



“Etiquette... it’s more than what you think. It’s not just table manners. We’re raising the bar in effectively teaching confidence enhancement, image development, business and social etiquette & protocol.”

*Sabrina Samuels,
Founder Beckman Etiquette*

Since 1982 Sabrina Samuels has taught hundreds of people invaluable skills through her seminar programs for business, women, teens and children. Dubbed by the media as “The Etiquette Guru,” her teaching resonates with her students for life. Here is what some of her recent clients have to say.

Kimiah Hicks’ mother and grandmother speaking about Beckman Etiquette: *Kimiah initially participated with Beckman Etiquette in 2007 and the program has been a tremendous asset to her development. Kimiah is now a tenth grader and a honor roll student. She is an extremely motivated and hardworking student. She has been awarded an apprenticeship from the Center for Contemporary Dance sponsored by the National Endowment of the Arts.*

Kimiah personally feels the Beckman Etiquette program has helped her with her interpersonal skills when communicating with people of all ages and to maintain a positive self image. As a parent I am extremely appreciative my daughter had the opportunity to participate in such a wonderful program at Beckman Etiquette. I would not hesitate to recommend this program.

**Dr. Kimberly M. Hicks &
Dr. Barbara McClean Smith**



Sabrina Samuels and Kamiah Hicks



Recent graduates and their mothers at one of the 2012 Beckman Etiquette programs held at The Ritz Carlton Orlando, Grande Lakes for their luncheon program at The Vineyard Grill. From left to right: Sophia LeJeune, Patricia LeJeune, Gray Hudson, Julie Hudson, Arden Gill, Carrie Gill, Elizabeth Gill, Lauren Ludewig, Claire Anderson, Jill Anderson, Sabrina Samuels.

We first met Mrs. Samuels when she presented a short etiquette program at The First Academy. Elizabeth was in the fifth grade and I thought it would be a good time for her to learn some of these skills that would help her move forward. We then put together a class with some of the other students and they learned how to build their self esteem, proper etiquette, poise, social grace and how to speak and communicate effectively. When Arden was in 7th grade I decided she was ready and we put together another class. I have seen what this program can do long term and how confident the girls are.

Mrs. Carrie Gill



My daughter, Gray, is a softball player and in the dirt all the time. She’s a little more shy than some of the other girls and needed someone to help pull her out a little bit. It’s been very good for her. She’s remembered everything that Mrs. Samuels has taught her, and it has been a lot. She even corrects us at the dinner table now.

Mrs. Julie Hudson



My daughter, Claire, participated in Mrs. Samuels’ program with a few of her friends this fall. The very first week, she enjoyed learning about proper and appropriate makeup application. Then, she was excited to come home and show us how to sit, stand and walk like a model. She learned interview skills and table



manners. She seems much more confident in knowing what is appropriate for different settings.

Mrs. Samuels is delightful and truly enjoys working with the girls. She is a great role model!

Mrs. Jill Anderson



Out of all the things my parents have invested in for me, this has definitely been the most important thing. I have been able to be successful in so many different things. I can jump in and be comfortable in any situation knowing what to say and how to handle even the most awkward situations. It’s led me to realize I have a heart for public speaking, the news and the media.

Ms. Elizabeth Gill



Elizabeth Gill

To find out what Sabrina Samuels can do for you, please contact her today.

Beckman Etiquette
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