



Outclass the Competition Outdoes Itself!

April 2, 2012 -- Corporate etiquette and projecting a professional image was the business at hand for East Carolina University's 1st Annual Shelton Outclass the Competition event held on March 22nd. Forty students and eighteen faculty and staff assembled for a workshop conducted by Kay Leonard, chief of protocol at the Joint Special Operations University in Tampa, Florida. With twenty-five years of experience, Leonard is an expert at helping people develop etiquette and protocol intelligence that will distinguish them from the crowd.

The all-day event replicates a program based at N.C. State University's Gen. Hugh H. Shelton Leadership Center. It covered a range of topics including proper greetings and introductions, business card protocol, networking/mingling etiquette, business entertaining skills, receiving line protocol, and dining etiquette. Attendees applied some of their skills at a formal luncheon in between sessions.

"Social skills are prerequisites to succeeding in business and social life. In today's competitive business arena, having suitable table manners, knowing how to carry on a polite conversation, being able to introduce people without falling all over oneself, and being aware of simple rules of courtesy can give a young professional, and even many executives, an advantage. ECU is the leadership university, and good manners go hand-in-hand with leadership," said Mandee F. Lancaster, director of ECU's Shelton Leadership Challenge and organizer of Outclass the Competition.

Faculty and administrators from across the university nominated the participating students. All but two of ECU's colleges were represented along with Military Programs, the Division of Student Affairs, Office of Institutional Planning Assessment and Research, Student Engagement and Outreach Scholars Academy, Office of Engagement, Innovation and Economic Development and Middle School Innovators Academy.

Outclass the Competition launches ECU's participation as a licensee of the Shelton Leadership Challenge, which offers leadership curriculum and practice learning to high

school students. The university will debut the ECU Shelton Leadership Challenge in July 2012 to qualified students from across the region.

ECU's Office of Engagement, Innovation and Economic Development and the ECU Division of Students Affairs offered the course. ECU's Champions of Freedom Fund sponsored the day's events with assistance from state appropriations.

For more information on Outclass the Competition or the Shelton Leadership Challenge, visit <https://www.ecu.edu/cs-admin/oeied/ECU-SLC.cfm>.

