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EDUCATION: Graduate work in Journalism (Public Relations), History of Science /Library Science minors--University of Oklahoma, Norman--1966-68; B.A. Degrees in Journalism/Psychology, with Biology minor--Central State University, Edmond, OK--1966.

ADVANCED TRAINING: Certified Public Manager (CPM) Levels 1, 2 and 3, LSU, Aug., 1996, and April, 1999; Participated in National Preretirement Education Association Annual Conference--August, 1995, Denver; October, 1996, Louisville; October, 1999, Naples, FL; New Orleans, 2002. Presentation Skills class, LSU; Courses in Beginning and Advanced PageMaker, LSU and Productivity Point, 1990-00; Employee Benefits Communications/Technology Institute Participant, August, 1990, April, 1996; August, 1997, Sept., 1999; May 2001; and April, 2003, Foundation of Employee Benefits Plans; National Conference, "Youth Traffic Safety Initiatives", National Highway Traffic Safety Admin. (NHTSA), Washington, D.C.--June, 1989; "Workshop Instructor, Facilitator Training"--June, 1987, and "Alcohol Countermeasures Program Mgmt.,"--Aug., 1986, Transportation Safety Institute, U.S. Dept. of Trans.; Public Relations Seminar participant--1987 and 1988, Public Relations Assn. of LA (PRAL); Project Graduation Workshop--June, 1988, Ark. Hwy. Safety Office; Conference on Alcohol and Substance Abuse by Youth--Oct., 1988, National Assn. of Juvenile/Family Court Judges; Basic Supervisory Skills--March, 1982, LA Civil Service; Emergency Medical Tech. (EMT) Course--Dec, 1979, SE LA EMS Council.

COMPUTER SKILLS: Proficient in Windows XP Professional operating systems; Adobe PageMaker and Acrobat; CorelDraw; Microsoft Word, PowerPoint, Publisher, Excel (MS Office); Hewlett Packard printers/scanner (Lasers, Inkjet, color, black&white; Use Microsoft Network with Internet Explorer 7.0; MS FrontPage 2002 Web Site Management software; Constant Contact Software Service. Proficient doing Internet-based research.

MEMBERSHIPS: Volunteer small business counselor with SCORE (Service Corps of Retired Executives), U.S. Small Business Admin. Public Relations Assn. of LA. (won one Lantern Award; two regional awards), 1993 Seminar Program Co-chair; Assn. of Desktop Publishers; Assn. of State Communicators; Writer and Layout Editor), State Employee Newspaper, State Voice, 1994 Editor; Sierra Club Newsletter; Cajun Clickers Computer Users Group, 1994-2004. 1990 Winner of statewide LaCap Credit Union Writing Contest.

POST-RETIREMENT EMPLOYMENT HISTORY: (telecommuting from my home-based office)

Owner/Operator

Rent-A-Writer/Purple Prose--January, 2000 to Present

On a contract, project, or hourly basis: desktop publish newsletters, brochures, etc. (includes writing, editing, design and layout); Write/design PowerPoint presentations; Research, write and edit website text, including Search Engine Optimization (SEO). Develop marketing campaigns; Perform Internet research; Handle news releases, media advisories and news or feature article writing/editing assignments;

Editor

Bexar Area Agency on Aging--October 2008 to Present (On contract)

Using the Contact Software Service, produce monthly Alamo Service Connection eNewsletter and weekly email news blasts. This includes interviews, fact-checking. and all preparation (writing, editing, design, layout of informational material). Handle electronic dissemination. Manage email address database.

Desktop Publisher

Retired State Employees Association of Louisiana --February, 2004 to Present (On contract)

Write, edit, design, layout and pre-press preparation of the quarterly 4 to 8-page printed newsletter circulated to more than 30,000 retirees from Louisiana State Government. This includes interviews, fact-checking. and preparation for the printer using Adobe PageMaker. Coordinate between RSEA and printer.

Managing Editor

San Antonio Crime Victims' Advocate (SACVA) NEWS--May, 2005 to May, 2007

Developed, designed, wrote, edited and desktop published this 12 to 20-page bimonthly tabloid size newspaper underwritten by a San Antonio businessman. The goal was to inform and educate victims of crime; support and recognize the work done by the staff and officers of local law enforcement agencies; encourage helping organizations in the San Antonio/Bexar County and surrounding areas; Featured information which facilitates apprehending and incarcerating criminals, and making our community a better place to live. Handled advertising and distribution. Maintained professional relationship with law enforcement agencies, state, regional, city and county governmental agencies and nonprofit organizations. Created the original design, concept, look and style of this new publication as a community information and educational tool.

