

## FOR IMMEDIATE RELEASE:

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### LES CLEFS D'OR USA IS PROUD TO BE GOING INTO THE THIRD YEAR OF CONCIERGE TRAINING IN THE CARIBBEAN.

February 5, 2009 - Les Clefs d'Or USA has now entered into the third year of training, which will include Curacao, Aruba and Puerto Rico, after having so much success providing the complimentary concierge training for the Caribbean concierges.

Miguel Pena is a member of Les Clefs d'Or USA Board of Directors and helped in bringing this very rewarding program to life. Mr. Pena commented, "Les Clefs d'Or USA is an organization that seeks to improve the guest experience by creatively catering to the travelers needs. We have a wealth of knowledge and experience from our international organization that we are glad to share with hotel concierges in the Caribbean. We would like to thank Founder and President of Island Video Guide, Joyce Cromarty, HCP Aboard Publishing and our other corporate sponsors for making it possible."

City Video Guide/ Island Video Guide, Founder, Joyce Cromarty, stated, "I am proud and honored to be affiliated with such consummate professionals as the people from Les Clefs d'Or and have had applications from some of the class attendees to become members of Les Clefs d' Or."

#### ABOUT CITY / ISLAND VIDEO GUIDE

Joyce Cromarty, Founder and President of *City Video Guide and Island Video Guide*, is passionate about the hospitality industry, having spent 20 years as a restaurant owner in New York City and Italy. She has made it her personal responsibility to provide people with the tools to be outstanding in their jobs. One of these tools is the *City Video Guide / Island Video Guide*, which places video content of all the island restaurants, tours, activities and shops on interactive touch screens provided to the hotels at no charge. They are also placed on the following web sites:

[www.gmcvb.com](http://www.gmcvb.com)

[www.experiencecuracao.com](http://www.experiencecuracao.com)

[www.experiencepuertorico.com](http://www.experiencepuertorico.com)

These HD videos show guests the many leisure activities available during their stay on the island. The video insures and manages the expectations of the guest to avoid them returning to the hotel because they did not completely understand the verbal description of an activity or the ambience of a restaurant. In 2009 they will launch an interactive DVD program for the guest to view in the comfort of their hotel room using complimentary DVD players provided to the hotels.

Ms. Cromarty has also published a book, *Waiters Digest*, a tool to help people in the restaurant and hospitality industry educate themselves to be the best they can be, both personally and professionally. She is an advocate of building self-confidence in an industry where the clientele can sometimes make it difficult to maintain a smiling face 365 days a year.

In August 2007 she was she was presented with an honorary membership to Les Clefs d'Or USA at the 13th Annual Les Clefs d'Or USA National Congress, held at the Waldorf Astoria in New York City. Honorary membership in Les Clefs d'Or USA is reserved for individuals who have made outstanding contributions to the Les Clefs d'Or community.

## **ABOUT LES CLEFS D'OR**

Les Clefs d'Or is an exclusive international association of professional hotel concierges. There are over 3,500 members in 40 countries worldwide. Les Clefs d'Or Concierges are distinguished by the golden crossed keys worn on their uniform lapels. They are considered providers of extraordinary service, and consistently achieve high levels of guest satisfaction. Founded in Paris in 1952, Les Clefs d'Or accepted the United States as a member country in 1978. Consistent with the organization's motto, "In Service Through Friendship," members regularly exchange information with each other to improve their skills, solve problems and expand the number of resources available to assist guests around the world. For more information about Les Clefs d'Or, visit [www.lcdusa.org](http://www.lcdusa.org).

Ms. Cromarty would like to personally thank all of the trainers and the dedication that has been given by everyone involved, the time that has been taken away from work and home to see that this program would be successful. Marjorie Silverman, Elizabeth Wilson, Past President Shujaat Khan, current President Maurice Dancer, Miguel Pena, Ginny Thomason and Holly Stiel have been in every training class through the use of award-winning DVD training courses.

The training classes are open to hotels, which are members of their local hotel associations. Employees from those member hotels that are currently providing concierge services are invited to attend. The classes are one day each and with a maximum of 20 students per class. The classes incorporate entertaining video content from Holly Stiel's award-winning DVD training courses, and will focus on a wide range of topics including: *Making the Impossible Possible*, *The Desire to Serve*, *Networking to Meet the Client's Needs*, *Acquiring Knowledge of "The Best,"* and *The Concierge Professional*.

The first concierge training began in March 2006 in Barbados. Susan Springer, Executive Director of the Barbados Hotel and Tourism Association added, "The concierge role is a specialized function within the hospitality industry. This function will clearly benefit from a training class developed for their specific needs and skill sets. The concierge attendees, their hotels, the industry and, ultimately, the traveler to Barbados will gain from the skills acquired from the training. We'd like to thank Les Clefs d'Or USA for the dedication they have shown in giving their time to travel into these markets to help others better themselves."

Training classes have since taken place in Bermuda, St Kitts, Nevis, St Lucia, St Martin, Jamaica, Bahamas, St Barts. Now in 2009 we will have training in Curacao, Aruba, and Puerto Rico. Training will be held in other destinations to follow in 2010 and 2011. The training has been so well received that some of the countries have invited us back for refresher classes

## **ABOUT HOLLY STIEL**

Holly Stiel, M.A., is a pioneer in the field of customer service and the first American woman admitted to Les Clefs d'Or. In 2004, Stiel was presented an honorary membership for her lifetime of service to the profession. Holly single-handedly started the concierge department at San Francisco's Grand Hyatt, and was their Chief Concierge for 17 years. Her company, Stiel Media LLC, produces customer service training solutions for some of the largest hotel chains in the world, and offers a range of off-the-shelf DVD training programs. For more information visit [www.stielmedia.com](http://www.stielmedia.com).

## **About HCP/Aboard Publishing**

The Miami Herald Media Company's custom publishing division publishes quality destination guides and in-flight magazines for high-profile clients such as American Eagle, Bermuda Hotel Association, Greater Miami Convention & Visitors Bureau, Hyatt Resorts, TACA Airlines and now Marriott Resorts.