

Portfolio - Detailed Project List

- Denotes writing and/or research services
- Denotes rewriting/editing services

Marketing Brochures

Capabilities/services brochures -- engineering/construction/architecture:

- i_Tech Corporation (financial core processing, item imaging and processing, and ATM/EFT services)
- JGA Architects, Engineers, Planners (overview brochure; supplemental sheets on services related to health care, education, and planning)
- MSE/HKM (engineering/environmental services)
- CTA Architects Engineers (planning, architectural design, and project management)
- A&E Architects (brochure on services in planning, architectural design, and project management; sheets on projects in hospitality and food service industries)
- Coe Management Group (healthcare consulting and services)
- BearStar Enterprises, Inc. (general contractor)
- Bradford Roof Management (roof management, design, repair, and maintenance)
- Mag-Tek (technologies and product lines in magnetic card reading, document reading, card issuing, and cardholder verification)
- Schafer & Associates, Inc. (land and resource consulting)
- Bay West, Inc. (main brochure on environmental services; minibrochures on property transfer assessments; facility compliance assessments; ground water services; environmental drilling, sampling, and testing)
- Clark Engineering Company (structural engineering, municipal/environmental engineering, transportation engineering, surveying, construction services, and facility/site development)
- FluiDyne Engineering Corporation (equipment design for the aeronautics/aerospace industries: wind tunnels, water tunnels, instrumentation and controls, model positioning systems)
- Nova Environmental Services, Inc. (service sheets on environmental assessments, lead paint testing, regulatory compliance, engineering/remediation, air quality management, storage tank management, industrial hygiene services, and asbestos consulting)

Capabilities/services brochures – financial:

- Davidson Trust Co. ("Specialists in Wealth Management," services in wealth planning, asset management, trust management)
- Financial Aims Corporation:
 - "Risk and Reward: Assessing Investor Goals and Risks"
 - "Investment Executive Reference: Five Steps to Successful Prospecting"; guide to 1) recruiting investors for portfolio management and 2) determining client investment strategies
 - "Your Money. Managed Your Way," brochure on professional money management for corporations, trusts, employee benefit plans, and individuals
 - Fact sheets on performance of Balanced Growth, Income & Growth, and Fixed-Income portfolios
- D.A. Davidson & Co.:
 - "The DADVantage Account"
 - "DADVISOR Portfolio Service Account"
 - "D.A. Davidson & Co. Investment Philosophy"
 - "Personal Investing with DAD"
 - "A New Day for IRAs" (description of traditional, Roth, and education IRAs)
 - "Certificates of Deposit"
 - "Employee Benefit Retirement Plans"

Capabilities/services brochures -- medical:

- Yellowstone Naturopathic Clinic (brochure on Women's Weekend Purifying Retreat)
- Kasmer Consulting (brochure on performance training for the mind; individual, team, and group instruction on mind-conditioning techniques)
- LigoCyte Pharmaceuticals, Inc. (marketing/informational brochure and supplemental sheets on expertise in adhesion-blocking technology for human and animal immunology)
- Montana Center on Disabilities (main capabilities brochure and six program mini-brochures)

Capabilities/services brochures -- other:

- Austin-Lehman Adventures, Inc. ("2003 Adventure Catalog," 40-page marketing catalog for premier North American travel company, including description of company philosophy, staff, services, and adventure vacations)
- ELMQUIST Law Offices (services in personal bankruptcy and construction law)
- Huff Shows, Inc. (promotional materials for the Montana Money Show)
- Ronald McDonald House of Billings (overview brochure on House services and facilities)
- Setter Leach & Lindstrom, Inc (project sheets on architectural and construction services for industrial and commercial development)

Product brochures:

