

Failer Launches Tradeshow Consultancy Company

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Ruth Fell Failer, previously the co-owner and vice president of sales and marketing for precious metals refiner, [David H. Fell & Company Inc.](#), has launched [Tips of the Trade](#), a trade show consulting and solutions firm offering interactive workshops and individualized coaching in sales, "boothmanship," (booth etiquette), pre-show marketing, and post-show follow-up. Failer's clientele includes exhibitors, trade show organizers, association members, and retailers in all industries.

Failer's experience includes more than 16 years in organizing and participating in more than 150 trade shows. Her background also includes retail sales and management, and outside selling. She designed the template for DHFCo's customer service policy, acted as a liaison between employees and customers, and created the quarterly newsletter called The DHF Report. Her advertising campaign along with a strong customer service policy earned the jewelry industry's 2000 Best Designer Supplier Award from the Contemporary Design Group.

Failer has been a member of [Women's Jewelry Association](#)-Los Angeles Chapter since 1998 and is currently serving a two-year term on the WJA-LA Board of Advisors. Additionally, she is a member of the Contemporary Design Group and American Society for Training and Development-Los Angeles.

For more information, call (626) 254-9369 or email: ruth@BestTipsofthetrade.com. A new Web site, www.BestTipsofthetrade.com, is under construction and will be launched in April.