, confidentiality agreements, leisure-time activity spaces, student counseling, grading policies, airport services, and banking and other information pertinent to attending the Institute.

The Institute does not discriminate on the basis of race, color, creed, gender, religion, sexual orientation, nationality, or ethnic origin. For further information, please call our Admissions Office.

1-877-STARKEY (782-7539).



FINANCIAL PLANNING & ASSISTANCE

The Key to Planning Your Education

Financial Planning and Assistance

When planning for education, students' key concerns are the timing, placement opportunities, and overall cost of the program. We strive to keep Programs as affordable as possible while providing the best Private Service education available. All financial questions can be discussed in detail.

Payment of Tuition

We will make every effort to support you in obtaining the necessary funds to receive training for your career choice in Private Service Management. Each student should plan to put away at least two month's allowance to accommodate four-week programs. Full curriculum tuition is due and payable 21 business days prior to the start date. Students reserve a place to live on-site at the Starkey Mansion when their tuition is paid. The Refund Policy for tuition is state-regulated and listed later in this catalog. There are several ways for students to pay for their educational expenses: They may pay their own tuition or in cooperation with lending or credit institutions, credit card, cashiers check, or personal check.

Tuition is due 21 business days prior to the Program's start date.

Employer-Sponsored Tuition

Students currently employed in Private Service may have their tuition paid in full by their Principals following the 21 day in advance requirement. Starkey International may coordinate with Principals to pay special attention to a given expertise or technical skill within the curriculum.

Grants/Scholarships

Starkey has received specialized scholarship funds from the Satter Foundation for U.S. Military personnel who have served overseas. Eligibility for these funds is on a case-by-case basis depending upon availability of funds each year. The scholarship does not pay all tuition. Contact Starkey Admissions Department for more information.

Government Programs

Students may be eligible for financial assistance through Unemployment Benefits or Vocational Rehabilitation.



STUDENT SERVICES

Starkey Institute is Committed to Our Students

We Support Your Growth and Well-Being

Housing, Food, Transportation, and Attire

The Denver-based Starkey Mansion is a 1901 Historic Georgian residence that has recently undergone a complete renovation. Spacious bedrooms occupy the second and third floors and have built-in closets and well-appointed baths. These beautiful suites are provided to students for the duration of the program. Meals are provided to students.

Students are responsible for their own personal care items. Laundry facilities, recreation room, a gym, and a formal rear enclosed garden are provided for students' personal use in the Mansion. There is no smoking on the premises except for in the rear garden. The school does not provide transportation.

The Mansion is a 10-minute walk to shopping, movies, entertainment, and many award-winning restaurants. Specific in-class clothing and attire is required. Upon acceptance, you will be advised of the expected dress code. Contact the Institute's Education Department for details.

Safety

Architecturally, the Starkey Mansion's security is enhanced by the protocols, alarm system and the multiple cameras we have in place. Individual room keys are provided to each student. Security codes and procedures will be discussed with the students upon arrival at the Institute.

Safe working practices are stressed from the first day of school and throughout the entire program. First aid kits, carbon monoxide detectors, fire extinguishers, hard-wired smoke detector alarms, and security cameras are located throughout the property. Exits and evacuation procedures are discussed on the first day of class and are posted in the Mansion. The Mansion is a non-smoking environment and is not ADA accessible. No weapons of any kind are permitted on the premises

Counseling

Students are encouraged to talk with the Director of Education prior to enrollment about any concerns while at the Institute. Starkey is committed to our students and to their success. Our staff will listen and work to help you resolve any challenges that may be interfering with your education.



Our Students' Success is Very Important to Us

Student Records/Transcripts/Certificates

The Institute maintains student records of grades, progress, and attendance. Students are permitted to review their own education records during normal business hours. We suggest that appointments be made so adequate time can be arranged. Students are given a final transcript upon graduating. Graduates can receive additional copies of Transcripts or Certificates for a fee of \$30 each.

Required Grades

Instructors for each Certification Program are required to grade every student in each unit. Grades are recorded for each of the following elements:

Theory and Practical Skills: measurement of a student's ability to perform in writing, in question-and-answer testing, and in Practical Technical Skills in all elements.

