

# **Etiquette Now!**

***...For Success in Business and Life***

***Founder and Principal of the Etiquette Now! Team***



***Good Manners are the key to opening doors of opportunity.***

Rebecca Black, a credentialed teacher, etiquette and image consultant, founder and principal of **Etiquette Now!** and with nearly thirty years of experience, firmly believes that we must work together to build a more civil society. Rebecca created **Etiquette Now!** to facilitate this endeavor.

***The bottom line in business is profit. By creating a pleasant and polite working environment, a more satisfied and loyal customer base will follow.***

**Etiquette Now!** designs and presents custom etiquette workshops for the individual and institutions, with clients such as Noah's Bagels, The Northern California Golf Association, Universities of California, at Davis and Chico, the cities of Davis and Roseville, Sandia National Laboratories in Livermore, and many more private businesses. From Business Etiquette to Table Manners, our classes and workshops are designed to bring more civility into our lives.

***With good manners and proper etiquette you and yours will feel confident and comfortable in today's ever-changing world.***

Workshop participants learn that knowledge of etiquette and what constitutes good manners gives an individual personal power, because people will listen and respond kindly and quickly to those who treat them well. It is only human nature; we all want to be treated well. As the individual realizes that people are responding positively to his use of good manners, he becomes more confident. A confident, respectful person will stand out above the crowd and be taken seriously. And, those who know and can exhibit these qualities, (the soft skills, better known as people skills) are much more likely to be hired and keep their jobs.

***Respect, kindness, and consideration are the basis of politeness, or good manners, and unfortunately these are not always present in today's business world. Staff is often trained to work quickly and proficiently, while simple etiquette is sometimes overlooked.***

## On the Literary Front

Rebecca answers questions from all over the world through this web site and moderates for **TopWeddingQuestions.com** and **IDoTakeTwo.com**. She has written weekly etiquette articles for **Cayman Net News** and has a column in both **SierraStyle Weddings** and **California Weds**. Rebecca has been profiled in the **Davis Enterprise** and **Sacramento Bee**.

Rebecca has contributed to and is mentioned in a number of Etiquette Books. A few of these are:

- **Etiquette voor Dummies, by S. Fox, Jan van de Westelaken, Fontline**
- **Blessed are the Jesus Chicks, by Miranda Bradley**
- **Green Wedding Book, by Mireya Navarro**

She has also contributed to numerous etiquette themed articles in well-known newspapers, magazines, and television networks such as:

- **The Miami Herald**
- **The Boston Globe**
- **The Toronto Sun**
- **The Pittsburg Tribune**
- **Life and Style**
- **Sacramento Magazine**
- **SierraStyle Magazine**
  
- **The Today Show (NBC)**
- **Sacramento and Company (ABC)**
- **ABC News (Internet)**
- **CBS 13**
- **CW Network**
- **My58**
- **KCRA (NBC)**
- **Fox 40**

To watch a sample of my televised interviews, please visit my [\*\*Televised Interview Page\*\*](#).

Immense interest in her videos and articles has caused various sites around the world to post them on their sites. A sample follows:

- **[What's on TV \(UK\) posted a number of Rebecca's etiquette videos.](#)**
- **[The Wedding Gazette posted one of her Vow Renewal Etiquette articles.](#)**
- **[Many of Rebecca's interview videos were posted on a Facebook share page.](#)**
- **[Rebecca's Wedding etiquette video on the My58 network was posted on a Business Communication Blog](#)**
- **[Wedding Bell Invitations posted her article about wedding invitation wording.](#)**

Her comprehensive lesson plans are in demand as more teachers and education specialists find that a basic knowledge of good manners helps create a courteous and considerate student base. In addition, her etiquette booklets, such as the **[Bridal Series of Booklets](#)**, are quite popular.

*Graciousness and professional presence are often absent, but are never unnoticed. With everyone working together politely and well mannered, those served will be loyal customers.*

## **A Sample of Rebecca's Media Contributions**

### **Trick or Retreat: Halloween Etiquette for Parents and Little Monsters Running Amok, Sacramento Bee**

by Leigh Grogan

"And make sure the areas around your home are safe and well-lit. Black suggests moving cars so they don't obstruct driveways. Clear walkways, too. And point out if there's a drop-off in the sidewalk so that kids don't trip and fall."

### **The well-dressed wedding guest. Pay attention to a few rules, but let your sense of style and your need for comfort be your guide, News Observer**

By Samantha Thompson Smith

"The invitation and, increasingly these days, the couple's Web site typically set the tone for the wedding and style of dress. But if it's a 6 p.m. outdoor wedding, it's a harder call and one that seems to trip up even the most fashion-conscious.

Rebecca Black, an etiquette specialist who is a moderator at topweddingquestions.com, says overwhelmingly the most questions she is asked on the site are about what to wear to a wedding.

"We are more casual than we used to be," she says. "Everything is an informal affair now until you are told it's formal." She said part of the reason for all the wedding-fashion confusion is that younger generations didn't grow up with strong role models on appropriate dress for certain events. Even some baby boomers, who might have grown up with parents who were rule-conscious about dress, might have thumbed the rules early on and are now at a loss for what's appropriate. But even she acknowledges that many of those old rules are gone, which only adds to the confusion.

...Black said she remembers when wearing black to weddings was considered taboo. When a mother wore black to a wedding, it was a statement that she didn't approve of the match, Black says. Now, some brides are dressing their bridesmaids and even both mothers in black. But keep in mind the temperature outside."

