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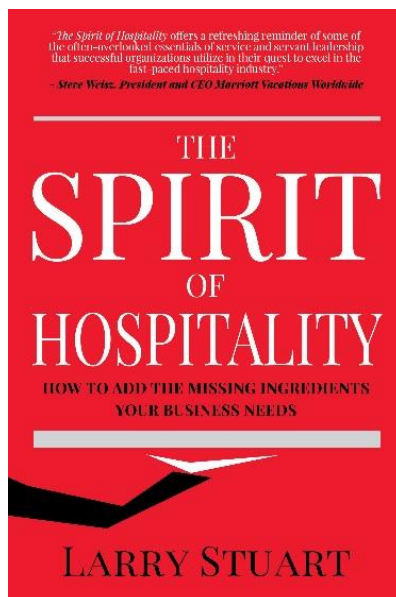
*Reading Larry's book, **The Spirit of Hospitality**, took me back to the opening of the Walt Disney World Dolphin, where Larry developed and honed much of his philosophy on service. He, along with his teammates, helped make a culture that swept up our staff and managers alike and created an atmosphere unlike any I have experienced since. **The Spirit of Hospitality** will enthrall you with the possibilities and instill not only the importance of the basics, but the value of reinventing and stretching every day.*

**Michael D. Welly, Emeritus General Manager, Walt Disney World Dolphin; President, Cairn Hospitality and Wellness Consulting**

# The Spirit of Hospitality

*How to Add the Missing Ingredients Your Business Needs*

**By Larry Stuart**



Every company wants more engaged customers. Research has proven that an engaged customer is very different from one who is only satisfied. Engaged customers keep coming back; they are more tolerant of mistakes; they tend to spend more; and they share their excitement with their friends.

It would be safe to say that no one knows more about how to accomplish this task than Larry Stuart, author of *The Spirit of Hospitality: How to Add the Missing Ingredients Your Business Needs* (Morgan James, December 11, 2018). Some authors study a subject and then write a book about it. But Larry Stuart has lived it. He has spent a lifetime serving others at the highest level and seeing the outsized impact of doing so at **Disney, NASCAR, Hilton, and Southwest Airlines**, just to name a few. In his new book, he reminds us from his firsthand experience of the lost art of servanthood, the power of putting

others first, and the economics of doing so for every organization.

Stuart lays out the case in riveting detail with stories and insight drawn from his more than 30-plus years in the hospitality business. His thesis is clear and inarguable: **The secret ingredient to building a tribe of highly engaged advocates of your brand and your products is the spirit of hospitality.**

And, make no mistake: the serving of others has to be the primary driver and it must be in the DNA of your organization. Money will come, but if the only reason you decide to do this is because of money you will find it unsustainable. The cart may be money, but the horse is kindness.

*“The winning formula is simple and achievable: LOVE your customers. SERVE them unconditionally. WIN their hearts.”*

Stuart also makes clear that technology and robots cannot do what Stuart identifies as the 7 critical elements of the spirit of hospitality:

- Kindness
- Humility
- Encouragement
- Generosity
- Gratitude
- Accountability
- Unity

*“If you want your organization to make more money, serve your customers. Stay ahead of their needs. Meet them before they ask.”*

All seven provide the integral character needed for the spirit of hospitality to do its best work. The *Spirit of Hospitality* discusses each one in detail, first defining it, and then offering practical advice about how to improve it. It’s a heart centered message that reminds us that a kinder and gentler world is not only possible, but critical to success in both business and our personal lives on a daily basis.

To learn more, please visit [www.LarryStuart.com](http://www.LarryStuart.com)

## **THE SPIRIT OF HOSPITALITY**

**Author: Larry Stuart**

**Publisher: Morgan James Publishing**

**Publication Date: December 11, 2018**

## About Larry Stuart



If you ask the people who know Larry Stuart best to describe him in one word they would all choose the word ‘service.’ And, for good reason.

From his earliest days growing up in New Jersey to the three million miles he travelled with his famous father, Larry has embodied a life of hospitality and service. It began very early for him. He grew up in a home that was filled with other famous artists and journalists of the day and it was his job to take care of them. “When these people would get to our home, I would shine their shoes, clean their cars, and make hors d’oeuvres,” he says, “Whatever was needed.” Those days were a great lesson in how to deliver hospitality with gratitude. It imprinted me.”

