

**Ms Syndi Seid**  
**World's Leading**  
**Etiquette Trainer & Celebrity Speaker**



**Syndi Seid** is the recognized world's leading authority on business protocol and etiquette and has appeared on ABC's *Good Morning America*, CBS' *Eye on America*, Fox's *Trading Spouses*, HGTV's *Party At Home*, and Discovery Channel's *Picture This*.

Major companies such as Hewlett-Packard Worldwide, Sprint International, National Semiconductor, Marriott Hotels, Mandarin Oriental Hotel, and the Miss Universe Pageant trust her to train their employees to avoid social faux pas that could lead to major business and political blunders.

As founder of Advanced Etiquette worldwide—with affiliate offices in Beijing, China and Chennai, India—Syndi travels the world to help senior executives, business professionals, and main-line employees overcome fears and insecurities to gain poise, confidence, and authority in all business and social situations, anywhere in the world.

Syndi is the Etiquette Expert for Staples.com and was a contributor to the book, "Business Etiquette for Dummies." She has authored and co-authored three books, with her second book became a #1 best-seller on Amazon.com, titled *The Law of Business Attraction*.

As the first Asian graduate of both The Protocol School of Washington, in D.C. and the Emily Post Institute, Syndi earned their highest levels of certification, including Certified International Protocol Officer and Corporate Trainer. She lives in the San Francisco Bay Area with her husband Ron Hildebrand and is active in the National Association of Women Business Owners (NAWBO), San Francisco Small Business Network (SBN), Women Impacting Public Policy (WIPP), and the Nob Hill Association (NHA).

In her leisure time Syndi likes to relax at home. She enjoys cooking new and innovative meals, wine tasting, the arts of all kinds, and is always eager to travel and experience something new.

To learn more about Syndi and view her popular etiquette newsletters at [www.AdvancedEtiquette.com](http://www.AdvancedEtiquette.com).



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