- Scentry Biologicals, Inc.(product sheets on biological products for insect control)
- RightNow Technologies, Inc. (brochures/flyers and technical briefs for multiple releases of RightNow Web and RightNow Metrics web customer service and survey tools)
- Mag-Tek, Inc. (brochures/flyers on encoding, testing, and insertion devices for magnetic-stripe card industry):
 - "The Hi-Co MCAT"
 - "The InSpec 9000: A New Era in Affordable, Practical Card Quality Control"
 - "The CIT2000: Easy Powerful Card Creation -- Without Limits"
 - "Practical, Powerful, Profitable, Progressive . . . The Multi-Application Student Card"
 - "SmartMag Magnetic Stripe Motorized Reader: The Intelligent Sophisticated Choice for Price and Performance"
- Honeywell Commercial Buildings Group (four brochures on the features and benefits of computerized, integrated building control products for HVAC, fire, security, and access control)
- Minnie's Gardens (marketing flyers/inserts on floral products and services)
- Elk River Concrete Products, Inc. (brochures on the features and benefits of precast box culverts in construction applications)

Proposals and Statements of Qualification

Proposals:

- SKEWCO (proposal to national oil/gas supplier for introduction of new concept in gasoline marketing)
- Energy Laboratories, Inc. (*Proposal to Provide Analytical Laboratory Testing of Polychlorinated Biphenyl (PCB) Concentrations in Electrical Insulating Oils and Miscellaneous Samples*)
- Dunham Associates, Inc. ("Qualifications Statement" and "Project Approach" sections of proposal for mechanical/electrical system update, Hennepin County (MN) Medical Center)
- Nova Environmental Services, Inc. for Minnesota Pollution Control Agency (*Proposal for Award of Petroleum Tank Release Corrective Action Contract for Fiscal Year 1994-95*)
- Chen-Northern, Inc. (*Proposal to Prepare EIS for Stillwater Mining Precious Metals Smelter*)
- HDR, Inc. and Barr Engineering Company (proposals for projects in hydrology, hydraulics, waste disposal, resource recovery, dam safety, transportation, geology, ground water, energy conservation, and electrical distribution; work on resumes, scope of work, company capabilities, cover letters, cost estimates, 254 and 255 forms)
- Braun Pavement Technologies, Inc., for the Strategic Highway Research Program (*Proposal to Conduct Long-Term Pavement Performance Studies in the North-Central Region*)

SOQs:

- A&E Architects (architectural services for commercial, residential, and institutional design)
- Paradigm Group (health care consulting and services)
- Energy Laboratories, Inc. (environmental sampling and testing)
- Braun Intertec Environmental, Inc. (permitting and compliance planning, data collection and analysis, and construction services in gas pipeline industry)
- Envirocon, Inc. (site remediation for hazardous and regulated materials)

Web Site Content/Web Marketing

- Yellowstone Naturopathic Clinic (organization and writing of complete text for expanded web site – staff resumes, service descriptions, office policies, etc.)
- Austin-Lehman Adventures, Inc. (monthly online newsletters to clients of adventure travel company)
- Dustin Davison Construction (organization and writing of web content for general contractor specializing in residential and commercial siding, windows, and doors)
- RightNow Technologies, Inc. (development and editing of web pages on staff, products, services, employment, etc., for web customer service company with international client base)
- Design 1 (web content on services, projects, and staffs for commercial/residential lighting designer)
- NorAm Wellsite Services (web content on support services for oil and gas exploration and development)

Ads and Direct Mail

- Huff Shows (direct mail piece to recruit vendors for financial services trade show)
- Austin-Lehman Adventures (series of four postcard mailers to existing clients to highlight travel adventures in the continental United States)
- Gainan's Flowers and Garden Center (letter to credit customers to encourage store visit; followup letters to bridal customers)
- Elk River Concrete Products (trade magazine advertisements on product features and benefits)
- Consulting Engineers Council of Minnesota (headline and text for freestanding airport display)

Fundraising/Recruiting Materials

Brochures:

- Billings Clinic Foundation (Christmas appeal for donations to maintain psychiatric services)
- Ronald McDonald House of Billings (fundraising brochure on 24/SEVEN sponsorship program)
- St. Vincent Foundation ("Menu for Healing Ministry," summary of foundation giving opportunities)
- Ronald McDonald House of Billings, Montana (fundraising brochures and letters for capital campaign)
- InterMountain Planned Parenthood ("We Have a Dream," brochure for three-year fund drive)
- Billings Depot, Inc. ("Embark Here . . . on a New West Adventure," leasing brochure to attract tenants to renovated historic depot)
- Rimrock PTA ("Be Heard On All the Issues That Affect Your Kids"; parent recruiting brochure)