But he was just getting started.

His father, the great tenor Enzo Stuarti took him on the road with him as his sound and light man. They travelled the world and Larry served in every capacity, learning and observing as he went. “I always had to make sure that dad was well rested, ate well, and was undisturbed before his shows,” he says. “In a way, doing this every night cause the spirit of hospitality to become second nature to me.”

He would parlay all of this invaluable early experience into four decades in hospitality leadership at the highest level with a focus on hotel, restaurant, airline operations, genuine guest service delivery systems, and marketing sales strategies.

Larry is currently the CEO and president of LS Hospitality. He holds a Bachelor of Science degree from Cornell University School of Hotel Administration. Over the years he has positively impacted his teams and brands that include the Walt Disney World Dolphin, NASCAR Café, Motor City Casino Hotel, Hilton Worldwide, Loews Hotels at Universal Orlando Resort, and Southwest Airlines.

He has recently written his first book, *The Spirit of Hospitality*. “My hope is that the book will be an inspiration and a guide,” he says, “to help us get back to a kinder and gentler world, one where we unconditionally serve our neighbors, or families, our customers, and our friends.”

Larry and his wife, Lori, make their home in South Carolina. He is a dedicated family man who enjoys spending time with his wife, their three children and two grandchildren.

## An Excerpt from *The Spirit of Hospitality*

Whether in hospitality or any other service-related business (retail, healthcare, hairdresser, construction, etc.) where crew members are interacting with guests, from a Human Resources standpoint, it's imperative that leadership first identify individuals who possess the spirit of hospitality. Then, train them until they own the necessary skill sets to perform their job thoroughly and professionally, with the end goal of raising up servant leaders who can do the work with little or no direct supervision. It's not an easy task, for sure. But, as we say at Larry Stuart Hospitality, "An idea is worth a buck. Making it happen is worth a million."

As leaders, it's important that we set the culture at the company so that everything we do resembles putting others before ourselves. This flows from genuinely caring about those we come in contact with (both internal guests and external), and it must be at the core of what we do. There will always be issues at work, just as there are always issues in life. How we handle these issues will vary greatly based on whether or not serving others first—even our most challenging associates—is at the core of who we are and what we do. For job commitment with a purpose, we must teach character, not success, focusing on building character, not characteristics.

What does this look like in reality? While one business culture focuses on character—humility, servanthood, and kindness—another focuses on the process and convenience of the franchise. One is based on the heart of the business while the other is based on the mechanics of the business.

What can we learn from this? It starts with the leadership and flows up through the team to our guests. We can't expect our team members to follow our lead to live out the spirit of hospitality in our service to others if we don't walk the talk ourselves. We must model it by living it. We must be the first to do what we expect others to do when they're looking to us for direction and leadership. And this starts with the CEO and his leadership team, not just at the local establishment leadership level. If we want our team members to go above and beyond our expectations, we must set them up for success by leading by example and training them to do their jobs in like manner.

The more we expect from our team, the more we must cultivate their skills and focus their career objectives. Then we must empower them to do so by giving them room to make wise decisions based on what we've shown them. If we provide room for our team members to grow as entrepreneurs, they will take our company to the next level with very little direction from corporate. This can only become a reality if we allow room for trust, trials, and time. I have seen this concept accomplished multiple times over many brands I've had the honor of serving.

## Q & A with Author Larry Stuart

### *The Spirit of Hospitality*

***Q. Why did you decide to write this book?***

**A.** It's very simple, really. The spirit of hospitality has gone missing from almost every aspect of life, and I wanted to not only remind people of its beauty, but show them how to have it in their own organizations and lives.

I've lived it. I've seen its power to connect people to each other and to companies. I know firsthand what it looks like and what it can do when it is religiously practiced.

***Q. The Spirit of Hospitality is filled with compelling stories and practical how-to's. Where did those stories come from, and how did you learn how to do this for yourself?***

**A.** It started early for me. My father was the famous tenor Enzo Stuarti and our house was filled with the famous artists and entertainment journalists of the day. My job was to take good care of them, shine their shoes, wash their cars and serve hors d'oeuvres. When my father was on tour, I was his sound and light man. Once, in Bermuda, my dad asked a hotel owner if he would teach me about the hotel business. It was an unforgettable experience for me. I worked there for a year and did everything imaginable and really learned the hotel and restaurant business from the ground up. I learned right then and there that great service wins the day every time. You have to deliver it no matter how you feel or how difficult it may be.