The Employability Trait Critique: measurement of a student's display of positive or negative behavioral patterns that affect their abilities to succeed in a professional service environment. Instructors evaluate each student based on their demonstration of interactive skills and The Starkey professional standards of etiquette and deportment.

The Service Management System: The core curriculum that teaches a student to identify, organize, and customize service expectations. It provides the essential management tool for Private Service Management. The successful use of this system is graded.

All students must comply with grade and attendance policies. The grading scale is:

95% -100%	Excellent
87% - 94%	Above Average
80% - 86%	Average
(Counseling is Required)	
75% - 79%	Below Average
Below 75%	Failure

Starkey does not guarantee the transferability of its credits to any other institution.

Student Progress Policy

The success of each student is very important to Starkey. Starkey students are considered to be making satisfactory progress if they maintain a minimum grade point average of 80 percent and are absent from no more than 10 percent of scheduled class hours. Attendance is recorded for each class. There is a primary instructor for each unit. These instructors are responsible for evaluating each student in their particular unit in the areas of Theory & Practical Technical Skills, Employability Trait Critique, and the Starkey Service Management System. For students who are not maintaining an 80 percent grade average in any of the units, the following procedure is followed:

A student, who has earned less than the minimum required 80 percent grade average in any of the units, is notified in writing and placed on probation. This student is monitored and supported each day for performance. At the end of five curriculum days, if the student has not raised their grade average to 80 percent or above, the student may be dismissed. Instructors evaluate each student based upon practical demonstration of technical skills, application of theory and test grades, the student's interactive attitude with other students, adherence to Starkey professional standards of etiquette and deportment, fulfilling tasks in all curriculum units, active participation in all mandatory lab events, and the completion of a Customized Service Management Plan. All grades are reported to the student in writing.



Starkey Programs Simulate Household Management Situations

Required Attendance

Starkey students are required to attend all classes. Class time and lab activities simulate typical Private Service Management employment situations and are important for students' progress.

For the Advanced Household Management Programs, classes generally meet daily from 9 a.m. to 5 p.m. and most often include lunch as a group (breaks are provided). Mandatory lab or hands-on experiences for the Advanced Household Management include actual cooking and entertaining events that are especially designed as part of our curriculum. Some learning experiences may be scheduled in evenings or on weekends, and are expected outside of classroom hours (scheduled in advance).

To be considered making satisfactory progress, students must have no more than 10 percent of total classroom hours of absences. Absence from required experiential lab events, which are considered classroom hours, may also result in suspension. Illness and other reasonable cause for absence must be reported to the school. The school will begin dismissal procedures if the student fails to contact the school for three consecutive days of absence. Holidays are specifically addressed in each specific class offering.

Make-up Work

Missed exams must be made up under the supervision of an instructor and completed within seven days. Students are responsible arranging to complete missing work or exams.

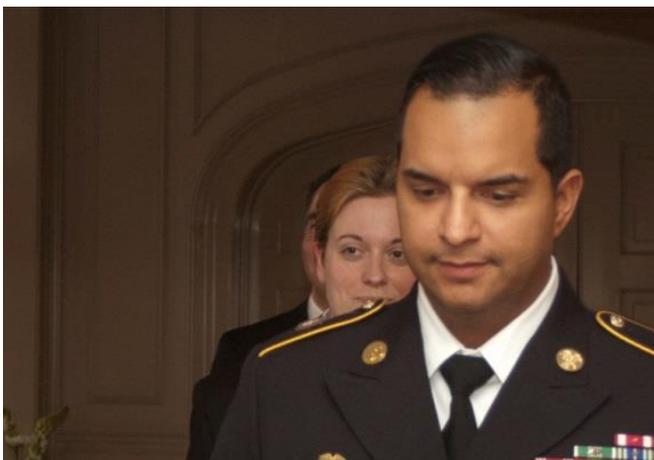
Leave of Absence

A leave of absence may be granted for medical or personal emergencies. The Director of Education must approve a formal written request accompanied by documentation. A leave of absence may be granted for up to 15 hours of class or lab for the Four-Week *Advanced Household Management Program*. Any student who does not return before the designated return date may be dismissed from school. All rights and privileges of Starkey International students are suspended during the period of absence. If a leave is granted to a student during a probation period, the probation status will continue when the student returns to school. Any work missed must be made up for a student to graduate.

