



CREDIT LIST – 2009-2017

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- [The Everything Guide to Customer Engagement](#) (Adams Media, 2014)
- [The Everything Resume Book](#) (Adams Media, 2012)
- [Motivating Today's Employees](#) (Self-Counsel Press, 2012)
- [Complete Idiot's Guide to Strategic Planning](#) (Penguin Press, 2011)
- [Direct Mail in the Digital Age](#) (Self-Counsel Press, 2011)
- [The Everything Job Interview Book, 3rd edition](#) (Adams Media, 2011)
- [Human Resource Essentials](#) (Society for Human Resource Management, 2010)
- [Managing Off-Site Staff](#) (Self-Counsel Press, 2010)
- [Employee Management for Small Business](#) (Self-Counsel Press, 2010)
- [Telecommuting](#) (Self-Counsel Press, 2010)
- [The Essentials of Corporate Communications and PR](#) (Harvard Business School Press, 2006)
- [Marketing With the End in Mind](#) (IABC, 2005)
- [Writing a Convincing Business Plan](#) (Barrons, 2001)
- [The HR Book](#) (Self-Counsel Press, 1999)

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ACORD

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- [Part 1](#) [Part 2](#) [Part 3](#)

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[The Likeability Factor: Corporate Personality Matters!](#), August 2013

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[What To Do When You're Bashed Online?](#), March 2013

[Does Insurance Advertising Drive Results?](#), November 2012

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[Working With Troubled Teams](#), June 2013
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[Motivating During Tough Times](#), April 2013
[Professionalism in New Nurses](#), March 2013
[Addressing Generational Rifts](#), February 2013] [Are Your Staff Preparing to Leave?](#), November 2012 [The Importance of Onboarding](#), September 2012
[Overcoming Bad Bosses](#), August 2012
[Tips for Weighing Your Career Options](#), August 2012 [Nurse Entrepreneurs](#), April 2012
[Friends Like These \(social networking\)](#), April 2012
[Pursuing Higher Nursing Degrees Online](#), March 2012
[When Worlds Collide](#), August 2011
[Being Social With Social Media](#), January 2011
[The Introverted Leader](#), January 2011
[Tips for New Nurse Managers](#), May 2010
[How to Get Along](#), May 2010 [Who's the Boss?](#), April 2009

American Gas

[Extreme Weather](#), May 2016
[How Engaging Are You?](#), April 2016
[The Rest of the Story](#), October 2015
[Automating for Safety](#), August 2015
[Gas Distribution Wins the Winter Challenge](#) - June 2015
[Social License: Building Trust to Manage Consumer Expectations](#) - April 2015
[Customer Service in the New Age](#), April 2015

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[The Risks of Online Recruiting](#), May 2013
[How to Build Employee Engagement and Enthusiasm](#), September 2012
[Workplace Violence](#), October 2011
[Putting LinkedIn to Work](#), September 2011
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[Making Worker Wellness Programs Work](#), September 10
[The Making of a Manager](#), April 2010
[Moving Into Management](#), April 2010
[Social Media: Join in the Conversation](#), November 2009
[Shopping: it's All About the Experience](#), November 2009
[Tough Talks – How to Break Bad News to Employees](#), May 2009

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[AICC Members Weigh in on the Future of Packaging](#), June 2015
[The Future of Packaging](#), March 2015
[Utah Paperbox: Posed for Firth-Generation Ownership](#), November 2014
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[Marketing: What Does it Take to Stand the Test of Time](#), January 2017
[Digital Communications and the Local Movement](#), October 2016
[Your Prospects are Multi-Dimensional So Define Them That Way](#), July 2016
[Your Employees as Brand Ambassadors](#), May 2016
[The Promise and Peril of Drones in Marketing](#), Winter 2016

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[Building Your Content Management Strategy for 2015...and Beyond](#), January 2015
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[Learning By Doing](#), April 2014
[How to Sell Social Media to the C-Suite](#), February 2014
[Think Before You Tweet](#), August 2013
[What's a Journalist? Does It Matter?](#), December 2009

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[Living Wage Issues](#), May 2016
[Healthcare Exchanges](#), February 2016
[Credit Union Career Paths](#), September 2015
[Welcome to the C-Suite](#), May 2015

