

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. Also a principal in **Really Simple Video**, an Evanston-based studio producing web video for those markets.

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 150th 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 Viollt.

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.