

## **SUSAN RENSBERGER**

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### **BUSINESS COMMUNICATIONS WRITING AND CONSULTING**

1996- Present: *Business Communications Writing and Consulting, Panama*

Planning, development and writing of: marketing copy; corporate communications; public relations materials; direct mail and e-mail campaigns; customer and shareholder relations; executive speeches; websites; newsletters; collateral materials; articles and books; ghostwriting for corporate executives.

2006- Present: *President and Founder, High Spirits Incorporated, Panama City, Panama*  
Founded a new company to publish and market her own books, as well as works of art by others, online via Spirit Ridge Publishing and the Spirit Ridge Artistry website. Continues consulting for clients in the U.S. regarding fundraising, donor relations and communications issues. Writes books and articles for the website.

1995-96: *Account Supervisor, Laughlin/Constable Public Relations Division, Milwaukee.*  
Responsible for all aspects of public relations planning and execution for the agency and client accounts. Active in development of interactive marketing for both the agency and its clients.

1992-95: *Writing, Editing and Public Relations Consulting, Milwaukee.*  
Public relations and marketing writing, specializing in corporate identity materials, magazine and newsletter articles, media kits, speeches, and annual reports. Also offered public relations strategy and planning, editing and editorial consultation, and writing tutorials.

1986-92: *Partner, Rensberger Falck Publishing, Inc., Milwaukee.*  
Co-founder of firm publishing direct marketing materials for Hewlett-Packard computer dealers nationwide.

- 1984-85: *Public Relations Consultant, Milwaukee.*
- 1982-83: *Freelance Copywriting, Santa Fe, New Mexico.*
- 1980-81: *Feature Writer, The New Mexican, Santa Fe, New Mexico.*
- 1979-80: *Special Assistant to the Vice-President of the United States for Speechwriting, The White House, Washington, D.C.*
- 1978-79: *Associate Editor, U.S. Chamber of Commerce, Washington, D.C.*
- 1977-78: *Editor, Indiana University, Bloomington, Indiana.*
- 1977: *Editorial Assistant, Holiday Magazine, Curtis Publishing, Indianapolis, Indiana.*

## **PUBLICATIONS**

### **Books:**

*The Complete Idiot's Guide to Understanding the Amish.* Alpha Books, New York, 2003.  
A popular guide to the religion, culture, history and sociology of the Amish.

*A Multicultural Portrait of The Great Depression.* Marshall Cavendish, New York, 1996.  
History of the Great Depression written for middle school students as part of the publisher's series, *Perspectives: A Multicultural Portrait of the United States.*

### **Magazines and Newspapers:**

*Wisconsin Business Journal*, Milwaukee, Wisconsin, 1984 - 1985, Contributing Editor.  
Corporate profiles and articles on Wisconsin industries.

*Adventure Road, the Official Publication of the Amoco Motor Club*, Vol. 19, Issue 4, Winter 1983. "A Museum Catalog."

*The New Mexican*, Santa Fe, New Mexico, 1981. Features on politics, lifestyle, health, and the arts.

Freelance Writer, Santa Fe, New Mexico, 1980 - 1981. Wrote feature articles for UPI, *Albuquerque Journal*, *The New Mexican*, and *Adventure Road Magazine*.

### **Fiction and Poetry:**

"Pow-Wow," short story, in *Indiana Review*, Vol. 18, No. 1, Spring 1995.

"The Color of Need," short story, in *A Loving Voice, Vol. 2*, The Charles Press, Philadelphia, 1993.

"Communion," short story, in *Prairie Schooner*, Spring 1992.

"Traveling Mercies," novel excerpt, in *The Best of Northlight 1990*, Concordia College, Moorhead, Minnesota, 1990.

"Sleep Tight, Red Fox," novel excerpt; "I See You, Child, Kneeling," poem; "Fire and Memory," poem, in *Survivor*, Summer 1990.

"In the Days Before Death," short story, in *Literary Cavalcade* and *Scholastic Scope*, Scholastic Magazines, May 1972.

## **EDITING**

*Cultures of America Series* (Marshall Cavendish, New York): Edited several books , including *Chinese Americans* (1995); *Greek Americans*; *Russian Americans*; *Lebanese Americans*. Also edited a history of the American Revolution for the same publisher.

*Zink the Zebra* by Kelly Weil (Gareth Stevens, Milwaukee, 1996): Edited this picture book for children.

## **WRITING AWARDS**

1993: Cited in *Best American Short Stories 1993*, "100 Distinguished Stories of 1992," for the story, "Communion."

1992: *Prairie Schooner* Readers' Choice Award for the story "Communion."

1991: Residency, Ragdale Foundation, Lake Forest, Illinois. Awarded a residency to complete work on first novel manuscript.

## **POLITICAL EXPERIENCE**

Office of the Vice President, The White House, Washington, D.C., 1979 - 1980. Special Assistant to the Vice President. Wrote speeches, talking points, press comments and articles for Vice President Walter Mondale.

Chernoff/Silver Associates, Columbia, South Carolina, 1980. Staff Writer. Brochures, television and radio advertisements for political candidates and other clients.

Wisconsin Mondale/Ferraro Campaign, Milwaukee, 1984. Wisconsin Press Secretary. Managed statewide press operations. Wrote speeches, press releases, brochures.

Garvey for U.S. Senate Campaign, Milwaukee, Wisconsin, 1986. Deputy Campaign Manager in general election.

#### **EDUCATION**

Indiana University, 1977, B.A. in English. *Magna cum laude*.

Bread Loaf Writers' Conference, Middlebury, Vermont, 1989 -1992.

Northlight Writers' Conference, February 1990, Moorhead, Minnesota.

Indiana University Writers' Conference, Bloomington, Indiana, June 1988.

#### **MEMBERSHIPS**

Phi Beta Kappa

The Authors Guild