

Cathedral City woman takes manners, etiquette seriously

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Written by
Lorena H. Stone
The Desert Sun

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Some of the things Venturini sees as etiquette no-nos today for teens and young adults are walking around with heads down, pants sagging and headphones plugged in.

"You can't walk into a room like that. I want them to be aware that these things might be OK right now but not when they get out into the business world," Venturini said.

Venturini acquired her etiquette expertise not only from her parents but from her experience hosting large formal corporate dinners.

If she had a question about a certain social grace, she said she extensively researched the topic, making sure that every guest's need was taken care of and the event went off without a hitch.

Venturini was inspired to start her company, Scholastious, after working for large companies such as Kaplan University and Unileys Corporation and seeing the lack of business and social etiquette many co-workers possessed.

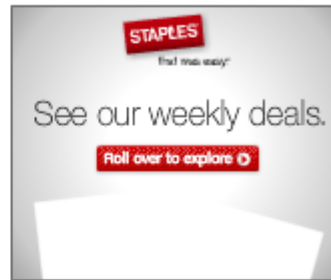
"Swearing in front of a customer is one of the biggest social mishaps I have seen in the workplace," Venturini said.

Drinking too much at businesses functions and not familiarizing oneself with other people's customs are two big mistakes Venturini witnessed in her corporate career.

In addition to helping teens learn social graces, Venturini assists parents and students in tackling college admissions information.

Through Scholastious, she evaluates students academic standing, comprises a list of colleges best suited for the student and devises a plan for meeting application deadlines.

When not reminding students to keep their elbows off the table, Venturini is an accomplished equestrian and pianist and loves to Argentine tango with her husband. She also admits to being a high-end Italian shoe-a-holic.



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