Grant/loan applications:

- Eagle Mount Billings (grant application to M.J. Murdoch Charitable Trust)
- St. Vincent Healthcare (grant applications for funding of mobile pediatric unit)
- Computers4Kids (grant application to community organization for operating funds)
- Ronald McDonald House of Billings (grant applications financing of major facility expansion)
- McDonald North American (business profile/prospects in support of SBA loan application for licensed representative of international moving company)

Other:

- Our New Ballpark Committee (fundraising card/ad for construction of new minor league ballpark)
- Sacred Heart Renewal Center (case statement for expansion/relocation of ecumenical retreat center)
- Billings Depot, Inc. (solicitation letter to major corporation for funding of historic depot renovation)
- Deaconess Billings Clinic (descriptions of silent auctions items for annual Deaconess Classic)
- Ian Davidson for the University of Montana Foundation (letters/information sheets to accompany publicity and fundraising efforts for the Davidson Honors College)

Public Relations

Brochures/information sheets:

- Public Relations Society of America, Montana Chapter (annual membership directory)
- Equitable Resources Energy Company ("Guide to Site Safety and Environmental Sensitivity: Lava Mountain Federal 13-36 Exploratory Well," training brochure for employees at oil well drill site)
- Lignite Research Council:
 - "Fueling the Future: Preserving and Growing the Lignite Industry's Economic Contributions to North Dakota"
 - "The Kyoto Protocol and Its High Cost to Farmers"
- Billings Cultural Partners (impact of arts and culture on the Billings economy)
- MSU-Billings ("Progress & Promise"; booklet on the tenure of EMC president Dr. Bruce H. Carpenter)
- Norwest Banks (*Norwest and Montana, 1995* and *Norwest and Wyoming, 1995*; booklets on activities and programs indicating compliance with the Community Reinvestment Act)
- Honeywell Inc.:
 - "Environment, Health, & Safety at Honeywell"; brochure on corporate and plant environmental programs
 - White paper for Commercial Buildings Group; definition of terms related to comprehensive technical service program for industrial sector – e.g., *waste heat recovery systems, cogeneration, humidification, direct digital control systems, and conveyor system enhancement*
 - 3M Company:
 - "Energy Management and Clean Air: 3M Quality at Work," brochure on the environmental and cost benefits of 3M's energy management program
 - "3P+: An Investment Beyond Compliance"; overview of Pollution Prevention Plus program, a \$150-million investment in pollution control equipment at 3M facilities worldwide
 - How-to fact sheets on paper reduction and mixed-paper recycling
 - Idea sheets on pollution prevention projects

Newsletters/magazines:

- Kampgrounds of America, Inc. (campground profiles and descriptions of corporate services for monthly franchisee newsletter)
- Ronald McDonald House of Billings ("HeartPRiNTS," occasional newsletter on House fund raising activities, staff, facility updates, donations, needs, and guests)
- Foundation of the Boys & Girls Clubs of Yellowstone Co. (writer/editor, *Hand in Hand* newsletter)
- Foundation of MSU-Billings (*The Rimrock* magazine; articles on campus projects, people, and events)
- ExxonMobil Billings ("Neighborhood News", biannual public affairs newsletter for the Billings refinery)
- 3M Public Relations (media background sheet and internal newsletter for plant managers outlining SARA Title III, Section 313 requirements for reporting toxic chemical releases)

Newspaper inserts:

- MSU-Billings (12-page insert on colleges and programs)
- Boys & Girls Clubs of Yellowstone County (12-page insert on history, program, clubs, and future)
- Kampgrounds of America, Inc. (profiles of franchisees and employees for 12-page insert)

Trade magazine articles/technical papers:

