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Professional speaker teaches the ins and outs of manners

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Kathleen D. Pagana used to be a professor of nursing, but now she is a speaker, writer and consultant when it comes to matters of business etiquette.

Her most recent book, *Bread Butter and Beyond*, teaches new professionals and many others the ins and outs of business etiquette.

"Business etiquette is the missing link," Pagana said. "I see the value of it. I taught for 23 years and we should have taught about etiquette too."

Pagana recently spoke to Lycoming College Integrated System Management students, a lecture titled "Avoiding Business Etiquette Blunders."

But she has other speeches also, titled, "Bread, Butter, & Beyond: Dining Etiquette;" "Momentum Leadership;" "Failing Forward to Success;" "Balancing Your Life by Managing Your Time;" and "Women and Fitness: Finding the Time."

Recently she gave her talk, "Avoiding Business Etiquette Blunders," to a group of students at Lycoming College.

At the two-hour seminar, she taught students how to properly shake hands, how to know which fork is the correct one to use in formal dining and how to avoid some basic business etiquette blunders.

"Prospective employers often assess a job candidate's style of interaction and social etiquette when interviewing for a position," Anne Landon, coordinator for the Institute for Management Studies, said. "Programs such as this give our students a competitive edge."

Pagana said business etiquette training for young people puts them on a level playing field with key players in the business world. "I call in the etiquette advantage," Pagana said.

Pagana got into the business etiquette public speaking sector because someone that was supposed to give a presentation was sick.

"When I finished teaching here at Lycoming, I started speaking nationally and there is a company that I do a lot of seminars on presentation skills for. They do a seminar on business etiquette and they asked me to fill in for someone that was on maternity leave and I found that I absolutely loved it," Pagana said.

"When I did that presentation for them, I saw how important it was," she said.

Pagana even penned her own book last year that describes etiquette situations in the form of questions, with the correct answer paired with them.

"The book is set up with questions and answers," she said. "It's fun to read, and it has pictures with it. It's that style because etiquette has to be fun."

Pagana said that she has some all day seminars and has lots of stories that go with the ideas she presents.

"I keep track of the stories people tell me so I can relay them during my presentations," she said.

Pagana spends her time talking to not only young adults but also those who have been with companies for a long time.

She recently was offered a book contract and will begin writing a longer, more detailed version of "Bread Butter and Beyond."

"It's all been building towards that," she said.

Pagana said when she started that she thought her target audience would be people between their 20's and 30's, but it has appealed to other age groups too.

"I'll do a program and people that are 55 and 60 will come up to me and said they loved it. They tell me

Article Photos



ALISSA EATON/Sun-Gazette
Christi Groller and Kayla Scott, Lycoming College students, learn dining etiquette at a recent seminar, where Kathy Pagana spoke.

Fact Box

The How-to's:

- How to make an introduction: Figure out who the "person of honor" is and say their name first. Next, present the other person and say something about him or her and then say something about the person of honor.
- How to correctly shake someone's hand: Extend your hand with your thumb up and connect web to web and pump two to three times.
- How to break the ice with small talk: Use this simple acronym: OAR: observe, ask questions and reveal information about yourself. Also, stay away from taboo topics like politics and religion.

they learned tips they didn't know," Pagana said.

Pagana has worked with banks, insurance companies and other companies where employees work with the public.

She said one of her favorite companies to work with is Quest Diagnostics, a company which provides diagnostic testing. She usually speaks at the company's IBM training center in Palisades, N.Y.

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