



2211 NW Front Avenue, Suite 314  
Portland, Oregon 97209  
971.327.0628 voice  
971.327.0629 fax

## **FOR IMMEDIATE RELEASE**

### Contact:

Lillian Tsai, TsaiComms  
971-327-0628  
Lillian@tsaicomms.com

## **TsaiComms Completes Cross-Cultural Training for PDX**

**PORTLAND, Ore.—Monday, Feb. 28, 2005**—TsaiComms today completed cross-cultural training classes at Portland International Airport on “Effective Customer Service for Chinese Travelers.” The five two-hour workshops trained some 130 airport employees, including representatives of the Port of Portland, federal agencies such as Customs & Border Patrol and TSA, Northwest Airlines, Horizon Airlines, Securitas and transit services. Airport volunteers and concessionaires also took part in the workshops, which addressed cultural issues of particular relevance to airport employees who had any interaction with Chinese travelers.

“Honestly, in my umpteen years of taking "cultural awareness-type classes" this is the best class I have ever taken,” said Susan Hantgartner, an employee of the Port of Portland’s Aviation Division(?). “The combination of David (Kohl) and Lillian (Tsai) was fabulous. They offered not only a view into another culture, but a cross-generational/cross-gender, cross-cultural view of the Chinese culture. A very rich experience. And, yes, they were just plain great presenters with good stuff.”

The training, which was designed in response to the recent addition of nonstop air service between PDX and Asia, taught airport employees how to improve their language and cultural etiquette techniques. Sponsored by the Port of Portland, the sessions were customized to assist airport employees provide the best possible customer service for Portland’s increasing number of international travelers.

### **About TsaiComms:**

TsaiComms is a marketing and communications agency specializing in cross-cultural training, community outreach and strategic marketing. For more information, please visit [www.tsaicomms.com](http://www.tsaicomms.com) or call 971.327.0628.

###