

# What clients say

## About writing by Ruth:

"Ruth is a warm, professional, and engaging writer who provided substantial editorial support for [our] annual member events, including biographical sketches and intros for featured celebrities ... Ruth has a passion for getting it right for her clients, always with a smile."



"(Your) article is great ...  
(a) terrific contribution to the magazine."

"Great job on the profile. The writing in the introduction was superb! The reader can tell that you had a lot of fun doing this interview!"

"Great story! It has a lot of information and it emphasizes the international and HR angles. Good job!"

"... an excellent writer (with) sound judgment, sensitivity to public reactions; thorough; fast, productive; outstanding at handling complicated material; excels at simplifying issues without clouding them."

## About newsletters by Ruth:

"... a significant accomplishment ... an attractive, informative and professional publication ... one of the finest in the country."



"This is a remarkable newsletter, full of informative material ..."; "Your newsletter is ... delivering information that caregivers need."

## About presentations by Ruth:

"Ruth is well-informed and easy to listen to."



"Participants gave you 'fives' across the board, the highest mark."

"... a veritable star! an outstanding session ... entertaining, enlightening, thought-provoking; information invaluable; readers will benefit on continuing basis."

"Concise, practical, lots of specifics."  
"Knowledgeable." "Organized." "I learned a lot."

"Ruth is a jewel!"

# Let me add:

*Sparkle*

to your magazine



*Pizzazz*

to your newsletter



*Accuracy & consistency*

to your copy



*Energy*

to your meeting coverage



*and more!*



# Call today!

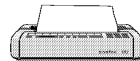
**Ruth E. Thaler-Carter,**  
Freelance Writer/Editor



"I can write about anything!"™



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Put this  
award-winning  
writer/editor  
to work for you!



Articles & Annual Reports

Proofreading & Editing 

Newsletters 

Desktop publishing 

Websites 



Presentations

## Services

- ◆ Profiles
- ◆ Press releases
- ◆ Annual reports
- ◆ Desktop publishing
- ◆ Publication critiques
- ◆ News & feature articles
- ◆ All aspects of newsletters
- ◆ Website content and updates
- ◆ Copyediting & proofreading
- ◆ Presentations –

*Writing & Editing Basics*  
*Entrepreneurship/Freelancing*  
*Starting/Promoting Nonprofits*  
*Newsletter Trends & Techniques*

## Awards



APEX – feature writing



EFfie – feature writing,  
newsletter editing



IABC/DC – feature writing;  
Communicator of the Year



WIW – Philip M. Stern Award –  
for service to freelancers



IABC/Baltimore –  
feature writing



IABC/District 3 – feature writing

## If you are:

looking for new voices and ideas ...  
under-staffed & overstressed ...  
up against deadline ...

## I can give you:

lively, interesting writing;  
new ideas and resources;  
fast turnaround;  
versatility;  
reliability;  
accuracy ...

## On time,

at reasonable rates,  
with minimum guidance!

## Get in touch today!

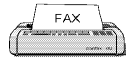
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Writer/Editor



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## Recent projects

### Writing

Brighton News, NABA Spectrum,  
Facilities Manager, Life in the Finger Lakes,  
The Editorial Eye, AARP conventions,  
Apartments.com magazine,  
American Nurses Association,  
Association of Women’s Health Programs,

### Newsletters/Desktop Publishing

Decorative Arts Society  
Rochester Friends Meeting  
Editorial Freelancers Association  
Brighton Schools Alumni Association



### Websites

www.EFCalumni.com  
www.brightonalumni.org  
www.communication-central.com  
www.StLouisBlackJournalists.com



### Editing/Proofreading

IUPAT Journal; Nixon Peabody LLP;  
Glass Line, Washington Gardner, B’nai Brith  
magazine; American Animal Hospitals  
Association; Regulatory Affairs Professionals  
Society; Premier Technical Services;  
Community Healing Network



### Publications

#### Author/Publisher:

“Get Paid to Write!”  
Getting Started as a Freelance Writer”

#### Author:

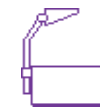
*Freelancing 101: Launching Your Editorial Business*  
*Urban Waterfronts '87: Water, the ultimate amenity*

#### Co-author:

*Baltimore Job Source*  
*Presenting with Power*  
*The Who, What and Where of Elder Care*

### Speeches/Seminars

Writers and Books  
Adirondack Writing Summit  
Editorial Freelancers Association  
Society of Professional Journalists  
Society for Technical Communication  
International Assn. of Business Communicators



and more!