



**For Immediate Release**

**Contact: Keith Williams**

**P: 866.281.5062 Ext. 5**

**Email: Keith@starkservicesolutions.com**

## **Hotels and Resorts**

### **Stark Service Solutions announces The Wynfrey Hotel as a new client**

Scottsdale, Arizona, August 22, 2007 -- Stark Service Solutions announces the addition of the Wynfrey hotel in Birmingham, AL to their fast growing client roster.

*"Our unique state of the art program, Formula 10™, offers guest satisfaction management unlike anything else. It doesn't track scores, it raises them,"* comments Naomi Stark, President and CEO of Stark Service Solutions. This program's compatibility with existing property and brand training is just one of the numerous reasons that make it the most effective guest satisfaction program available to the hospitality industry. Its superiority stems from the fundamental methodologies which first addresses the associate experience and its corresponding effect on the guest experience. With Formula 10™, there is total accountability in departments, insuring everyone is actually accountable all the time. In addition, everyone enjoys excellent communication within their department and each other. With Formula 10™ in your hotel, it simply operates like a well-oiled machine.

*"The Wynfrey Hotel is thrilled to partner with Stark Service Solutions to implement their state of the art Formula 10 program. We are confident that this program will enable the Hotel to provide the ultimate level of service for our discerning guests!"* comments Wynfrey's General Manager Danny Hiatt.

Valery Welton, Human Resources Director of the Wynfrey Hotel states, *"Instilling a culture that is determined by all of the team will help in bringing our guest satisfaction to the next level. I know from my own previous experience with this program that this can and will happen with the Formula 10™ program."*

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.

Visit us today at [www.starkservicesolutions.com](http://www.starkservicesolutions.com) or call us at **1.866.281.5062** to learn more about our uniquely powerful programs.

###