Marketing and Communications Director

VR Election Services--January, 2004 to August, 2005 (On contract)

VR Election Services is a Carrollton (Texas) based company providing election services by mail-in ballot, telephone, the Internet, and on-site. I wrote and designed informational pieces, news releases, newsletters, and marketing materials. Performed Internet-based research and special projects. (Staff now doing this)

PROFESSIONAL EMPLOYMENT HISTORY:Public Information Director

Louisiana State Employees Retirement System--June, 1995 to January, 2004 (Retired Jan. 12, 2004)

This highly visible and responsible position serves as Communications Division Manager. Developed \$350,000 annual budget. Supervised two Public Information Officers, one Graphics Designer and one Public Information Intern. The Communications Division produces all publications and forms for this agency serving more than 100,000 active and retired state employees and/or their beneficiaries. Publication examples are: LASERS' BEAM, quarterly Newsletter; the Membership Handbook; the Employee Handbook; the Board Election Guide; the Member Agency Retirement Reference Manual; the LASERS Annual Overview; and more than 100 complex, multipart forms. Supervised other sections, including the Preretirement Education Program (36 to 42 PREP Seminars presented to 100-plus participants each in nine cities throughout Louisiana). The Communications Director also managed the biannual Board of Trustees elections and served as a contact point for national, regional and local news media. Also was responsible for special projects such the LASERS' 50th Anniversary Celebration in July, 1996. Coordinated research, design, production and support of agency Internet Web Site which went live July 1, 1998. Responsible for all Web Site contents, updating, and document conversion.

Communications Director

State Employees Group Benefits Program--May, 1993 to June, 1995

Served in administrative capacity as public information/relations "internal consultant" to the Executive Director and Board of Trustees. Originated comprehensive Communications Program. Editor, quarterly external publication, bi-monthly Provider Newsletter, monthly Human Resources Newsletter, and quarterly Invoicing newsletter. Developed on-going statewide public information and awareness campaigns to educate school board and state employees about the Agency's health and life insurance. Served as liaison with national, statewide and local news media. Developed and implemented special informational projects on specific topics to reach target "audiences" (i.e. Plan Members, Legislators, etc.); developed, wrote, designed and desktop published printed materials for marketing Group Benefits. Conducted employee motivation and recognition programs. Wrote speeches. Served as a contact point for agencies and organizations.

Director of Public Relations

Dept. of Culture, Recreation, and Tourism--September, 1991 to May, 1993

Served as chief spokesman for the entire multifaceted agency with seven major Offices, promoting tourism both intra and interstate. Maintained contact with all statewide, national and international news media; as well as travel writers and editors. Represented Office of Tourism to travel trade publications (e.g. writing articles,

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Dept. of Culture, Recreation, and Tourism--September, 1991 to May, 1993 (continued)

serving as agency spokesperson). Supervised Communications Staff. Approved news releases disseminated by all DCRT Offices. Using news, public affairs and public service outlets, promoted major programs, events and attractions under the agency's jurisdiction (e.g. LA Archaeology Week, LA Folklife Festival). Promoted international events including 1993 POW-WOW in New Orleans -- the largest (and most prestigious) travel trade conference in the world. Served as Departmental liaison with the agency's 14 Boards and Commissions. Developed, wrote, and assisted with production of Public Service Announcements. Disseminated PSA's to electronic media and monitored effectiveness. Wrote speeches both complex and sensitive in nature for top DCRT officials, including the Lt. Governor.

Communications DirectorState Employees Group Benefits Program--February, 1990 to September, 1991

Served in administrative capacity as public information, education and marketing "internal consultant" to the Exec.Dir., and Board of Trustees. Originated comprehensive Communications Program. Editor, bimonthly external publication and quarterly employee newsletter. Developed on-going statewide public information and awareness campaigns to educate school board and state employees about the "benefits" of the Agency's health and life insurance. Served as liaison with national, statewide and local news media. Developed and implemented special information and education projects on specific topics to reach target "audiences" (i.e. Plan Members, Legislators, voting public, etc.); Wrote, developed, designed and produced printed publications for marketing Group Benefits. Conducted employee motivation and recognition programs. Wrote speeches. Served as a contact point for agencies, organizations and Legislators.

