

FOR IMMEDIATE RELEASE

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**RUTH FELL FAILER LAUNCHES 'TIPS OF THE TRADE'**

LOS ANGELES (Mar. 19, 2007) — ... **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 exciting, 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.

“I make house calls, and will come to your office or trade show with customized classes and speaking arrangements,” said Failer.

Failer’s experience includes more than 16 years in organizing and participating in over 150 trade shows. Her extensive 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. Ruth 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.

Failer is available for facilitating workshops and speaking engagements at trade shows. Additionally, her firm is offering special three-day service packages for exhibitors; show organizers and associations and/or their members.

For more information on **Tips of the Trade**, please call (626) 254-9369 or email: [ruth@BestTipsofthetrade.com](mailto:ruth@BestTipsofthetrade.com). A new web site — [www.BestTipsofthetrade.com](http://www.BestTipsofthetrade.com) is presently under construction and will be launched in April.

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