



CREDIT LIST – 2009-2018

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[Web Site](#)

[LinkedIn Profile](#)

[Twitter](#)

BOOKS

- [21st Century Secrets to Effective PR](#) (Strategic Communications, 2018)
- [Best Practices in Influencer Marketing](#) (Strategic Communications, 2016)
- [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)

ARTICLES (Alphabetical by publication; chronological within publications)

ADP

- [How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018
- [HR Skills Aren't Enough: Why CHROs Need Business Acumen](#), February 2018
- [Addressing the Implications of Opioid Addiction in the Workplace](#), January 2018
- [Leverage Strengths-Based Coaching to Help Your Employees Excel](#), December 2017
- [Managing the Company Experience: Inside and Out](#), December 2017
- [Focus on the Candidate Experience and Your Bottom Line](#), December 2017
- [How to Manage Bereavement in the Workplace](#), December 2017
- [How to Help Employees With Retirement Planning](#), November 2017
- [OSHA Compliance: What Finance Leaders Need to Know](#), November 2017
- [Corporate Social Responsibility: To Thine Own Self Be True](#), November 2017
- [The Status of Pay Equity Legislation Around the Globe](#), October 2017
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- [How to Recruit for New Talent During a Company Reorganization](#), August 2017
- [HR and PR: Partnering to Proactively Address Crisis Management](#), August 2017

[Could the Allure of the Gig Economy Threaten Corporate Productivity?](#), July 2017
[How Work Culture Norms Cross Country Lines](#), July 2017
[Recognizing the Value of Your Top Talent Resources](#), July 2017
[Financial Counseling: Easing Employee Stress and Boosting Productivity](#), July 2017
[Training Resources: Drive Better Bottom Line Results](#), July 2017
[Does Your D&I Policy Adequately Address Your LGBTQ Population?](#), July 2017
[How to Manage a Time Off Policy at a Global Organization](#), July 2017
[Reputation Management: Why It Matters](#), June 2017
[Minimize Communication Barriers in a Global Workplace](#), May 2017
[Retain Talent – Tell Your Employees About All Your Open Jobs](#), May 2017
[The Lilly Ledbetter Act and Pay Equity](#), February 2017

ADVANCE for Nurses

[Executive Presence for Nurses](#), April 2014
[Leading When You're Not the Formal Leader](#), April 2014
[Effectively Engaging Your Nursing Staff](#), February 2014
[Hiring Nurses From Within](#), December 2013
[Time to Move On or Up?](#), November 2013
[When Patient Preferences Discriminate](#), September 2013
[Working With Troubled Teams](#), June 2013
[Shaping Culture](#), June 2013
[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](#), June 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 Digital Landscape of Mattress Shopping](#), May 2015
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[How to Build Employee Engagement and Enthusiasm](#), September 2012
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[Making Worker Wellness Programs Work](#), September 10
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[Social Media: Join in the Conversation](#), November 2009
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[Tough Talks – How to Break Bad News to Employees](#), May 2009

BoxScore

[AICC Members Weigh in on the Future of Packaging](#), June 2015
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[Utah Paperbox: Posed for Firth-Generation Ownership](#), November 2014
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[What Marketers Can Learn From Wineries, Microbreweries and Distilleries](#), July 2017
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[Learning By Doing](#), April 2014
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[Educating Employees](#), April 2015
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[Benefit Best Practices](#), December 2011
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[Reflecting Your Brand](#), March 2010 Unlock
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[Steeped Tea: Organic Focus, Innovative Product Ideas Spur Growth](#), September 2016
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[Barefoot Books: Passionate About Children’s Literature](#), March 2012
[Organo Gold: Making Coffee With a Special Ingredient](#), February 2012
[Company Re-Focus: Creating—and Maintaining—Memories](#), November 2011
[DSEF: Making the World a Better Place for Direct Selling](#), October 2011
[Jeunesse: The Science of Youthful Aging](#), September 2011

