

Jayne A. Pearl
Freelance Writer/Editor

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BOOKS WRITTEN

- *Modern Aging: A Guide for Seasoned Citizens* (ghosted; published by Talkers Books, 2004)
- *Keep or Sell Your Business* (Dearborn Trade, 2000) -- co-authored with Mike Cohn
- *Kids and Money: Giving Them the Savvy to Succeed Financially* (Bloomberg Press, 1999)
- *Winning: The NSI Story* (commissioned and published by a NYSE conglomerate, 1997)
- *Maximize Family Business Strategic Advantages* (Business Owner Resources, 1997)

DEVELOPMENTAL BOOK EDITING

- *The Art of the Trade* (McGraw-Hill, 1998)
- *Corporate Instinct* (Van Nostrand Reinhold, 1997)
- *Working Well with Family Businesses* (Jossey-Bass, 1995)
- *Passing the Torch: Succession, Retirement & Estate Planning in Family-Owned Businesses* (McGraw-Hill, 1992)

WEBSITE CONTENT/DEVELOPMENT

- *Practical Money Skills for Life* at Edgate.com - wrote sections on financial parenting.
- *BountySystems, Inc.* -- wrote FAQs and help screens, developed newsletters for users, investors and employees, researched and edited business plan for this e-commerce site.
- *BostonSoftwarejobs.com* - wrote all copy for this former regional recruitment site.
- *Oxygen.com* - wrote a weekly column on financial parenting.
- *Kidsandmoney.com* - developed and helped code this site to promote my book.

SAMPLING OF MAGAZINE ARTICLES PUBLISHED

- *TALKERS* magazine, "Emblems of Conspicuous Construction: In the wake of 911, lower Manhattan neighborhoods have reinvented and revitalized themselves," May 2004
- *TALKERS* magazine, "Skirting the Gender Gap," February 2004
- *Family Business*, "The Fund-raising Game: How can family firms meet their capital needs without sacrificing control?" Winter 2004
- *Sloan Management Review*, "Intangible Investments, Tangible Results," Fall 2001
- *myBusiness* magazine, "Unusual Sources of Funding," to appear March 2001
- *Mutual Funds* magazine, "Parents Must Teach Financial Facts of Life," March 2001
- *Family Money*, "Kids and Credit Cards," May-June 1999
- *Delta's Sky* magazine, "Blended Family Finances," June 1999
- *Small Business Computing & Communications*, automatic credit card verification for online order processing, February 1999
- *Family Business*, "What Harvard MBAs Want," Autumn 1998
- *Costco Connection*, "Succession Planning in Family Businesses," Nov-Dec 1998
- *Family Business*, "Hiring Top Guns," Summer 1997
- *Family Business*, "Strategy Before Succession," Summer 1996
- *Business95*, "How to Spot and Avoid Business Owner Burnout," Dec-Jan 1995
- *Your Company*, "Are You Guilty of Death-Grip Management?" Spring 1994
- *Working Woman*, "Exit Interviews: Getting the Truth," June 1993

NEWSLETTERS LAUNCHED, WRITTEN AND/OR EDITED

Tom Peters' *On Achieving Excellence*, *Leading Edge* (Olympus of America); Ken Blanchard's *Profiles of Success*; John Naisbitt's *TrendLetter*, Jude Wanniski's *Supply Side Investor*, technology guru George Gilder's high-tech newsletters, *The Organized Executive*, and *Pathfinder* (financial parenting for Oneida Nation families)

PROFESSIONAL EXPERIENCE

<u>TALKERS magazine</u> 12/02 - present	Springfield, Massachusetts Special Projects Editor for this national talk-show trade magazine.
<u>Freelance Writer/Editor</u> 5/01 - 1/03 1/91 - present	Amherst, Massachusetts Financial Services Editor, Bain & Company (Boston) Contribute to national magazines, websites and newsletters, project manager for various publishing projects, wrote columns for Oxygen Media's www.ka-Ching.com and <i>Mutual Funds</i> magazine, and am an occasional commentator on PRI's Marketplace Radio.
<u>BountySystems, Inc.</u> 10/99 - 1/01 6/99 - 10/99	Amherst, Massachusetts Editorial Director. Researched and edited business plan and oversee creation of editorial content for ReferralMarkeplace.com . Senior Producer. Developed content for Boston.Softwarejobs.com .
<u>Family Business magazine</u> 8/89 - 12/90	Great Barrington, Massachusetts Senior Editor. Helped launch this national magazine. Assigned service pieces and company profiles.
<u>The Tom Peters Group</u> 10/85 - 7/89	Palo Alto, California Editor, <i>On Achieving Excellence</i> , an 8-page monthly newsletter that I designed and launched. Researched and wrote copy, managed two assistants. Oversaw promotion, production and fulfillment.
<u>Business Times Radio</u> 4/85 - 9/85	New York, New York Editor of this daily half-hour public-radio show, syndicated to more than 100 stations. Organized the show: assigned and edited stories; wrote breaking news, economic analysis and features; read on air.
<u>Freelance Writer</u> 6/84 - 4/85	Washington, D.C. Assignments at <i>USA Today</i> , <i>AdWeek</i> , <i>Success</i> , <i>American Banker</i> , <i>Historic Preservation</i> and <i>Regards</i> .
<u>Forbes magazine</u> 5/83 - 6/84 6/82 - 5/83 8/80 - 6/82	Washington, D.C. Reporter. Covered economics, political and business news. Senior Reporter-Researcher. Wrote on general business, corporate and personal finance and economics. New York, New York Assistant to Economics Editor. Researched and fact-checked columns.

EDUCATION

1/79 - 6/80 12/76	New York University. Completed courses for Masters in Economics. Hofstra University. Bachelors in Journalism
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BOOK ACKNOWLEDGMENTS

"Jayne Pearl, whose principal activity is the editing of our newsletter, has also been a constant source of creative needling. Jayne and I struggle weekly with my syndicated column, where many of the themes in this book have been born or honed."—Tom Peters, *Thriving On Chaos: Handbook for a Management Revolution* (Knopf, 1987)

"I want to especially thank Jayne Pearl, who is a godsend. Jayne provided more than independent editorial help—she consistently helped my writing to stay focused and provided the feedback that I wanted and feared at the same time. I believe this book has improved over the first edition. Jayne should get credit for any improvements. Her journalistic background, along with her sincere interest in family businesses, makes her a rare and talented individual."—Mike Cohn, *Passing the Torch: Succession, Retirement, & Estate Planning in Family-Owned Businesses* (Mc-Graw-Hill, 1992)

"Special acknowledgments to Jayne Pearl for dealing with so many cooks, helping us decide what we wanted to say, and then helping us say it."—David Bork, Dennis Jaffe, Sam Lane, Leslie Dashew and Quentin Heisler, *Working with Family Businesses: A Guide for Professionals* (Jossey-Bass, 1996)

"Our developmental editor, Jayne Pearl, worked around the clock, with at least one known nap at the keyboard, while trying to restructure the original manuscript under incredibly tight deadlines. She questioned everything and we got away with nothing."—Tom Koulopoulos, Richard Spinello, Wayne Toms, *Corporate Instinct: Building a Knowing Enterprise for the 21st Century* (Van Nostrand Reinhold, 1997)

"Through her thoughtful and insightful questions, Jayne Pearl helped to make this book more reader friendly."—R.E. McMaster, *The Art of the Trade* (McGraw-Hill, 1998)