Probation

Starkey International Institute reserves the right to suspend and/or dismiss students who are deemed inappropriate for this educational program and/or the private service profession. The guidelines for these probation procedures are as follows:

Students must maintain an 80% grade throughout the program. Failure to achieve the minimum grade average is considered grounds for dismissal. Instructors will provide direct counseling in areas in which the student is failing and give recommendations regarding methods to correct inappropriate behavior for this profession.



We Expect Your Service Management Professionalism

Dismissal:

- ★ Grade average below the minimum (80 percent) in any of the gradable elements after five days of probation.
- ★ Absence from class on three consecutive days, or more than 10 percent of the program, or failure to complete the assignments.
- ★ Failure to comply with school policies as outlined here and in the Student Services Handbook.
- ★ Display of behavior not conducive to the Private Service industry.

Re-admission

Starkey students who have been dismissed for lack of satisfactory progress may reapply for admission to the Institute to repeat the Program. Such students will be enrolled for a probationary period upon re-entry to the end of the first seven days. This procedure applies only to dismissals caused by unsatisfactory progress. Students will be held responsible to pay regular tuition costs.



Student Conduct Policies

Starkey students are expected to conduct themselves in a polite, adult manner in accordance with the spirit and attitudes of the Private Service Profession. A Code of Ethics for the Service Management Profession is included in this catalog and a Student Expectations and Guidelines Handbook is provided at the beginning of each program. Unacceptable classroom performance or personal misconduct may result in probation or dismissal from the school. The laws of the State of Colorado and the City of Denver apply to all students attending the Institute. This includes regulations governing drugs and alcohol. While use of marijuana is legal in Colorado, its use impairs a student's ability to perform required tasks, assignments, and activities and will therefore not be tolerated while classes are in session. Marijuana use during school hours is cause for dismissal. Additionally, any disruption of the education of others will not be tolerated and will be cause for immediate dismissal.

Appeal and Student Complaint/Grievance Procedure

Starkey International understands that we are in a service relationship with our students and with our Graduates. We appreciate hearing any complaints or grievances directly about our programs, our instructors, or any other aspect concerning Starkey International Institute, Inc. or Starkey & Associates, Inc. Please place your concern or complaint in writing to Starkey International®, 1350 Logan Street, Denver, Colorado 80203. Students may file a complaint with the Division of Private Occupational Schools at any time. 1600 Broadway suite 2200, Denver, Colorado 80202, online at: <https://higherred.colorado.gov/dpos>, or by telephone at (303) 862-3001.

There is a two-year limitation on any action that can be filed by a student. Complaints or claims pursuant to 23-64-121 (4) or 23-64-124, C.R.S., may be filed in writing with the Board within two years after the student discontinues his or her training at the school, or at any time prior to the commencement of training. Other complaints may be filed in writing with the Board within two years of the date the alleged injury and its cause were known or should have been known.

As a Starkey Graduate, You Will Succeed in a World-Recognized Service Profession

Graduation Requirements

Upon satisfactory completion of required coursework, students can earn certifications in:

- ★ *Service Management System* (1 week)
- ★ *Housekeeping for the Private Home* (1 week)
- ★ *Entertainment for the Private Home* (1 week)
- ★ *The Relationship of Service: The Personal Statement* (1 week)
- ★ *The Advanced Household Management Program* (4 weeks)

Certifications are granted when student have met the following requirements:

- ★ Completed coursework with a minimum 80 percent grade average:
- ★ Satisfactory completion of the Service Management Plan and demonstrating knowledge of the Starkey Service Management System.
- ★ Satisfactory completion of all of the required assignments, including labs, as put forth in each of the curriculum tracks listed in this catalog.
- ★ Demonstrated appropriate Employability Trait Critique, Department and Personal Presentation in accordance with the standards of the Certified Household Management Profession.

