

DOUGLAS ANN

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Profile

Bestselling pregnancy and parenting author. Magazine and newspaper columnist. Copywriter. Keynote speaker and workshop leader. Spokesperson and expert. Volunteer. Mom of four.

Books Published

Pregnancy and Parenting

The Mother of All Baby Books In progress. Second Canadian edition, 2012; Second American edition, 2013.

The Mother of All Pregnancy Books. Forthcoming. Second Canadian edition, 2011; Second American edition, 2011.

Mealtime Solutions for Your Baby, Toddler, and Preschooler: The Ultimate No-Worry Guide for Each Age and Stage, Wiley, 2006.

Sleep Solutions for Your Baby Toddler and Preschooler: The Ultimate No-Worry Guide for Each Age and Stage. Wiley, March 2006.

The Mother of All Pregnancy Organizers. Wiley, 2004.

The Mother of All Parenting Books. U.S. edition. Wiley, 2004.

The Mother of All Toddler Books. (U.S. edition. Wiley, 2004.

The Unofficial Guide to Having a Baby. Second edition: Wiley, 2004.

The Mother of All Parenting Books. Canadian edition: Wiley, 2003.

Choosing Childcare for Dummies. Wiley, 2003.

The Mother of All Toddler Books. Canadian edition and U.S. edition, Wiley, 2004.

The Mother of All Baby Books. Canadian edition: Wiley, 2001. Chosen by Canadian Living as one of the top ten reference books every Canadian household should own. Winner of 2006 Omnimedia Award: Best Canadian Parenting Book.

The Mother of All Pregnancy Books: The All-Canadian Guide to Conception, Birth, and Everything In Between. Wiley, 2000. Audio books edition published in November 2005.

Family Finances: The Essential Guide for Parents. Dearborn Publishing, 2001. With Elizabeth Lewin.

Trying Again: A Guide to Pregnancy After Miscarriage, Stillbirth, and Infant Loss. With John R. Sussman, MD. Taylor Publishing, 2000.

The Complete Idiot's Guide to Raising Money-Smart Canadian Kids. Prentice-Hall Canada, 2000, with Barbara Weltman.

Family Finance: The Essential Guide for Canadian Parents. Prentice-Hall Canada, 1999.

The Unofficial Guide to Having A Baby. With John R. Sussman, MD. IDG Books, 1999.

The Unofficial Guide to Childcare. IDG Books, 1998.

For Children

Body Talk: The Straight Facts about Fitness, Nutrition, and Feeling Great about Yourself. Maple Tree Press, 2002. Co-authored with Julie Douglas. Revised edition, 2006. Nominated for a Red Cedar Children's Book Award for 2004-05.

Before You Were Born: The Inside Story. Owl Books, 2000.

The Family Tree Detective: Cracking The Case of Your Family's Story. Owl Books, 1999.

Baby Science: How Babies Really Work. Owl Books, 1998.

Other Topics

Canuck Chicks and Maple Leaf Mamas: Women of the Great White North. McArthur and Company, 2002.

The Incredible Shrinking Woman. Prentice-Hall Canada, 2000.

Sanity Savers: The Canadian Working Woman's Guide to Almost Having It All. McGraw-Hill Ryerson, 1999.

The Complete Idiot's Guide to Canada in the '60s, '70s, and '80s. Prentice-Hall Canada, 1999.

The Complete Idiot's Guide to Curling. With Rod Bolton. Prentice-Hall Canada, 1998.

The Complete Idiot's Guide to Canadian History. Prentice-Hall Canada, 1997.

Note: I am the creator and trademark holder of The Mother of All® books series. The books series has been trademarked in Canada and the U.S. and licensed to Wiley Publishing Inc. The books have been published in Canada, the U.S., Russia, China, Greece, and Indonesia.

Anthology Contributions

Anderson, Kyra, and Vicki Forman. **Gravity Pulls You In: Perspectives on Parenting Children on the Autism Spectrum**. Bethesda, MD: Woodbine House, 2010. "As Great As Trees."

Friedman, May, and Shana L. Calixte. **Mothering and Blogging: The Radical Act of the MommyBlog**. Toronto: Demeter Press, 2009. "Meet the MommyBlogger."

