



POTTER POPPINS ACADEMY

A LEGACY OF BUTLER EXCELLENCE

EST 2018



8201 Fenton Road
Glenside, PA 19038
admissions@potterpoppins.com
<http://www.potterpoppins.com>
(215) 234-1000



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**"Seize every day
with polish,
sophistication,
and good manners."**

- Ken Horne

WELCOME

A properly-trained butler is extremely valuable to his or her employer. Butler's work with their employers in ways that can be extremely intimate: They see, smell, hear everything. From important business to dirty secrets, they maintain their employer's strict confidence and say nothing to anyone. They reflect to the world the values and manners of the employer. Butler's are an oasis of calm in a very busy household. They are the holder of the keys. They spend and dictate allocations of large sums of money, often cash, and sometimes in the millions of dollars per year. They are entrusted with everything held dearest by their employers. The butler is the most revered and respected of the entire household staff.

The Potter Poppins Academy offers the most rigorous butler training program in the world, training only the best, the *crème de la crème*, the butlers who become the status symbols sought after by multi-billionaires all over the world. Academy students come from diverse walks of life, from all ages, genders, sexual orientations, and nationalities. Once accepted into the Academy, Potter Poppins butlers are trained in the skills needed to enter into an excellent income with full benefits.

The Academy's director, Kenneth Horne, is one of the most well-qualified head butlers in the world. He was trained at the Ivor Spencer International School for Butler's and has forty years' experience in private service as head butler to four different multi-billionaires in the United States. Three of these employers were located on 5th Avenue, New York, NY.

The location of the school, just outside of Philadelphia, PA, leverages Mr. Horne's knowledge of the secret lives of New York City's billionaires to prepare his students for service at the highest levels. Students enjoy small class sizes taught by Mr. Horne himself, and participate on many field trips into Philadelphia, the sixth-largest city in the United States, and New York City. These field trips are led by Mr. Horne, and teach students about the vendors that are key to the public and private lives of society's wealthiest individuals. No other butler school in the world offers this kind of access to the playground of the international elite that is the New York City area.

In addition to our Elite Butler Training course, the Academy also offers Hotel Butler Training course for hotels throughout the world that wish to create or improve a hotel butler program, short courses on etiquette and protocol for adults and children, and training for principals who are new to managing household staff.

At Potter Poppins Academy, we value those whose honesty, integrity, and hearts of service drive them to a life spent serving others. The polish, sophistication, and good manners taught by Potter Poppins Academy can launch the successful careers of elite butlers, improve the working relationships of business professionals, and remove barriers to effective interactions between employers and their household staff.

Open the door to the rest of your life at Potter Poppins Academy, and let your legacy begin today.

INTRODUCTION

How can the Potter Poppins Academy serve you best?

In these pages, you will find information about the team behind the Potter Poppins Academy, the structured training programs we offer, the locations in which we work, and instructions on how to apply.

We invite you to reach out to our team anytime to ask any questions you may have. A career as an elite butler is a decision not to be entered into lightly, and we are here for you as you think through all of the logistics and ramifications of what the decision will mean for your life.

In addition to the structured training programs described here, Potter Poppins Academy is able to create bespoke training programs for individuals and organizations throughout the world. Please get in touch with us to let us know your needs and to open a discussion about how we may help you to achieve your goals.

The Potter Poppins Academy operates with a true spirit of service that applies to our students, corporate clients, and everyone with whom we are privileged to work. Our goal is to share a 40-year legacy of elite service with those who may be just starting out, to pass that legacy on to the next generation.

Whether your career is just beginning, reaching a new height, or achieving a significant milestone, Potter Poppins Academy can help. At Potter Poppins Academy, we prepare you for the greatest story ever told: YOURS.

MEET THE TEAM



Ken Horne - Executive Director

The Academy's visionary and principal trainer is Kenneth Horne. Mr. Horne has forty years' experience in private service as head butler to four different multi-billionaires in the United States, including employment by the late Edgar Bronfman, Sr., the former chairman of the Seagram Company. In the United States, multi-billionaires are equivalent to the royalty in Europe, and are considered to be the most prestigious employer. Three of Mr. Horne's multi-billionaire employers were located on 5th Avenue, New York, NY, the city's most prestigious address.

