



Fogelman College students attend the Business Etiquette Dining Program.

## BUSINESS ETIQUETTE DINING PROGRAM

Etiquette training, a component of the Fogelman Promise Initiative, is designed to teach students proper dining behaviors and casual conversation protocols in the business world. Dr. Barbara Davis, associate professor of management, coordinates the program.

Program participants attend a business reception and four-course dinner held in the Fogelman Executive Center. A Certified Etiquette Consultant, Ms. Debbie Neal, provides practical instruction on dining, networking, and conversing for business. In addition, each participant receives a customized etiquette guidebook. The cost for students who participate in the program is only \$5, although estimates of similar programs in business are from \$100 to \$150 per person.

Graduating seniors currently enrolled in Management 3510, Business Communication, are given first priority to attend the sessions. Sessions will be offered every semester (spring, summer, and fall) with the goal of providing each Fogelman College student an opportunity to participate in the program.

Students have been very enthusiastic and engaged in the sessions. The participants rated the session excellent overall and commented positively on all facets of the program including the location, price, and program content. While providing comprehensive instruction on business protocols, this program is delivered in a practical, interactive format that is designed to improve students' social and soft skills. This in turn is intended to enhance students' self-confidence, and ultimately their effectiveness at attaining, retaining, and advancing through organizations into

leadership positions.

I would be very happy to discuss the program with you further. For more information about the Business Etiquette Dining program, please contact me.

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## FOGELMAN COLLEGE TRADITIONS

The word tradition comes from the Latin *traditio*, acc. of *traditio* which means "handing over, passing on", and is used in a number of ways in the English language. Traditions form a part of custom that involves a practice, habit, belief, or folklore that is passed from person to person or generation to generation. Traditions are practices or beliefs that create positive feelings and are repeated at regular intervals. Effective traditions promote a sense of identity and a feeling of belonging.

Many universities have traditions such as drinking water from a fountain at the University of North Carolina to gain wisdom, walking a boardwalk at the University of Central Florida that brings luck to all who travel along it, and rubbing a stallion statue at Texas State University to provide good luck in exams.

Many traditions are hundreds of years old, but each tradition has a time and place of origin and has been continued over time. An institution with the age and prestige of the Fogelman College deserves a tradition that will unite students and faculty and serve as a source of pride and good memories for graduates who want to return to the campus to relive the tradition. Eight traditions have made it to the final round for selection. More news will be forthcoming in the weeks ahead. I welcome hearing your thoughts as we continue to develop our new tradition.

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