McDonald Strong, Shari. **The Maternal is Political**. Edited by Shari McDonald Strong. Seal Books, 2008. "Campaign Confidential."

Buchanan, Andi. **It's a Girl: Women Writers on Raising Daughters**. New York: Seal Press, 2006. "The Food Rules."

Ettus, Samantha. **The Experts' Guide to the Baby Years: 100 Things Every Parents Should Know**. New York: Clarkson Potter, 2006. Contains a chapter on choosing childcare for your baby.

Sager, Dorianne. **Baby is a Four-Letter Word**. Toronto: Key Porter Books, 2006. I wrote the foreword to the book.

Blogs And Columns

"*The Mother of All Baby Columns*," *The Toronto Star* (September 2010 to present). *The Toronto Star* is Canada's largest daily newspaper.

Video contributor and site expert, **ParentsAsk.com** (May 2010 to present).

Parenting Blogger, **Yahoo! Canada** (May 2007 to present).

"Ask Ann" Columnist, **What's Up, Kids?** Canadian parenting magazine (2005 to present).

Columnist, **City Parent**, Toronto parenting magazine (1994 to present).

"Misconceptions" Columnist, **Conceive Magazine**, Fall 2005 to Fall 2010.

"The Mother of All Parenting Blogs," **ParentCentral.ca** and **The Toronto Star** (May 2008 to Fall 2010).

"Savvy woman" motherhood columnist, **Glow Magazine**, 2006 to 2009.

Regular contributor to **Thyme Maternity** (published by maternity fashion chain): 2005 to 2009.

"Pregnant Pause" pregnancy blogger for **WebMD**, 2007.

Parenting advice columnist for **Living Spree**, Zeller's/Hudson's Bay Company's parenting magalog (2003 to 2007).

"Mom's the Word" pregnancy columnist for **Flare Pregnancy** from 2001 until magazine ceased publication (2003).

"Top Ten" columnist for **Healthy Woman** (the Society of Obstetricians and Gynecologists of Canada's consumer health publication) from 2002 until the magazine ceased publication in 2003.

“Pregnancy Zone” columnist for **CANOE** (2001-2002).

Smart Solutions columnist for **Canadian Living** (2001).

Copywriting and Online Content Creation

I specialize in writing for the parenting market. In addition to contributing to many of North America’s leading parenting publications and websites, I have served as a spokesperson or consultant to such universally recognized brands as **iVillage (Women.com)**, **AOL (Netscape Learning Centre)**, **WebMD (WebMD University)**, **Universal Canada (Movies on the Go)**, **Unilever Canada (GoAheadGetDirty Club)**, **Playtex (Diaper Genie)**, **General Mills (Cheerios)**, **National PR/Wyeth Canada (Prevnar)**, **Veritas Communications (First Response)**, **NycoMed Canada Inc (Resultz)**.

Responsible for writing the content for **Women.com** mini-sites developed on behalf of such corporate clients as M&M/Mars, Toyota, Kraft Foods, Reynolds Wrap, and Proctor and Gamble. (1998-2000).

Developed marketing and communications materials for such clients as the **Quaker Oats Company of Canada**, **Trent University**, **Sir Sandford Fleming College**, **Lakefield College School**, and the **Ontario Ministry of Natural Resources** (1994-2000).

Special projects

Gigglefactory.com (2005)

Parenting site consultant and copywriter, Decode Entertainment: Contracted to prepare a feasibility study and marketing analysis for the parenting portion of a parenting/preschooler website and to write a portion of the parenting site content for the Gigglefactory.com website for parents. Launched in conjunction with TV show of same name as part of FamilyChannel website.

National Film Board of Canada: Canadian History Web Site Project (2000)

Provided 40,000 words of content for the National Film Board's Canadian History web site.

Teaching And Mentoring Writers

Professional Writers Association of Canada, Toronto, Ontario (2000 to present)

- I have mentored non-fiction writers through PWAC’s highly successful mentorship program. Almost all of the writers I have mentored through the process of writing their first book proposal have gone on to become established non-fiction authors.

