



Eat, Drink and Succeed

By Laura Schwartz

Black Ox Pressng. Paperback. Condition: New. 210 pages. Dimensions: 8.9in. x 5.9in. x 0.5in. There's something to be said for being in the right place at the right time, but if you don't capitalize on the moment, all you've got is a missed opportunity. Laura Schwartz understands the power of seizing the moment better than anyone. As a 19-year-old college student, she turned a volunteer position in the White House into the opportunity of a lifetime. Using her persuasive and engaging social skills, she went from answering phones to serving as President Bill Clinton's Midwest Press Secretary, Director of Television and, ultimately, Director of Events, where she oversaw 12 state dinners, America's Millennium Celebration and countless other high-profile events. Laura learned plenty while producing the President's events on the world stage, but one lesson stuck with her: No matter how social an event appears, it's business. She watched huge deals unfold over cocktails at state dinners, but she also watched many White House guests squander chances to turn these seemingly social events into life-changing opportunities. When the Clinton Administration ended, Laura began to realize this lesson extended far beyond the Rose Garden. Whether it s...



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