



McINTIRE SCHOOL  
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May 24, 2018

Etiquette Smart  
2697 International Parkway, Suite 204  
Parkway I  
Virginia Beach, VA 23452

Dear Madam or Sir:

It is my pleasure to recommend Paulette Diaz-Reed, Founder and Director of The Intercultural School of Etiquette and author of *Simply Business: Corporate & Cultural Etiquette for Globally Minded Professionals*. Mrs. Diaz-Reed has been a featured guest speaker at the University of Virginia, twice presenting and facilitating etiquette dinners cohosted by the Office of African-American Affairs and the McIntire School of Commerce. An expert in her field, she has more than 20 years of international experience as a cultural diplomat and military spouse.

Mrs. Diaz-Reed shared her wealth of knowledge and experience with 30+ undergraduate students interested in broadening their global mindset and better understanding intercultural etiquette. A masterful speaker and confident presenter, Ms. Reed presented on etiquette for a variety of events and situations, ranging from informal business receptions to diplomatic and state dinners. She addressed cultural differences and expectations across continents, including dress code, host/ess gifts, proper communication, and seating arrangements.

I remain impressed with Mrs. Diaz-Reed's passion for educating young people. Her energy and commitment to her craft is apparent throughout her presentations. She inspires a new generation of global leaders on how to navigate the boardrooms and dinner tables in today's ever-changing environment.

Sincerely,

A handwritten signature in black ink that reads "Emma Candelier".

Emma Candelier  
Assistant Dean, Graduate Marketing & Recruiting