

## *Introduction For*

# Mercedes Alfaro

We brought Mercedes Alfaro in today because (fill-in the blank why I'm here). Her topic today is (fill-in the blank).

Ms. Alfaro is President and Founder of First Impression Management, Inc. and travels throughout the United States presenting training programs to Fortune 500 companies and Universities. Her professional background includes 20+ years of corporate experience working for IBM (including management, project management, customer service and training) and has traveled internationally representing IBM on business to Portugal, Spain, Italy, Greece, Turkey and Latin American countries.

In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette. She is also trained in verbal and non-verbal communication, including Neuro-Linguistic Programming (NLP). She is author of the upcoming book, "Business Dining Etiquette: Where Social and Professional Skills Meet."

She is a member of the National Speakers Association and the Georgia Speaker Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on many television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by the following national newspapers: The New York Times, the Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and the Miami-Herald.

Please welcome, Mercedes Alfaro.