Attendance:

40 hours for the each of the above individual Programs, or 160 hours of classroom and lab in the Advanced Household Management Program.

Payment

Full payment of all tuition, return of library books, keys, and other school property.

Graduation

The Starkey Institute conducts a Graduation Ceremony at the end of each course offering. A class photo is taken and Graduates will select a service motto that hangs in the Institute as a commitment and reminder of the Graduating Class experience. Airline reservations should accommodate these proceedings.

Plan your departure for no earlier than three hours following the conclusion of the ceremony. Graduating students are permitted to stay at the Mansion at no cost until noon the day following graduation.

Refund Policy

\$150 of the application fee submitted with the enrollment agreement is non-refundable to students.

Students not accepted to the school are entitled to a full refund of Tuition.



Service is a Way of Life, Commitment, and Dedication

The Starkey Advanced Household Management Certification Program

Students who withdraw after 15 or 30 hours of class and lab, depending upon the program, will be refunded a percentage of tuition only (not including the application fee) according to the following chart:

Withdrawal/Termination	Amount
Within the first 10% of the program	90%
After 10%, but within the first 25% of the program	75%
After 25%, but within the first 50% of the program	50%
After 50%, but within the first 75% of the program	25%
After completion of 75% of the program	No refund

Students who wish to withdraw may do so in writing (see Director of Education for form) and refunds will be calculated from the last date of recorded attendance.

All refunds will be issued within 30 days from the date of cancellation or withdrawal.

Students will receive a full refund of tuition and fees paid if the school discontinues a course/program, except in the event the school ceases operation.

Postponement

Postponement of a start date, whether at the request of the school or the student, requires a written agreement signed by the student and the school. The agreement must set forth:

Whether the postponement is for the convenience of the school or the student; and,

The deadline for a new start date, beyond which the start date will not be postponed. If the course is not commenced or the student fails to attend by the new start date set forth in the agreement, the student will be entitled to an appropriate refund of prepaid tuition and fees within 30 days of the deadline in accordance with the school's refund policy and all applicable laws and rules concerning the Private Occupational Education Act of 1981.

Any transfer credits granted for previous training will hold no relevance in these refund policies. If an issue cannot be resolved between a student and Starkey Institute, the student may file a complaint with the Division of Private Occupational Schools of the Colorado Department of Higher Education: 1600 Broadway, Suite 2200, Denver, Colorado 80202, (303) 866-2723. There is a two-year statute of limitations on student complaints based on a student's last recorded attendance

Correspondence Courses

All units must be completed for Certification.

Correspondence Course students will be automatically withdrawn from the course if Starkey International Institute has not heard from the student in 45 days after course check-in. If after this time the student wishes to re-start the program, an additional fee may apply.

Service Management System Program

Withdrawal/Termination	Amount
Within Unit 1 (4 Lessons)	25%
Within Unit 2 (5 Lessons)	50%
Within Unit 3 (6 Lessons)	75%
Within Unit 4 (13 Lessons)	No refund
After 45 days	No refund

The Relationship of Service: The Personal Statement Program

Withdrawal/Termination	Amount
Within Unit 1 (4 Lessons)	20%
Within Unit 2 (5 Lessons)	40%
Within Unit 3 (6 Lessons)	60%
Within Unit 4 (13 Lessons)	80%
Within Unit 5 or after 45 days	No refund

FOR VETERANS ONLY

NON-ACCREDITED COURSES IN ACCORDANCE WITH VA REGULATION 21.4255-1

Students not accepted by the school and students who cancel the contract by notifying the school within three business days are entitled to a full refund of all tuition and fees. Students who withdraw after three business days, but before commencement of classes, are entitled to a full refund of all tuition and fees paid including the registration fee in excess of \$10. In the case of students withdrawing after commencement of classes, the school will retain a cancellation fee plus a percentage of tuition and fees, which is based on the percentage of contact hours attended, as described in the table below. The refund is based on the last date of recorded attendance.

