

# Stephanie A. Horton

**P.O. Box 447; Grapeview, WA 98546  
360-275-7370**

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Stephanie A. Horton is a professional speaker and trainer, specializing in business etiquette and dining, networking and customer service, with emphasis on “the power of common courtesy” through her business, Top Dog Etiquette (est. 1997). She is the author of “Are Bad Manners Driving your Clients Crazy?” (2008) and “FULL HOUSE: Selling Rooms & Space with Style & Grace” (1998), and is the creator and instructor of Highline Community College’s Event & Meeting Planning Certificate Program (est. 2001). Stephanie is a communications generalist, with education and experience ranging from television broadcasting and hospitality sales to meeting/event planning and credit union/forest industry communications/marketing. She is also an approved contractor (trainer/presenter) with the Washington State Department of Personnel through June, 2009.

**Top Dog Etiquette, LLC, Owner** **Grapeview, WA** **1997-present**

Professional speaker, trainer and author, specializing in business etiquette and dining, customer/guest services, networking, professional presence, presentation skills and high-tech etiquette. Signature programs include Stephanie’s Charm Farm™ Executive Etiquette seminar series and Server School.

**Highline Community College, Instructor** **Des Moines, WA** **2001-present**

Creator and instructor of Event & Meeting Planning Certificate Program; nine-credit program offered every spring. Also, taught Cultural Awareness, Customer Service and Conference & Banquet Management.

**Washington State Employees Credit Union** **Olympia, WA** **2001-2005**

**Media/Special Events Administrator/Writer**

**Marketing Department**

- Planned and managed events such as the annual meeting (500+), all-employee ALL STAR Training & Recognition event (450+), Board of Directors retreats, WSECU town meetings across the state, executive team building events, and new branch openings, among others.
- As media buyer, wrote ads and purchased local media ads for statewide branches in support of local marketing campaigns and public relations efforts.
- As writer, in addition to writing and editing quarterly newsletter (122,000+ members), prepared board of director election materials, and wrote multiple marketing materials, such as articles for the website, product/service news, brochures, consumer education materials, Visa and statement messages, and press releases.
- Served as Acting Manager of Business Development and Volunteer Rep Program, which encompasses more than 800 volunteer member representatives statewide.

**Senior Training Officer**

- Created and taught courses/seminars/individual counseling in cross selling, writing, telephone skills (at branches and call center), customer (member) service, business etiquette and professionalism at corporate headquarters and statewide.
- Developed internal website training “manual,” including menu and sign-up features.

**International Association of Public Markets**                      **Seattle, WA**                      **1998**  
**Seattle Event Manager**

Managed local aspects of international conference as independent contractor. Included coordination of conference with East Coast Industry event manager, negotiation of hotel and vendor contracts, guest speakers, transportation, and on-site supervision for welcome reception, industry representative cruise, conference general session and breakout sessions.

**Pike Place Market**    **Seattle, WA**                      **1997-1998**  
**Event Manager, Taste of Washington Farms**

Managed annual public event as an independent contractor. Included all aspects of event organization and implementation, including exhibitor public relations and invitations, event design and layout, marketing and press releases and on-site press relations, volunteer recruitment and management, and communications to Market staff and Board of Directors.

**Weyerhaeuser Company**    **Federal Way, WA**                      **1993-1997**  
**Manager, Meetings and Events**

- Established and managed preferred hotel and meetings program in conjunction with company's travel consolidation in 1993.
- Marketed products and services through internal articles and employee forums across the country.
- Negotiated preferred hotel contracts; produced hotel directory.
- Increased meeting planning services from 0-350 meetings in three years.
- Developed software interface system between travel agency and company to capture air/hotel activity, event history and cost savings data.
- Created and managed annual travel trade show, featuring preferred suppliers.
- Represented Weyerhaeuser as a member of local/national travel industry associations.

**Weyerhaeuser Company**    **Federal Way, WA**                      **1988-1993**  
**Communications Manager**

- *Weyerhaeuser Company Foundation and Corporate Contributions.* Managed internal/external communications; wrote and produced two annual reports and two employee training videos; conducted training seminars, provided consultation for United Way and Savings Bonds campaign communications.
- *Weyerhaeuser Pacific Rim Bonsai Collection.* Served on task force for the design, development and opening of the collection; responsible for all public relations events, press relations and printed materials; managed public relations contract, and subsequent to the opening, served as Communications Manager and Public Relations Manager for the Collection specifically.
- *Clemons Tree Farm 50<sup>th</sup> Anniversary.*  
Managed internal and public celebrations held at multiple venues, including events design, logistics, speakers, coordination of video history production, all press-related matters, including press releases and on-site press conference and coverage; community liaison and project team member with the City of Montesano (home of the nation's first tree farm).
- *Washington Timberlands "VIP" Helicopter Tour Program.* Managed ongoing program, from invitations to flight logistics. Program enabled forest industry decision makers, partners and press to view tree farming and forestry practices firsthand.

<b>Washington State Employees Credit Union Marketing Supervisor</b>	<b>Olympia, WA</b>	<b>1986-1988</b>
<b>Pacific Select Management/Bayview Inn Director of Sales</b>	<b>Bremerton, WA</b>	<b>1984-1986</b>
<b>Sheraton-Spokane Hotel Guest Service Director; Convention Sales Manager</b>	<b>Spokane, WA</b>	<b>1982-1984</b>
<b>KING-TV News Producer and Writer</b>	<b>Seattle, WA</b>	<b>1982</b>
<b>KXLY-TV Director of Public Affairs; "Noon Show" Producer; Host</b>	<b>Spokane, WA</b>	<b>1980-1982</b>
<b>Weyerhaeuser Company Executive Assistant to the Vice President, Weyerhaeuser Company Foundation Legal Assistant to the Vice President and General Counsel</b>	<b>Federal Way, WA</b>	<b>1972-1978</b>

#### **Professional Organizations/Community Involvement**

Chambers of Commerce – North Mason, Port Orchard, Poulsbo  
Easter Seal Society; 1984 Telethon Host and Media Consultant  
Hospitality Sales & Marketing Association International  
Meeting Professionals International; Board of Directors (1996)  
National Association of Catering Executives  
National Miss American Miss Contest Judge (2008)  
National Speakers Association  
Puget Sound Business Travel Association; Board of Directors (1995-96)  
Tacoma-Pierce County Convention and Visitors Bureau  
Washington Restaurant Association  
Washington State Hotel & Lodging Association; Board of Directors (2002)  
Washington State Special Olympics; Board of Directors 1982; Producer, television special:  
"Winning Isn't Everything...the Story of the Washington State Special Olympics"  
YMCA Gig Harbor, volunteer

#### **Education**

The Protocol School of Washington; International and Business Etiquette Certification (1997)  
Convention Liaison Council, Certified Meeting Professional, "CMP" (1995-2007)  
University of Washington; Bachelor of Arts, Communication/Television Broadcasting (1980)

<p>For more information, please contact Stephanie at 360-275-7370.  PO Box 447; Grapeview, WA 98546, or visit her website at <a href="http://www.topdogetiquette.com">www.topdogetiquette.com</a>  Thank you!</p>
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