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[The State of Content Marketing](#), February 2018
[The State of Mobile Content](#), February 2018
[The State of Translation and Globalization](#), February 2018
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[How AI is Impacting Content Marketing](#), July 2017
[Micro-Experiences: New Opportunities in Multichannel Marketing](#), May 2017
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[The Gap Between Sales and Marketing Content](#), July 2016

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[Is Programmatic Expertise Moving In-House?](#), April 2016
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[Email Marketing: Updating an Old Standard](#), July 2015
[Small Business and Content Marketing](#), April 2015
[Podcasts Offer Potential for Advertisers](#), March 2015
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[The Technology of Contextualized Content](#), September 2014
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[Digital Advertising Trends You Need to Know](#), June 2014
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[What Can We Believe About Google+](#), February 2014
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[How to Create Social Media Strategies That Rock](#), November 2013
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[Who Needs a Publisher? Exploring Content Creation](#), May 2012
[Video in a Web 2.0 World: Building a Social Strategy](#), April 2012
[Circulation Building in the Digital Age](#), November 2011
[The Post Desktop Web-Where Content is Queen](#), July/August 2011
[Best Practices for Navigating E-Discovery](#), May 2011
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[Security and Identity: Balancing Privacy, Flexibility, and Ease of Use](#), February 2011
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[Hospital Taps Online Communities for Market Research](#), September 2011
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[Member Focus Drives Marketing Results](#), March/April 2014
[New Member Momentum](#), March/April 2012

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[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
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[Finding the Right Balance Between High Tech and High Touch](#), February 2018
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[Hiring for Fit vs. Hiring for Inclusion](#), September 2017
[How to Avoid Annoying Your Hiring Managers](#), July 2017
[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
[Tattoos and Piercings: The Pros and Cons of Personal Expression](#), 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
[Developing and Maintaining a LinkedIn Group](#), September 2012
[HR Consultants Use Social Media to Boost Business](#), August 2012
[Helping Them Toe the Line: Opportunities in Compliance](#), August 2012

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[Succession Planning: Key for Healthcare Industry](#), September/October 2012

[Social Media: Connecting With Consumers and Patients](#), May/June 2012

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[Technology for 'Smart' Bartenders](#), April 2014

[Online Ordering](#), February 2014

[Hotels Share Key Strategies for Meeting Bandwidth Demands](#), April 2013

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[How to Leverage Tech Solutions](#), September 2012

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[Considering QR Codes? What You Need to Know](#), August 2013

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[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
[Turning Employees on to Conservation](#), February 2013
[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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[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
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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
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[Creative Screening](#), December 2010
[Getting the Online OK](#), September 2010
[Are Wellness Programs a Waste of Time?](#), September 2010
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A Happy Ending?, October 2009
[Propping Up Employee Morale](#), October 2009
Departures at the Top, September 2009
A Little More Action, Please! (OPM’s Strategic Plan), August 2009
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[Healthcare Stimulus Provisions](#), February 2009

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[How to Use Live Video Streaming to Engage Internal Audiences](#), November 2017
[Legal Considerations for Influencer Marketing Partnerships](#), November 2017
[How 360 Videos Can Boost Your CSR Communication Efforts](#), October 2017
[Big Data and IoT: Opportunities for Communicators](#), September 2017
[UX/UI Design: Two Sides of a Digital Engagement Strategy](#), August 2017
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[CSR Values: A Healthy Dose of Show and Tell](#), June 2017
[How Lean Corporate Communications Teams Can Do More With Less](#), May 2017
[How Your Company Branding Strategy Can Help You Attract Top Talent](#), May 2017

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[Benefits of Virtual Reality Training in Healthcare](#), February 2018
[Is Sexual Harassment Training Now Too Subtle?](#), February 2018
[Internal vs. External Trainers: Which is Best?](#), February 2018
[Crowdsourcing Training Material](#), February 2018
[Training Employees on New Rules and Regulations](#), February 2018
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[Cybersecurity Training \(3-part series\)](#), February 2018
[Age Discrimination Training: Often Forgotten, Always a Threat](#), February 2018
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[Managing Remote Workers](#), January 2018
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[Maximizing MOOCs for Employee Development](#), January 2018
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[Rise and Shine in Cleveland](#), Fall 2012

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