



Office of African-American Affairs
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June 30, 2018

To Whom It May Concern:

It is my pleasure to write this letter of recommendation for **Ms. Paulette Diaz-Reed**, owner and director of the Intercultural School of Etiquette, based in the Hampton Roads (VA) area. For the past two years, Ms. Diaz-Reed has created and presented an annual evening etiquette seminar for undergraduate students through the Office of African-American Affairs, and its GradSTAR program. During this time, she has made a lasting impact on the professional development of student participants by delivering an engaging, high quality, and comprehensive seminar program.

First and foremost, Ms. Diaz-Reed is an excellent communicator and collaborator, who embodies the classic style and grace that are hallmarks of professional etiquette practices. From our initial conversations to our program execution, Ms. Diaz-Reed demonstrated attention to detail and the desire to satisfy her client. At the same time, she adapted well to university procurement and scheduling procedures, providing our office with timely documentation that aided the approval for this inaugural program.

Ms. Diaz-Reed also excelled in tailoring her *Simply Business* presentation to our young adult audience, many of whom had never engaged in this type of training. In a post program survey, students stated that they would “not feel embarrassed” in future professional situations, because they have received appropriate guidance on the social, corporate, diplomatic and cultural norms of etiquette. Overwhelmingly, they agreed that “etiquette is more than table manners” and expressed a new confidence in knowing how to network during the cocktail hour, eat properly at a dining table and engage in dinner conversations to reflect their best selves. Many remarked that they will remember to always “esteem others above myself” – a testament to Ms. Diaz-Reed’s ability to teach with clarity and care.

Students were also impressed with the different perspectives that Ms. Diaz-Reed brings to her work, based on her extensive and varied international experiences. They enjoyed listening to her describe different cultural, business, and social practices gained from her own travels and residency abroad. Some students expressed that they now have a better understanding and greater appreciation for cultural differences, and they will prepare for future global opportunities and semester study abroad courses with greater purpose.

In sum, Ms. Paulette Diaz-Reed is a valued resource for the Office of African-American Affairs; she was also received very well by administrators of the McIntire School of Commerce (our event co-sponsor). We look forward to continuing our working relationship with her, and wholeheartedly endorse her services for corporate, non-profit and educational groups.

Sincerely,

A handwritten signature in cursive script that reads "Patrice Preston Grimes". The signature is written in black ink and is positioned above the typed name and title.

Patrice Preston Grimes, Ph.D.
Associate Dean & Director, GradSTAR Program
Associate Professor, Curry School of Education