

Closing Thoughts for 2009. . . Rejoice, Renew, Refresh!

As we close out our event season for 2009, Beverly Clark Hospitality Training would like to thank our loyal readers and followers for a great year. If we could hug you all right now, we would!

Highlights:

- new and strong relationships were forged with the **incredible** talent in this amazing business of special events (you all still can blow me away with your amazing ideas!)
- the webinar series was embraced by the industry as a low cost way to get specific topic training into the hands of the industry
- the Beverly Clark Hospitality Training newsletter got **"crazy good"** reviews by the almost 18,000 followers who receive it every month!
- I was selected as one of the 2009 ISES Masters for their "Meet the Masters" event
- We certified more catering professionals this year than ever before in the history of Beverly Clark Training as "Certified Beverly Clark Wedding Professionals" WOW!

I could go on and on, but my point is that there is always a silver lining, always a positive that we can focus on in our industry. I know that 2009 pushed a lot of us to what we thought were our limits. . . We, as a group, are one of the MOST creative, entrepreneurial, resilient and forward thinking industries I know, so use your knowledge and most importantly, your **RELATIONSHIPS** to make whatever changes are necessary for 2010. If you need to open up to some new markets, do it. If you need to re-position yourself, do it. If you just need a fresh new look and updated website and collaterals, make it happen. Start 2010 with a renewed sense of excitement and passion for all that the special events industry brings to all of us. That being, **joy** in creating days that last a lifetime in our client's memories; a **sense of accomplishment** in our part of that achievement; the **financial rewards** that come with reaching your goals; and the **knowledge** that when we are old and grey, boy, will we have great stories to tell about all the fun events we had a hand in planning!

Looking forward to meeting more of you personally in 2010 (it's one of MY goals!) I am here to help you take your business to the next level and achieve your goals – let me know how I can help!

Lynne

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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