

**Lisa Holton/The Lisa Company/Writer-Author-Producer**

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**What I do:** Since 1998, I've been an independent writer, editor and researcher for corporations, publications and organizations. I have more than 25 years of experience in business journalism and corporate writing, and I create specialized content in print, video and on the Web for companies, nonprofits and schools.

**WORKPLACE 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; Business Reporter 1987-92, 1993-96). *Beats*: Personal finance, healthcare, retailing, banking, markets, manufacturing, workplace, technology, food and transportation. Created MoneyLife, a Sunday personal finance section. Nominated for a Pulitzer Prize in 1989 for coverage of workplace issues.

**SKILLS:**

**WHITE PAPERS/INTERNAL-EXTERNAL COMMUNICATION SUPPORT:**

**Financial Planning Association** [2005-current]: Principal reporter and writer on a monthly series of personal finance stories for the media and subscribers of this Denver-based organization of financial planners. Wrote FPA Press's consumer book title *The Encyclopedia of Financial Planning* [2006]; and a major report sponsored by FPA/Ameriprise Financial based on research from Harris Interactive on financial planning behavior (2008).

**University of Illinois at Chicago** [2008-current]: Writer of brochure and magazine article copy for the University's marketing department.

**BlueCross BlueShield Association** [2001-2008]: Wrote the BCBSA's annual Medicare Environmental Assessment white paper until its discontinuation.

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

**Euro RSCG Worldwide/Chicago** [2003-2009]: White Paper and ghostwritten book content.

**Underwriters Laboratories** [2002]: Corporate compensation brochure.

**VIDEO:**

**Kellogg Insight in Person Video Podcast Series, Kellogg School of Management, Northwestern University**, Evanston, IL [2008-current]: Worked in partnership with **Burlingham Productions** and **Rich Foreman Photography** to create the leading MBA program's first video podcast series focusing on Kellogg faculty and their research.

**OneQuestion** [2009-current]: A lighthearted video podcast series created in partnership with Burlingham Productions and featured on iTunes and YouTube.

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

WEB CONTENT:

**Protiviti** [2003-08]: Report and write online story content for this risk consulting firm's KnowledgeLeader website dealing with Sarbanes-Oxley, risk management and other governance topics.

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

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

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

BOOKS I'VE WRITTEN/EDITED/GHOSTWRITTEN:

1. **The Essential Real Estate Dictionary**, by Lisa Holton, Sphinx Legal, June 2009 (Digital book available at the Apple App Store on iTunes)

2. **Business Valuation for Dummies**, Wiley Publishing, June 2009 (Financial how-to)

3. **For Members Only: A History and Guide to Chicago's Oldest Private Clubs**, Lake Claremont Press, June 2008. (Chicago-area history)

4. **The Everything Mortgages Book: Find The Perfect Loan To Finance The Home Of Your Dreams**, Adams Media Corp., August 2008. (Financial how-to)

5. **Accelerated Disruption: Understanding the True Speed of Innovation**, Easton Studio Press, 2007. (Ghostwritten executive book)

6. **The Encyclopedia of Financial Planning**, FPA Press, November 2006. (Financial how-to)

7. **Rental Property Investing: Know When to Buy, Hold and Flip**, Socrates Media, 2006. (Financial how-to)

8. **Marketing by the Dashboard Light** by Pat LaPointe, Marketing NPV, 2005. (Ghostwritten executive book)

9. **Are You Ready to Incorporate?** Socrates Media, 2005. (Financial how-to)

10. **Buying a Franchise**, Socrates Media, 2005. (Financial how-to)

11. **College Majors that Work – A Step-by-Step Guide to Choosing and Using Your College Major** by Michael Violtt, Octameron Associates, 2004. (Ghostwritten executive book)

**12. *100 Ways to Cut the High Cost of Attending College*** by Michael P. Violtt, Cooper Square Press, 2002. (Ghostwritten executive book)

**13. *Strategic Planning for the Family Business*** by Randel S. Carlock and John L. Ward, Palgrave Press, 2001. (Ghostwritten executive book)

**14. *How to be a Value Investor*** by Lisa Holton, McGraw-Hill, 1999. (Financial how-to)

CORPORATE NEWSLETTER/MAGAZINE CONTENT:

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

**Whirlpool Corp.** [2000-01]: Developed and wrote content for Whirlpool's Home Delivery employee newsletter.

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

CORPORATE/ORGANIZATIONAL HISTORY – RESEARCH, WRITING AND PRODUCTION (Turnkey book production services):

**University of Illinois Medical Center at Chicago/Department of Otolaryngology** [Published 2008]: Creation of 150<sup>th</sup> Anniversary Book for the Illinois Eye and Ear Infirmary's department of head and neck surgery.

**Chicago History Museum** [2006-current]: The Lisa Company is a recommended freelance researcher on business topics for this leading museum and research center on Chicago history (formerly known as the Chicago Historical Society).

EDITORIAL:

**Journal of Financial Planning** [2008-current]: Contributor to this monthly publication for the Financial Planning Association.

**CME Magazine** [2008]: Contributor to this monthly publication for the Chicago Mercantile Exchange.

**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.

**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.

*GHOSTWRITING/SPEECHWRITING (For a complete list of books, go to "Books Written/Ghostwritten/Edited by Lisa Holton")*

**Robert Morris College** [2000-current]: Currently provide speech, book editing and white paper content for President Michael Violtt.

**LaSalle Bank N.A.** [2004-06]: Ghostwrote B-to-B articles for corporate banking executives throughout LaSalle Bank's national organization (now part of Bank of America).

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

**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 Bumpo 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.

**MY ACTIVITIES:**

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

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

**Society of Professional Journalists (SPJ)** [2007-current]: Freelance member of one of the nation's largest journalism organization.

**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.

**Chicago Newspaper Guild's Stick-o-Type Award** [1984] for the Chicago Sun-Times Financial Department's coverage of the Continental Bank collapse.

#### **INTERESTS:**

- Screen and playwriting
- Film
- Theater
- Dogs
- Photography
- Reading
- Cycling, Swimming, Walking

#### **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 Department, 2000-2001.

**Birthplace:** Moline, IL

**References:** On request.