Trent University, Peterborough, Ontario (2001 to 2009)

- Between 2006 to 2008, I developed and taught “Publish and Prosper,” an intensive weekend-long writing course through Trent’s Creative Writing program. 2009: Mentorship program instructor. Unfortunately, the program recently lost its funding.
- In November/December 2002, I developed and taught “Author! Author!” -- a six-week guide to breaking into book publishing.
- In November/December 2001, I developed and taught a five-week course on “The Business of Freelancing.”

Fleming College, Peterborough, Ontario (1988 to 2000)

- I taught communications and writing courses (in-class as well as through distance learning).

Conference Speaker And Workshop Leader

I am frequently asked to deliver keynote addresses, presentations, seminars, or workshops at conferences and events focusing on writing or pregnancy/parenting. I have delivered a number of workshops for government and corporate clients as well as consumer audiences.

Writing-related topics

June 7-10, 2011: **Magazines Canada: MagNet 2011 Conference**. Toronto, Ontario. Workshop ("How to Become and Effectively Market Yourself as a Subject-Matter Expert": June 10) and Panel Discussion ("Monetizing Content in the Age of E-Publishing": June 9).

April 30, 2011: **Ontario Writers' Conference**, Shameless Self-Promotion for Writers. Ajax. Ontario.

November 26, 2009: **Confidential Client. (Political Party)**. Social Media Strategy Session. Peterborough, Ontario.

January 19, 2010: **Professional Writers Association of Canada (Toronto Chapter)**: Business Skills for Creative Types.

June 4, 2009: **Magazines Canada MagNet 2009 Conference**: "At the Table with Six-Figure Freelancers." Toronto, Ontario.

January 24, 2008. **Frontier College**: Family Literacy Day. "Books Run in My Family." Trent University, Peterborough, Ontario.

July, 2007: **Canadian Authors Association Annual Conference**: Secrets of Successful Authors. Fleming College, Peterborough, Ontario.

May 28, 2005: **Professional Writers Association of Canada Annual Conference**: "The Secrets of Successful Freelance Writers: Launching a Successful Career as a Freelance Writer" and "From Conception to Delivery: The Birth of a Non-Fiction Book Proposal." Hamilton, Ontario.

May 13, 2005: **Get Publishing! Conference**: "Your Top Ten Business-Building Strategies" and "How Does Your Business Grow?" Edmonton, Alberta.

Pregnancy and Parenting-related topics

May 17, 2011: **School presentation**, Toronto: The Secrets of Calm and Confident Parents.

May 12, 13, 14, 2011: **Motherhood Initiative for Research and Community Involvement (MIRCI)**: International Conference on Motherhood, Activism, Advocacy, Agency, Toronto, Ontario. ("Giving Birth to Your Activist Self: Finding Your Voice as a Mother Activist" workshop: co-presenting with Sharon Ashaiek) and ("Literary Brainchild: Brain, Child: The Magazine for Thinking Mothers:" presenting the chapter I have written for *The Motherhood Movement: Activist Mothers Speak Out on Why We Need to Change the World and How to Do It*).

April 15, 16, 17: **BabyTime Show**: Metro Toronto Convention Centre: Keynote Speaker and Workshop Leader. Two presentations over three days: Sensational Siblings and The Couple Connection. Will also be answering parents' questions over a three-day period at the "Ask Ann Douglas" kiosk in between presentations.

April 11 or 13 (date to be finalized) **School presentation**, Peterborough. Topic to be confirmed. Toronto, Ontario.

Nov. 12, 13, 14, 2010: **BabyTime Show**: Metro Toronto Convention Centre: Keynote Speaker and Workshop Leader. Three presentations over three days (Postpartum Survival Guide, The Truth About Toddlers, What Every New Parent Needs to Know).

April 30, May 1, May 2, 2010: **BabyTime Show**, Toronto International Centre, Toronto. Keynote Speaker and Workshop Leader. Two presentations daily for three days (*The Dirt on Discipline and Less Stress, More Fun*). Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

April 30, May 1, May 2, 2010: **BabyTime Show**, Metro Toronto Convention Show, Toronto. Keynote Speaker and Workshop Leader. Two presentations daily for three days (*The Dirt on Discipline and Less Stress, More Fun*). Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

February 20, 21, 2010: **Winnipeg Baby and Kids Show**: Winnipeg Convention Centre: Two presentations daily for two days: *The Dirt on Discipline, Sleep Solutions for Your Baby, Toddler, and Preschooler*.

