## Stella Bailey: tackling life with poise and a smile

## By Wayne Minshew Staff writer

The lady is radiant in red, a color she wears often. She also wears a smile ... often. Hers is an obviously happy demeanor ... and engag-ing. In return, people are happy in her presence. It is convenient circumstance because Stella Bailey's chosen profession is designed to bring out people's best -- in appearance, in demeanor, verbally, various other professional and social skills and with studied preparedness.

The young man, a nice, personable sort is going through a tough time. He has a job, picking up garbage, but is qualified for better things. He is held back by a hearing impairment, which brings about obvious reticence, robs him of confidence and a willingness to seek better employment – a job that fits his skills, his mentality and his willingness to work.

He is further burdened by a language barrier but, given his positive attributes, his mother feels his is a predicament that can be solved.

Paula, the mom, looks for help. She asks around, looking for an able mentor, a coach, a commu-nicator. She is advised that, indeed, there is such a person in Calhoun, a person who can help her son. Her name is Stella

Bailey. "I worked with him. I learned to understand him, to communicate with him," says Stella one recent day in a rambling interview that centers around a single subject: What Makes Stella Bailey Tick?

"I lifted his confidence. I saw him make terrific progress.'

Stella pauses for a moment and flashes her trademark smile, a radiant light-up-the-entire-room kind of smile that suggests a positive being that does not allow such words as "no," "can't," "won't or "don't."

"This young man," she says, "recently got a job as a librarian. He is a happy, confident person. Knowing that I helped him is a very satisfying and rewarding feeling."

It is strong anecdot-al evidence that Stella is very good at what she a personal devel opment consultant. And what she does, metaphorically speaking, is cover the waterfront of social, business, career and any other get-along-in-thisbusy-world skills that are required of persons young and old, male and female and include everything from job interviews to public speaking and etiquette to survive dinners so fancy and formal that the silverware comes in big numbers and several shapes Ĉindy Williams has a responsible job in an Atlanta-based home-furnishing company. She manages most of the

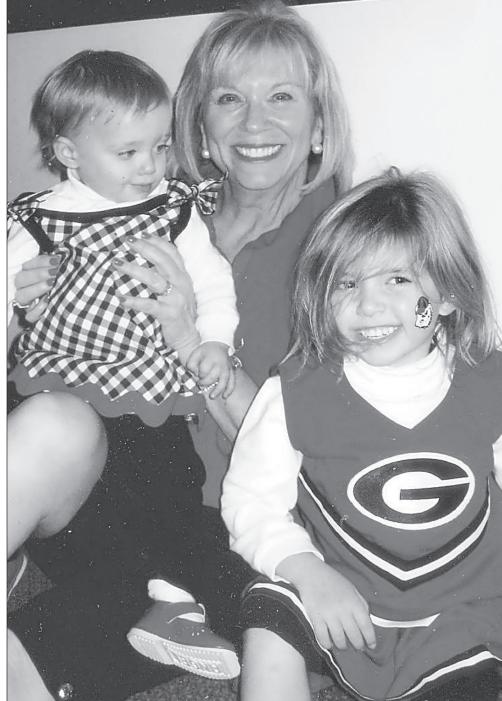
required skills and functions in a capable man-ner and is considered very good at her job. But there is one requirement that terrifies her -- public speaking, the root canal of business and social responsibilities. Gather more than three people in a formal setting, and she goes shy and silent, muted by the challenge.. Enter Stella Bailey.

A few sessions later, and Cindy becomes a confident, willing speaker. Maybe she isn't Toastmaster of the Year, but she comes across as engaging, informative, knowledgeable. Now, she even looks forward to the challenge.

"Stella taught me to relax," Williams says. relax," Williams says. "Public speaking was incredibly intimidating to me, but she taught me how to be myself, how to connect with an audience. I now feel confident and able to present in a way that insures the audience will stay interested and involved. No more boring speeches. Now I know I can make any subject fun and engaging for my audience.'

This coach of selfesteem isn't a toe-in-thesand, aw shucks kind of lady, but neither is she boastful. She exudes her own special brand of confidence and embrac-es it with a contagious enthusiasm and positive approach, placing an emphasia on the latter emphasis on the latter. Whom else can you name among adult friends who list as a favorite song, "The Little Engine that Could," notably the lyr-ics, "I think I can, I think

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As an etiquette coach, Stella Bailey inspires confidence in those who come to her for instruction. Here, she sits with granddaughters Julia Caroline and Emily Claire.

Getting to KNOW STELLA BAILEY Morning Routine: Up early and go to the track, walk three or four miles, home, prepare breakfast, then start my day. I'm never without: My Blackberry . . . and a smile. My bucket list includes: Skydiving. I've always wanted to. TV or Book: TV, especially old movies, although I like to read biographies. Night on the Town or Moonlit Beach: Moonlit beach, although I depends on my mood. The city is an exciting place to me. Always in the Fridge: Diet Coke . . . and muscle milk. Book I'm Reading: "Winning for Life," by Lou Holtz. Jeans or Dress-Up: I'm a dress-up girl. Favorite Keepsake: My grandmother's ring (she is wearing it). Fantasy Career: Rockette in New York City.



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