

# BARBARA BALLINGER

Home: 314-692-9881 Cell: 314-920-6919

[bb@barbaraballinger.com](mailto:bb@barbaraballinger.com)

[www.barbaraballinger.com](http://www.barbaraballinger.com)

## QUALIFICATIONS SUMMARY

- ▶ Accomplished, creative **Reporter / Writer / Editor** with extensive experience writing **articles and books** on diverse news, business, real estate, and feature topics.
- ▶ Successful background writing for **newspapers, magazines, and corporations**. Proven expertise as **corporate strategist**. Edits copy to adhere to high-quality standards and meets strict deadlines.
- ▶ **Self-starter** who remains calm in high-pressure, demanding environments and collaborates on teams.
- ▶ Enthusiastic, energetic professional with significant journalism experience and **outstanding skills** in interviewing — researching — news gathering — writing — editing. Adept at developing sources.
- ▶ Seeking full-time or freelance writing / editing position with a magazine, newspaper, corporation, public relations agency or university/college.

## PROFESSIONAL EXPERIENCE

SELF-EMPLOYED – 1988 – Present

### Writer / Editor

- Package, write and edit consumer lifestyle **kitchen and garden magazines** for national distribution for Harris Publications, New York, N.Y.; also contribute to the company's other publications including *Small Decorating and Country Victorian*. Find worthy projects and write them up, along with meaty, helpful articles
- Write three-times a month **real estate column** on a variety of buying, selling and maintenance topics for homeowners for Content that Works, national syndicate
- Write **Architecture Coach** columns and other trends pieces for the Web site and print magazine for the National Association of Realtors®, the nation's largest trade association; also contribute other articles including its Q-and-A profile series on notable trendmakers
- Write **Public Relations** copy for a variety of agencies about a variety of subject matter in different industries
- Developed the concept and outline for the **100<sup>th</sup> anniversary book** for National Association of Realtors® (NAR); which told the NAR story in the context of the country's real estate changes (Published 2008).
- Developed and wrote **special kitchen issue** for Hanley Wood Publications, Washington, D.C.; assisted with concept development and outline. Wrote new articles, selected artwork, and edited existing articles (Spring-Fall 2006)
- Wrote **online course / book** for Nehemiah's *Post-Homeownership Education: Living the Dream* for homeowners who need the skills, tools, and resources to avoid financial problems after purchasing homes. These new homebuyers may have incurred financial problems in the past or have modest resources. The goal is to help them avoid foreclosure. (Summer 2006)
- Wrote regular feature column, **Placemaking**, for Hanley Wood's *Developer* magazine about new communities that represent a mixed-use environment with sustainable features.
- Worked as **Senior Editor** of *Realtor® Magazine*, the monthly publication for more than one million NAR trade group members, based in Chicago, Illinois (2003-2004)
  - ▶ Wrote monthly columns / features, edited freelance articles, and attended two annual meetings.
- Contributed regularly to **numerous print / online publications** and to Web Sites on topics such as: business — personal finance — law — real estate — interior design — gardening — sports —

food — education — relationships — travel.

- ▶ **Publications** included *Realtor® Magazine* and its online version — Hanley Wood's *Multifamily Executive* and *Residential Developer* — *Robb Report* — *New York Times Sunday Business and Real Estate* sections -- *Crain's Chicago Business* — *Chicago Tribune* — *St. Louis Post-Dispatch* — *Voir Dire* — *North Shore Magazine* — Harris Publications' *Decorating Solutions*, *Small Rooms*, *Kitchen Solutions*, *Small Kitchen*, *Backyard Solutions*, *Great Backyards* — *i4design s* — *Chicago Midwest Home*.

#### **Writer / Editor**

- **Wrote articles** for numerous publications, including *The New York Times* — *Travel & Leisure* — *Home* — *House Beautiful* — *Performance Builder* — *Chicago Home & Garden* — *Renovation Style* — *Romantic Homes* — *Family Business Review* — *American Bar Association Journal*.
- Wrote **weekly art gallery column** for *Chicago Tribune* on art gallery shows.
- Wrote **weekly fashion column** for *St. Louis Post-Dispatch*.
- Coordinated **special features business** section for *Crain's Chicago Business*, including assigning articles, editing stories, and selecting artwork.
- Developed and completed **corporate brochures, corporate histories, and public relations releases** for numerous businesses, including Masco Corp., one of the world's largest manufacturers of brand-name consumer products for the home and family.
- Wrote **feature articles on well-known leaders**, including: Former First Lady Rosalynn Carter — David Farrell (former Chairman / CEO of May Corp.) — Author / Historian Doris Kearns Goodwin Tipper Gore (wife of former VP Al Gore) — Chef / Restaurateur Danny Meyer — Author Jane Smiley — Martha Stewart (business entrepreneur / homemaking expert) — Jeanne Ashe (widow of Arthur Ashe) — Drucilla Stender Ramey (attorney and former president of San Francisco Bar who advocated for greater diversity in legal ranks).

ST. LOUIS POST-DISPATCH – St. Louis, Missouri

1980 – 1988

#### **Reporter**

- Reported and wrote on various topics including business, personal finance, home furnishings, food, and entertaining.