October 30, 31, Nov. 1, 2009: **BabyTime Show**, Metro Toronto Convention Show, Toronto. Keynote Speaker and Workshop Leader. Two presentations daily for three days. Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

September 24, 2009: *The Dirt on Discipline and Other Secrets of Successful Parenting*: **Today's Family Early Learning and Childcare**, Dundas, Ontario.

April 3, 4, 5, 2009: **BabyTime Show**, Metro Toronto Convention Show, Toronto. Keynote Speaker and Workshop Leader. Two presentations daily for three days. Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

November 3, 4, 5, 2008: **Today's Parent BabyTime Show**, Metro Toronto Convention Show, Toronto. Keynote Speaker and Workshop Leader. Three presentations daily for three days. Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

February 16, 2008: Family Day at **Casa Loma**, Meet and Greet with Ann Douglas. Toronto, Ontario.
March 18, 2008: **Lansdowne Place**, Peterborough: March Break Special Event: *Teaching Kids About Money*.

April 16, 2009: *Use Your Super Powers: A North House Workshop for Girls and Their V.I.F.s (Very Influential Females)*. Uxbridge, Ontario.

November 7, 8, 9, 2008: **Today's Parent BabyTime Show**, Metro Toronto Convention Show, Toronto. Keynote Speaker and Workshop Leader. Three presentations daily for three days. Also answered parents' questions at "Ask Ann Douglas" kiosk in between presentations.

October 22, 2008: *Take Good Care of Yourself*. Caregiver Appreciation Night Guest Speaker, **Ontario Early Years Centre**, Peterborough, Ontario.

April 30, 2008: **Parents at Work Event, LifeSpeak**, Toronto, Ontario. Facilitated panel discussion for mothers returning to work after maternity leave.

April 11-13, 2008: **Today's Parent BabyTime Show**, International Centre, Main stage presentation and seminar workshops daily for three days; present at the show the remainder of the show (at the Ask Ann Douglas kiosk).

October 18, 2007: Presentation on Marketing to Mothers @ **Association for Research on Mothering**, York University, Toronto, Ontario.

November 20, 2007: **North House**, Uxbridge, Ontario: Parenting presentation for community shelter.

November 9-11, 2007: **The Baby and Toddler Show**, Toronto, Ontario. Main stage presentation and seminar workshops daily for three days; present at the show the remainder of the show.

May 29, 2007: **Kawartha Childcare Services**: In-Service Training Session: *Self-Care Strategies for Home Day Care Providers*.

April 23-25, 2007: *Health Re-imagined: Inspiring New Ways of Thinking About Health and The Parenting Wordshop* Celebrating the Health of Children, Families, and Communities, **Frog Hollow Neighbourhood House**, Vancouver, B.C. (Offered in conjunction with **Health Canada**.)

April 13-15, 2007: *Sleep Solutions for Your Baby, Toddler, and Preschooler* and *Mealtime Solutions for Your Baby, Toddler, and Preschooler*. Consumer show speaker. Speaking on six topics over a three day period. **BabyTime Show**, Toronto, Ontario.

April 2, 2007: *Making a Difference for Families and Practical Parenting in the Real World*. Workshops for Parents and Caregivers, **Services Familiaux Jeanne Sauvé/Early Years Centre**. Kapuskasing, Ontario.

March 30, 2007: *The Mother of All Sleep Workshops*, The **LEV Centre**, Toronto, Ontario.

February 2007: *Choosing to Breastfeed*. Health Canada, **Aboriginal Prenatal Nutrition Program**. Toronto, Ontario.

October 2006: *The History of the Pregnancy Book*, The Motherload—**Association for Research in Mothering**, York University, Toronto, Ontario.

October 2006: *Mothering in the Age of the Blog*, The Motherload—**Association for Research in Mothering**, York University, Toronto, Ontario.

November 2006: *Planning Your Babymoon*, **Childbirth and Postpartum Professionals Association Canada**, Ottawa, Ontario.

