

Etiquette Means Giving Back

Windermere's "Etiquette Guru" gives back to the community.

By Kaitlyn Teabo

Sabrina Samuels of Windermere may live up to the name some media gave her—Etiquette Guru—by teaching classes on how to properly dine at a fine restaurant, but to her, etiquette means much more than just manners. She believes etiquette is about morals, respect, interaction with other people and being the best you can be.

To spread her knowledge of etiquette, Samuels founded Beckman Etiquette in Windermere, a business not just aimed at helping people be polite, but one that strives to help each student reach their full potential. The business is named after Samuels' father, as he encouraged etiquette to be a part of Samuels' life.

Samuels insists that to possess proper etiquette, one must first be fully confident in themselves. This is why she also provides self-esteem classes, where she teaches how to properly greet someone, how to walk with confidence, how to dress for success and how to find one's own strength through meditation.

"My goal is to help people be the best they can be by showing them the talents they might not have known they had," Samuels says.

Claudia Balarin, 20, has become inspired by Samuels after taking a few self-esteem and etiquette classes. In just a short amount of time, Balarin says Samuels has made an impact in her life.

"She taught me the importance of keeping a peaceful and clear mindset through meditation, and how to see the beauty in others and our surroundings," Balarin says.

Samuels' urge to help others came from the pain of losing both her parents at a young age. It was hard for her to deal with at the time, but it has helped propel her to be who she is today. The last thing Samuels' mother told her was that she has a gift and to use it to help people.

Samuels did not want to let her mother down, so not only did she help people through Beckman Etiquette, but more importantly through giving back to the community. Samuels devotes much of her time volunteering around Central Florida, including as a member of Central Florida Women's League of Windermere for the past five years.

"I believe the greatest gift in the world is giving humbly from our hearts," Samuels says.

Samuels has volunteered and donated to various charities and organizations through her commitment to the Central Florida Women's League, including the Boys and Girls Club, Canine Companions, Florida Symphony, in which grants provided scholarships to 20 students, New Beginnings outreach program, helping disadvantaged men, women and children in the Central Florida area, and the Orlando Regional Medical Center.

While Samuels devotes her time to each of these organizations, she also devotes her wisdom as the Etiquette Guru. She helps in any way she can, even if it is just giving advice to adults about how to take better care of themselves.

"It is a joy that just by giving my time I can make a difference in someone's life," Samuels says. **■**



PHOTOGRAPH BY SABRINA SAMUELS

Sabrina Samuels, known as the "Etiquette Guru."

For more on Sabrina Samuels and her etiquette advice, go to CentralFloridaLifestyle.com.