



2009 SDA St. Louis Board

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SDA – St. Louis Chapter

Monthly Meeting Minutes

Wednesday, March 25, 2009

“Etiquette St. Louis”

Engineer’s Club, St. Louis, Missouri

Members Present:

Pat Brown - KAI
Karen Dahl – Mackey Mitchell
Cindy D’Anna - OWH
Stephanie Gauthier - McClure
Julie Lynch – SCI Engineering
Katheryne Morschl – McClure Engineering
Donna Scott – EDM Inc.
Cindy Risman
Jean Tedesco – Tarlton
Kristine Tillitt – EDM Inc.
Danielle Weston – McClure Engineering
Karen Grazzo - CBIZ

Guests Present:

Melenie Broyles (Speaker)
Matt Merrick, Fish Window Cleaning
Rick Petry, Fish Window Cleaning

The Chapter meeting began at 12:00 pm

Chapter Meeting:

- Informal networking.
- Fish Window Cleaning – Corporate Sponsor, Matt Merrick & Rick Petry gave presentation. Franchising 1998. Customer service main goal. Clean solar panels. Uses “green technology” in washing windows. Limit height to 3 story buildings.
- Introduction of Speaker – Melenie Broyles.
- Why is there a market for business etiquette:
 - “Me” driven culture.
 - Technology.
 - Not taught at home.
- Corporate Licensing – To do etiquette programs all over the country.
- First Impressions
 - Visual – how we look.
 - Can negatively impact a person’s career.
 - Posture
 - Eye contact
 - If don’t look someone in the eye, gives an

- impression of dishonesty
- Approachable/Not approachable
 - Crossed Arms – not comfortable; guarded.
 - Hands on hip – parent/teacher posture.
 - Rolling your eyes (showing disapproval)
- Vocabulary
 - Self-criticism – negative.
 - Good grammar – not slang.
 - Avoid big words (especially if not sure of meaning).
- Communication
 - Slowly, clearly
 - Avoid industry “buzz” words.
 - Multiple tones of voice. Tone can be negative or positive.
 - Answer phone – smile it does affect the tone of your voice.
 - Do not chew gum at any time as not professional.
 - Do not type when on phone (can be heard).
 - Do not try to do paperwork as can hear rustling papers.
 - Speaker phone – must have permission from other party. Never answer the phone using a speaker phone.
 - Leaving message – clear and slow. Leave phone number at the beginning and end of the message. Do not go into a 30 minute conversation on voice mail.
 - No profanity. Use of profanity has increased over time.
 - Name tags – high on the right hand side. Other people can look at your name without moving head around.
 - Stand – shake hands. Don’t reach across the table while still sitting.
- Greeting – “Hello” or “How do you do?” (Rhetorical question). Avoid “Nice to meet you” as you really don’t know the person and you may not like them.
- Sincere with words used.
- Conversation skills in business
 - Wait until asked about children.
 - Don’t talk about yourself.
 - Need to learn how to talk about politics and religion without offending anyone. Clients want to know that you are not just stuck in your office (well-rounded). Don’t bring up but when asked should not run from the situation.
 - Can say glad when ads are over.
 - Glad to see those troops come home.
 - If asked who voting for, say in a way that does not attack the other person’s point of view.
 - Vote for a certain person as this one issue is very important.
 - Know your audience.
 - Need the ability not to say anything.
 - Be true to yourself.
- Clothing
 - If look sexy when dress, change clothes. If look okay, change clothes.
 - Sharp, crisp, finished.
 - The biggest catalyst in the etiquette consulting world was the creation of business casual – still dress clothes.
 - Business casual - Hotly requested topic.
 - Professional - Suite/tie for gentlemen; suit for ladies. Can be a pant suit now. Not match and coordinate, but come as one.
 - Long hair on women is considered professional.
 - “Current” look is fine if well maintained.
 - Business casual – more casual fabric, but still dress clothes. (Not golf shirt and khakis).
 - Clean shoes, ironed clothes and proper fit.
 - Casual – jeans even if well maintained is still casual. Jeans – need to be dark, not frayed, or low cut and wear jacket.

- Internally it may not matter, but externally it does as firms have a spectrum of clients. We have to think of the perception around us and all of the clients we are serving.
- Dress codes need to be written for the least common denominator.
- Clips – not professional. Need to be dressier.
- Ponytails (must fix up) or not professional.
- Shoes – cros never okay; flip-flops never okay; opened-toed – should see more shoe than foot.
- H/R, supervisor or partner should address dress code issues so it does not become personal.
- Table Manners
 - Work from outside in.
 - Hold fork like a pencil.
 - One arm in lap, one arm eating.
 - Knife blades always point in towards you – never away from you.
 - How to stop business meeting at a restaurant – crumple napkin and place to left, take care of bill and get up.
 - When not done, resting utensils. Knife across back of plate and fork is at 4 or 5 o'clock.
 - Server knows finish – Fork is upside down and knife is angled at 4 or 5 o'clock indicates you are finished with that course.
 - Sometimes it is hard for women to pay for the bill. So can give credit card ahead of time to host and they can use card when meal is done. Then grab the receipt on the way out.
 - Eat foods that are easy to eat.
 - French onion soup, hot wings or

lobster is not a good food as people watch how you handle it.

- Never apply lipstick at table.
- We can get information from Melenie and then mail it out to the group. Top 10 things to remember.

Meeting adjourned at 1:00 pm. Next meeting is April 22, 2009.