Advanced Household Management Certification (4 week course)	
Tuition	\$9,100.00
Housing	\$1,200.00
Food	\$1,200.00
Books & Materials	\$500.00
Service Management System (1 week)	
Tuition	\$4525.00
Housing	\$300.00
Food	\$300.00
Books & Materials	\$225.00
<i>Housekeeping for the Private Home, Entertainment for the Private Home, The Relationship of Service: The Personal Statement</i> (Pricing below reflects only one course)	
Tuition	\$4525.00
Housing	\$300.00
Food	\$300.00
Books & Materials	\$225.00

Student entitled upon withdrawal/termination	Refund
10% of program completed	90% Refunded
20% of program completed	80% Refunded
30% of program completed	70% Refunded
40% of program completed	60% Refunded
50% of program completed	50% Refunded
60% of program completed	40% Refunded
70% of program completed	30% Refunded
80% of program completed	20% Refunded
90% of program completed	10% Refunded

- ★ Students may cancel this contract at any time prior to close of the third business day after signing the enrollment agreement.
- ★ Tuition and fees are due, paid in full, to Starkey International 21 days before the program start date.
- ★ The official date of termination for refund purposes is the last date of recorded attendance. All refunds will be made within 30 days from the date of termination.
- ★ A student will receive a full refund of tuition and fees paid if the school discontinues a course/program within a period of time a student could have reasonably completed it, except that this provision shall not apply in the event the school ceases operation.
- ★ Complaints, which cannot be resolved by direct negotiation between the student and the school, may be filed with the Division of Private Occupational Schools of the Colorado Department of Higher Education. The Division shall not consider any claim that is filed more than two years after the date the student discontinues his/her training at the school.
- ★ The Starkey Institute certifies this catalog to be true and correct in all content.
- ★ Starkey International is fully compliant with Title 38 United States Code Section 3679(e).

CAREER OPPORTUNITIES

Employment Assistance for Graduates & Veterans

We are Committed to Finding the Right Opportunities for You

Starkey and Associates, Inc., the sister company to Starkey International®, has set the standard in the Private Service Management placement industry since 1981. Assistance and placement information and ongoing placement opportunities are available at no cost to all alumni in good standing.

As a matter of professional ethics, Starkey International® cannot and does not guarantee placement to any Graduate, nor will Starkey solicit placement opportunities for Employer-sponsored or active military students.

Starkey is committed to finding the right and rewarding employment opportunity for each Certified Graduate. The criteria for placement is based on a mutual evaluation and matching process of the position requirements and Principal's values, matched with the personal characteristics and technical skills of the Graduate.

A customized profile is created by the Placement Department in cooperation with each Graduate for presentation to potential Principals.

Within our *Relationship of Service; The Personal Statement* Curriculum, actual class time is spent developing the student's individual style of service through the Starkey Service Management System© and our successful Personal Statement exercise. This process helps students identify:

- ★ Why they have Chosen Service
- ★ Their Values and Ethics
- ★ Evaluation of their Individual Skills in the Ten Service Standards
- ★ Each student's unique Service Style
- ★ The corresponding type of Service
- ★ Management Position that is right for them

Class time is spent practicing interviews and providing appropriate suggestions in appearance and dress.

Our Placement team uses the Starkey System to initiate interactive communication with Principals. We require specific information and position descriptions from our Principals and written offers to evaluate the appropriateness of their employment offer for our Graduates. An On-Site Visit to our Potential Employers is often conducted by Starkey to develop a customized Service Management Plan that identifies appropriate staffing needs and position descriptions. A copy of Mrs. Starkey's unique publication, *Mrs. Starkey's Setting Household Standards*, is provided to each Principal to assist in learning how to receive service. This service also helps them define their individual expectations and determine what to expect from a Starkey Certified Graduate – all essential knowledge in making successful placements.



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.

Position: Experienced Certified Advanced Household Manager for 25,000-square-foot semi-formal home in Dallas, Texas.

Principal: Corporate CEO and spouse who is very active in philanthropic endeavors. Two children are home from college during holidays and summer breaks. The family frequents their 8,000-square-foot home in Aspen, Colorado for Christmas and during music festivals.