### **Planning to Say 'I Do' ... Again; Make Sure Your Special Day Is Special, Even if It's the Second Time**

ABCnews.go.com Business— Life Stages

"Experts say the gift registry can be one of the trickiest minefields that encore couples must navigate. Rebecca Black, a California etiquette consultant, says registering is fine to do twice, but be careful what you register for. Do not ask for money, she says. Black says many guests may have already spent a small fortune on attending your wedding and asking for money as a wedding gift is downright "tacky."

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Couples who have all the pots and pans they need might be tempted to list only expensive high-end items the second time around, like that \$800 espresso machine they've always wanted. But, Black says they should think again. "It's a good philosophy for all couples to have a variety on their registry, so guests can spend what they want." And, if you're a wedding guest who has spent hundreds, if not thousands, of dollars on travel, gifts, attire, etc for a friend's first wedding only to have to do the same thing several years later; do you really have to get another gift? Experts disagree on this one. Rebecca Black says, "No, you're not obligated to. A congratulatory note would suffice."

### **Etiquette Makes a Comeback. Keynoter**

by Abigail Mieke Vargus

"Etiquette," as Rebecca Black, an etiquette consultant and principal of Etiquette Now!, explains, "is the protocol that's expected in any situation. Even the skateboarder has his etiquette. If a skateboarder showed up in the clothing we'd expect nerds to wear, they're not going to be accepted by their fellow skateboarders. And it's the same in any situation." In simple words, etiquette is doing what's socially accepted."

### **Tips of the Trade. Sierrastyle Magazines**

by Jennifer Thornton

"According to Etiquette Consultant Rebecca Black, tips should reflect the quality of service received. "Guilt is a big prime motivation for tipping," Black says. "People feel like it is something they must do. But tipping is a part of gift-giving and is optional. Tipping should be used to reward or because intrinsically it feels like the right thing to do."

### **Registering for dollars. The Mercury News and Columbia News**

by Michelle Kaske

"But cash requests have yet to win over everyone. Rebecca Black, who advises brides and grooms on Topweddingsites.com, warns couples against using cash registries. "Guests don't like to be told that they have to give the couple money," she said.

Bridal couples should avoid giving the impression that they feel entitled to anything. "Just because we're getting married," Black said, "doesn't mean that we deserve these things."

### **Etiquette: Surviving the Holiday Office Party. Sacramento Magazine**

by Elena M. Macaluso

"The company party is not the time to hang around with the same old gang. "One of the reasons to even attend the holiday party is to network. This is supposed to be an event of inclusion and celebration," says Black, who also cautions against complaining and gossiping and advises listening more than talking."

### **Business Social Event: An Oxymoron? Miami Herald**

By Gregg Fields

"People dread business social events because it is not business as usual and definitely not social," says Rebecca Black, a California etiquette consultant. "The rules, so clear to us when we are in our cubicles, become a blur."

Her advice: Never forget it's work, starting with the outfit. "If the movie character Erin Brockovich would wear it, don't wear it to a business function," she advises women.

**The Joys and Perils of Office Gift Swaps, Boston Globe**  
**by Joyce Pellino Crane, Globe Correspondent**

"Gift certificates to a bookstore are really safe," said Rebecca Black, "because there's no gender or sexual issue there."

**To Give or Not to Give--Office Gift Etiquette, Augusta Chronicle**  
**By James Gallagher**

"When it comes to giving gifts in the workplace, not all gift giving is equal," said Rebecca Black, an etiquette consultant in Davis, Calif. Gift giver must contend with issues of employee hierarchy, salary differences, and even sexual harassment.

Ms. Black said many businesses have outlined policies that ask employees to exchange gifts with designated co-workers or give only to a designated charity. Some company policies forbid gift exchanges. Employees unfamiliar with a company's rules should ask a manager or co-worker, she said.

**Missing Manners, Etiquette Skills are Essential in the Business World, Toronto Sun**  
**by Joanne Richard**

Manner Maven Rebecca Black, of Davis, California, agrees: "Good manners are the key that opens the doors of opportunity. No one will take a person seriously, or even listen to him, if he has no manners.

... "Interrupting fellow diners rates right up there, too," says Black, who even offers workshops on golf course etiquette, since a lot of business is conducted on the greens, as well as "netiquette," proper social skills for conducting business via technology.

**To read more article contributions and to read articles written by Rebecca, please visit [Etiquette Articles and Interviews](#).**

## **A Sampler of Clients**

- Turner Construction
- Rumsey Indian Rancheria
- California State University, Chico, College of Business
- Noah's Bagels
- Morgan Stanley
- Multiple Sclerosis Society
- The City of Davis
- Infinity Air Inc
- Creative Woman--Wizard of Bras
- McGeorge School of Law
- Sierra Cad/Cam, Inc.
- Pacific Coast Companies, Inc.

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- Northern California Golf Association
- Sandia National Laboratories
- Granite Bay Golf Club
- UC Berkeley Society of Women in Engineering
- The Sutter Club
- The Girl Scouts of Tierra del Oro Council
- UC Davis
  - STEP-UP Leadership Series
  - Delta Sigma Pi
  - Phi Alpha Delta
  - The Center for Engineering Professionalism & Women in Engineering Program
  - The Student Leadership Workshop Series

### **For Pet Lovers**

Rebecca created a new website, [Our Pet Network](#), for those grieving for the loss of their pets, to share their experiences with their pets, pet articles and issues, and links to our favorite animal charities--this site does not accept donations.