

SANDRA PHINNEY

PO Box 28, Yarmouth, Nova Scotia, Canada B5A 4B1
tel: (902) 648-0462 fax: (902) 648-0456 s.phinney@ns.sympatico.ca
<http://www3.ns.sympatico.ca/s.phinney/>

Expertise

Specialties: in-depth features, cover stories, profiles, narrative. Research and publication credits in over 50 Canadian and U.S publications. Beats: Agri/Aquaculture ~ Business/Entrepreneurship ~ Nature/Gardening/Outdoors ~ Lifestyle/Leisure ~ Travel/Tourism ~ Inventions/Technology

Skills: research, editing; writing educational materials, manuals, web content, business communications, ads and promotional materials; teaching freelance and creative writing workshops; marketing seminars; radio mini-docs; project management

Corporate, Government, and NGO Clients

- Canada Food Network: *Chef at Large*, idea scout, researcher, background writer
- Custom Reel Imagery: Script writer for training videos and video ads
- A & R Fisheries Ltd.: Double QQ Brand brochure
- Gordon Writing Group: writer for *Justice at Work* publication; CARS resource guide; Canadian Federation of Agriculture career guide; *Canada Prospects* career guide
- NS Drug Dependency: co-authored educational materials
- Data Nine Inc.: marketing plan; brochure and web site content, training manual
- Digby Growth Opportunities: speaker and workshop leader, *Marketing Your Business*
- Economic Development and Tourism; Bavaria Restaurant and Inn: brochures
- Oginword: editor (Japanese to English) newsletters
- R.H. Davis & Co.; Royal Bank of Canada: advertorials
- South Shore Literary Club: editor, newsletter
- The RO-EL Group: business letters, promotional materials, web content
- Yarmouth YMCA: edit newsletters, write brochures
- Yarmouth County Museum and Archives: mounted an historical visual exhibit
- Centre for Women in Business, Mount Saint Vincent University: marketing material
- Nova Scotia Department of Education: editing services

Public Broadcasting

CBC Radio mini documentaries: profiles and vignettes featuring rural life in Atlantic Canada

Periodical Credits

AAA Living, Arts Dialogue, Atlantic Books Today, Atlantic Business, Atlantic Chamber Journal, Atlantic Progress, The Atlantic Co-operator, Ascent, Business Careers Canada, Canada Prospects, Canadian Gardening, Canadian Health and Fitness, Canadian Occupational Safety, Career Verdict, Coastal Discoveries, The Complete Canadian Gardener, Chemical Innovation, Citizens for Choice, Commerce, Community Vision, Conservator, CRN Canada, East Coast Gardener, Eastern Woods and Waters, European Reporter, Fish Farmer, Footwear Journal, Imperial Oil Review, iQ Magazine, Lifestyle Nova Scotia, Macleans, Masthead, Medhunters, Open to the World, Outdoor NS, Progressive Choices, Rural Delivery, Sales Promotion, Saltscapes, Sears Family First, Seasons, Senior's Advocate, The Advance, The Aquaculture Gazette, The Atlantic Co-operator, The Conservator, The Navigator, The Regional Magazine, The Salmon Journal, The Vanguard, Total Health, Universal Press:Outdoors, VIA Destinations, Visual Arts News, Your Office

Literary Credits

Altitude Publishing: author, *Great Canadian Inventors* (book's release date February 2004); The Canadian Writer's Guidebook, 13th ed. (contributing author); CPA's 2002 and 2003 poetry anthologies; The Gaspereaux Review; Seeking The Muse, Trout; Poemata; The Square Peg; Canadian Stories

Education and Training

Photography workshop	2003
Producing Documentaries, CBC Radio	2000 and 2001
Creative Non-Fiction, Maritime Writer's Workshop	1999
8-Step Editing, Canadian Editor's Association	1999
Project Management, Department of Business and Consumer Service	1997
Planning and Managing Human Resources, HRDC	1997
Coaching and Team-Building Skills for Management & Supervisors	1995
M. Ed. Counselling [course work only] Acadia University	1974
B.P.Ed., University of New Brunswick	1965

Employment Capsule prior to starting a freelance business in 1997:

Taught school and did social work from 1965 to 1976. Owned and operated a retail business from 1977-1981. Farmed/produced organic vegetables for stores and restaurants from 1982-1997. Off-farm contracts during this time:

- customized and delivered communication courses for University Saint-Anne, Yarmouth Development Corporation, Yarmouth County Tourist Association, Department of Fisheries and Oceans
- provided specialized workshops and Job Finding Clubs for TAGS (HRDC) and RITC clients in NS; created and implemented a 20 week women's SAR training program for HRDC; facilitated special programs for Employment Resource Centre clients
- manager, Access Nova Scotia: Business and Consumer Services, Province NS

Current Memberships

Periodical Writers Association of Canada (PWAC)
Writers' Federation of Nova Scotia (WFNS)
Writers In The Schools (WITS)
Canadian Poetry Association
Canadian Association of Journalists (CAJ)
Canadian Authors Association (CAA)
PEN Canada
Yarmouth Chamber of Commerce
Travel Media Association of Canada (TMAC)

Community Service

Atlantic Lighthouse newsletter, editor	2002-present
Yarmouth County Museum, researched/mounted historical display	2002
South Shore Literary Club, editor: newsletter	1999-present
Yarmouth Business and Professional Woman's Club, Chair Program Committee	1995-present
Yarmouth YMCA, Alumni Committee and Tai Chi instructor	1995-present
Yarmouth Chamber of Commerce, publications committee	1997-2000
Yarmouth County Literacy Council, Board member	1985-1989
Yarmouth County Federation of Agriculture, Board member and Director	1984-1989

References/Client Contact list

Available on request