Public Information/Education OfficerLouisiana Highway Safety Commission--July, 1985 to February, 1990

Originated, planned, directed, implemented and evaluated comprehensive statewide public information and education program on highway safety issues. Included extensive news media liaison and work with high ranking national, state and local officials, legislators and community leaders. Designed and developed publications. Wrote speeches, news releases and radio/television public service announcements (PSA's). Monitored and managed more than \$400,000 in federally funded projects. Provided public information/community mobilization "Technical Assistance" to Commission projects sites and local, regional or statewide agencies or organizations. Researched and wrote special reports for federal and state agencies. Planned and implemented special events. Did extensive public speaking. Coordinated all aspects of continuing education programs.

Public Information OfficerLouisiana Dept. of Health/Hospitals--June, 1984 to July, 1985

Served in a consultative, professional capacity to provide public information support to the nine varied offices under this 28,000-person agency. Developed informational campaigns and wrote news releases. Included liaison work with statewide, regional and national news media; organized special events; and served as Associate Editor of the internal/external statewide Newspaper.

Director of Public RelationsLouisiana Office of Preventive and Public Health Services--July, 1982 to June, 1984

Served in an administrative capacity in developing, directing and evaluating the "State Health Department's" statewide public information and education program. Arranged for news coverage of regular activities and special events. Worked extensively with television and radio public affairs staff members throughout Louisiana. Prepared news releases and other written materials such as brochures, posters. Coordinated special events.

Public Relations DirectorCharity Hospital at New Orleans--February, 1979 to July, 1982

Planned, managed, implemented and evaluated public relations programs, personnel motivation campaigns and personnel recruitment. Served as Hospital spokesman to local, statewide and national news media.

Charity Hospital at New Orleans--February, 1979 to July, 1982 (continued)

Coordinated special projects/events. Wrote news releases, PSA's.. On 5/81, was also assigned public relations responsibilities for the Office of Preventive and Public Health Services.

Public Information/Education Specialist

Oklahoma Health Systems Agency--June, 1976 to December, 1978

Originated, developed and implemented comprehensive public information, public involvement and community mobilization programs for statewide health planning agency. This included all media liaison with radio, television and newspapers nationwide (and worldwide, in the case of the Oral Roberts "City of Faith" hospital review). Responsible for development and production of newsletters, annual reports, brochures, and other written materials. Also was responsible for designing and implementing staff and Board continuing education and development programs.

Informational Representative

Oklahoma State Department of Health--June, 1972 to June, 1976

Developed and implemented statewide public information and involvement program to achieve maximum citizen utilization of health department services. Included production of stories/photography for both internal/external publications, design and production of written materials, news media liaison and special projects. Also developed and implemented health education and continuing education programs for health department staff and special "publics" such as nurses, physicians, teachers, youth and other high risk groups. Served as Oklahoma VD Education Program Coordinator.

Director of Public Relations

Oklahoma Symphony Orchestra--January, 1971--June, 1972

Planned and implemented comprehensive P.R. program for metropolitan orchestra and related organizations (ballet, opera). Produced 24 to 36-page program at least weekly. Also was responsible for newspaper, magazine and radio/TV advertising, posters, displays, special projects, news releases, public service announcements and speeches. Included marketing, fund raising and community mobilization efforts.

Curator of Public Relations/Publications

Oklahoma City Zoo--April, 1969 to January, 1971

Originated first professional public information program for this major tourist attraction. Handled all news media contacts. Served as Assistant Editor of external Zoo publication. Developed all publications such as brochures and posters. Marketed various programs for this entity, while also serving as Education Director and Librarian. Initiated and implemented first employee motivation and recognition program. Acted as liaison with Oklahoma Zoological Society. Supervised volunteers.

Feature Writer

U.S. Air Force Home Town News Center--January, 1968 to April, 1969

Wrote and edited all news and feature stories on USAF personnel in Vietnam, as well as other military activities worldwide. The Center was the USAF P.R. Agency.

REFERENCES:

Connie Carlton, Retired Assistant Director, Louisiana State Employees' Retirement System, and Retired Executive Director, Retired State Employees Association of Louisiana; Home Phone: (225) 928-4265; 8753 W. Fairway Dr., Baton Rouge, LA; Email: conden8753@bellsouth.net

Glenda Chambers, Retired Executive Director, Louisiana State Employees' Retirement System; Current Executive Director, National Association of State Retirement Administrators; (225) 765-3921; glendac@nasra.org

Hubert Lincecum, Assistant Director, State Employees Group Benefits Program, P.O. Box 44036, Baton Rouge, LA 70804-4213, (225) 925-6501; Email: hlincecum@ogb.state.la.us.