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CREDIT LIST – 2015-2020

[Website](#)

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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
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[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

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

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

Credit Union Management

[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
[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
[Jamerry: 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
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Damsel in Defense, November 2015
Ruby Ribbon, October 2015
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[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](#)

[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
[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 30th 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

[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

[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