HOUSE & GARDEN GUIDES (CONDE NAST PUBLICATIONS) – New York, New York

1972 - 1980

#### **Decorating and Special Projects Editor**

- Researched and wrote design stories on houses, antiques, home furnishing trends, designers, and artists. Developed and wrote article about craftspeople of Santa Fe, New Mexico, and Oaxaca, Mexico.
- Wrote about the antiques collections at The White House and U.S. State Department.
- Developed crafts projects, such as needlepoint designs based on Amish quilts, which led to first book.
- Contributed to brainstorming sessions for new magazines and feature sections.

## **EDUCATION**

HUNTER COLLEGE, CITY UNIVERSITY OF NEW YORK – New York, New York

#### **Master of Arts in Art History/Studio Art**

*Thesis:* Regional Differences in Early American Quilts

BARNARD COLLEGE / COLUMBIA UNIVERSITY – New York, New York

#### **Bachelor of Arts in Art History, minor in painting**

*Thesis:* Small Vest-Pocket Parks and Playgrounds in New York City

NEW YORK UNIVERSITY, Graduate School of Business – New York, New York

WASHINGTON UNIVERSITY, Olin School of Business – St. Louis, Missouri

**Completed several graduate business courses toward an MBA degree**

## PUBLICATIONS

### BOOKS

Book about divorce, **Barbara Ballinger** and Margaret Crane. In progress (Expected publication, 2013)

First children's book, *Gammy's Getting Older*, with Margaret Crane. (Expected publication, 2012-20133)

*The Headcount Solution: How to Cut Compensation Costs and Keep Your Best People*, **Barbara B. Buchholz**, N. Fredric Crandall, Marc J. Wilson, and Margaret Crane (McGraw-Hill, 2002)

*Apartment Living*, **Barbara B. Buchholz** and Margaret Crane (Rockford Publishing, 2000)

*The New Homeowner's Handbook: What To Do After You Move In*, with Nehemiah Corp., **Barbara B. Buchholz** and Margaret Crane (Dearborn/Kaplan, 2000)

*Porch Style*, **Barbara B. Buchholz** and Lisa Skolnik (Friedman/Fairfax, 2000, and Rizzoli, 2003)

*Successful Home Building & Remodeling: Getting the House You Want Without the Roof (or the Sky) Falling In*, **Barbara B. Buchholz** and Margaret Crane (Dearborn/Kaplan, 1999)

*Arthur Andersen Answers the 101 Toughest Questions about Family Business*, **Barbara B. Buchholz**, Margaret Crane, and Ross W. Nager (Prentice Hall, 1999)

*Retirement Security*, **Barbara B. Buchholz**, David Walker, and Margaret Crane (John Wiley & Sons, 1997)

*French Country*, **Barbara B. Buchholz** and Lisa Skolnik (Friedman/Fairfax, 1996)

*For Your Home: Bathrooms*, **Barbara B. Buchholz** (Friedman/Fairfax, 1996)

*Corporate Bloodlines: The Future of the Family Firm*, **Barbara B. Buchholz** and Margaret Crane (Carol Publishing, 1989)

*The Aviator's Source Book*, edited by **Barbara B. Buchholz**. (St. Martin's Press, 1982)

*Man's Body and Woman's Body*, revised editions edited by **Barbara B. Buchholz** and Dr. Joseph Ballinger (Simon & Schuster, 1981)

*The People's Emergency Guide*, **Barbara B. Buchholz** and Jeffrey Weiss (St. Martin's Press, 1980)

*Needlepoint Designs from Amish Quilts*, **Barbara B. Buchholz** and Laura S. Gilberg (Charles Scribner's & Sons, 1977)

### CORPORATE HISTORIES FOR COMPANIES, IN-HOUSE AND FOR CLIENTS

HELENE CURTIS – Chicago, Illinois

ELI'S CHEESECAKE – Chicago, Illinois

THE MASON BOX BUSINESS – North Attleborough, Massachusetts

HELLER FINANCIAL INTERNATIONAL – Chicago, Illinois

## TV AND RADIO APPEARANCES / SPEECHES

THE NANCY GLASS RADIO SHOW, guest expert, “Real Estate Trends,” Philadelphia (Spring 2006)

AMERICAN SOCIETY OF JOURNALISTS AND AUTHORS, Annual Convention. Participated on panel, “How to Get Published in Newspapers and Sunday Magazine Sections,” New York (May 2006)

ERA REAL ESTATE CONVENTION, “Successful Family Business Successions,” San Francisco (February 2006)

THE MARK NASH RADIO SHOW, guest expert, “What’s Hot and New in Real Estate Trends,” Chicago (Fall 2005)

ERA REAL ESTATE CONVENTION, “Successful Family Business Successions,” Orlando (February 2005)

THE OPRAH WINFREY SHOW, guest expert, “Home Remodeling Horror Stories,” Chicago (June 10, 1991)

---

## COMMUNITY INVOLVEMENT

---

Elected to Barnard College’s Alumnae Association’s Nominating Committee, served three years and attended college’s annual Leadership Council

Write “Barnard Bonds” profiles of active alumnae for the online quarterly alumnae newsletter and serve on the Leadership Council for the annual alumnae Leadership Council meeting.

---

## AWARD

---

TABPI Award from Trade, Association and Business Publications International (TABPI) for feature article, “Ready for Seconds,” about vacation paradises, published in *Realtor® Magazine*, 2006.

FINALIST, nominated and recognized for American Business Media Jesse H. Neal National Business Journalism Award for Placemaker features for *Developer magazine*, published by Hanley Wood, Washington, D.C., 2008.