

American Business Etiquette- It Matters!

In America we have a set of business etiquette protocol to consider when interacting with others. The protocol serves as a guide on many business levels and becomes especially useful in helping to establish productive, beneficial and respectful relationships with others.

Before I set off to show you a few business etiquette tips to consider, you need to first understand the importance of business etiquette and why it matters.

Business etiquette provides the protocol as to how you should act and what you should do in any given business situation to improve and build relationships. After all, quality relationships are what drive our success in business. When you use business etiquette in your dealings with others, your relationships prosper and so will you.

According to Peter Post, best selling author, there are three things that affect a relationship: your actions, your appearance and your words. When you hold yourself accountable for your actions, appearance and your words, your focus becomes less on you and more on those you are engaging with.

We perform many actions that have various impacts on our relationships. For

Tiffany's Etiquette Corner

Tiffany Smith



example, the action of answering a cell phone call during a meeting with colleagues or clients can possibly create a negative perception about you, especially if you start talking without first being excused. The solution in this situation is to consider switching your cell phone to "vibrate" and allowing the call to go to voicemail until the meeting concludes. You may also consider letting others know ahead of time that you are expecting a call and when it arrives you will advise and excuse yourself gracefully.

Appearance matters in business and though we have undergone shifts in what is appropriate, it doesn't mean that everything goes. People do judge you by your

appearance whether you like it or not. Therefore, consider dressing to meet the expectations of those with whom you do business with, without becoming complacent.

Lastly, your words help develop your relationships with others. Foul language and overuse of slang can turn people away causing a breakdown in rapport. Since relationships are important to your success, consider your words before speaking. If by chance you "slip up", apologize and correct your words. People will respect you for this gesture.

When you are aware and considerate of your actions, appearance and words, your relationships will grow and your focus becomes about the business subject and not you. When you practice good business etiquette, others will notice and want to do business with you.

Tiffany Smith is a certified expert in American Business Etiquette who specializes in business and social etiquette training and consulting. To learn more about the benefits of etiquette training and to book a seminar, contact Premier Etiquette at (559) 280-9859, Monday - Friday 8:00 am - 5:00 pm.

In brief ...

New Staff Member at Personnel Solutions

Personnel Solutions is proud to announce the newest addition to their staff, Leane Masterson.

Leane will be responsible for Sales, Recruitment and Job Placements. She has several years of experience in the fields of Sales, Recruitment, and Human Resources. Leane has a BA in



LEANE MASTERSON

Personnel Solutions Unlimited, LLC



Management and Organizational Communication from Point Loma Nazarene University in San Diego. We are very excited about Leane joining our Team. Personnel Solutions is a Staffing and Recruitment firm, specializing in Accounting, Administrative and Medical Placements. For more information please call 734-0570.

President's Message

(continued from page 2)

to the Visalia Chamber of Commerce – we think we're being truthful and factual. We think all businesses in the area need to

know that.

In a few months someone you respect will likely be asking you to make the commitment to join our organization. I urge you to consider the invitation seriously and

see how the benefits of belonging to the chamber can only fortify your business plan and strengthen your efforts.

Critical Chamber Update 2.0:
www.visaliachamber.org

Have you experienced the virtual chamber lately? Our chamber website now has a brand new user interface that we think you will find intuitive and easy to use. The new site is packed full of relevant, timely and important information related to the chamber and the community in general. This website is a gem and allows our organization the flexibility to update, change and

modify the content as conditions warrant. This is THE one-stop place for information tied to events, information and immediate contact with the Visalia Chamber of Commerce.

Apparently a lot of you are looking at us, and we appreciate you visiting our site. For maximum exposure, contact Darlene Mayfield regarding enhanced member listings and banner ad opportunities. We will soon be launching a "value-added" portion of this site for members only, and we hope you utilize the access to this exclusive online resource.

Check us out at www.visaliachamber.org.

Tulare-Kings Right to Life

Local residents are in for a treat on Tuesday, September 25th, when author, columnist and radio talk show host, Hugh Hewitt, comes to Visalia for Tulare-Kings Right to Life's 12th Annual Making a Difference for Life Banquet. This annual event is known for its distinguished line-up of speakers, including such noteworthy figures as Cal Thomas, Joni Eareckson-Tada, Jennifer O'Neill, Mona Charen and Bobby Schindler.

This year's banquet promises to be equally stimulating. Guest Speaker, Hugh Hewitt, is the host of a daily nationally-syndicated talk radio show heard in more than 100 cities across the county. Locally, Hewitt can be heard daily on KMJ 580, from 8-10:00pm. He is a Professor of Law at Chapman University Law School, the Executive Editor of Townhall.com, and one of the country's most widely read bloggers at HughHewitt.com.

Hewitt is the author of eight previous

books, including the New York Times' best-seller "If Its Not Close, They Can't Cheat" and "Blog: Understanding The Information Reformation That Is Changing Your World." He is the recipient of three Emmys during his decade as an anchor of a nightly news and public affairs show for the Los Angeles PBS affiliate, KCET. Hewitt served six years in the Reagan Administration in a variety of posts, including in the White House Counsel's office, and is a frequent guest on the many "talking heads" shows on television. He is a graduate of Harvard College and the University of Michigan Law School and lives in Southern California.

Businesses, churches and individuals are invited to underwrite tables for the banquet. Table Sponsors will receive one of Hewitt's books, as well as an invitation to a private reception with him preceding the banquet. For more info call Tulare-Kings Right to Life at 732-5000.

Morgan, Kleppe & Nash Insurance and Bonding



is proud to announce that Lori Campo has moved to Morgan, Kleppe & Nash Insurance at our Visalia office. All of you who know Lori can stop by and say hi. Lori can be contacted by phone at 559-732-3436 ext 128. Or you can email her at email "lcampo@mkni.com"

600 W. Acequia
Visalia, California 93291

Lic. #0629199

0000070400