

HOLLY STIEL INTRO (*long*)

Our speaker tonight is a pioneer in every sense of the word.

Even in a profession defined by superlative service, Holly Stiel stands out as an authority and pioneer in the field of concierge services.

She is an innovator—In 1976, Holly became the first female concierge in the country when she created the desk at the Grand Hyatt Union Square in San Francisco. Two years later, she was the first American woman to be admitted to the exclusive Les Clefs d'Or Association for concierges. She has received the association's Lifetime Achievement award for her broad contributions to the profession. Holly was the first female and non-corporate executive to receive the "Distinguished Visiting Professor" Chair from Johnson and Wales University.

She is an adventurer into the unknown—After 17 years as a concierge, Holly started her own company Thank You Very Much, Inc. in order to adapt her hotel experience to a variety of classrooms. She innovated a method of training based on the practices and principles of the world-class concierge. Now, her teaching has been heard in over 25 languages from Japan to Johannesburg. Her client list reads like an honor roll of companies known for their distinctive service: Disney, Bank of America, Nordstrom, NASCAR, American Express, AVEDA, and Auberge Resorts, to name a few.

She prepares the way for others—Holly is the author of four books on customer service that are commonly used as textbooks in hospitality training schools. Her latest book, *The Art and Science of the Hotel Concierge*, is considered the definitive work on the profession. Through a partnership with a team of producers, Holly has created three award-winning interactive DVD programs as well as the training programs for Hyatt Place Hotels, Hilton Garden Inns, Hampton Inns, Hilton and DoubleTree Hotels.

Armed with the concierge's golden key, she gives new meaning to keynote addresses. For when Holly speaks, she opens the door to extraordinary customer service, she invites you on the path to possibility.

Please help me welcome the trailblazing service philosopher—Holly Stiel.