

JACKIE DISHNER

Author ~ Editor ~ Writer (~ Speaker)

I bring experiences, people, places, stories and things to life on the page (and stage)!

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VALUES/GOALS

- _To consistently provide quality service that exceeds client needs*
- _To happily ease the stress of deadlines by turning work in on time*
- _To honestly ensure work is authentic, well-researched and well-crafted*
- _To eagerly continue learning so it benefits myself and clients*

WRITING FOCUS: Relationships ~ Travel ~ Wellness (& Design ~ Lifestyle)

CLIENTS: AAA Highroads / AAA Living / AAA Midwestern Traveler / AAA Southern Traveler / Arizona Capitol Times / Arizona Highways / Arizona Republic / BobVila.com / Chile Pepper / Contently.com / Fast Company / Grandparents.com / HGTV.com / Liveability.com / Luxury Hotelier / Mesa Tribune / One+ / Out Traveler / Phoenix Home & Garden / PHOENIX Magazine / Restaurant Management / Sunset / The Antiochian / TheOfficeProfessional.com / The Writer / This Old House / US Airways / Valley Guide Quarterly / Voyageur / Wine Enthusiast / and many more...

SPEAKING FOCUS: Motivational ~ Self-Development ~ Women in Transition

CLIENTS: American Business Women's Association / American Society of Journalists and Authors / Arizona Book Publishing Association / Arizona Educational Office Professionals Association / Homeward Bound / Independent Community Bankers of America / International Association of Administrative Professionals / Kitchell Contractors / Society of Professional Journalists

WORK EXPERIENCE

Entrepreneur, Author ~ Editor ~ Writer: 1997 – Present

Research, pitch and sell ideas to consumer, custom and trade magazine/online editors. Full-time since 2007. MAJOR ACHIEVEMENT: Publication of travel guide, *Backroads & Byways of Arizona* (The Countryman Press, 2010). Photos were all shot by me, except for cover. Also author of several blogs, online travel guides and iPhone app. Started work in SOCIAL MEDIA in 2007, first as a blogger, then as a provider. Responsible for various collaborative projects with peers and corporate clients interested in building online traffic, selling more product, or developing creative content. Key job requirements: trend-spotting, organization, persistence and fun-loving attitude to provide best customer service. Periodically consult and coach new authors on large-scale or on-going writing projects, helping them complete books, ebooks, website content, newsletters and other writing/editing needs. Previously worked as Arizona business and political tabloid writer, covering small business, public policy and real estate development. Currently a regular contributor to Grandparents.com for which I write dating pieces and report on relationship issues.

Entrepreneur, Speaker ~ Facilitator: January 2005 – Present

Motivational speaker who specializes in light-hearted, creative and energetic content for writers, speakers and other small business owners, often using my **BIKE** philosophy which teaches others how to find their **Best self**, **Inner strength**, **Killer instincts**, and **Expressive voice**. **BIKE** is about *attitude not exercise*. Experienced in meeting facilitation using creative brainstorming techniques to problem-solve. Have served as moderator and panelist in workshop/session discussions on how to sell books using social media, how to build a successful freelance business, and other related topics.

Screen Actors Guild, Membership Administrator

Managed new member applications, answered phones, assisted the membership with questions, handled newsletter editing, publication and distribution, responsible for board meeting minutes, and conducted other front office tasks as needed. Helped organize and participated in union strikes that took place in Arizona.

McGraw-Hill, Construction News West / California Construction News, Editor

Edited two weekly news magazines based out of Phoenix. As the only staff position on the editorial side, the job involved scheduling, budgeting, interviewing, writing, editing, photographing and also handling layout and design. The magazines covered large commercial and residential building design and development in Arizona, California and Utah, as well as public projects, such as road and school construction. Learned desktop publishing (Ventura) when it first started appearing in the marketplace. Worked with other McGraw-Hill editors nationwide to merge/share content. HIGHLIGHT: Researched and wrote a story about Sky Harbor International Airport's Terminal 4 concrete construction that appeared as the main cover story in a June 1989 issue of the internationally-recognized *Engineering News Record*, now known as *ENR*.

Salt River Project, Public Information Office Intern

Interned at this public utility company. Worked with the Public Information Office on newsletters, press releases, internal publications and other things media-related.

EDUCATION

Northern Arizona University, BS, Print Journalism: 1985 – 1988

Activities and Societies: Hired as Features Editor on *The Lumberjack* student newspaper, in charge of that section's content and columns, including layout and design. As a single parent of two children, I joined and became a Charter Member of MISC (Mature Independent Student Club). Joined Sigma Delta Chi/Society of Professional Journalists and was an active member on campus. Also worked in the Learning Assistance Center, tutoring English and other language classes. Most of my clients were Native American or non-English speaking students. Most enjoyed studies in my major, cultural arts, English and political science.

Arizona Western College, AA, Journalism: 1983 – 1985

Activities and Societies: Edited two student publications and participated in a political science club. Interned at KAWC public radio station, the local NBC-TV network affiliate, and also at the *Yuma Daily Sun* newspaper. Was a member of the Phi Theta Kappa honor society and also Model United Nations. Earned several scholarships to attend school.

CONTINUING EDUCATION

American Society of Journalists and Authors: member since 2000; conference volunteer, 2006 to present; committee volunteer since 2007; organizing president of Arizona chapter, 2012 to present.

National Speakers Association: candidate since 2005.

Toastmasters: member 1999, 2004-2007.

Gene Perret's Roundtable Comedy Writing Convention: award-winning contestant, 2001.

Arizona State University: writing classes, 1999-2001.

Paradise Valley Community College: business classes, early 1990s.

FreelanceSuccess.com: member since 1999, involved in on-going classes and programming.

AWARDS

Gold Award: "The Toll of Military Suicide" in *Phoenix Patriot*, Hermes Creative Awards, 2014.

First-Place: three awards, Gene Perret's Comedy Writers Roundtable Convention, Los Angeles, 2001.

TESTIMONIALS

Lindsay DeChacco, former editor

"I worked with Jackie when I was associate editor of AAA Arizona's Highroads magazine, and she was among the writers to whom we most often assigned stories. Our assignments were based on queries, and we could always count on Jackie to send us great story ideas. They were creative, approaching a travel destination from an interesting angle. I considered her the queen of the roundup, because her pitches often took a single idea and rounded together multiple examples. In that way, she brought a breadth of travel experience to a single article. It definitely worked out to be great value for us. I highly recommend Jackie for her creativity, reliability, talent and experience."

Sheri Bell, Conference Co-Chair, American Society of Journalists and Authors

"Jackie is perfect to have on your team, as she's a dream to work with. Engaging, professional, and just plain nice. I love her quick laugh and can-do attitude."

Becky Kistler, former editor

"Just saw an article of yours in Arizona Highways and decided to write you just to say hello. You were one of [Today's Arizona Woman's] best freelance writers. I could always count on your writing ability, being on time and word count!"

Jill Schildhouse, editor-in-chief, Highroads magazine

"Jackie Dishner's emails always conclude with the phrase, "Expect the best!" and that's exactly what she delivers – pitches that are relevant, stories that are well-written and on deadline, and prompt customer service."

Wendy Boorn, author, I Thought I'd Be Done By Now

"Jackie I hold myself and the people I work with to high standards, and I want you to know how pleased I am with your work. Of the four professionals I hired to help me with this project...you are the only one who has met my expectations. Thank you, Jackie. I'm so glad I listened to my instincts and tracked you down. Here's to the next project!"