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CREDIT LIST – 2015-2020

[Website](#)

[LinkedIn Profile](#)

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BOOKS

- [Managing Remote Staff: Capitalize on Work-from-Home Productivity](#) (Self-Counsel Press, 2020)
- [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

[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
[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

CRM

[Use Digital Platforms to Drive In-Store Traffic, and Vice Versa](#), September 2020
[Demystifying Cryptocurrencies: Promise and Potential Lead to Growing Appeal](#), June 2020
[Selling Opens Up With 3-D Visualization](#), April 2020
[Get Back to Basics With Direct Mail](#), March 2020

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

Credit Union Management

[The Value of Valuing Mental Health](#), January 2021
[Guarding Against Ghosting](#), June 2020
[Recruiting Outside the Box](#), June 2020
[Addressing the Mental Health Implications of COVID-19](#), April 2020
[HR Answers: Credit Unions Transition to a New Way to Work](#), April 2020
[Staying Steady Atop the Glass Cliff](#), March 2020
[Love Contracts: Good or Bad Idea?](#), February 2019
[Humans vs AI: Who Makes the Best Decisions](#), September 2018
[HR Answers: Leverage Insights From Exit Interviews](#), November 2017
[Don’t Dread Exit Interviews](#), November 2017
[Tips for a Positive Resignation](#), October 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

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[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](#)

[Predictions on the Long-Term Outlook for Remote Work](#), June 2020

[HR Daily Advisor 2019](#)

[HR Daily Advisor 2018](#)

HR Magazine/SHRM

[Employees Look to Workplace Programs to Ease Charitable Giving](#), December 2020

[How Will You Support Your Staff During a Very Lonely Holiday Season](#), December 2020

[Be Aware of How External Recruiters Reflect Your Employer Brand](#), November 2020

[Drive-Thru Job Fairs: A Sign of the Times](#), October 2020

[Build Empathy Into Your 2020 Open Enrollment Season](#), October 2020

[Handling Applicants with Noncompete Agreements](#), September 2020

[When Top Candidates Have Another Offer](#), September 2020

[Work Tourism: A New Employee Perk During the Pandemic?](#), September 2020

[Emergency Savings Accounts Funded by Payroll Deductions](#), September 2020

[Innovative Ways Companies Convey Culture When Hiring Remotely](#), August 2020

[Converting PTO Funds to Student Loan Relief is a Timely Benefit](#), August 2020

[Taking Another Look at LinkedIn](#), August 2020

[Screening for Applicants' COVID-19 Concerns: Can You? Should You?](#), July 2020

[Should Remote Workers Living in Lower-Cost Locations Be Paid Less?](#), July 2020

[Your Hiring Assessments Could Get You Into Trouble](#), June 2020

[How to Maintain Employee Privacy in Video Interviews](#), June 2020

[COVID-19 Drives Interest in Supplemental Unemployment Benefits](#), June 2020

[Hiring New Employees During COVID-19](#), May 2020

[Pandemic Could Drive Health Plans to Adopt Reference-Based Pricing](#), May 2020

[Students, Don't Give Up On Your Job Search Because of COVID-19](#), April 2020

[COVID-19 Ushers in New Outlook on Hiring Remote Workers](#), April 2020

[Hiring in a COVID-19 World](#), April 2020

[Age-Based Benefits Can Lead to Trouble](#), April 2020

[Pandemic Takes a Toll on Employees' Emotional Well-Being](#), March 2020

[Benefits Communication Require a Balancing Act](#), March 2020

[How to Evaluate Hiring Assessments](#), February 2020

[Lean and Six Sigma in Talent Acquisition](#), February 2020

[5 Steps for Adopting a Four-Day Workweek](#), February 2020
[Pros and Cons of Tests and Take-Home Assignments in Recruiting](#), 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

Information Today

[Changes in SEO Strategy](#), October 2020
[Tips for Finding Freelancers](#), October 2020
[Best Practices for Repurposing Content](#), September 2020
[Trends in Influencer Marketing](#), May/June 2020
[How Changes in Social Media Affect Content Strategy](#), April 2020
[Are You Using the Right Metrics?](#), March 2020
[Best Practices for a Well-Executed Content Marketing Plan](#), Jan/Feb 2020

Mobile Growth Association

[Influencer Marketing in 2020: What App Marketers Need to Know](#), August 2020
[Why Incrementality is Key to Understanding Your Marketing](#), May 2020
[Voice Technology and Mobile Apps](#), May 2020
[App Engagement Strategies to Stay Top of Mind During "Quarantine."](#) April 2020
[How the Mobile App Industry is Helping Cope With Coronavirus](#), March 2020

Spark by ADP

[Reputation Management: Why it Matters](#), July 2018
[Self-Service Eases the Employee Benefit Administration Burden](#), June 2018
[Taking a Cafeteria Approach to Wellness Programs](#), May 2018
[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

[The Speech Industry Eyes Another NLP \(Neuro-Linguistic Programming\)](#), May 2021
[The State of Assistive Technology](#), February 2020
[The State of Artificial Intelligence](#), February 2020
[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

The Tilt

[What Niche Publishers Know That Mass Media Overlooks](#), October 2019

[A Primer on Time-Based Advertising Metrics for Publishers](#), October 2019
[Blending Old and New Media for Advertising Success](#), October 2019
[Publishers Turn to White-Glove Services for Ad Buying](#), September 2019
[Influencer Marketing: Turning Tastemakers Into Salespeople](#), September 2019
[Content Marketing Best Practices From Online Influencers](#), September 2019
[Evaluating and Choosing the Right Content Creator](#), August 2019
[How AI is Impacting Content Marketing](#), July 2019
[How the CCPA May Impact the Digital Media Industry](#), July 2019
[Opportunities for Content Creators to Leverage Virtual Assistants](#), July 2019
[What is Customer Communications Management](#), June 2019
[Is Your Content Review Process Out of Control? How to Fix It](#), May 2019
[Micro-Experiences: New Opportunities in Multichannel Marketing](#), May 2019
[Push vs. Pull: The Right Path to Content Personalization](#), May 2019
[Are You a Slave to SEO Keywords](#), April 2019
[Reimagining Monetization in a Post-Advertising World](#), April 2019
[Go With Your Gut: When You Can Ignore the Algorithms](#), April 2019
[How Serious is Mark Zuckerberg About Keeping Facebook Data Private?](#), March 2019
[How to Create a Content Strategy](#), March 2019
[Content Globalization Strategies for Media Companies](#), March 2019
[The State of Data Management](#), March 2019
[The State of Online Video](#), February 2019
[The State of Online Content Analytics](#), February 2019
[The State of Mobile Content](#), February 2019
[The State of Translation and Globalization](#), February 2019