



For Immediate Release

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Hotels and Resorts

Stark Service Solutions announces Open Registration for January 2008 Formula 10™ Workshops

Scottsdale, Arizona, August 27, 2007 -- Stark Service Solutions, the state of the art training company that has implemented their programs in a number of Hilton's, W's, Marriott properties and independent hotels, announced today fall registration for Formula 10™ workshops are now closed.

Registration for **January 15-17 or 29-31, 2008** Formula 10™ workshops are now open for registration. Classes are being held in Scottsdale, Arizona. Stark's communication, accountability and recognition program compliments all hotel brand and corporate training programs. Stark programs are known for raising Guest Satisfaction Scores from even the low 7's to the mid 9's, with several hotels going from last place to first in the brand.

"With our new Train-the-Trainer certification program, we are able to extend the incredible benefits of our unique and exclusive programs to more hoteliers in a very cost effective approach," states Naomi Stark, President & CEO of Stark Service Solutions.

Stark clients express the benefits they experience best. One of our clients, a general manager with W Hotels, described his experience as his property scores increased *"...from last place in its Guest Satisfaction Results to number one in the short three month period was nothing less than miraculous. I of course, know that it had nothing to do with miracles but all about the detailed, focused, and disciplined approach that you brought to reviewing our whole guest process of interaction and follow up backed by the outstanding proactive employee training that you put in place."* Carlton Hudson, General Manager.

"Hotel managers know what they want and how things should be. Our programs provide the infrastructure to make their visions a lasting reality," explains Stark. Ed Sanchez, former Black Belt of Six Sigma for Starwood Hotels and Resorts elaborates, *"We all tend to assume what our guests/clients want... It's not how much you know, it is what you do with the knowledge you have acquired. The Formula 10™ program shows us what to do with our knowledge. Your problems are defined, measured, analyzed, improved, and then controlled. Just like Six Sigma, it delivers results."*

Hoteliers looking to make 2008 their best year in guest satisfaction and customer loyalty are invited to register now, through **Friday, November 16, 2007**, to take part in an upcoming Stark Service Solutions program. For more information email us at info@starkservicesolutions.com or call us toll-free at 1.866.281.5062.

Stark also offers a revolutionary food and beverage program, The F&B Wizards, which guarantees cost reductions or there are no fees. This program was developed by seasoned professionals each with over 25 years in the food and beverage industry in some of the leading hotels and resorts in the country.

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