- Kansas City Concrete Pipe ("Flood Control Project A Unique Solution for City," *American City & County*, September 1995)
- 3M Company:
 - "Membranes Save Time and Solvent While Boosting Purity"; article on developments in membrane technology for solid-phase extractions in the laboratory; *Today's Chemist at Work*, February 1994
 - "Pollution Prevention Plus: 3M hastens pollution prevention payoff with investment in emission controls," by Dr. Robert Bringer; *Pollution Engineering*, October 1988
 - "Pollution Prevention as Corporate Policy: A Look at the 3M Experience," by Dr. Robert Bringer and David Benforado; *The Environmental Professional*, vol. 11, pp. 117-26, 1989
- Nova Environmental Services:

- "The Lead Paint Survey: Health Concerns and Increasing Regulation Encourage Proactive Lead Management," by Todd Christenson; *Minnesota Real Estate Journal*, December 7, 1992
- "Prevention: Planning Ahead for Clean Air," by Don Scheele; pollution prevention as a response to clean air legislation; *Business & Industry*, December 1992
- "Customs Duty Drawback: Manufacturers May Be Missing out on Refunds," by Mark Thompson and Karl Lambert, Arthur Andersen & Company; *Global Trade*, May 1987

Press releases:

- Yellowstone Business Partnership (releases on sustainability activities and awards)
- Gaelectric, Inc. (release on wind energy development in Montana market)
- IntegraSeed (releases and TV ad script on seed products marketed internationally)
- LigoCyte Pharmaceuticals ("New Name for Bozeman Pharmaceutical Company" and "Montana Immunotech Announces Name Change")
- MSU-Billings (releases on summer programs/classes and Foundation wine festival)
- Honeywell Commercial Buildings Group (releases on Honeywell Comprehensive Technical Service projects -- energy retrofits, operating system automation, maintenance services, consulting -- completed at customer manufacturing locations nationwide)
- Miller Meester Public Relations (new-product press release on 3M Series 700B High-Capacity Liquid Filter Cartridges for environmental, oil & gas, and industrial applications)

Applications/award entries:

- Multiple clients (text for presentation boards, press releases, and applications for projects in civil, environmental, and mechanical engineering; Engineering Excellence competitions, 1985-95)
- 3M Company (application on Pollution Prevention Pays program for 1989 National Wildlife Federation Corporate Conservation Council Environmental Achievement Award)
- Winsor/Faricy Architects (entry for Design Competition of *Restaurant and Hotel Design*)
- BELL ATLANTIC (research on recycling awards available from state, regional, and local agencies in seven eastern states)

Scripts/videos:

- Sullivan Communications Group for 3M Commercial Office Supply ("Reduce, Reuse, and Recycle: For A Better World," script for slide presentation on waste disposal and office paper recycling)
- First Interstate BancSystem (video scripts for employee introduction to cafeteria benefits plan)
- A&E Architects (scripts for marketing/fundraising videos on Montana State Capitol Renovation)
- St. Vincent Healthcare (narrator script and slide content for 20-modules on hospital restructuring)
- Mag-Tek (scripts for sales and training videos on products for bank customer PIN selection and verification)

Speeches:

- 3M Public Relations (master speech on pollution prevention and conservation practices for presentation by 3M environmental executives)
- Westerlund Communications for Catalyst Thermal Energy Corporation ("The Business of District Heating: A U.S. Industry Reawakens," by Carl E. Avers, PE; delivered at the 40th Annual Meeting of the Swedish District Heating Association, October 1989)

Annual reports

- Western Heritage Center (1998-99 annual report)
- The Foundation of MSU-Billings (1993-96 annual reports and Achievement Fund Drive brochures)
- DADCO, Inc (1990-97 midyear and annual corporate reports for financial services holding company)
- Little Brothers-Friends of the Elderly, Minneapolis/St. Paul (1987-90 annual reports)

Employee Guidelines

- Kampgrounds of America, Inc (*KOA Employee Handbook*)
- First Interstate BancSystem:
 - *Employee Handbook*; organization, writing, and editing of policies and guidelines on corporate background, personal conduct, time off, compensation and advancement, and administrative practices; coordination of graphic design and printing
 - *Employee Reference Package*, reformatting/editing/packaging of eight employee documents, including employee policy handbook, annual benefits participation guide, and plan descriptions for benefits related to retirement, healthcare, childcare assistance, disability, etc.
 - *SELECT Participation Guide*, 1998-2002; annual employee guidelines and worksheets for employee benefits cafeteria plan
- CTA Architects Engineers ("BIA Design Handbook," guidebook on architectural and engineering standards for housing, community centers, and other Bureau of Indian Affairs' structures)
- Metropolitan Council Housing and Redevelopment Authority (*Procedures/Training Manual for Section 8 Rent Assistance Program*)
- IBM Corporation (*Rochester Information Development Guidelines & Procedures*, 4th ed.; internal standards for document writing, editing, and production)