Douglas Hitsman - Operations

The Academy's operations and finances are managed by Douglas Hitsman. Mr. Hitsman has over forty years' experience working in all categories of Finance, Accounting Operations, and Procurement. This experience was gained across the spectrum of large and small corporations, start-ups, non-profits and private consulting.

TRAINING COURSES OFFERED

Training the world's best butlers is what Potter Poppins Academy does best. From our five-week Elite Butler Training course to our five-day Hotel Butler Training course, we offer a rigorous training in all of the essential areas in which a high-quality butler should excel.



Elite Butlers

Our Elite Butler Training course covers all of the essentials in a fast-paced 35 days of training. Live in a classic Philadelphia estate, where you can practice your skills as you learn. Enjoy your days off exploring the iconic U.S. cities of Washington DC or New York City.



Hotel Butlers

As luxury hotels around the world seek to create an unrivaled guest experience that effectively attracts new and repeat business, hotel butler programs are becoming commonplace. Set your program apart from the rest with help from Potter Poppins.

The skills of the elite butler form the basis for effective relationship-building skills that people from all walks of life can use to improve their daily interactions with clients, colleagues, friends, and family.

From corporations looking to improve the service provided by their client-facing employees to business professionals looking to upgrade their networking skills, the polish and sophistication that the Potter Poppins Academy teaches adds value to the bottom line.

Newly-wealthy people are often taken unawares by the demands of the new world in which they suddenly find themselves. Potter Poppins Academy can create customized programs to help you navigate it all with style and grace.



Fine Etiquette

At all stages of life, there is no personal interaction that cannot be improved by additional attention to how one looks, sounds, and behaves. Learn the skills that set the great apart from the merely good at Potter Poppins Academy's manners courses.



Principals

So you suddenly find yourself with a household staff and have no idea what to do? Let the experts at Potter Poppins Academy show you the keys to creating effective relationships, with and among your staff, that serve the highest good of all involved.

ELITE BUTLER TRAINING

Trained in the English tradition, Ken Horne was an American butler for 40 years. He knows what American families expect of their butlers, and is eager to teach the next generation of status symbols how to best cater to the specific needs of today's ultra-high-net-worth individuals.

Through a combination of classroom training at the Academy's business office, hands-on practice at The Orchard guest house, learning from outside experts, and field trips, Mr. Horne offers five weeks of fast-paced instruction on all of the key areas important to running an elite household.

The course tuition covers all of the costs of attendance, including lodging at The Orchard, appropriate butler attire, all meals, and all field trips.

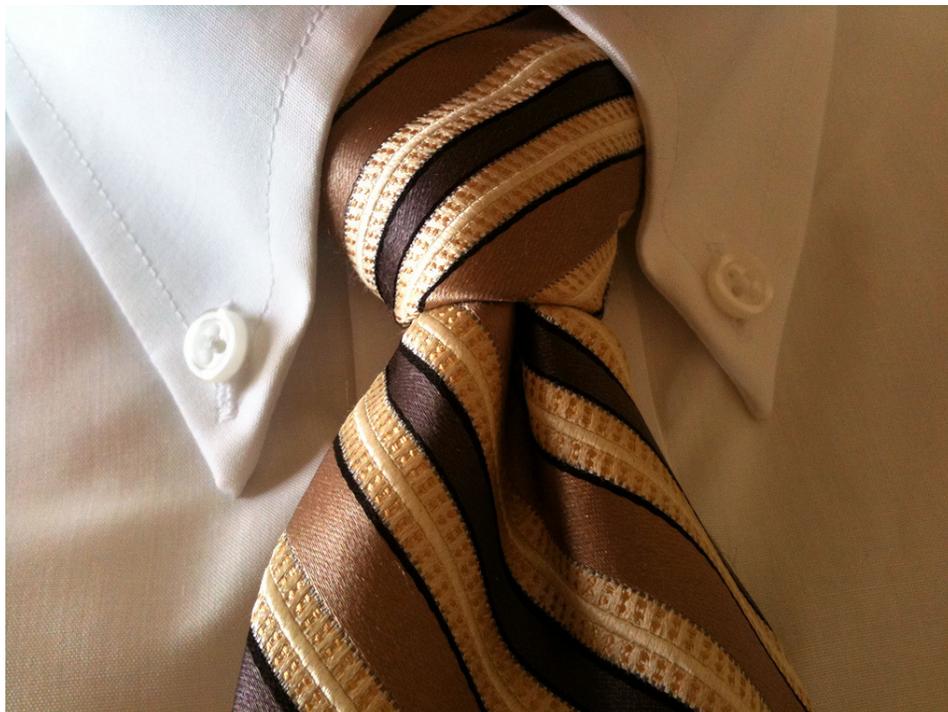
The Orchard guest house provides many opportunities for real-world experience in running a large estate, and all students take

