

**Colleen A. Rickenbacher, CMP, CSEP, CPC, CTA**  
**Colleen Rickenbacher, Inc.**  
**Biographical Information**

Colleen Rickenbacher is a business owner, author, speaker, trainer and consultant.

Speaking engagements on the importance of protocol and etiquette in your professional and personal life have taken Colleen around the World. She can be seen and heard regularly on national television and radio.

Colleen was recognized by *Meeting News Magazine* as One of the Top 25 Most Influential People in the Meetings Industry. Most recently she was inducted into the Hall of Fame and awarded the Lifetime Achievement designation by *Texas Meetings & Events* magazine, which is their highest honor.

Her book *Be On Your Best Business Behavior* covers all areas of practical business and dining skills. The tips she provides will strengthen your image and provide the necessary guidelines to you and your organization. It is never too early or too late to learn skills that will separate you from your competition. No matter where you are in your career, you never want to leave money on the table because you did not have the proper business and protocol skills to close the deal or to retain your important clients and customers.

*Be On Your Best Cultural Behavior* covers the proper etiquette and protocol in 33 countries. These guidelines will allow you to navigate globally in our international climate whether you do business in other countries or never leave your backyard.

Her latest book with co-author Edward Scannell is *The Big Book of People Skills Game* (McGraw-Hill). These quick and effective activities are designed for making great impressions, boosting problem-solving skills and improving customer service.

Colleen's speaking engagements are extensive and she has been featured in numerous meeting industry publications.

Colleen has achieved her Certified Meeting Professional (CMP), the Certified Special Events Professional (CSEP), her Certified Protocol Consultant (CPC), and most recently her Certified Tourism Ambassador (CTA).