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# BARBARA BALLINGER

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## QUALIFICATIONS

Accomplished, **Creative Reporter / Writer / Editor / Blogger / Speaker** with extensive experience writing articles and books on diverse news, **business (family and entrepreneurship), real estate, food, entertaining/cooking, health, law, and other feature topics**, and speaking about them in person and on radio and TV.

Successful background writing for newspapers, magazines, websites, blogs, and corporations.

Proven expertise as corporate strategist. Edits copy to adhere to high-quality standards and meets strict deadlines.

Self-Starter who remains calm under high-pressure, demanding environments, and collaborates well on a team.

Enthusiastic, energetic professional with significant journalism experience and outstanding skills in interviewing – researching – news gathering – writing – editing, and speaking. Adept at developing new sources; has extensive nationwide list to tap.

Seeking freelance writing/editing/speaking work for magazines, newspapers, corporations, websites and blogs, corporate histories, public relations agencies, and universities/colleges.

## EXPERIENCE

SELF-EMPLOYED WRITER / AUTHOR / EDITOR / BLOGGER / SPEAKER  
+ ST. LOUIS, MISSOURI; CHICAGO, ILLINOIS, NEW YORK, NEW YORK +  
1988 - PRESENT

Writes for [NextTribe.com](http://NextTribe.com), a blog about different topics.

Writes regular column on New Residential Real Estate Developments for Hanley Wood's *MultiFamily Executive* magazine; also writes regular column on Adaptive Reuse projects for magazine for its Facelifts feature.

Writes for [EatDarlingEat.com](http://EatDarlingEat.com), a blog about mothers and daughters in the kitchen together.

Writes three monthly home-related features about design, remodeling, insurance, security, and much more for the national website, [www.Yourhome1source.com](http://www.Yourhome1source.com).

Writes three monthly online articles for GREEN, [www.learnfromgreen.com](http://www.learnfromgreen.com), national real estate website, a variety of home-related topics.

Writes regular features on design topics for the *Chicago Tribune* newspaper home sections and its syndicates, print and online.

Writes monthly column on design/architecture topics for the National Association of Realtors® (NAR) online and in print issues; NAR is the country's largest trade organization.

Writes features related to travel and community leaders for Subaru's *Drive* magazine, both in print and online.

Writes weekly blog articles about life after 50 with Margaret Crane for our website, [www.lifelessonsats50plus.com](http://www.lifelessonsats50plus.com), in conjunction with our book, *Suddenly Single after 50* (Rowman & Littlefield, 2016).

Writes for *Hudson Valley* magazine about design, health, food, and other topics, including relationships.

Writes for *Edible Hudson Valley* magazine about food, entertaining, and related issues.

Wrote regular mortgage related articles for *First Mortgage Reports* and other lenders and corporations.

Wrote weekly articles for Buildium's blog/website about topics of interest to help property managers and building owners of multifamily dwellings.

Wrote monthly and weekly blog posts about design with Chicago designer Tom Kaufman, [www.whythatmuch.com](http://www.whythatmuch.com); about garden design with landscape designer Michael Glassman, [www.thebareroot.com](http://www.thebareroot.com); about building/real estate topics for [www.buildingblocks.com](http://www.buildingblocks.com).

Packaged, wrote, and edited consumer lifestyle kitchen and garden magazines for national distribution for multiple titles such as *Backyard Solutions*, *Great Backyards*, *Kitchen Solutions* and others for Harris Publications, New York, N.Y.; also contributed to the company's other publications including *Small Decorating* and *Country Victorian*. Found worthy projects and wrote them up, along with meaty, helpful articles.

Wrote article for Maria Shriver's Women's Leadership Web site, article titled "My Mother Needs Me, a Blessing in Disguise."

Formerly wrote for *The New York Times* newspaper--Sunday Business and Sunday Real Estate sections about a variety of topics.

Have written Public Relations copy for a variety of agencies and corporations about a variety of subject matter in different industries, including real estate.

Developed the concept and outline for the 100th anniversary book for the National Association of Realtors® (NAR); which told the NAR story in the context of the country's real estate changes, *In Celebration of The American Dream* (Published 2007).

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 for HGTV website about home- and real-estate related topics such as media rooms, kitchen and bathroom remodelings, gardens, basements, attics, and more.

Wrote for Allstate's Web site on a variety of home-related topics related to safety and insurance, including avoiding fires, setting up an emergency home shelter, dealing with water challenges.

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 former *Developer* magazine about new communities that represent a mixed-use environment with sustainable features. Also have written for the company's *Builder* magazine.

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.

Wrote weekly art gallery column for the *Chicago Tribune* newspaper on art gallery shows.

Wrote weekly fashion column for the *St. Louis-Post Dispatch* newspaper.