Then, I went to Cornell and got my formal education on the subject. From there, I went out into the world and used all of what I had gleaned from these amazing experiences and helped bring the spirit of hospitality to the greatest names in the business. A real privilege.

***Q. What do you hope to accomplish with this book and your work?***

**A.** I'd like to think this book will serve as a guide to a kinder and gentler world. The idea of serving others has somehow gotten a bad rap. The truth is, it's really the only way the world works well; the only way to stay married; the only way to build a sustainable business; the only way to be a good friend.

I'm hoping this book and all the stories in it will spark the spirit of hospitality that lives in everyone. If this works, it should be evident when you walk into a McDonald's sometime or check into a hotel.

Every company wants engaged customers, those people who strongly connect with you and your brand and keep coming back and spending more and telling their friends about you. Yes, there's more money to be made and I wanted to remind business readers of that truth. People have lots of choices these days, and they don't have to choose you. The spirit of hospitality will tip the scales in your favor in a way that nothing else will.

## What Others Are Saying About *The Spirit of Hospitality*

Larry's passion for the delivery of exceptional hospitality is evident throughout this inspirational and entertaining book. His expertise, born of real-world experience with some of the most revered brands in the business, rewards readers with practical examples of "dos and don'ts" that are definitely worth sharing. *The Spirit of Hospitality* is a must-read for practitioners who want to sharpen their service game ... or motivate their staff to deliver this "spirit" every day.

– **Peter C. Yesawich, PhD, Vice Chairman, Emeritus MMGY Global**

"*The Spirit of Hospitality* offers a refreshing reminder of some of the often-overlooked essentials of service and servant leadership that successful organizations utilize in their quest to excel in the fast-paced hospitality industry."

-**Steve Weisz, President and CEO Marriott Vacations Worldwide**

"*The Spirit of Hospitality* is an excellent publication for instilling a sense of service and graciousness in a world that too often dismisses those qualities. Larry Stuart has brought home to the reader his exceptional insight for leadership and success."

-**William P Fisher, PhD, Taught at Cornell University, served as the CEO of the American Hotel & Lodging Association, CEO of the National Restaurant Association, and Darden Eminent Scholar in Restaurant Management at the Rosen College**

"Larry Stuart has written a valuable book extolling the values that are important to business success and personal fulfillment. His career personally exemplifies integrity and dedication, and his insights about kindness, humility, encouragement, and generosity are the foundation of true hospitality."

-**Drew Nieporent, Owner Myriad Restaurant Group, Tribeca Grill, Nobu, Bâtard**

"Conceptually, most service businesses are simply providing something that you might otherwise have done for yourself, whether providing a good night's sleep or serving an excellent meal. That doesn't sound too difficult. What is missing, of course, is the core competitive advantage of any great service company - the Spirit of Hospitality! In his own and very special way, Larry Stuart captures the heart of what is often called the lost art: the culture of service that is both a guide to life and career. Hats off to Larry!"

-**Michael D. Johnson, Dean Emeritus Cornell School of Hotel Administration**

Clearly and convincingly, Larry provides encouragement and inspiration, motivating his readers with profound simplicity and truth.

– **Roberto E. Wirth, President and Managing Director, Hassler Roma**

Within the pages of *The Spirit of Hospitality*, Larry Stuart pours out his wisdom in such a clear and inviting way that this book should find its way into the hands of every business leader who desires to build a great business. The book is chock full of practical advice and easy-to-grasp principles.

– **Dr. Howard Edington, Long-Time Senior Pastor of First Presbyterian Church of Orlando**

We have never been more competitive, delivering unique guest experiences from every nuance and brand imaginable. It's easy to forget the subtleties and frosting on the cake of life if we don't have the basics ingredients and recipes correct. This easy-read page turner should be required reading for anyone considering entering the provision of guest service experiences.

– **John Berndt, Emeritus President, Cipriani Hotels; VP, Marco Polo Hotels; SVP Operations F&B, Caesars; GM, Ritz Carlton**

In *The Spirit of Hospitality*, Larry takes readers on a unique journey into the world of hospitality. This is a must-read primer for anyone who is searching for proven guidelines to improve standards of service. I'm convinced this book will change—in a positive way—how to enhance guest service. The spirit instilled in this book is alive. Read it, and read again. It will be your compass!