General-Interest/Business Articles

- "Health-Centered Dentistry," "Headaches and TMJ," and "Heavy-Metal Mouth: Are Mercury Amalgam Fillings the Smoking Gun in Your Health History?"; articles ghostwritten for holistic dentists Drs. Amy and Todd Kinney; *Natural Life News & Directory*, 2008-09
- "Big Bang for Small Bucks: Writing An Effective Press Release," *Western Business*, March 2001
- "Roundup Wools," business profile published in *Harrowsmith Country Life*
- "Waste exchanges offer alternatives to disposal: On-line service will link waste generators with users," by Barbara Bryan; *CityBusiness Minneapolis-St. Paul*, July 31, 1992
- Articles (commentary, new-business listings, business profiles) for *Montana Magazine*
- "Spanning a Century," cover story on the political, social, and engineering significance of the St. Paul High Bridge; *Twin Cities Magazine*, pp. 21-24, February 1985
- "Breaking Their Silence," review of image advertising program of the Consulting Engineers Council of Minnesota; *Corporate Report Minnesota*, p. 17, April 1984

Technical Reports

Water resources:

- Barr Engineering Company:
 - *Summary Report: Hydrogeologic Study and Well Supply Master Plan -- Brooklyn Park, Minnesota*
 - *Ramsey-Washington Watershed District Stormwater Runoff and Water Quality Management Plan*
 - *Urban Drainage Master Plan: Grand Forks, ND*
 - Flood insurance studies for 70 lake and river watersheds in Minnesota
 - *Water Quantity Monitoring Program for Hibbing Taconite Company*; annual reports for 1975 and 1977; summary report for 1971-76
- Stelling Engineers:
 - *Preliminary Hydraulics Report: Polson East Highway Reconstruction*
 - *Drainage Study: Great Falls International Airport*

Solid waste management:

- HDR, Inc., for Hennepin County, Minnesota (*Solid Waste Transfer Stations and Refuse Derived Fuel Processing Plants*; summary report on site selection process and approved sites)
- Metropolitan Council of the Twin Cities Area (*Solid Waste--At What Cost? Costs, Practices, and Options in Solid Waste Management for the Twin Cities Area*, by S. Carlson and J. Davis; technical assistance package for legislators and other policymakers)
- Twin Cities Metropolitan Waste Control Commission (*Sludge Handling Improvements for the Seneca Wastewater Treatment Plant*)
- Braun Engineering Testing, Inc. ("Environmental Monitoring and Observations Before and During Excavation of a Landfill in Owatonna"; paper for 9th Annual Madison Waste Conference)

Siting studies/environmental analysis:

- Bruce A. Labno, Consultant (environmental assessment worksheets for Northern States Power Company's (NSP) proposed Minnesota Valley PCB oil-burning plant and Pyromed Medical Waste Combustion Facility)
- Hennepin County, MN (12 environmental technical reports for Hennepin County Large-Scale Energy Recovery Project)
- Metropolitan Inter-County Association (*Scott County Landfill Site Study*; editor, *Dakota County Landfill Site Study*)
- HDR, Inc. (environmental reports on Spokane (WA) Regional Waste-to-Energy Project)
- USDAF (*Draft Environmental Impact Statement on Deployment Area Selection and Land Withdrawal/Acquisition for M-X System*; power and energy sections)
- Southern Minnesota Municipal Power Agency (300 MW Power Plant Siting Study; edited 22 technical reports, 230-page search area summary report, 450-page site area summary report; wrote 25-page executive summary)

Structural/mechanical/electrical engineering:

