



**CREDIT LIST – 2015-2020**

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## **BOOKS**

- [21<sup>st</sup> 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, 3<sup>rd</sup> 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***

[Strategic Financial Planning](#), October 2018  
[Reputation Management: Why It Matters](#), July 2018  
[Self-Service Eases the Employee Benefit Administration Burden](#), June 2018  
[Taking a Cafeteria Approach to Wellness](#), May 2018  
[The Benefits of Wisdom and Experience](#), March 2018  
[8 Things You Should Try to Learn From Your Engagement Surveys](#), March 2018  
[Ideas for Achieving Office Space Productivity](#), March 2018  
[What You Need to Know About the Gig Economy](#), March 2018  
[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  
[Reaching the Unreachables During Open Enrollment](#), September 2017  
[How to Recruit Generation Z Graduates](#), September 2017  
[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

### ***Adecco***

[Five Things American Companies Should Know About GDPR](#), May 2018

### ***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

### ***BedTimes***

[Streamline Your Timeline: Create a More Efficient Hiring Process](#), November 2018  
[How to Attract Top Talent: Avoid These Hiring Pitfalls](#), August 2018  
[How to Leverage the Power of Retirees](#), April 2018  
[How Stay Interviews Can Help You Assess Employee Satisfaction](#), March 2018  
[How to Make the Most of Online Reviews](#), January 2018  
[The Digital Landscape of Mattress Shopping](#), May 2015

### ***BoxScore***

[Standing the Test of Time](#), July 2019  
[Driving Down Time and Cost](#), March 2019  
[A Worthy Investment](#), September 2018  
[Embracing Disruption](#), July 2018  
[Adaption in the Digital Landscape](#), April 2018  
[The Value of Marketing in the Packaging Industry](#), September 2017  
[Keeping Pace With Changing Customer Demands](#), March 2017  
[Marketing in a Digital Era](#), September 2016  
[Building Bench Strength](#), May 2016  
[Unsung Heroes of the Corrugated Industry](#), November 2015  
[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  
[AICC: The Intersection of Packaging, Material and Services](#), October 2014

### ***Chippewa Valley Business Report***

[Hiring Freelancers and Contractors](#), April 2018  
[4 “Must Haves” for Reaping Benefits From Charitable Giving](#), January 2018  
[What Marketers Can Learn From Wineries, Microbreweries and Distilleries](#), July 2017  
[Thinking Like a Tourist When Marketing Your Seasonal Destination](#), April 2017  
[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

### ***Communication World***

[Putting the “Strategic” Into Strategic Content Marketing](#), May 2016  
[Avoiding the Pitfalls of Content Marketing](#), April 2016  
[Building Your Content Management Strategy for 2015...and Beyond](#), January 2015  
[Social Media Analytics: Going Beyond the Numbers](#), October 2014  
[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

### ***Credit Union Management***

[Love Contracts: Good or Bad Idea?](#), February 2019  
[Don’t Dread Exit Interviews](#), November 2017  
[HR Laws to Watch](#), June 2017

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

### ***Developer Academy***

[Best Practices in Train-the-Trainer Initiatives](#), January 2018  
[How to Leverage Pre- and Post-learning Assignments](#), December 2017

### ***Direct Selling News***

[Thirty-One: Driven by Passion, Fueled by Purpose](#), March 2018  
[Jamberry: Social Selling Drives Innovation and Fast Beauty](#), February 2018  
[Monat: A Focus on Family](#), November 2017  
Think Pink: Scents Get Personal at Pink Zebra, February 2017  
WellnessPro: Improving Health and Wellness Around the Globe, October 2016  
Steeped Tea: Organic Focus, Innovative Product Ideas Spur Growth, September 2016  
Fresh Perspective Brings Energy Boost to LifeVantage, May 2016  
Peekaboo Beans: Clothing for Children, March 2016 MakeUp Eraser:  
Fueled by Passion, February 2016  
Monat: Modern Nature Finds ‘Natural’ Fit in Direct Selling, January 2016  
Damsel in Defense, November 2015  
Ruby Ribbon, October 2015  
FuXion Biotech, September 2015

### ***EContent Magazine***

[What Niche Publishers Know That Mass Media Overlooks](#), October 2019  
[Opportunities for Content Creators to Leverage Virtual Assistants](#), July 2019  
[Is Your Content Review Process Out of Control? How to Fix It](#), May 2019  
[Are You a Slave to SEO Keywords](#), April 2019  
[Reimagining Monetization in a Post-Advertising World](#), April 2019  
[How Serious is Mark Zuckerberg About Keeping Facebook Data Private?](#), March 2019  
[The State of Data Management](#), March 2019  
[The State of Online Video](#), February 2019  
[The State of Online Content Analytics](#), February 2019  
[Publishers Turn to White-Glove Services for Ad Buying](#), September 2018  
[How the CCPA May Impact the Digital Media Industry](#), July 2018  
[What is Customer Communications Management](#), June 2018  
[Just How Widespread is Mobile Ad Fraud?](#), May 2018  
[Beat Facebook’s Algorithm Changes by Getting Back to the Basics](#), April 2018  
[Go With Your Gut: When You Can Ignore the Algorithms](#), April 2018  
[The State of Content Marketing](#), February 2018

