



## Celebrating 2011, Cheering in 2012

Yes, we have lots to celebrate! For a few of you, you may be thinking about how difficult 2011 has been and you can hardly wait to put it behind you and start fresh, but come on. . . let's find the grateful, amazing moments of growth and success from 2011 and embrace and celebrate those moments. Even in times of struggle, there is a lesson that shines through that teaches us something for the future. You will have a better 2012 simply because you lived through the good and bad of 2011.

I am hoping, too, that the 2011 holiday season will be memorable for how smoothly your events sailed, the incredible revenue that you generated and how happy you made your clients. Now, with the end of the year drawing so near, you already know what's coming – a busy January where we can barely take a breath (and you know you love every minute of it!)

So as you start looking forward to the excitement of cheering in 2012, here's just a few thought/reminders to mull around in that busy, creative brain of yours:

1. Send all of your holiday event thank you notes and follow up with a phone call to re-book for 2012. Might as well start now!
2. Make a list of your best clients from 2011 and call them first to wish them a Happy New Year and discuss their event calendar for 2012 – our best clients deserve first choice at the best event dates!
3. Man the phones! January is known for NON-STOP phone calls, so make sure you have good phone coverage so clients get a "live" person most of the time. This is sometimes very difficult, so if message do go to voicemail, a same-day response is a must!
4. Make a list of all of the people (both event prospects and industry vendors) that are on your "MUST MEET!" list for 2012.
5. Plan your educational enrichments for the year. There are LOTS of choices when it comes to conferences, seminars, etc., and the most important thing is to plan for and do SOMETHING. Make a list of the things you want to learn or fine tune in your knowledge base this year and then look for the opportunities that match your list. We need to constantly be growing, both personally and professionally, and keeping ourselves motivated.
6. Get a fresh start! Clean out files, cabinets and de-clutter your office! A clean and efficient workspace makes for a more productive and happier you!
7. Challenge yourself to make 2012 new business all about the relationships you will build and cultivate and less about "cold calling". Besides, it is so much fun and WAY easier!
8. Renew, Refresh, Celebrate! Take a breath, reflect upon everything that was SO RIGHT in the world in 2011 and celebrate your personal and professional successes. Smile, thank your team, get a foot massage, sip some champagne and read the "love letters" you get from your happy clients!

For more information on the Beverly Clark Hospitality Training Programs,  
please contact Lynne LaFond DeLuca at [lynne@beverlyclarkenterprises.com](mailto:lynne@beverlyclarkenterprises.com)  
and visit our website at [www.beverlyclarktraining.com](http://www.beverlyclarktraining.com)

Beverly Clark Enterprises  
114 East Haley, Suite K Santa Barbara, CA 93101  
800.933.3434 - 805.560.3604