

# The Authentic Ms. Etiquette

Let's face it — good etiquette is lost on American culture. The days when girls and boys learned how to dress appropriately, take a person's hand and display proper posture at the dinner table are long gone. These basic skills are missing along with home economics classes and parental guidance in the area of etiquette.

Fortunately, someone out there still does care about etiquette. She's the ultimate Ms. Etiquette herself — Syndi Seid, founder and director of Advanced Etiquette, headquartered in San Francisco. An Asian-American home-based entrepreneur, her innovative company provides training and consulting services not only for the corporate world, but also for individuals of all ages who want to brush up on their etiquette skills.

"I want to help ordinary people gain important skills for any business and social

situation anywhere in the world," says Seid, 50, who launched her home-based company in 1992. Prior to that, she worked in the hospitality industry, specifically for Hyatt Hotel corp., where she helped open new properties on the East Coast. Then, deciding to "slow down a bit," she opted out of the hospitality business and worked for a law firm, where she learned about event planning. Soon after, her husband, a business owner himself, persuaded her to launch her own home-based business.

Today, that home-based business boasts a client list that includes Hewlett-Packard, Mandarin Oriental San Francisco, and the Miss Universe Pageant, Inc. Seid, a graduate of the Protocol School of Washington in the nation's capitol, focuses her full attention on running the company and enlists the help of two interns who assist with the office duties and organization of classes.

When it comes to standing out from the crowd, Seid says it's her teaching style that makes her company special. She tailors each course to meet the needs of each client. "I make every effort to conduct classes that are very interactive, fun, and enjoyable," she explains, adding



that program prices vary based on the client's need . . . "Some people learn visually or by reading, but others learn by doing, so their classes have to be more interactive. It's a matter of creating variations to reach the myriad people out there." **HBM**

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