



**For Immediate Release**

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## **Stark Service Solutions Announces Launch of Motivational Marketplace – Online Store Promoting Educational & Motivational Training Programs for Hospitality Industry**

SCOTTSDALE, AZ, February 5, 2008 -- Stark Service Solutions is known nationally for its cutting edge programs to enhance customer loyalty through superior guest satisfaction and associate satisfaction ratings. Already used in a number of hotels including such brands as Hilton Hotels, W Hotels, and Marriott Hotels and Resorts as well as many independent properties, Stark announced today the launching of their on-line store, The Motivational Marketplace. This much needed resource for hospitality executives features products that promote professional development in the Hospitality Industry as well as a variety of economical resources to continually enhance customer loyalty and repeat business, resulting in enhanced profitability as well as a motivated staff that perfects their skills and gains insight into future career advancement.

“In today’s competitive market, hotels and resorts must distinguish themselves by exceeding their guest’s expectations in all areas. Service has become the critical element that travelers are not willing to sacrifice. Our customized programs focus on the specific areas each property needs to improve, providing a continuous platform for training and motivating staff without the need of a significant capital commitment. It’s a win-win for everyone involved,” stated President Naomi Stark.

One category of products offered advances Stark's highly developed professional hospitality advancement program, the Core Hospitality Principle of the Month Club. Created in response to the ever-increasing need to differentiate your hotel's services and sustain more superior standards, this turn-key program facilitates hotel-wide consistent, steady job skills and performance advancement for team members at all levels. The all-inclusive kits offer complete activity packs that are both cost-effective and user friendly and easily promote team participation. Specific points include the professional appearance of your staff, proper greetings, staff knowledge, guest name recognition, telephone etiquette, anticipating guest needs and more. To take advantage of the products designed for Core Hospitality Principle of the Month as well as many other options, visit [www.starkmm.com](http://www.starkmm.com).

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## p.2 SSS Launches MM

Unique Recognition and Celebration supplies are also available on the Motivational Marketplace including a special line of products available in partnership with **Steiner Sports**. As a Stark client or member, hoteliers can enjoy accessibility and discounts to this exciting line of sports memorabilia that can be used to further reward and enhance all of Stark's complete line of motivational and educational programs. Hoteliers looking for innovative ways to maximize their associate satisfaction, guest satisfaction and loyal customer base will eagerly welcome this fresh answer to the service challenges of the hospitality industry. To access this site register (with no obligation) as a Stark Member at [www.starkmm.com](http://www.starkmm.com).

Stark also offers a unique program designed to maximize hotel performance and profitability in Food & Beverage – the revolutionary **F&B Wizards**. This proven program comes with a unique guarantee: **guaranteed cost reductions while maintaining or improving guest satisfaction or there are no fees**. Properties with food costs over 35% will especially benefit from the Wizards' program of proven techniques that maximize food and beverage profit with all fees based solely on a percentage of the additional profits realized after program implementation. This program was developed by seasoned professionals each with over 25 years in the food and beverage industry in several of the leading U.S hotels and resorts. Learn more about this program at [www.starkservicesolutions.com/fbwizards.html](http://www.starkservicesolutions.com/fbwizards.html).

*Stark Service Solutions, founded by entrepreneur Naomi L. Stark in 2002, is based in Scottsdale, Arizona. This privately owned and operated company is built upon a uniquely personalized approach to the hospitality business, offering management skills development, guest and associate opinion surveys, guest and associate satisfaction development programs, recruiting services, motivational speakers, communication, accountability and recognition systems, such as the highly successful Touch System. The company has also launched a Food & Beverage division to implement the highly successful F&B Wizards program. This unique product will maximize F&B profits at no additional costs to your business. In today's economic climate these programs are literally an essential element to elevate your success to the next level. For additional information call (480) 614-1009 or visit the web site at [www.starkservicesolutions.com](http://www.starkservicesolutions.com).*

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