



## THE FOCUS INTERVIEW

# REAL-WORLD VIEW

Arlene Spiegel FCSI's lived experience in hospitality has given her a tremendous insight into how to put customers first throughout her career, reports Amelia Levin

For Arlene Spiegel FCSI, it's all about the people. And the processes, but more about that in a bit. Growing up in a restaurant family helped instill this sense of hospitality in its purest form. "My brother and I were routinely put to task peeling carrots and making deliveries," says Spiegel, whose father and uncles owned and operated restaurants in New York.

Years later, Spiegel would put this understanding to practice as a restaurant owner herself. As a highly sought-after consultant, putting her clients first has always been the name of the game.

But, there are other important people too; the 'Associates' in Arlene Spiegel & Associates refers to the many subject matter experts, including architects, developers, investors, attorneys, chefs, branding and marketing professionals, and even other consultants, who Spiegel regularly brings into each project.

Together, the best people produce the best results. "You can't be a genius all by yourself," she says. Even her company tagline states: "We have the tools, the people and the network to help clients every step of the journey – from the concept to the opening of a memorable and successful business." ■

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