

ASJA Annual Conference
Sunday May 5, 2019

Boost Your Income Writing for Trade, Business, and Association Publications

Speaker Bios:

Alan Brown

Alan Brown is currently senior editor at *Mechanical Engineering*, the publication of the American Society of Mechanical Engineers, where he writes about topics that range from AI and robotics to skin regeneration and biomedicine. He had freelanced for the organization as a contract editor for 10 prior to joining it full time. Prior to that, he had freelanced for a variety of professional society and university publications because they paid fairly, did not go out of business, and always needed good writers.

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Andrea Fiano

Andrea Fiano is the editor of *Global Finance*, a monthly magazine with a focus on emerging markets and the global economy. Born in Italy, Mr.Fiano has lived in New York for more than 35 years. Previously he was the US correspondent for the Italian financial daily paper, *Milano Finanza* and the Italian TV channel *Class-CNBC*. He has an undergraduate degree in sociology and political science and has done advanced studies at the New School for Social Research in New York and at Wharton.

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Theresa Hegel

Theresa Hegel is the executive editor of *Wearables*, a nationally distributed trade magazine for screen printers, commercial embroiderers and other decorated-apparel professionals. Throughout her career, she's received numerous accolades for her writing and editing, including several Jesse H. Neal Awards, often described as the Pulitzer Prize of the specialized journalism world. Prior to joining *Wearables*, she served in various capacities – from beat reporter to books editor – at daily newspapers in Ohio and Pennsylvania.

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Deborah Abrams Kaplan

Deborah Abrams Kaplan writes for trade and business publications in the supply chain and healthcare area. Clients include Supply Chain Dive, Inbound Logistics, DHL, OncologyLive, Medical Economics, Diagnostic Imaging, Fierce Health Payer, Celgene,

and a bunch of companies you've never heard of. Because you're not their target audience. You can see more of her work at www.kaplanink.com.

Karen Kroll

Karen Kroll is an experienced freelance writer and editor, with a focus on corporate and consumer finance and business. Her articles have appeared in AARPBulletin.com, Bankrate.com, Business Finance, CFO, Global Finance, Stores, and many other publications. She's also written white papers, case studies, blog posts, and reports for numerous corporate clients.

Susan Reda

Susan Reda is Editor of STORES Media, the official publishing division of the National Retail Federation. She is responsible for developing all content for the magazine and additional STORES properties. With a passion for all things related to retail and years of experience reporting on this sector, Reda researches and writes multiple stories per issue, exploring big-picture ideas, as well issues bubbling up in the industry, from digital trends and CIO priorities to organized retail crime and big data. Reda holds a B.S. in journalism from St. John's University.

Audrey Sternberg

Audrey Sternberg is a medical writer and editor for a digital and print publication about the latest in oncology news. *Targeted Therapies in Oncology* focuses on the latest cancer therapies that are being presented at meetings and those pending approval by the FDA. Prior to her writing career, Sternberg worked as a registered dental hygienist in the state of New Jersey. She leveraged her experience working in healthcare to improve her medical writing skills. She also has experience as a lifestyle blogger and editor for HipNJ.

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Potential Resources:

- A) ASBPE: Founded in 1964 as the American Society of Business Press Editors, ASBPE is the professional association for full-time and freelance editors, writers, art directors, and designers employed in the business, trade, and specialty press. The official name was changed to the American Society of Business Publication Editors in 1997 and to ASBPE in 2012. Membership is free for qualified B2B professionals.
- B) SABEW: Society of American Business Editors and Writers, Inc. Members of SABEW band together in the individual and collective pursuit of the highest standards of economic journalism. The organization recognizes that economic freedom is inextricably linked to political freedom and that an informed citizenry can ensure these freedoms are sustained. It is SABEW's mission as an independent, non-profit organization to encourage comprehensive reporting of economic events without fear or favoritism and to increase members' skills and knowledge through continuous education. SABEW recently has become more focused on press freedom. SABEW advocates for full access to financial and economic data, including information collected and distributed by governments. Housed at Walter Cronkite School of Journalism and Mass Communication, Arizona State University. Journalist membership is \$60 per year:
- C) LinkedIn groups, such as one for supply chain, one for internal auditors.
- D) Industry organizations: good for sources, and sometimes, ideas from emails (Shopfloor blog from National Association of Manufacturers)
- E) SmartBriefs publishes more than 200 niche e-mail newsletters, focused on food/beverage, finance, retail, and tech, among others. The newsletters link to stories from more than 10,000 major media outlets, regional newspapers, trade publications and blogs. You can both get ideas and find publications you might not be aware of.
- F) Trade publications themselves, blogs
- G) Google Alerts. Set up alerts for subjects you'd like to cover regularly, like finance, supply chain, accounting. Another way to learn of ideas and publications.
- H) Of course, ASJA!

