



NEW Keynote for 2026!

There's a clear difference between average athletes and Hall of Fame athletes. The same is true for organizations: some deliver routine service, while others consistently create first-class, or what I call Black Tie experiences that set them apart.

I've had the rare opportunity to witness both kinds of excellence up close. Over a five-year period, one of my companies catered 25 Pro Football Hall of Fame Induction parties, serving some of the greatest athletes ever to play the game. I've shared stories from those events for years, the behind-the-scenes preparation, the standards our teams lived by, and the "memorable" experiences we created. But I've never fully unpacked the deeper lessons behind those moments...until now.

Moments That Matter: Creating Hall of Fame Experiences One Client at a Time

This keynote draws from my firsthand experiences serving 25 Hall of Famers; how they approached their craft, what drove them to elite performance, and what every organization can learn from their pursuit of excellence. It also reveals the steps our company took to build a Hall of Fame (or Black Tie) standard of Service Excellence and Leadership Excellence that transformed our culture and our results.

The message is simple and powerful: extraordinary organizations are built through ordinary actions, done with intention, consistency, and heart. When teams understand how to create meaningful moments, they elevate the customer experience from good...to REMEMORABLE.

Attendees will walk away with a clear understanding of how "Hall of Fame" level service becomes a competitive advantage, driving customer loyalty, strengthening culture, and creating operational consistency across the organization. This keynote equips leadership teams with actionable frameworks they can immediately apply to elevate performance, reduce service breakdowns, and build a culture where excellence is the norm, not the exception.



Learning Objectives:

- Identifying Hall of Fame Standards- Understanding the non-negotiables that drive excellence every day.
- Constructing the Excellence Playbook- Applying the hospitality principles and systems that helped our teams deliver consistently exceptional experiences.
- Exploring a Common Leadership Misconception- Uncovering the hidden barrier that keeps teams from delivering excellence and how to remove it.