May 5-7, 2006: *Sleep Solutions and Mealtime Solutions*, **BabyTime Show**, Mississauga, Ontario.

May 25-28, 2006: *Planning Your Babymoon*, **Multiple Births Canada Conference**, Cambridge, Ontario.

April 1: *The Mother of All Toddler Workshops*, **Ella Centre for Pregnancy and Parenting**, Toronto.

April 5, 2006: **Mississauga Multiple Births Association**, Mississauga, Ontario.

November 4/5, 2005: **Childbirth and Postpartum Professionals Association Canada**, Ottawa.

November 12, 2005: *The Mother of All Toddler Workshops*, **Ella Centre for Pregnancy and Parenting**, Toronto.

October 7, 2005: *Still Unanswered, Always Remembered: The Powerful Legacy of Stillbirth*, **The Canadian Foundation for the Study of Infant Deaths**, Ottawa, Ontario.

October 13, 2005: *Overstressed Parents, Overstressed Kids*, **Kawartha Montessori School Fundraiser**, Peterborough, Ontario.

October 20, 2005: Literacy Fundraiser, **Bridgenorth United Church**, Bridgenorth, Ontario.

October 22, 2005: **Early Years Centre**, Sudbury, Ontario.

October 25, 2005: **Hamilton Prenatal Health Fair**, City of Hamilton, Hamilton, Ontario.

September 12, 2005: *Work Week Solutions*, **City of Peterborough** (employee workshop), Peterborough, Ontario.

September 10-11, 2005: **Baby Boom Show**, Ottawa.

July 22, 2005: *Baby Boot Camp*, **DONA International Conference**, Washington, DC (keynote speaker).

July 13, 2005: *The Mother of All Action Plans: Caring for Yourself so You Can Care for Your Kids*, **Parents at Work, Toronto** (workshop leader for seminar at law firm Borden Ladner Gervais).

June 1, 2005: *Infant Care and Parenting In-Service*, **Lifecycles**, Mississauga, Ontario (employee workshop).

May 27, 2005: *The Mother of All Action Plans: Taking Care of Yourself While You Take Care of Your Little One*, **BabyTime, Toronto** (keynote speaker).

May 18, 2005: *The Worry Zone*, **Kraft Foods Canada**, Parents at Work, Toronto.

April 16, 2005: *Overstressed Parents, Overstressed Kids*, **York Region District School Board**, Toronto

April 24, 2005: *Mealtime Solutions*, **T.O. Kids Show**, Toronto.

April 30, 2005: *The Mother of All Toddler Courses*, **Ella Centre for Parenting and Pregnancy**, Toronto.

May 4, 2005: *Entrepreneurial Women Panel*, **Market Yourself Smarter**, Toronto.

May 4, 2005: *Mothering in the Real World*, **Toronto Parents of Multiple Births Association**, Toronto, Ontario.

March 5, 2005: *The Mother of All Toddler Courses*, **Ella Centre for Parenting and Pregnancy**, Toronto, Ontario.

February 24, 2005: *Overstressed Parents, Overstressed Kids*, **Success by Six**, Ottawa, Ontario.

February 16, 2005: *The Secrets of Calm and Confident Parents*, **Durham Region Parents of Multiple Births Association**, Oshawa, Ontario.

January 15, 2005: *Overstressed Parents, Overstressed Kids*, **Women's Health Forum & Expo, Sunnybrook & Women's Expo**, Toronto, Ontario.

November 2004: *Baby and Beyond: The Savvy Mom's Guide to Pregnancy, Birth, and Life After Baby*, Women's Care Lecture Series, **Portsmouth Regional Hospital, Portsmouth, New Hampshire**.

October 2004: *The Secrets of Calm and Confident Parents*, **Teen Health Centre**: Parenting Workshop with Barbara Coloroso, Windsor, Ontario.

October 2004: *Practical Parenting in the Real World*, **Children's Aid Society, Bruce County**, Ontario (two sessions).

October 2004: *Baby Boot Camp*, **Childbirth and Postpartum Professionals Association**, Toronto, Ontario.

