

NATIONAL **Jeweler**network

Tips of the Trade firm offers trade-show coaching

March 21, 2007



Industry veteran Ruth Fell Failer has launched Tips of the Trade, a trade-show consulting firm.

Los Angeles—Ruth Fell Failer, formerly co-owner and vice president of sales and marketing for David H. Fell and Co., the California-based refiner and manufacturer of precious metals, has launched Tips of the Trade, a trade-show consulting and solutions firm.

Failer's new firm will offer interactive workshops and individualized coaching on such topics as sales, booth etiquette, pre-show marketing and post-show follow-up.

Failer, a Women's Jewelry Association-Los Angeles Chapter board member, brings to the business more than 16 years experience in organizing and participating in more than 150 trade shows. Her background also includes retail sales and management, and outside selling. During her time at David H. Fell and Co., Failer acted as designer of the company's customer-service policy, which, along with an advertising campaign she created, earned the jewelry industry's "2000 Best Designer Supplier Award" from the Contemporary Design Group.

Failer is available for customized classes and speaking arrangements, and her firm is currently offering special three-day service packages. Her clientele includes exhibitors, trade-show organizers, association members and retailers.

For more information on Tips of the Trade, call (626) 254-9369 or e-mail ruth@besttipsofthetrade.com