[The State of Mobile Content](#), February 2018  
[The State of Translation and Globalization](#), February 2018  
[Webinars: Still a Viable Option for Building Audience?](#), November 2017  
[Transforming Traditional Content](#), October 2017  
[A Primer on Time-Based Advertising Metrics for Publishers](#), Sept/Oct 2017  
[How AI is Impacting Content Marketing](#), July 2017  
[Micro-Experiences: New Opportunities in Multichannel Marketing](#), May 2017  
[Content Globalization Strategies for Media Companies](#), March 2017  
[The State of Content Marketing 2017](#), February 2017  
[The State of Mobile Content 2017](#), February 2017  
[The State of Content Globalization 2017](#), February 2017  
[EContent Sourcebook 2017](#), January 2017  
[New Options and Opportunities With Live Streaming Video](#), Nov/Dec 2016  
[Influencer Marketing: Turning Tastemakers Into Salespeople](#), September 2016  
[The Gap Between Sales and Marketing Content](#), July 2016  
[The Fight for Marketing Talent](#), June 2016  
[Push vs. Pull: The Right Path to Content Personalization](#), May 2016  
[Is Programmatic Expertise Moving In-House?](#), April 2016  
[How to Create a Content Strategy](#), March 2016  
[The State of Content Commerce](#), February 2016  
[The State of Content Marketing](#), February 2016  
[The State of Mobile Content](#), February 2016  
[Putting the “Strategic” Into Strategic Content Marketing](#), November 2015  
[A Case of Combining Technology and Journalism](#), November 2015  
[Blending Old and New Media for Advertising Success](#), October 2015  
[Content Marketing Best Practices From Online Influencers](#), September 2015  
[Evaluating and Choosing the Right Content Creator](#), August 2015  
[“Newsjacking”: New Term, Big Opportunities](#), July 2015  
[Email Marketing: Updating an Old Standard](#), July 2015  
[Small Business and Content Marketing](#), April 2015  
[Podcasts Offer Potential for Advertisers](#), March 2015  
[Multichannel vs. Omnichannel Marketing](#), March 2015  
[Mobile Apps and Content Marketing](#), March 2015  
[The State of Content Marketing](#), February 2015  
[The State of Content Commerce](#), January/February 2015  
[The State of Mobile Content](#), January/February 2015

### ***Federal Credit Union***

[Planning for Succession](#), Nov/Dec 2016  
[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

***Forbes***

[What You Need to Know About the Gig Economy](#), April 2018  
[Ideas for Achieving Office Space Productivity](#), April 2018  
[HR Skills Aren't Enough: Why CHROs Need Business Acumen](#), February 2018  
[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018

***HR Daily Advisor from BLR***

[HR Daily Advisor 2020](#)  
[HR Daily Advisor 2019](#)  
[HR Daily Advisor 2018](#)

***HR Magazine/SHRM***

[Lean and Six Sigma in Talent Acquisition](#), February 2020  
[5 Steps for Adopting a Four-Day Workweek](#), February 2020  
[When You Don't Hire an Internal Candidate](#), January 2020  
[Training Staff to be Better Interviewers](#), January 2020  
[If You Could Be Any Vegetable...](#), January 2020  
[Key Questions to Ask Your Benefits Broker](#), November 2019  
[Offering 529 Savings Plans Helps Families Avoid Student Debt](#), November 2019  
[How to Protect Your Employer Brand on Glassdoor](#), October 2019  
[Best Practices for Building Relationships With the People You Don't Hire](#), October 2019  
[How to Recruit Amid Bad PR](#), October 2019  
[Holiday Hiring Best Practices](#), October 2019  
[Analytical Tools to Help HR Manage Benefits, Reduce Costs](#), October 2019  
[Hiring Employees Sight Unseen](#), August 2019  
[Tapping Into the Senior Market](#), August 2019  
[The Pros, Cons and Possibilities of Onsite Health Care](#), July 2019  
[Know the Perils of the Gig Economy](#), July 2019  
[Hiring Tech Has Potential, but Beware Automation Bias](#), May 2019  
[Creative and Compliant Ways to Check References](#), May 2019  
[Do New Tax Rules Throw Cold Water on Employee Events?](#), May 2019  
[Job Description or Job Requisition: Which Comes First?](#), April 2019  
[Hiring Customers: Should You or Shouldn't You](#), August 2018  
[Crazy, or Crazy Like a Fox?](#), July 2018  
[How Small Businesses Can Attract Top Talent](#), May 2018  
[Are You Inadvertently Turning Off Job Candidates?](#), April 2018  
[Providing Realistic Job Previews Through 360-Degree Video](#), March 2018  
[Chatbots Expedite Recruiting, Save HR Time](#), February 2018  
[Finding the Right Balance Between High Tech and High Touch](#), February 2018  
[Payoffs and Pitfalls of Working with Independent Contractors](#), November 2017  
[Hiring for Fit vs. Hiring for Inclusion](#), September 2017