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[Tools to the Rescue](#), December 2013
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[Staffing Efficiencies](#), April 2010
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[Think Pink: Scents Get Personal at Pink Zebra](#), February 2017
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[Scents with Sense](#), May 2014
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[A Case of Combining Technology and Journalism](#), November 2015
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[Which Analytics Tell the Best Story?](#), October 2014
[From Google Glass to the Apple Watch: Wearables in the Workplace](#), September 2014
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[CXM: Another Detour on the Content Management Journey](#), November 2013
[What Does Digital Gen's Tech Fatigue Mean for Content Providers?](#), September 2013
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[Are Textbooks Obsolete](#), April 2010
[Social Media: Journalism's Friend or Foe?](#), January/February 2010

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[Hospital Taps Online Communities for Market Research](#), September 2011
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[Leveraging Facebook for Business Success](#), November 2011

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[Member Focus Drives Marketing Results](#), March/April 2014
[New Member Momentum](#), March/April 2012
[Social Media and Hiring](#), March/April 2011
[Reaching the Top](#), October 2010
[Call Center Upgrades](#), March/April 2010

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[Bath and Body Perks](#), Fall 2013
[A Good Wrap](#), Spring 2011
[The Sweet Smell of Success](#), Winter 2011
[Green Message in a Bottle](#), Winter 2011
[Greening Home Accents](#), Winter 2009

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[Two Side of the Internal Hiring Debate](#), May 2016
[Say What? Most CHROs Don't Come From HR](#), March 2016
[Will Digital Badges Change Recruiting—Or Just Waste Your Time?](#), March 2016
[7 Ways to Stay on Top of Recruiting Trends in Your Industry](#), January 2016
[How to Keep Hiring Managers From Ruining Your Life](#), January 2016
[4 Reasons You Should/Shouldn't Promote From Within](#), Dec 2015
[Why Your CEO Doesn't Care About Talent Acquisition](#), October 2015

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Recycled's Growing Reach, Fall 2010

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Tough Times No Barrier to Starting a Consultancy, March
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[Social Media: Connecting With Consumers and Patients](#), May/June 2012

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[Technology for 'Smart' Bartenders](#), April 2014
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[Hotels Share Key Strategies for Meeting Bandwidth Demands](#), April 2013
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[Hotels Tap Tech for Loss Prevention](#), December 2011
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[Reaching Retirement Readiness](#), August 2016
[Nurturing Boomerang Employees](#), April 2016
[Fighting the Backlash](#), March 2016
[An Employer Mandate for Wellness](#), February 2016
[Tracking Healthcare Benefit Costs](#), December 2015
[Getting Strategic on Mobility Programs](#), December 2015
[Tracking Healthcare Trends](#), September 2015
[Coaching Millennials on Health](#), June 2015
[A New Mindset for Executive Pay](#), April 2015
[Free Community College: HR Boon or Bust?](#), February 2015
[Attracting Big Talent to Small Cities](#), December 2014
[Beware the Excluded Employee](#), October 2014
[Banning Wearable Tech at Work](#), August 2014
[A Bipartisan Effort to Build Skills](#), June 2014
[Improving the Mobile Application Process](#), June 2014
[The Flexibility Bias](#), April 2014
[Cracking the Code on Military Resumes](#), March 2014
[Big Pharma's Gender Headaches](#), February 2014
[Redefining the Spouse](#), January 2014
[Navigating the Perils of Re-boarding](#), October 2013
[Handling 'Loudmouths' in the Workplace](#), November 2013