- A&E Architects (*Facility Assessment & Master Plan and City/County Services Opportunities for Change*; planning reports for Missoula County and the City of Missoula, Montana)
- HDR, Inc., for Kimberly-Clark (*Alternative Fuels Evaluation*; executive summary of five reports on energy balances, alternative fuels, and cogeneration potential at a pulp and paper mill)
- St. Paul District Corps of Engineers (dam safety inspection reports for structures in Minnesota and Wisconsin)
- Twin Cities Metropolitan Waste Control Commission (multiple reports on proposed expansions/improvements to water conveyance and treatment systems)

Specifications/Standards

- ConocoPhillips Billings Refinery (*LSG2 Project Safety Plan*, "Volume 1: Safety Administration," "Volume 2: Safe Site Practices")
- MM/CSSA ("Special Provisions" and "Supplemental Technical Provisions: Method of Measurement and Basis of Payment"; airport improvement specifications, Billings Logan International Airport)
- U.S. Environmental Protection Agency, Region 10, Seattle:
 - 1-page summaries of industry standards and recommended practices for designing, fabricating, installing, maintaining, and removing underground storage tanks
 - Guidebook on RCRA standards for underground storage of hazardous substances
- Twin Cities Metropolitan Waste Control Commission:
 - *Specifications for the Apple Valley Lift Station*
 - *Project Manual: Orono Interceptor*; construction specifications

O & M Manuals

- Twin Cities Metropolitan Council Environmental Services (five-volume operating and maintenance manual for MCES personnel alarm and protection system; includes system description, project history, manufacturer data sheets, equipment operating and installation instructions, and wiring diagrams relevant to systems for fire protection and chemical safety)
- Twin Cities Metropolitan Waste Control Commission (*Operating and Maintenance Manual: Lower Beltline Interceptor*; 2 vols.)

Instructional Materials

Computer courseware:

- Combase, Inc. for Control Data Corporation (*Calculus I*, lessons in engineering calculus)
- Golle & Holmes Courseware International for Dow Chemical USA (courseware and manuals on agricultural practices and products; lessons on herbicide performance, plant nutrient needs, soil composition, types and use of fertilizer, and application safety)
- Contemporary Business Services, Inc. (*Geometric Tolerancing Fundamentals*, 20 lessons on the use of geometric tolerancing principles in product development)
- Combase, Inc. (*Elementary Library Media Skills*, 50 lessons and accompanying teaching guide; grades 3-4)

Study guides:

- Golle & Holmes Custom Education, for Dow Chemical Company (*Fundamentals of Cushion Packaging*, "Module 2: Basic Concepts of Cushion Packaging"; 100-page self-study module for in-house training; discussion of applications, features and benefits, materials, product specifications, and package design)
- Winston Press (*Grow in Joy: Catechist's Edition* and *Grow in Joy: Teacher's Edition*; teacher study guides for religious curriculum, grade 1)

Textbooks:

- Cutaia, Al. *Technology: The Force Changing Computer Systems* (working title; text on projection of computer systems through the year 2000); clarification and simplification of text before submittal to book publisher (IBM Corporation, 1987)
- Graham, Neill. *The Mind Tool: Computers and Their Impact on Society*, 3d ed. St. Paul: West Publishing Company (1983)
- Hill, John W. *Chemistry for Changing Times*, 4th ed. Minneapolis: Burgess Publishing Company (1984)
- Mandell, Steven, and Mandell, Colleen. *Building BASIC Skills*, (grades 4-6). St. Paul: West Publishing Company (1985)
- Samaha, Joel. *Criminal Law*. St. Paul: West Publishing Company (1983)
- Territo, Leonard, and Vetter, Harold. *Crime and Justice in America: The Human Dimension*. St. Paul: West Publishing Company (1984)

Writing Instruction

- Norwest Bank Montana ("Writing to Lead," 6-hour in-house training for management trainees)
- Rocky Mountain College Outreach ("Professional Writing for Business Professionals"; 8-hour course on business writing)
- INSPEC, INC. ("Plain-English Reports and Letters"; 4-hour writing course)
- CTA Architects Engineers ("Plain-English Business Writing"; 1-hour seminar)