

Lisa Holton/The Lisa Co./Writing, Editing and Research Services

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Lisa@TheLisaCo.com/www.TheLisaCo.com

What I do: Since 1998, I've been an independent corporate writer, editor and researcher. I have 27 years of experience in business and personal finance journalism, and I specialize in books, web and print publications, multimedia and internal communications for companies, nonprofits and colleges.

MY EXPERIENCE:

The Lisa Company, Evanston, IL [1998-current]. Writing, editing and research consultant for corporations, nonprofits and higher education clients.

Thomson Media/Faulkner & Gray, Chicago, IL [1996-97]: Editor, *Card Marketing* magazine. Supervised the startup and ongoing development of a monthly newsmagazine covering marketing and advertising news in the credit, debit, smart card and phone card industries.

Chicago Sun-Times, Chicago, IL [1981-96]: Reporter and editor (Business Editor 1992-1993; Asst. Business Editor 1985-87). *Beats*: Personal finance, healthcare, retail, banking, technology, food and transportation. Created MoneyLife, a Sunday personal finance section.

NONPROFIT:

The Joyce Foundation, Chicago, IL [2007]: Produced newsletter content for this major regional foundation devoted to the environment, education, employment and public policy issues of the Great Lakes region.

Remy Bumppo Theater Co., Chicago, IL [2006-07]: Volunteer grant writer for this 10-year-old independent theater company devoted to great theatrical language.

Garrett-Evangelical Theological Seminary, Evanston, IL [2004]: Screenwriting for DVD introducing Garrett to the 2004 Methodist Conference series.

WEB CONTENT:

Levant Capital Management [2008]: Helped develop and edit original content for this Chicago-based global research and investment management company.

Tamarack Funds Website [2004]: Wrote original content for Tamarack Funds family website as a subcontractor for s2 Marketing + Communications.

Protiviti [2003-current]: Produced story content for this risk consulting firm's KnowledgeLeader website dealing with Sarbanes-Oxley, risk management and other governance topics.

Learning Point Associates/North Central Regional Education Laboratory [2003-06]: Developed and revised content for this regional education think tank's "Critical Issues" section.

EDITORIAL:

Corporate Board Member [2007-current]: Contributor to this national magazine on governance issues. Topics: Board leadership, group dynamics, volunteerism.

Working Mother [2005-06]: Personal finance contributor to this national magazine for working parents. Topics: College savings, home improvement.

ABA Journal: [2004-07]: Contributor to the American Bar Association's monthly magazine and website.

Crain's Chicago Business/Crain's Small Business [2001-05]: Contributor to small business section, author of "Holton on Money," a monthly personal finance column on the CCB website.

Latina [2002]: Workplace/Personal Finance contributor to monthly magazine for Hispanic women.

American Demographics [1999-2001]: Contributor on technology, financial and newspaper topics.

Sunset Custom Publishing/Southern Progress [2002]: Contributor to *Acura Style*.

Parents [2002]: Personal finance contributor to leading parenting publication. www.parents.com

Working Woman: [1999-2001]. Contributor to former leading monthly for executive women.

WORTH Interactive [2000]: Contributor to Philanthropy Page of WORTH magazine website.

Chicago Tribune [1998-1999]: Contributor of workplace/jobs features to the Sunday newspaper.

BOOKS I'VE WRITTEN/EDITED/GHOSTWRITTEN:

1. *For Members Only: A History and Guide to Chicago's Oldest Private Clubs*, Lake Claremont Press, Spring, 2008.

2. *Everything Mortgages Book: Find The Perfect Loan To Finance The Home Of Your Dreams*, Adams Media Corp., August 2008.

3. *Accelerated Disruption: Understanding the True Speed of Innovation*, Easton Studio Press, 2007.

4. *The Encyclopedia of Financial Planning*, FPA Press, November 2006.

5. *Rental Property Investing: Know When to Buy, Hold and Flip*, Socrates Media, 2006.

6. *Marketing by the Dashboard Light* by Pat LaPointe, Marketing NPV, 2005.

7. *Are You Ready to Incorporate?* Socrates Media, 2005.

8. *Buying a Franchise*, Socrates Media, 2005.

9. *College Majors that Work – A Step-by-Step Guide to Choosing and Using Your College Major* by Michael Violtt, Octameron Associates, 2004.

10. *The Essential Dictionary of Real Estate*, by Lisa Holton, Barnes & Noble Books, 2003.

11. *100 Ways to Cut the High Cost of Attending College* by Michael P. Violtt, Cooper Square Press, 2002.

12. *Strategic Planning for the Family Business* by Randel S. Carlock and John L. Ward, Palgrave Press, 2001.

13. *How to be a Value Investor* by Lisa Holton, McGraw-Hill, 1999.

WHITE PAPERS/COMMUNICATION SUPPORT:

Financial Planning Association [2005-current]: Create monthly issues papers for the media and subscribers of this Denver-based organization of financial planners.

BlueCross BlueShield Association [2001-current]: Produce the health care Association's annual Medicare Environmental Assessment white paper.

Foote, Cone & Belding [2003-06]: White paper content.

Euro RSCG Worldwide/Chicago [2003-07]: White Paper content.

Underwriters Laboratories [2002]: Corporate compensation brochure.

CORPORATE NEWSLETTER/MAGAZINE COPY:

Sears, Roebuck and Co. [2002-04]: Writer for *S Journal*, monthly magazine for managers.

Whirlpool Corp. [2000-01]: Helped develop Whirlpool's Home Delivery employee newsletter.

DePaul University [2005-06] Helped produce *Insights*, newsletter for the College of Liberal Arts & Sciences.

SPEECHWRITING/GHOSTWRITING:

Robert Morris College [2000-current]: Providing speech, book editing and white paper content for President Michael Viollt.

LaSalle Bank N.A. [2004-06]: Ghostwriting B-to-B articles for corporate banking executives throughout LaSalle Bank's national organization.

Loyola University/Chicago [2002-05]: Producing content for university's internal communications department.

MY ACTIVITIES:

The Authors Guild [2007-current]: Member of the leading national organization of published authors.

The Society of Midland Authors [2006-current]: Member of this historic Chicago authors' group.

Independent Writers of Chicago [2005-current]: Member of leading local organization for Chicago freelance writers and editors.

International Association of Business Communicators/Chicago Chapter (IABC) [1999-current]: Member of Chicago chapter of this international group linking public relations and corporate writing professionals.

Society of American Business Editors and Writers (SABEW): Former national board member [1994-1999] of this 3,200-member association of business editors and writers.

AWARDS:

Academy of Motion Picture Arts and Sciences/Nicholl Fellowships in Screenwriting [2002]: Quarterfinalist for "The Plant," an original screenplay.

INTERESTS:

- Screenwriting
- Film
- Plays
- Dogs
- Photography
- Reading: Biographies, Short Stories and Political Science
- Cycling and Swimming

TRAINING/EDUCATION:

- **Northwestern University**, Medill School of Journalism, BSJ, 1981.
- **University of Chicago**, Medical Writers Certificate Program, 2003.
- **Donors Forum**, Proposal Writing Course, 2006
- **Columbia College**, Film School, 2000-2001.

Birthplace: Moline, IL

References: On request.