Residence: 100-year-old residence that has recently been renovated into a smart home.

Responsibilities: Management of household, staff, and vendors. Structure initial Service Delivery System. Hire, train and supervise three housekeeping staff. Oversee exterior and interior maintenance of home and upkeep of vehicles. Work with Household Cook to prepare healthy meals and weekly menus. Entertaining includes two monthly events, formal dinners and barbeques.

Hours: 50-hour work week with two consecutive days off. Flexibility required per Principal's scheduled arrival and departure dates and entertaining schedule.
Pay & Benefits: \$150,000 to \$180 per year, separate carriage house apartment, health and dental insurance, yearly bonus and two weeks' vacation.



Position: Entry Level, Certified Household Manager/Chef for Elderly Couple. Must be experienced Chef or have Culinary Arts training.
Principal: Couple in their mid-to-late 70s.

Residence: 12,000-square-foot condo located in Boston and 5,000 sq. ft. in South Carolina.

Responsibilities: Daily Graces, cooking for couple who are foodies and have developed pallets, driving husband who is losing eyesight, management of housekeepers and vendors, weekly small entertaining events with friends and family and occasional afternoon teas. The Household Manager will travel to the second home in South Carolina with their Principals.

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

Pay and Benefits: \$100,000 per year, health and dental insurance, annual bonus and two week's paid vacation. Housing is often provided for this style of position.

Position: Estate Manager with a minimum of eight years of experience and a Starkey Certification in Household Management, a four-year degree and expertise in resource development of luxury services.

Principal: Single CEO and extended family

Residences: Connecticut 35,000-square-foot estate on 200 acres, a 10,000-square-foot property in Southampton and a 4,000-square-foot apartment in Manhattan.

Responsibilities: Total charge of households: setup and structure a Service Delivery System. Supervise as many as 12 staff members, including household chef, butler, groundskeeper, several housekeepers and support vendors. Monthly formal entertaining for up to 12 guests; international protocol knowledge a must. Knowledge of Landscaping, Construction and Maintenance required.

Hours: 50 hours average per week, flexible as Principal travels.

Pay & Benefits: \$180,000 to \$300,000 starting wage with full benefits package plus an Annual Bonus. Housing and car are often provided.



Position: Entry-Level Certified Service Manager/Family Attendant for young family

Principal: Principals in their 40s with four school-aged children in residence. Spouse is hands-on mother and involved with management of home.

Residence: 9,000-square-foot condo in high-rise located in Naples, Florida.

Responsibilities: Support weekly cleaning staff, complete laundry tasks, and cook dinner occasionally for children. Drive children, provide afternoon snacks, manage evening meal for children. Supervise vendors as requested. Occasional overnight when family is traveling. Take dog to groomer.

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

Pay and Benefits: \$90,000 to \$135,000 per year, health and dental insurance, two week's paid vacation, no housing.

“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 honors 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 2000 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 (720-788-3398).

Mary Louise Starkey
CEO Starkey International



“Continuing the Time-Honored Tradition of Service Around the World!”

Starkey International Administration and Faculty

Starkey International® is supported by a host of faculty, service experts and experienced Graduates. Starkey classes are provided throughout the United States. Our central Institute is located in downtown Denver, Colorado. The corporate educational culture at Starkey is that of a team approach – mutually nurturing and positive support, with a commitment to continued learning.



Mrs. Mary Louise Starkey
B.S. from Metropolitan State
College in Community Services
Development

