



Present

# The Polished PROFESSIONAL

Do you want the professional edge to  
**get that career, job or promotion?**

Does your company want the professional image that will set them apart from competitors and  
**bring in more customers?**

The Sevier Chapter of the American Business Women's Association (ABWA) and The Sevierville Chamber of Commerce would like to announce *The Polished Professional*, an essential seminar for professionals seeking employment or career advancement and for companies who want employees to reflect a certain standard of excellence.

*First & Lasting Impressions -  
How to Manage Your Personal Brand  
with Poise, Presence and Polish*

by **Jacqueline Whitmore**,  
the Foremost Expert and Author on Business Etiquette  
[www.etiquetteexpert.com](http://www.etiquetteexpert.com)

Jacqueline has appeared on ABC's 20/20, CNN, FOX News and CNBC. Her impressive client list includes government agencies, national business and charitable organizations, and some of the biggest corporate names such as Office Depot, Sprint, Humana, Citigroup and Merrill Lynch.

*How to Overcome the  
Fear of Public Speaking*

by **Carole Lyden-Smith of Helix Hair Company**  
[www.carolelydensmith.com](http://www.carolelydensmith.com)

An internationally renowned and respected name in the beauty industry for more than fifty years. She is one of the most high-powered lecturers in the beauty industry and is famous for her role as L'Oreal International's "Charisma Coach."

*Master Your Mingle-Ability*

also by **Jacqueline Whitmore**

According to a survey conducted by an independent research firm, 49% of Chief Financial Officers said their most successful business meetings, outside the office, were conducted at a restaurant. Furthermore, employers say that a person's table manners (or lack thereof) may be a deciding factor in securing a signed contract.

**March 24, 2010  
9:30am to 3:00pm**

**River Plantation Convention Center  
in Sevierville, TN**

**Reservations and payment must  
be made prior to March 17, 2010.  
Please email your contact information  
to [tammysj@me.com](mailto:tammysj@me.com) or call**

**865-428-2780**

*\$50 Seminar Admission  
includes a plated luncheon*

during which attendees will network with others while learning table etiquette and preparing to impress the client over a business meal.