part in each of the daily tasks that make a household run smoothly.

Field trips are an important part of the training program, and the class visits many vendors in Philadelphia and New York City, learning the details that separate high-quality merchandise from its inferior cousins.

A career as a butler is not for everyone. The hours are long, and the work can be difficult at times. However, for those who have the aptitude and attitude to pursue it, being a butler can be extremely rewarding both financially and personally.

Mr. Horne offers a complimentary telephone consultation to anyone interested in potentially attending Potter Poppins Academy, to ensure that the work will be a good fit for you, and that we will be a good fit for your training goals. Please let us know how we may be of service to you.



TRAINING TOPICS

- The butler's code of ethics
- Understanding the psychology of wealthy individuals
- Refinement in appearance, speech, and movement
- Elegance in written correspondence
- Understanding all of the departments of private service
- CPR and AED certification
- Coordinating the health care needs of an employer
- Proper packing and unpacking of luggage
- Care and handling of fine clothing, furs, jewelry, and leather goods
- Selecting and laying out of garments
- Attending to employer's personal care and grooming
- Excellence in handling concierge requests
- Managing difficult guests
- Planning, preparing, and serving meal and refreshment services with many different levels of formality
- Lessons in serving wine, cocktails, and specialty refreshments
- Accommodating special diets
- Selecting top-quality flowers, food, fruit, caviar, wine, spirits, and champagne
- Planning for holiday decorations and meals
- The little things that make all the difference, such as napkin folding, flower arranging, and gift wrapping
- Proper use and storage of fine china, glassware, and cutlery
- Hosting large events
- Caring for guests in the home
- Comprehensive estate management
- Managing a complex relocation of the entire household
- Effective oversight of household staff
- Care and operation of fine automobiles
- Operating the cabin features of a private aircraft
- ...and many more!

FIELD TRIPS

Philadelphia

In the city of brotherly love, there are many opportunities for learning about the lifestyles of wealthy individuals, and how to best facilitate a high quality of life for one's employer. Mr. Horne takes his students on many field trips in the city, such as:



- Visit a custom tailor to learn the fine art of making bespoke shirts and shoes at Boyd and Moda
- See the details that define haute couture at Sue's Custom Dressmaker
- Learn how hats are made at Goorin Brothers
- Experience the pleasures of fine tobacco at Holt Cigar Company
- Find out how to plan the perfect event at a party rentals warehouse
- Visit the Philadelphia Museum of Art, as well as antique and art galleries
- Learn how to select the best flowers, food, fruit, caviar, wine, spirits, and champagne by visiting shops all over the city

New York City

In the city that never sleeps, our students do, staying overnight at the trendy Pod 51 Hotel in Midtown Manhattan. From this base of operations, Mr. Horne takes the class on visits to:



- Tour a private aircraft to learn how to book and operate cabin features
- Learn about furs at Madison Avenue Furs
- Visit the famous Sotheby's auction house
- Experience a Rolls Royce in person at the dealership

THE ORCHARD

Philadelphia, Pennsylvania

Students of the Elite Butler Training program reside at The Orchard guest house for the duration of the training. The Orchard is a classic estate located just outside of Philadelphia, Pennsylvania. The city is the 6th-largest in the United States, and is two hours by train to Washington DC and 80 minutes by train to New York City. Students can explore all three iconic cities during their off days.