**Chief Executive Officer and
Founder of Starkey
International®**

First Lady of Service, Starkey International's founder and visionary, Mary Louise Starkey, coined the term "Household Manager" and began placing household veterans in 1981. Her clientele includes Old Guard Families, Legacy Families, CEOs, Dot-Comers, Entrepreneurs, Entertainment Personalities, and Diplomatic Leaders across the country. She has continued to "Set the Standard" for Private Service Education and Private Service Placement for nearly 43 years. She has published 18 textbooks and developed a publication in Setting Standards for Principals. She patented a Service Management System. Mrs. Starkey is passionately devoted to changing the obsolete paradigm of "servitude" into "Service as an Expertise," as well as building a profession that is world-renowned. In March 2000, Mrs. Starkey hosted the world's first Household Management conference, "Restoring the Art®." She now consults with Household and Service Management Schools, Enlisted Aides, Butler Professionals, Family Offices, Household Staffing Agents and Household and Estate Management Principals from around the world who attended this conference regularly. She helped found the International Nanny Association and the International Association for Private Service Management. In 2001, Starkey International became an approved Military Enlisted Aide educational program. A dynamic and passionate public speaker and natural storyteller, Mrs. Starkey continues her vision for the art form of service by appearing at international conventions, seminars, corporate events, and hospitality forums around the globe. Mrs. Starkey continues to develop new courses and resources for the Private Service Management Profession.



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. His first official position as a young man was in the service of the Royal Family, Princess Grace and Prince Rainier of Monaco. His career has spanned from working with well-known business people to Heads of States in Europe, China, and Africa to serving as a butler throughout the world in private villas and Chief Steward onboard mega yachts. He 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 as the Director of Education with 35 years of hospitality, education and service management knowledge paired with entrepreneurial expertise that few in the service professional can parallel.



Ms. Juliet Xu
CHM / B.S. in Chemistry

**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 consulting and educating about the Starkey International Institute and our Private Service educational curriculums in the year 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 Asia. 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

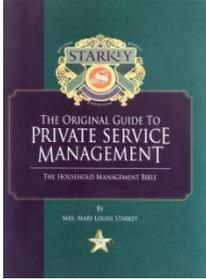
Dr. Lewan is the author of *To Be a Leader: Leadership Beyond Management*, (2002) and *Women in the Workplace: A Man's Perspective* (1988, 1997). He has published articles on gender, leadership and organizational structures and has served as the keynote speaker for hundreds of organizations. A former 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.

THE STARKEY STORE

Mansion Publishing®

"The Best of the Best"

Resources and Tools for the Household Manager. Starkey International® has been Setting Standards in Education and Placement for the Household Management Profession for four decades. Here at the Starkey Mansion, we have tried, developed and fine-tuned what works best in Private Service. The following is our list of what is available in publications, products, tools and resources.

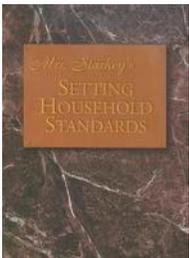


The Original Guide to Private Service Management® (Hardcover and e-book)

This is Starkey's official Household Management textbook and the Bible for Household Management. Published in December 2007.

It is 704 pages of the best-of-the-best in Household Management

information. This publication presents Starkey's patented Household Management System for customizing and managing service expectations. It discusses the Relationship of Service and the Luxury Market. It defines the Language of Service, Household Management Terms and it delineates each of the Ten Service Standards, the required Technical Skills in Household Management. Provided to all those attending Starkey's Certified Household Management or Advanced Household Manager's Programs, this unique educational text is a must-read for anyone working in the profession.



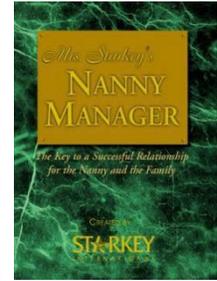
Mrs. Starkey's Setting Household Standards® (Hardcover)

This is Starkey's special publication for Principals. It explains what to expect from a Certified Household Manager®, how to identify Service Expectations, and presents the management tools

necessary to manage household staff. Written by Mrs. Starkey specifically for Principals, it outlines How to Set Up a Household, Zone a Home and develop Cleaning, Maintenance and Safety and Protection Task Sheets. It presents what a Service Plan must look like. This publication is especially helpful for those building a large home and for those who expect to hire staff. Starkey provides this publication to all Principals working through our Placement Division in search of a Certified Household Manager® or support staff.

