

# Promises, promises

## START TALKING MORE

### **Gini Dietrich, 32**

*Arment Dietrich, Chicago  
Public relations*

*Annual sales: \$1.8 million*

▶ “In 2006, I’ve resolved to stop managing by e-mail. Instead, I’ll give directions to my staff over the phone or in person to improve efficiency, create a better working environment and set a good example. After all, I don’t want my staff to manage our clients by e-mail.”