

**Snapshot Research© on The Inn of the Patriots, LLC™** for Doctor Thomas Turner, Business 513.30

**Lenoir Rhyne University Graduate School**  
a study submitted by Martin CJ Mongiello, MBA

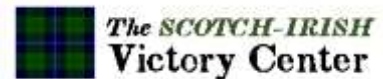
on

**The Inn of the Patriots, LLC™**  
301 Cleveland Avenue  
Grover, NC 28073  
704-937-2940  
[www.theinnofthepatriots.com](http://www.theinnofthepatriots.com)

Home of **The Presidential Culinary Museum®**  
[www.PresidentialCulinaryMuseum.org](http://www.PresidentialCulinaryMuseum.org)

and

**The Presidential Service Center®**  
[www.PresidentialServiceCenter.org](http://www.PresidentialServiceCenter.org)



**Provide a brief description of the company and the products or services:**

The Inn of the Patriots is a AAA Diamond-ranked country inn managed by a former White House Chef and Camp David Resort and Conference Center General Manager, Martin CJ Mongiello (Syfert, 2018). Work is completed with wife, Stormy Mongiello, son James, daughter Rania, and cousin, Kim Hambright as a core team. Having worked with the past five Presidents, it has The Presidential Culinary Museum located onsite with artifacts, antiques, and curated exhibits showcasing the Presidents and First Families favorites, stories, and recipes.

Located ideally in between Charlotte, NC, Greenville, SC, and Asheville, NC it “qualifies” to be just far enough away for a weekend getaway. The team has been featured to 2.6 billion viewers on CNN, FOX, PBS, NBC, ABC, and CBS specials as well as in 160+ newspapers and magazines including the New Yorker, FOOD TV Network Magazine, the Charlotte Observer, Washington Post, USA Today, Australian, Times of London, LA Times, and numerous books (Gilbert & Gilbert, 2015). This is the family home built in 1879 and has operated successfully since then as a restaurant and inn. The operation showcases our local revolutionary war history (Gilbert & Gilbert, 2016) in colonial food cookery, holds cooking classes in a school with 4,972 graduates to date, and provides guided tours to over 30,000 - so far. Also offered are spa services, a colonial art gallery, and has two gift shops. Current global awards and trophies have the facility in the top 3% of hotels one earth

## **What are the company's stated Mission and vision?**

**Mission and Values Statement:** The Presidential Culinary Museum®, US Food History Museum®, The Inn of the Patriots™ and Presidential Service Center® continue to collect, preserve and interpret history. Through exhibits, educational programs, tours, digital means, and web-based instructional methods we foster a deeper understanding of the history of America's First Families likes and dislikes towards food. We also showcase the culinary arts, banquets at Camp David, US State Dinners at the White House, everyday family cooking and favorites, china collections, and china selections. For Officially verified Presidential Service Badge (PSB) wearers and holders (with a serial number controlled by the White House Military Office) we include and showcase all of the contributions of each office to the preservation of the Presidency. Via loyalty, honorable military and civilian service, courage, commitment, obedience, zeal, and fidelity with no party lines or political influence, we perpetuate our craft and legacy. Core attributes underlying our values are integrity, accountability, initiative, and toughness. We will always be ready to answer the call when needed (The Inn of the Patriots, n.d.).

**Vision Statement:** It is the vision of the Board of Directors to continue to expand on our outstanding facilities, holdings, and programs that preserve and promote the history of American Presidential service in all its forms. We have done so for ten years+ - across the world bringing our vision to the global stage. We are practitioners of Jeffrey Fox and his many books made available for all team members, Dr. Deming, Dr. Covey, Dr. Blanchard, and Dr. Ornish. Our vision comes from understanding their principles and expanding to a larger facility is our primary, future focus (The Inn of the Patriots, n.d.).

**What is the corporate strategy?** The team is currently interested in expanding with outside investment as a primary, core strategy. In the past 11 years, it has experienced hundreds of occasions where being sold out has disappointed many. The group would also like to create 24 new jobs and open a full-service restaurant expanding from lunch with cooking classes, and breakfast for guests, into also having a colonial, candlelight Dinner service. The strategy is to create the Williamsburg of the South by purchasing an additional 10 acres behind the inn, building yurts, cabins, cottages, and a few tree houses.

**Describe the company's culture.** This is a high-performing, military-like, all veterans oriented group. Most are disabled and injured veterans. High achievement, integrity in the workforce, and vast diversity represent what America's forces look like today in battle, carried into business success.

**How would you describe the competitive advantage?** The operation modulates between 1. love for history, 2. adoration of foodies, wine, beer, and cooking, and 3. Presidential history. It has used these three mechanisms for a long time to drive marketing, promotion, publicity,

advertising, and sales. It has taken the past ten years to intellectually protect all of its offerings for competitive advantage by numerous filings with the United States Patent and Trademark Office, Screen Writers Guild, and Library of Congress. This also provides a competitive advantage to Palm Beach investors who previously lent at 18% interest and were paid back in full.

**How does this company differentiate their marketplace offering(s)?** Food served here is very rustic on pewter and hand-hewn wooden plates. Guests drink out of mason jars and enjoy coffee in clay-thrown flagons; no tablecloths are used on long wooden tables where folks sit and eat family style, openly laughing and talking with one another in a stark, real, amazing 1700's experience. This has led to being ranked in the top 3% of hotels worldwide via awards.

