



**Not your ordinary
specialty tea expert...**

Lisa Boalt Richardson

**Published Author
Keynote Speaker
Educator and Trainer
Marketing PR Specialist**

“Tea time is anytime,” says Lisa Boalt Richardson describing the cultural relevance of specialty teas to the nation. As one of the foremost authorities in the specialty tea industry, Lisa knows exactly what she is talking about. Advancing to the highest level of certification by the Specialty Tea Institute, she is one of the first 15 in the world to be a **“Certified Tea Specialist”** and is also trained and certified by the prestigious Protocol School of Washington in Tea and Etiquette®.

Lisa travels the country speaking at conferences and special events relating to culinary and specialty tea audiences such as Metropolitan Cooking and Entertaining Show, World Tea Expo, and Emory University. Lisa also uses her expertise in marketing to consult with tearoom owners on strategies to increase customer awareness and sales. In addition, she teaches training courses for hotels, culinary programs such as Le Cordon Bleu, tearoom management and wait staff on proper service of afternoon tea.

As the former President of the Southern Association of Tea Businesses, Lisa arranged for the association to partner with the 2007 World Tea Expo to increase visibility and exposure. In 2008, she stayed on the cutting edge of tea by conducting a “Turning Tea Cuisine into Green” conference for the SATB. She has also served as Membership Director, PR Director and currently serves as Vice President.

Ms Richardson has been published in numerous publications including *Cooking with Paula Deen* and has been featured in publications across the nation such as *Brand Week Magazine*, *Fresh Cup*, *Stars and Stripes*, and www.chow.com. Lisa’s first book, ***Tea with a Twist; Entertaining and Cooking with Tea*** will be released in 2009.

www.LisaKnowsTea.com



What can Lisa Boalt Richardson offer your company?



Whether you are an **event organizer** looking for culturally relevant topics that draw quality audiences, or an **owner** of a tea-related business outlet like tea rooms and tea distributors, Lisa Boalt Richardson can give you:

- Creative & Entertaining Ideas
- Education about Specialty Teas
- Enthusiasm
- RESULTS

Marketing and Public Relations

Have you just opened a tea business or want to increase sluggish sales and customer awareness in your established tea business? With an expertise in marketing, hospitality, and tea, we understand what it takes to draw in new customers, bring back in the old ones, and increase your bottom line. Our proven, easy to execute marketing ideas and public relations efforts are just what you need.

Hotel Tea and Staff Training



Tea's popularity is soaring and the demographics of the tea drinker are changing. As the tea consumer becomes savvier, have you kept current on tea and tea trends? Learn what teas are hot sellers, stylish menu options, and appealing tea and food pairings. We can customize a program to update your tea service and train your staff with the most current information on tea and proper etiquette.



Sample of Speaking Programs by Lisa...

Tea Tasting and Pairing

Fine teas just like fine wines can be very complex. Learn the differences between white, green, oolong, black, and Puerh teas while tasting them. Find out how to select, store, and brew each type. This program gives suggestions on tea and food pairings, as well as tips to hold your own tea tasting party



Tranquili-Tea

Tea is such a unique beverage with the ability to stimulate your mind, soothe your soul, and fuel your body with nutrients all at the same time. This program explains what is really in your tea and why it so good for you to drink. Guidelines will be given on how much and what type of tea you should be drinking for your mind, body, and soul.

The Art of Taking Tea

What better way to take tea than to know the proper etiquette that goes along with it? Learn what to eat first, where your napkin is placed, and American and Continental style of eating. Discover the differences between high tea, afternoon tea, cream tea, and royal tea. Tips on having tea out and hosting your own tea at home will also be provided.



Steeped in Tradition

Tea is the second most popular beverage in the world and has been around for centuries. This program reveals tea's surprising covert past to its civilized present. Learn why it is so popular worldwide and about tea traditions in other countries. This is a "can't miss" program for tea lovers.

Culinary Classes on Afternoon Tea

Want to host a tea party but not sure how to put it all together? This class offers the basics on organizing and cooking for an unforgettable tea. Learn how to make scones, finger sandwiches, and desserts to fit a theme for an extraordinary tea party. Tips will be given on proper preparation and serving of tea.





TESTIMONIALS

Lisa Richardson has vast experience and industry savvy in tea and tea marketing. She is fast becoming one of the foremost experts on tea and we were pleased to have her speak at the 2007 World Tea Expo. **George Jage, President of the World Tea Expo**

Thank goodness for Lisa Richardson as she is not only well versed in all aspects of specialty tea but is also an accomplished teacher and tea marketing consultant. Lisa is one of a small group of tea professionals who have been trained by the Specialty Tea Institute and she is a graduate of the Institute's Level 3 Certification Program. Enjoy the adventure of discovering specialty teas and if you ever feel the need for a guide remember Lisa is there to help. **Joe Simrany, President of the Tea Association of the United States**

I continue to have Lisa on my radio show because she can make the vast subject of tea relatable to any audience: from those who never even thought of tea, to those who are "foodies", to those who are hospitality professionals. She has a sincere interest in helping hospitality establishments to develop tea programs that could potentially increase their bottom line. It is evident of that with her gracious involvement with Le Cordon Bleu College of Culinary Arts – Atlanta, doing Master Workshops for our students and instructors on tea. **Chef Jae Gruber Le Cordon Bleu College of Culinary Arts-Atlanta and host of "Great Taste from the Chefs Corner" Radio Program**

When we met Lisa at the 2007 World Tea Expo in Atlanta, we were immediately impressed with her expertise, enthusiasm, and energy, We are very excited to be partnering with her to publish this beautiful book, Tea with a Twist, full of fresh, contemporary recipes and ideas for celebrating with tea. **Suzanne Porter, National Gift Sales Manager with Harvest House Publishers**

You cannot be a leader unless you have been a devoted student. Lisa Richardson is, and will always be, a true student of tea. She understands that there is always more to learn about this ancient beverage that has infused a gentle spirit into her life. We are delighted to have her as one of the fresh new faces in America's tea renaissance. **Bruce Richardson, Elmwood Inn Fine Teas and Benjamin Press**

Lisa's background in both restaurant hospitality and tea made her the ideal person to conduct tea training for my staff. She has a wide range of knowledge about tea and was able to help my servers grasp a greater understanding of tea and proper tea service. I would highly recommend Lisa Richardson to anyone thinking of developing or enhancing their tea service. **Deb Sevens, Farmhouse Tea Shoppe**

If you are lucky enough to have tea with Lisa Richardson you will come away not only smart, but also inspired to throw away your teabag and go for the real thing. Her enthusiasm is catching; her knowledge is impressive. **Christine Arpe Gang, who is now retired, wrote about food and beverages for more than 30 years for The Commercial Appeal newspaper in Memphis**

Lisa Richardson was able to "kick-start" my business. Her keen sense of marketing and public relations opened my eyes to things to look for and the best ways to market my tearoom. The press releases she wrote for us generated local and national exposure. People are still coming in two years later and mentioning the article they saw on us. **Brenda Lain, Owner, Vintage Tea**



Each time Lisa Richardson was on our program, the event sold out quickly. She made it an overwhelming success with her warm personality, charm, and grace. She is an expert in the field of tea and tea etiquette and was always extremely well received by our audience. **Jackie Falls, Chairman, The Woman's Exchange of Memphis**