[Sticky Floors and Bamboo Ceilings](#), July 2013
[Succession Planning in a Slow Economy](#), May 2013
[The DOL's Move to Increase ERISA Audits](#), April 2013
[HR Implications of a Perez Confirmation](#), April 2013
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[Bullies Are \(Still\) in the Workplace](#), February 2013
[The Generational Divide](#), January 2013
[The Lowdown on FSA Spending Limits](#), November 2012
[Can Lack of Access to Sick Leave Be Dangerous to Your Health?](#), November 2012
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[Gender Pay Gap: Whose Decisions Dig the Divide?](#), November 2012
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[The Secrecy of Succession Planning](#), September 2012
[Goodbye, Resume? Not so Fast, Experts Say](#), September 2012
[Volunteerism: A Win-Win Proposition](#), June 2012
[Filling in the Gaps](#), July 2012
[The Value of Adaptive Leadership](#), May 2012
[Bringing Them Onboard](#), April 2012
[Sometimes You May Not Want Them to Stay](#), March 2012
[Measuring Competency One Badge at a Time](#), February 2012
[Distinguishing Narcissism from Self-Confidence](#), December 2011
[2011 Money vs. Happiness](#), December 2011
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[Disliked and Disadvantaged](#), November 2011
[HR and Social Media: Beyond Recruiting](#), October 2011
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[Tacking the Issue of Employee Identity](#), September 2011
[Filling Skills Gaps Through Apprenticeships](#), July 2011
[Promotions Without Pay](#), July 2011
[Addressing Perceptions of Workplace Inequities](#), June 2011
[How 'Free Time' Can Cost Millions](#), April 2011
Increasing HR's Visibility, February 2011
[Creative Screening](#), December 2010
[Getting the Online OK](#), September 2010
[Are Wellness Programs a Waste of Time?](#), September 2010
[Disclosing Retirement-Plan Fees](#), August 2010
Practicing HR – Virtually, February 2010
Burning Out, February 2010
Helping Managers Communicate on Pay, February 2010
Hiring – Inside or Out?, November 2009
A Happy Ending?, October 2009
[Propping Up Employee Morale](#), October 2009
Departures at the Top, September 2009
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[Healthcare Stimulus Provisions](#), February 2009

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The New Social Media Guidelines, March 2010
Social Media: Investing in What Works, November 2009
The Evolution of Old Media, September 2009

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[Insurers Slow to Adopt Social Media Practices](#), October 2009

MediaBistro

PR Perfected, November 2009
Keeping Track of Media Contacts: Old Methods, New Tools, October 2009
Twitter Ethics: Navigate New Social Media Terrain, August 2009
Monetize Your Web Site, May 2009
Break Out of a Professional Holding Pattern, March 2009

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[Getting Connected Through Social Media](#), August 2011
[Branding Your Practice Starts From Inside](#), July 2011
[Do Happy Staff = Happy Patients?](#), May 2011

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[Is Your Practice Understaffed?](#), May 2013
[How to Work With Non-Medical Interns](#), April 2013
[Do Your Anti-Harassment Policies Need an Update?](#), April 2013
[Scoping Out the Competition – What Are You Up Against?](#), February 2013
[Is There a Place for PAs and NPs in Your Practice?](#), February 2013
[Tips to Succeed After a Merger or Acquisition](#), February 2013
[Popular Employee Perks](#), January 2013
[Marketing Your Practice to Patients of Different Generations](#), January 2013

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[Pitfalls of Employee Volunteerism and How to Avoid Them](#), September 2013
[When Your Company Carries a Stigma](#), October 2013
[Which is Better for HR Consultants—LinkedIn or Google+?](#), September 2013
[Promote Yourself](#), September 2013
[Tattoos and Piercings: The Pros and Cons of Personal Expression](#), September 2013
[Job Seeker Tips: Be First, Explore All Channels](#), September 2013
[You're Not Alone: Most Fear Something About Job Interviews](#), September 2013
[Best Practices in Service Recovery](#), August 2013
[Generating Positive Online Reviews](#), August 2013
[Don't Let Bad References Hold You Back](#), August 2013
[Lessons in On-ramping from Someone Who's 'Been There, Done That'](#), August 2013
[Could You Benefit From Involvement in a Speakers Bureau?](#), July 2013

[Generational Differences: New Way to Discriminate](#), April 2013
[When Differences Matter: Employers' Rights and Risks](#), April 2013
[Boost Employee Newsletter Readership](#), April 2013
[Trade Show Best Practices](#), April 2013
[Dealing With the Administrative Side of the Business](#), March 2013
[Referral Partners: Leveraging the Laws of Reciprocity](#), February 2013
[Amping Up Your Social Media Profile](#), February 2013
[Holiday Gift-Giving: Do's and Don'ts](#), December 2012
[Networking Now: What HR Consultants Need to Know](#), September 2012
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["Fake News" and the Hiring Process](#), February 2017
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[HR Leaders: Why Visibility Matters](#), June 2016
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[How Employment Compliance Can Ensure ROI](#), March 2016
[5 Reasons We Love to Love HR](#), March 2016
[What Skills Do CHROs Need to Bring to the Table in 2016?](#), January 2016
[Can HR Transform Itself and Reclaim a Valued Place at the Table?](#), December 2015
[The Seven Most Critical Improvements HR Teams Need](#), December 2015
[How the ACA is Changing the Face of the Workplace](#), October 2015
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