**Provide a SWOT analysis for your selected company with three examples for each area.**

**STRENGTHS:** A long hotelier and restaurateur history of operating up to 1500 room resorts. The town is named after a President of the USA, Grover Cleveland, and is on Cleveland Avenue. It will be featured in Piedmont Now Magazine in December and for a fourth and fifth time on Wheel of Fortune television show to 150 million viewers.

**WEAKNESSES:** It will take 14 more years to save enough equity infusion on their own to initiate an expansion loan with debt service that appropriately fits their proforma. The fact that they do not currently serve dinner to guests is pathetic, for a former White House Chef. Turning away guests who have wanted to stay is somewhat embarrassing. As a professional in business, it may be considered childish, or immature, by investors.

**OPPORTUNITIES:** Could grow the entire town of Grover, NC with job creation and businesses opening around the city. The project has qualified for the Cleveland County Small Business Investment Grant Program and holds strong support from the Tourism Development Authority and Mayor William Willis, of Grover, NC.

**THREATS:** The husband and wife chef-owners working with the past five Presidents could be killed with their children in an auto accident, thus crippling the entire operation. Signing a personal guarantee against a Personal Financial Statement of \$3.7 million would be felt by the owner, Martin CJ Mongiello if anything went wrong (he has approved such already).

**Describe the company's internal and external environments.** Internally, management and operation are strong with high pay for team members. A stable environment is guided by a very ethical leadership focus. Externally, the last economic change in 2008 brought great profits. Threats from competition could occur. Factors of AirB&B have been embraced, externally, and are being used to their advantage with listings and occupancy.

**What are some of the characteristics of the consumers for their products (values, activities, lifestyle, demographics, psychographics, etc.)**

**How does the company's marketing strategy align with these characteristics?** The company currently markets via 50% traditional means and 50% digital means. Rather than one hundred percent embracing social media and digital ads the operation uses billboards on the interstates, magazine articles and advertisements, postcards at visitor centers and nucleus nodes, greeting card mailing programs, a 1.3 million fan list email and digital program monthly, 20+ sites owned on Facebook, LinkedIn, Pinterest, Instagram and Twitter, parade floats, LIVE appearances at Quail Hollow Country Club and other locations cooking, television shows, and guerrilla attack techniques that are unconventional and lead the industry.

One unique strategy recently involved filming a four-part mini-series with CBS Television in Charlotte that showcases spending “A night at the Museum.”

<https://www.queencityweekend.com/stay-night-museum-north-carolinas-white-house/>

Another strategy was aligning itself across six states with 202 stores owned by Ingles Supermarket with the filming of some cookery episodes <https://inglestable.com/bloggers/chef-martin-mongiello/> as their star chefs.

These are “big-bang” investments where CBS and Ingles have come in with \$50,000.00 each and paid for all of the filming and distribution themselves, to help these disabled and injured veterans.

**How does the company leverage current technology for their products?** The company is exceptionally high-tech when guests visit the websites and facility. They have no check-in desk and all door entry and check in/out are done via digital means. This results in effortless and modern experiences that are cutting edge. 2000 television channels via Spectrum broadband in each room marry well with 460 Mbps free internet and complimentary business center including color printing.

The company has highly experimental nodes from Google embedded into its front door frame that is powerful, IP sensing beacons, to guests miles around it. They were approved for four of the first one million clients ever to receive such, and the team is proud of it.

The museum uses digital technology and films in web exhibits and glass case exhibits. It offers guided tours by trained guides, cell phone, and tablet tours complete with music. QR codes are available on three floors of the museum along with listening to the Presidents and First Ladies out loud.

The entire facility broadcasts via its own FCC radio station as a “Talking Mansion” and is a primary Pokemon GO battle gymnasium site to win points at. These diverse technologies bring traffic regularly to the facility.

**Predict future success factors and challenges for this company.** The company will continue forward in a very successful manner, but without a major television series, or a reasonable investor, it will continue to fail to achieve broader goals.

### **References:**

- Gilbert, E., & Gilbert, C. (2015). *Patriot Militiaman in the American Revolution 1775–82*. Bloomsbury Publishing.
- Gilbert, E., & Gilbert, C. (2016). *Cowpens 1781: Turning point of the American Revolution*. Bloomsbury Publishing.
- Syfert, S. (2018). *Eminent Charlotteans: Twelve Historical Profiles from North Carolina's Queen City*. McFarland.
- The Inn of the Patriots, LLC home of the US Presidential Culinary Museum (n.d.). The Mission Statement of the Presidential Museums. Retrieved from <https://www.theinnofthepatriots.com/en-us/museum/mission-purpose-vision>

### **Bibliography:**

- Bass, B. M., & Avolio, B. J. (1993). Transformational leadership and organizational culture. *Public administration quarterly*, 112-121.
- Levin, I., & Gottlieb, J. Z. (2009). Realigning organization culture for optimal performance: Six principles & eight practices. *Organization development journal*, 27(4), 31.
- Madu, B. C. (2012). Organization culture as driver of competitive advantage. *Journal of academic and business ethics*, 5, 1.
- Simpson, S., & Cacioppe, R. (2001). Unwritten ground rules: transforming organization culture to achieve key business objectives and outstanding customer service. *Leadership & Organization Development Journal*, 22(8), 394-401.