September 2004: *The Mother of All Baby Seminars*, **Baby Fair**, Vancouver, BC.

May 2004: *The Truth About Parenting*, York Region District School Board, Aurora, Ontario (two sessions).

May 2004: *Growth and Developmental Needs of School-Age Children and Elements of a Good School-Age Childcare Program*, **City of Toronto Health Department**: Middle Years Childcare Conference, North York, Ontario.

May 2004: *The Truth About Toddlers*, **The Michigan International Women's Show**, Detroit, Michigan.

April 2004: *The Early Years: The Challenges and Rewards of Parenting Kids from Birth to Age Five* (with Michele Borba), **The Learning Annex**, Toronto, Ontario.

January 2004: *The Truth About Parenting*, **Childreach** (non-profit organization for families), London, Ontario.

February 2004: **Chapters of Health**, Toronto, Ontario.

February 2004: **Vancouver Wellness Show** (parenting workshop leader), Vancouver, BC.

Sept. 2003: **BabyTime Show, International Centre** (keynote speaker and workshop leader for three days), Toronto, Ontario.

May 2003: **Proctor and Gamble** (parenting workshops), Brockville, Ontario.

January 2003: **Women's Health Forum and Expo**, Metro Toronto Convention Centre (workshop leader).

November 2002: **First Canadian Place Lunchtime Speaker Series** (lecturer), Toronto, Ontario.

October 2002: **U of T Bookstore: Canadiana Night** (guest author and panelist), Toronto, Ontario.

Media Experience

Television

Have been featured on such high-profile shows as **Canada AM, Fresh Air, Newsworld, Gabereau, The CBC Morning News, The Money Show, MoneyWise, Breakfast Television, Canadian Living**

Television, Investment Television, Save Us From Our House, Planet Parent, Yummy Mummy, Birth Days, HelpTV, Health on the Line, and Medical Intelligence.

Have been the featured parenting expert for Channel 12 Durham (a CBC affiliate station) since September 2006. Have also been an occasional contributor of parenting content to CHEX-TV Peterborough since 2004. Currently discussing permanent segment for Fall 2011.

Radio

Have appeared on **Sounds Like Canada, Fresh Air, CBC Radio Noon, Ontario Morning**, and numerous other CBC and private radio shows. Have also done satellite radio tours in Canada and the US in support of my various book titles. Some of these tours have involved interviews with over 20 stations in a single morning.

Print

Have also been featured or spotlighted such publications as **Parenting, Parents, Your Baby, Working Mother, Good Housekeeping, Reader's Digest, The New York Times, The Chicago Tribune, USA Today, The Globe and Mail, The National Post, Today's Parent, Canadian Family, Parents Canada, Chatelaine**, and **Canadian Living**, among others.

Online

Have participated in online chats and forums at **The Globe and Mail.com, WebMD.com, iVillage.com, TodaysParent.com, Pregnancy.org** and other high-profile websites.

Media and Campaign Spokesperson

I have worked as a media or campaign spokesperson on behalf of the following companies and/or brands.

Pampers

November 2009: Participated in short duration spokesperson campaign for **Pampers**, focusing on parent relationships and infant sleep. Assisted with matte story and represented the brand during interviews with selected members of the media in Toronto and Hamilton.

First Response

June to August 2008: Participated in short duration spokesperson campaign for **First Response** pregnancy tests and ovulation predictor kits. Assisted with matte story and represented the brand during interviews with selected members of the media in Toronto.

Resultz

September 2006: Served on the parent advisory council and conducted a spokesperson campaign on behalf of the pharmaceutical company holding Canadian rights to this pesticide-free lice treatment product. **Resultz** underwent extensive clinical testing and received Health Canada approval for use on children and adults age 4 years plus.

Wyeth Canada

- April 2007: Participated in video release for **Canadaimmunization.com** (National V-Check Day) and updates to The Mother of All Immunization mini-guides.
- June 2006: Launch of Wyeth's **Canadaimmunization.com** (co-branded as The Mother of All Immunization websites) website.
- April 2006: Media Awareness Campaign in connection with National Immunization Week
- April 16-30, 2005: Hired to do a four-city media and speaking tour in support of National Immunization Awareness Week. An intensive two week campaign involving numerous newspaper, radio, and TV interviews.
- October 11, 2005: One day campaign in Winnipeg, Manitoba.
- Also assisted with the preparation of a 1000 word matte story that was distributed to regional parenting publications and community newspapers throughout Ontario.