[Hiring: Why Traditional Methods Still Matter](#), September 2017

[How to Avoid Annoying Your Hiring Managers](#), July 2017

### ***Human Resource Executive***

[Special 30<sup>th</sup> Anniversary Issue](#), November 2017

[Obesity and Hiring](#), October 2016

[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

### ***Information Today***

[Are You Using the Right Metrics?](#), March 2020

[Best Practices for a Well-Executed Content Marketing Plan](#), Jan/Feb 2020

### ***Investis***

[Taking a Strategic approach to Nurturing Leads](#), January 2018

[Website Personalization: Balancing Audience Needs](#), December 2017

[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

[Leveraging Social Influencers to Boost Your Brand](#), July 2017

[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

### ***Ivy Exec***

[What You Need to Know About Recruiters and Social Media](#), May 2019

[When Does Employee Feedback Stall Progress?](#), May 2019

[How to Show Emotional Intelligence in Interviews](#), December 2018

[10 Things to Keep in Your Personal Performance Review File](#), December 2018

[What to Say in a Performance Review](#), December 2018

[4 Strategies for Applying in a New \(To You\) Industry](#), October 2018

[5 Signs Your Boss Wants to Promote You](#), October 2018



[5 Signs You Are Ready for a Promotion](#), October 2018  
[5 Signs You're Not Ready for a Promotion](#), October 2018  
[5 Tips on How to Ace an Internal Interview](#), October 2018  
[10 Things to Keep in Your Personal Performance Review File](#), November 2018  
[What to Say in a Performance Review: Top Tips for Success](#), November 2018

### ***Predictive Index***

[Aligning Employees to Business Strategy](#), March 2019  
[When an Employee Doesn't Fit Your Culture](#), March 2019  
[Ignore Your Culture and It's Likely to Go Away](#), February 2019  
[How Great Leaders Inspire Followership](#), January 2019  
[Hiring for Culture Fit vs. Hiring for Inclusion](#), December 2018

### ***Spark by ADP***

[Reputation Management: Why it Matters](#), July 2018  
[Self-Service Eases the Employee Benefit Administration Burden](#), June 2018  
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[Minimize Communication Barriers in a Global Workplace](#), May 2017  
[Retain Talent: Tell Your Employees About All Your Open Jobs](#), May 2017  
[8 Things You Should Try to Learn From Your Engagement Surveys](#), March 2018  
[National Deaf History Month: Reflecting on Disability Employment](#), March 2017  
[The Lilly Ledbetter Act and Pay Equity](#), February 2017

### ***Speech Technology***

[Artificial Intelligence and the Customer Journey](#), November 2019  
[How to Reach Marketers Looking for a Speech Solution](#), July 2019  
[The Voice Data Gap and How to Close It](#), May 2019  
[Extracting User Data from Speech Applications](#), December 2018

### ***XpertHR Blog***

[In Global HR Operations Which Structure is Best?](#), February 2020  
[Driving Digital Transformation](#), January 2020  
[Are You Listening, Really Listening, to Your Employees?](#), November 2019  
[Why Trendy Employee Benefit Options May Have Unintended Negative Consequences](#), August 2019  
[Closing the Strategic Gaps Between HR and Senior Leadership](#), June 2019  
[The 4 C's of Achieving a Workplace Culture Fit](#), April 2019  
[Determining What Your CEO Cares About](#), September 2018  
[Is Age Discrimination Coming Out of The Shadows?](#), July 2018  
[What's Your Strategy for Leveraging the Gig Economy?](#), April 2018  
[Machines vs. Humans in the Age of AI: The Right Workplace Balance](#), March 2018  
[Engage Your Staff in Developing Your Strategic Plan](#), February 2018  
[Beyond Finance: Why Tech is the New "Must Have" HR Skill](#), December 2017

[Crisis Management: Partnering with PR](#), September 2017  
[Being Strategic: What It Really Means for HR](#), July 2017  
[How AI Has the Potential to Disrupt HR](#), May 2017  
[If Compensation is Culture, What Culture Are You Nurturing?](#), April 2017  
[“Fake News” and the Hiring Process](#), February 2017  
[3 Ways to Use Digital Platforms for Recruiting](#), February 2017  
[The ROI of Talent Management](#), November 2016  
[8 Steps to Getting Buy-In For Your HR Initiatives](#), July 2016  
[HR Leaders: Why Visibility Matters](#), June 2016  
[How Effective Communication Can Enhance HR Credibility](#), May 2016  
[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  
[Independent Contractor—Or Not?](#), September 2015