



Strategic Storytelling

Draw on the Power of a Good Story Told Well

Credentials - The Assets I Bring to My Clients

- ✓ **Proven Performance** - I have crafted messages to convey brands, developed and issued press releases, conducted media relations to advance stories, and written articles for national trade publications and journals for more than 20 years. I am a seasoned, independent business communication professional... definitely not an untested novice hired right out of college by a big PR agency.
- ✓ **Award-winning Skills** - Since 2001 the International Association of Business Communicators (IABC) has honored my work with a total of eight Bronze Quill Awards, which recognize superior achievement in business communications. I was the only independent professional whose work was honored for excellence in 2005 and 2007 by IABC-Minnesota, one of the largest IABC chapters in North America. In addition, I won AWC Crystal Clarion Awards in 2003, 2004 and 2005 for my accomplishments in media relations, public relations and article writing for my clients.
- ✓ **Superior Media Relations** - I take a professional, service-oriented approach to media relations. Editors trust that I pitch truly substantive stories. They know I consistently deliver solid content that meets their editorial standards. They rely on me to beat their deadlines and be responsive to their specific editorial requirements and time line pressures. My skills and approach pay off time and time again with excellent, sustained coverage for my clients in top trade publications.
- ✓ **Tested, Front-line Experience** - I specialize in working with privately held and emerging public companies to craft and tell their stories. For many of my clients, I have been their "PR department." And I offer essential "been-there-done-that" experience in brand definition, marketing communications and public relations with growing companies. I know the challenges, because I have been right there on the front lines of senior management in privately held business enterprises.