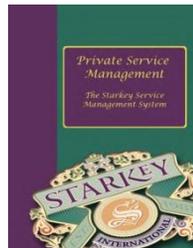
Mrs. Starkey's Nanny Manager® (Hardcover)

Starkey International® began serving the Nanny profession in 1982. From this industry experience, Mrs. Starkey has defined a proven method for Nannies and their Principals to set Standards in Nanny Management and Child Care, Communicate Priorities, set Daily Schedules, and assure Quality Care. Mrs. Starkey's Nanny Manager® sets into place the Management Tools for You, Your Children and Your Nanny.



Mrs. Starkey's Entertaining Etiquette and Protocols®

Starkey's Entertainment Publication has it all for the high-net-worth home. We have fully presented what we call The Ballet of Service and our beloved Entertainment Planner: The Formal Dinner from the host's perspective, the servers' perspective, and the guests' perspective all in the Emily Post vision. All Service Styles and Table Settings are covered, as are International Etiquettes, the marriage of Food and Wine, and coffee and tea service. This book will educate you in your Entertainment needs in your Private Home. Available in English, Spanish, and e-book format.



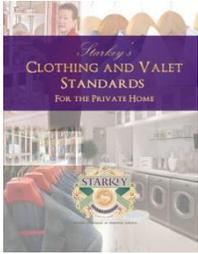
The Private Service Management Book (e-book)

The Relationship of Service is your Personal Statement.

This publication is about creating the ideal Private Service position for you. Who is your perfect employer, and what do you want to be doing all day? What are the differences between a Household or Estate Manager?

We will help you define:

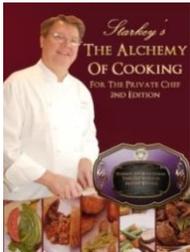
- Why are you in service?
- What is in your background that prepares you for service?
- What do you bring to the table that will make a difference in the Lifestyle Vision of your Principal?
- What is your unique Style of Service?



Clothing and Valet Care for Private

This book covers the basics for proper Clothing Care, Closet Organization, Laundry and Ironing, Personal Shopping and recognition of Luxury Products, Care of fine

Accessories, spot removal, fine washables, reading labels, basic sewing and dry cleaning management. Available in English, Spanish and e-book format.



Alchemy of Cooking For the Private Chef 2nd Edition

Second Edition of the acclaimed book "Alchemy of Cooking." This book from the cover to the last page (383 pages), is full of information for the Private Chef working in a private home. This text includes many

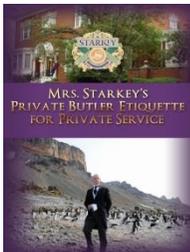
favorite recipes for the high-net-worth home.



Elder Care In The Private Home

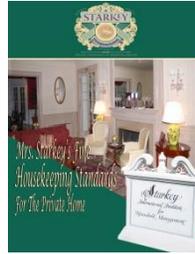
This book covers the main function of the Private Service Manager working with the Elder population. Under this set of the Ten Standards, teaching you to set up

and provide for the Personal Care needs of the Elder Family member, the extended Family member, and Elder Guests.



Private Butler Etiquette by Starkey

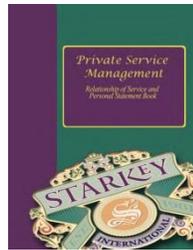
Learn about setting up a home and identifying the Butler Style of Service. This book covers the patented Household Management System, Etiquette, Fine Housekeeping, Entertaining, and Personal Graces for the Butler.



Mrs. Starkey's Fine Housekeeping Standards for the Private Home®

This publication covers the Housekeeping Standard. It offers the old guard detail in fine Housekeeping knowledge

and the Starkey Cleaning Philosophy including the tools available to set up a Housekeeping Plan. It speaks of the environmentally-friendly products and uses. It also includes Household Service Etiquette and Personal Presentation for the staff. Fine Housekeeping Standards. Available in English, Spanish, and e-book format.



The Relationship of Service is your Personal Statement.

(e-book)

This publication is about creating the ideal Private Service position for you. Who is your perfect employer, and what do you want to be doing all day?

What are the differences between a Household or Estate Manager?

We will help you define:

- Why are you in service?
- What is in your background that prepares you for service?
- What do you bring to the table that will make a difference in the Lifestyle Vision of your Principal?
- What is your unique Style of Service?



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