CALLISTA GOULD, CERTIFIED ETIQUETTE INSTRUCTOR

DES MOINES, IA – April 11, 2009 – **Callista Gould** is a certified etiquette instructor and an award-winning speaker. She has given etiquette lectures across the U.S. and also in China. She is a member of The Etiquette Institute of St. Louis and her expertise is in Business and Social Etiquette, as well as Civility and Ethics training.

Gould’s career experience includes leading the public relations department for Amana Appliances and advising executives on media relations and protocol. Prior to Amana, she was at Sony Music in Chicago, where she specialized in marketing celebrities and event planning for artists such as Celine Dion, Billy Joel, Mariah Carey, Luther Vandross, Ozzy Osborne, Pearl Jam, and Korn.

Her most recent experience includes working in New York City and Stamford, Connecticut as Director of Marketing for InterTech Media, where she trained personnel from radio stations across the country on website and email promotions. She has also interned at the National Journalism Center in Washington D.C. and worked in public relations for Johns Hopkins Hospital in Baltimore.

Gould has an MBA from Loyola University of Chicago and BA in English from the University of Iowa. Her articles on business etiquette can be seen in *The Des Moines Register.*

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