This stunning home was made for both retreat from the city and for welcoming friends and family. The stone manse was constructed with a remarkable level of craftsmanship and attention to detail. The home features three stories, nine fireplaces, and gracious living spread over 9,000 square feet, along with a heated outdoor swimming pool.



Lodging for students is provided in large rooms, with two students in each room, each room with private bath. Students receive three meals per day, including field trip days. Students are expected to rotate through taking care of all of the home's daily tasks, providing valuable experience in what is required to operate a large estate successfully.

TUITION

The tuition for the Elite Butler Training course is \$13,972.

As part of this all-inclusive training course, each student receives:

- Over 30 days of intensive instruction, learning the highly-guarded keys to success
- 35 nights' lodging at The Orchard guest house
- Three meals per day
- Transportation to and from the airport
- All field trips, including one overnight field trip in New York City
- A modern-style butler uniform, which includes:
 - One business suit
 - One pair black dress shoes
 - Two dress shirts
 - One business tie
 - One black bow tie and suspenders set
 - One suede belt
 - One pair of cuff links
 - One pair of socks
 - Two tuxedo-style aprons
 - Two pairs of white gloves
 - One haircut with tip
 - One wine key
 - One silver-plate butler tray
- Graduation breakfast
- Resume preparation assistance
- A list of elite butler recruiting agents in New York City and Los Angeles, California

A deposit of 25% of the tuition is required to hold your spot in the class. The remainder must be paid at least 14 days before the start of the class.

Refunds are provided only in the event that the Academy cancels the class or reschedules it to a date that you cannot attend. Postponements in the event of illness or family emergency are allowed.

HOW TO APPLY

To begin the application process for our Elite Butler Training program, please send an email to admissions@potterpoppins.com or call 215-234-1000 to request an appointment for a telephone consultation with Mr. Horne.

During the telephone conversation, Mr. Horne will ask you about what has led to your interest in becoming a butler, what your goals are in pursuing this profession, and answer any questions you have about the Academy and the Elite Butler Training course. If attending the course seems like a good fit for you, Mr. Horne will provide details regarding how to enroll.



HOTEL BUTLER TRAINING

Potter Poppins Academy offers a five-day Hotel Butler Training course for hotels anywhere in the world that wish to implement or improve a hotel butler program. The course is a very concentrated version of the five-week butler training course, focusing on those areas in which a hotel butler needs to possess outstanding skills. The course is intended for those who already have a good knowledge of hotel operations and the basics of service.

Training Topics

- The butler's code of ethics
- Understanding the psychology of wealthy individuals
- Refinement in appearance, speech, and movement
- Proper packing and unpacking of luggage
- Care and handling of fine clothing, furs, jewelry, and leather goods
- Selecting and laying out of garments
- Attending to guests' personal care and grooming
- Excellence in handling concierge requests
- Planning, preparing, and serving meal and refreshment service

PRICING

The Academy charges \$2,500 plus expenses for its five-day Hotel Butler Training program for up to ten students. Pricing for longer or shorter programs, or larger class sizes, are available upon request. Please contact us for details or to schedule a training.



A PERSONAL NOTE

From our Executive Director,

Ken Horne

In my life, I have made many mistakes and have so many remarkable achievements. I know the ropes to success. I want to give you all that I know so that you will be stronger and more prepared in your life. From here on out we are a team!

You are visible to us. We see you in all your wonderfully unique colors. We will invite you in. We will learn who you are and who you want to be. We will help you to grow and challenge you in ways that will take you to the place you dream to be delivered: a life and a career with polished, easy sophistication that is unique to you and your life. You will learn applicable, adaptable life skills that you can use for the rest of your lives as human social beings.

Once invited in, I will not leave you for the rest of my life. 24 hours a day, year after year, I am available to help you with anything in life and in your career that I can. I am in service to you. I am your butler.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ken Horne', with a long, sweeping underline that extends to the right.



834 Chestnut St #1609
Philadelphia, PA 19107
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