– **Lucio Arancibia, CEC-AAC; Emeritus Executive Chef, Excalibur Hotel & Casino; VP of F&B, Motor City Hotel & Casino**

Reading Larry's book, *The Spirit of Hospitality*, took me back to the opening of the Walt Disney World Dolphin, where Larry developed and honed much of his philosophy on service. He, along with his teammates, helped make a culture that swept up our staff and managers alike and created an atmosphere unlike any I have experienced since. The Spirit of Hospitality will enthrall you with the possibilities and instill not only the importance of the basics, but the value of reinventing and stretching every day.

– **Michael D. Welly, Emeritus General Manager, Walt Disney World Dolphin; President, Cairn Hospitality and Wellness Consulting**

*The Spirit of Hospitality* is a culmination of a lifetime of hospitality. The successful team approaches and long-term winning formulas are applicable across a wide range of industries. This book serves as the gold standard for customer service.

– **Robert B Shapiro, Financial Expert, CPA, ABV, PA**

*The Spirit of Hospitality* reflects the extensive experience, passion, and generosity of its author. Larry Stuart has masterfully highlighted the benefits of creating a culture of genuine hospitality, which can, if internalized, reap tremendous individual and collective rewards. As a compendium of life-long examples, this work reveals a treasure trove of proven theories and common-sense practices. It is truly an indispensable read for every culinary/hospitality student, as well as for seasoned restaurant and foodservice professionals.

– **Ferdinand Metz, President Emeritus, The Culinary Institute of America**

Larry has written a wonderful and inspiring book based on a wealth of real life endeavors “on the line” and totally committed every time. His hard-earned wisdom and great insight are invaluable to those of us who share this passion.

– **Bob Reppin, Director of Operations, Westin Lake Las Vegas Resort & Spa; Emeritus F&B Director, World Disney World Dolphin**

When I'm around Larry Stuart, there is a confidence that more people need to have in this dark world. Not only does he have confidence in believing that others can be better, he also has a servant's heart.

– **Pastor Herkie Walls, Former NFL player, Houston Oilers & Tampa Bay Buccaneers**

In *The Spirit of Hospitality*, Larry Stuart has done a masterful job of introducing the sometimes-complicated aspects of creating a memorable “guest experience” in a way that both the veteran and the student will be well served by immersing themselves in the wisdom contained in its pages.

– **John R. LaBruzzo, CHA Hospitality Expert; Emeritus VP, Tampa Hard Rock & Casino and VP, Tishman Hotel Corporation**

A must-read for every business owner, CEO, hotel or restaurant owner, pastor, or anyone whose career is dependent on working with the public. Larry Stuart really proves that hospitality is not the fluff you put on top of what you're doing, but a mainstay part of your culture. This book is a real eye opener.

– **Daniel Needham, ChFC; Past President, New England Financial Services**

I can honestly say that over my 35+ years of hospitality experience, I have never met an individual more passionate and enthusiastic in our field than Larry Stuart. I promise you that not only will you enjoy reading *The Spirit of Hospitality*, but following his direction will have a pronounced impact on you and your organization.

– **Eric Rosenbaum, Emeritus VP, Sierra Lodging, Inc.**

In all my 35-plus years as a practitioner & corporate customer service officer in the commercial aviation & ground transportation fields, I have never run across a more comprehensive and universal publication as *The Spirit of Hospitality*. From entry level to top leadership, I recommend Larry Stuart's book as a must-have for your library, as it's great for base-line training & use as a strategic planning tool in the art of customer service principles.

– **Ron E. Brennan, Commercial Aviation Executive**

Whether setting a table with china and silver, crystal and linens, or paper plates and plastic flatware, the deliciousness of breaking bread and sharing the wine with others is a gift we must not ever lose. Through *The Spirit of Hospitality*, Larry Stuart is keeping the candle's flame lit!

– **James W. Underwood, Retired Rear Admiral, US Coast Guard**

For many years, I've both witnessed and received Larry's hospitality as he has weaved it into his leadership skills. This book is a direct reflection of the practical tools that Larry uses in his own life and that you can easily implement into yours in order to instantly empower the spirit of hospitality that's hidden within us all.

– **Doctor David Uth, Senior Pastor of First Baptist Orlando**