



THE JOSEPH W. LUTER, III
SCHOOL OF BUSINESS

Business 2018 *Etiquette*

MARCH 27

CHRISTOPHER NEWPORT UNIVERSITY

Business 2018 *Etiquette* | *SCHEDULE*

4:00-4:50
5:00-5:50

The 7 Deadly Sins of 21st-Century Business Behavior

Manners matter in business. An important success factor for starting your career is the ability to interact effectively while making others feel comfortable and respected at your new job. These 7 Deadly Sins – from (Forgotten) Follow-Up to “Down and Out Dress” – can derail a project, a vital business relationship or even a career. This session will give you an overview of the most critical etiquette mistakes in business today.

Location: DSU Harrison Room **Lead:** The Professional Edge, Inc. facilitator

4:00-4:50
5:00-5:50

Going Global: Cross-Cultural Business Protocol

No matter if you never leave the U.S., chances are you’ll be interacting with customers, co-workers and colleagues from different countries and cultures. Understanding and respecting different cultures is critical to building relationships in business. In this session you’ll get an overview of cultural differences, including body language, verbal communication, electronic communication and international “do’s and taboos.”

Location: DSU Madison Room **Lead:** The Professional Edge, Inc. facilitator

4:00-4:50
5:00-5:50

Email and Mobile Device Etiquette for On-the-Job

You want to respond, but what good is your response if you haven’t mastered the challenge of effectively communicating in an email or on paper? Make your email messages “fight for the right” to be opened! In this session you’ll learn the components of a professional email message and the six ways to make the best impression using your mobile device.

Location: DSU Jefferson Room **Lead:** The Professional Edge, Inc. facilitator

4:00-4:50
5:00-5:50

Achieving Success Through Personal Branding and Professional Networking

Too often we take for granted first impressions and how others perceive us. However, such perceptions frequently form the basis for personal and professional success. And today, many first impressions are made online through search engines and social networks. Online information implicitly brands individuals, whether we explicitly choose to develop a personal brand or not. This session will outline how to make a positive first impression on future employers and how to leverage the power of digital tools, such as LinkedIn, to achieve professional success.

Location: DSU Washington Room

Lead: Dr. Dawn Edmiston

6:00-7:00

Networking Cocktail Hour

Students, faculty, facilitators and business community guests will gather for a pre-dinner mingle.

Location: DSU Board Room and Pre-function Area

7:00- 8:45

The Professional Edge, Inc. Business Dining Program

Participate in a hands-on business dining experience.

Location: DSU Ballroom

Welcome

to the Luter School of Business Etiquette Event (BusE). This inaugural program is designed for all Luter seniors and will be offered every year. Each of you can refresh and enhance your business etiquette knowledge, gain new insights from our professional team, and practice your skills with alumni and business professionals. The evening is sure to help you ease into a new career and provide some pointers to assure future success.

Important? I sure think so; I can recall a few times in my early career when I wished I had been more exposed to business etiquette. One of my very first interview trips began as four of us sat down to dinner – the VP of marketing, the director of market research, an HR specialist and me – and the waitress asked, “What would you like to drink?” “George?” said the VP... I was traumatized. Alcohol (or not)? Beer (in a fancy restaurant)? Wine (I knew nothing about wine)? Iced tea (and look unsophisticated)?

Another time when the managing partner of my firm first invited me to his country club to play golf, I was clueless: Where do I dress (in my car)? Do I change into golf shoes in the parking lot?

Delicate situations are not limited to the early phase of one’s career. On an opera night out in white tie and tails, an elegant older woman stopped me as I walked back to my table in a very posh restaurant and said, “Waiter, could you see to our order?”

How are we to deal with situations like these? BusE is designed to help you better understand proper business behavior and expose you to skills and practices that are bound to help you rocket your way to the top. This promises to be a great evening in a fun setting – accompanied by your classmates, faculty, engaged alums and business friends of Luter. So enjoy!
Dr. E





**Lynne Breil, CSP* – CEO/Founder
The Professional Edge, Inc.**

Lynne Breil has been Central Pennsylvania's "Business Manners Maven" for over 20 years. She is founder of the Professional Edge, Inc. and an adjunct professor of communications at York College of Pennsylvania. She is the author of the newly released (2015) pocket guide: *Share a Meal. Close a Deal. Business Dining From A-Z*. A former Miss America semifinalist, Lynne is a sought-after speaker on the topics of business communication, presentation skills, business etiquette and leadership presence. She is part of the advisory council of the Women's Business Center Organization of the York County Economic Alliance. A trained concert pianist, Lynne plays the piano for her church choir in Cambridge, Maryland, and is an avid golfer.

**The Certified Speaking Professional (CSP) designation, conferred by the National Speakers Association and the International Federation for Professional Speakers, is the speaking profession's international measure of professional platform skill. It is held by less than 600 people worldwide.*

**John Breil – President
The Professional Edge, Inc.**



John Breil is a guy with a well-worn passport and the international business experience and insight to provide sought-after management coaching. John specializes in leadership and executive coaching across cultures, and works with managers and supervisors in a variety of industries, including: health care, finance, government, manufacturing and nonprofit. He is president of the Home Owners Association Board of Directors of the Willow Oak Condominiums in Cambridge, Maryland. John formerly served as co-chair of the pastoral search committee for Immanuel Church of Christ in Cambridge. When he's not golfing with his wife and business partner, Lynne, he is following the University of Michigan football team. Go Blue!



**Christina Butler – Associate
The Professional Edge, Inc.**

Christina Butler has covered breaking news, natural disasters and all levels of politics as a television news veteran of 15 years. In television, she's worked nearly every position in the newsroom, from assignment manager to anchor. As a speaker, she uses her expertise in impression management, relationship building and media consulting to help our clients in a variety of industries. Christina is also an Emmy-nominated news reporter and a popular speaker on the topics of business etiquette, first impressions and networking. When she's not speaking or reporting the news, she's a mom to two active toddlers and a self-proclaimed blog addict!



**Professor Dawn Edmiston, DM
– Clinical Associate Professor of
Marketing, Raymond A. Mason School
of Business, William & Mary**

Dr. Dawn Edmiston is clinical associate professor of marketing in the Raymond A. Mason School of Business at the College of William & Mary. She was honored as the 2017 Marketing Management Association Master Teacher and was the recipient of the College of William & Mary BBA Class of 2016 Faculty Excellence Award. Prior to joining academia, she held marketing management roles with IBM, PricewaterhouseCoopers Management Consulting Services, and Discovery Communications (Discovery Channel, TLC, Animal Planet, Travel Channel and Discovery Channel Online). Her educational background includes a doctor of management from University of Maryland University College, an MBA from Columbia Business School (with an international exchange at London Business School), and a BS from Rensselaer Polytechnic Institute.