Cheerios

- **The Mother of All Toddler Books** and **The Mother of All Baby Books** were spotlighted in a promotion involving 8 different Canadian Cheerios box appearances over a 16 month period throughout 2005-2006.
- Spotlighted on 1.2 million Canadian Cheerios boxes as part of a toddler nutrition promotion involving Cheerios, Todaysparent.com and John Wiley and Sons Canada (publisher of my book **The Mother of All Toddler Books**) in 2004.
- Spokesperson for Cheerios as part of a special "Read the Box" campaign throughout the Winter of 2001-2002. I was featured on 800,000 Cheerios boxes along with my book **The Mother of All Baby Books**.

Unilever

- GoAheadGetDirty Club columnist for Unilever's **Homebasics** newsletter (Winter 2004 to present).
- Spokesperson for **Sunlight National Playday Programme** (2004).
- Newsletter editor for **Sunlight Laundry Detergent's GoAheadGetDirty Club** (July 2002 to Fall 2003).

WebMD

- WebMD Expert Blogger: 2007 launch. Had to resign in order to take on contract with Yahoo! Canada. (WebMD is affiliated with AOL, a direct competitor of Yahoo!)
- WebMD University instructor/guest expert: July 2001 to late 2007 (when WebMD University ended). The online pregnancy courses that I co-lead for WebMD with John R. Sussman, MD, have attracted as many as 7500 registrants per session.
- In 2003, WebMD developed a brand new baby course based on excerpts from **The Mother of All Baby Books**. The site has developed its pregnancy course around excerpts from **The Unofficial Guide to Having a Baby**. Content licensed from Wiley.

Universal Canada

PR campaign to assist with launch of Movies on the Go line of DVDs for families. June 2006.

Netscape Learning Center

Netscape Learning Center pregnancy course writer and instructor for the course **Counting Down: The New Mama's Quick Guide to Pregnancy** from August 2003 to July 2004, at which point the Learning Center ceased operation.

Playtex/Diaper Genie

Invited by Playtex to participate in the relaunch of the Diaper Genie diaper pail at a baby shower in New York in March 2004. One of four expert panelists selected to headline the event.

Professional Memberships

Professional Writers Association of Canada
American Society of Journalists and Authors
Writers' Union of Canada
Authors' Guild
Canadian Freelance Union
Canadian Women in Communications

Volunteer Work

Member of the Board of Directors of the **YWCA of Peterborough Victoria Northumberland**, Peterborough, Ontario (2008 to present)

Member of the National Advisory Board: Parenting Partnership, **Invest in Kids**, Toronto, Ontario (2005 to 2010) Note: This project is being revived with support from another organization.

President, Vice-President, and Past-President, **Professional Writers Association of Canada**, Toronto, ON (2000-2003). Currently serving a one-year term as past-president on the 2010-2011 Board of Directors.

Member of the Organizing Committee, **Canadians Advocating for Political Participation**, Peterborough Chapter, Peterborough, Ontario (2010 to present).

Member of the Organizing Committee: **We Love CBC Peterborough** campaign, (January 2011).

Recognitions And Awards

National Magazine Awards: Silver Award: Single Service Article Package: "Captain Cottager." Cottage Life. A member of the editorial, writing, and design team that shared this award. (2010).

Omnimedia Parenting Book Awards: Canadian Parenting and Pregnancy Book of the Year for **The Mother of All Pregnancy Books** (2005) and **The Mother of All Baby Books** (2005) and Parenting Book of the Year for **Sleep Solutions for Your Baby, Toddler, and Preschooler** (2006).

Peterborough Business Excellence Award (small office/home office: entrepreneurship), Peterborough Chamber of Commerce (2005)

National Magazine Awards: Finalist: Service Writing. "Protect Your Reproductive Power." **Chatelaine** (2000).

Miscellaneous other awards: corporate communications; volunteer recognitions and citations; children's book nominations and awards.