**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 have included *Realtor® Magazine* and its online version; Hanley Wood's *Multifamily Executive*, *Developer* and *Builder* magazines; Subaru's *Drive* magazine; *Yourhome1source.com*, *Robb Report*, *New York Times* Sunday Business and Real Estate sections, *Crain's Chicago Business*, *Chicago Tribune*, *St. Louis Post-Dispatch*, *Voir Dire*, *American Bar Association Journal*, *North Shore Magazine*, Harris Publications' *Decorating Solutions*, *Small Rooms*, *Kitchen Solutions*, *Small Kitchens*, *Backyard Solutions*, *Great Backyards*, *i4design*, *Chicago Midwest Home*, *Edible Berkshires*, *Edible Hudson Valley*, Women's Leadership Web site, *Renovation Style*, *Romantic Homes*,

*Family Business Review, Travel & Leisure, Home, House Beautiful, Performance Builder, Chicago Home & Garden.*

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 Massachusetts Gov. Patrick Deval-- Former First Lady Rosalynn Carter ■ David Farrell (former Chairman /CEO of May Corp.) ■ Author / Historian Doris Kearns Goodwin Tipper Gore (former 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).

#### SENIOR EDITOR

┌ NATIONAL ASSOCIATION OF REALTORS® (NAR) - CHICAGO, ILLINOIS ┐  
2003-2004

Wrote about a variety of real estate topics and covered news at the organization's annual meetings.

#### REPORTER

┌ ST. LOUIS POST-DISPATCH - ST. LOUIS, MISSOURI ┐  
1980 - 1988

Reported and wrote on various topics, including business, personal finance, home furnishings, food, and entertaining, including several front-page articles of note-worthy content involving retail, which was my primary business beat.

#### DECORATING AND SPECIAL PROJECTS EDITOR

┌ HOUSE & GARDEN GUIDES (CONDE NAST PUBLICATIONS) - NEW YORK, NEW YORK ┐  
1972 - 1980

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, after visits to both places.

Wrote about the antiques collections at The White House and U.S. State Department after tours with the late former curator Clement Conger.

Developed crafts projects, such as needlepoint designs based on Amish quilts, which led to my first book.

## 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 multiple graduate business courses toward an MBA degree

## BOOK PUBLICATIONS

Children's book, *Gammy's Getting Older*, with Margaret Crane (In the works)

*Suddenly Single after 50: The Girlfriends' Guide to Navigating Loss, Restoring Hope, and Rebuilding Your Life*, with Margaret Crane (Rowman & Littlefield, 2016)

*The Garden Bible: Designing Your Perfect Outdoor Space*, co-author with Michael Glassman (Images Publishing, 2015)

*The Kitchen Bible: Designing the Perfect Kitchen*, co author with Margaret Crane and Jennifer Gilmer (Images Publishing, 2014)

*In Celebration of the American Dream*, one of the writers and helped develop the concept and outline, edited by Stacey Moncrieff (The National Association of Realtors® (NAR), 2007)

*The Headcount Solution: How to Cut Compensation Costs and Keep Your Best People*, Barbara B. Buchholz (former married name), 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 PUBLICATIONS

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

Upcoming speech, Jan. 26, 2018, about "Garden Trends" to Garden Professionals, Salt Lake City, Utah

Moderated talk, Nov. 2, 2017, about "Suddenly Single after 50" book, Barnard College, Columbia University, New York, NY

Speech to the Richmond, VA., Richmond Association of Realtors® trends conference, Oct. 24, 2017, about "Housing and Design Trends"

WAC, Chicago, Illinois, moderated talk about the book, *Suddenly Single after 50*, 2017

NPR, St. Louis, Missouri, with host Don Marsh, about *Suddenly Single after 50*, 2016

The Wendy Sloane radio program, focusing on the book, *Suddenly Single after 50*, from Greenwich, Connecticut, with host Wendy Lowy Sloane, 2016

St. Louis, Missouri, talk and book signing, Schlafly public library, *Suddenly Single after 50*, 2016

Scarsdale, New York, public library, talks, power point presentations and book signings for *Suddenly Single after 50* and *The Garden Bible* books, 2015 and 2016

Talk and book signing for *The Garden Bible*, at the Fredman Gallery, both in Chicago and New Buffalo, Michigan, 2016

Yale Climate Connections, 90-second stories about how people are responding to our warming world based on real estate article about 2016 hot trends, 2016

The Chris Story Radio program, On Top of the World, from Alaska, focusing in multiple shows on articles from NAR and the books, *The Garden Bible*, and *Suddenly Single after 50*, 2016

The Paul Rosso Radio Shop, Re/Max Properties, Ltd, frequent guest expert about real estate topics, Newtown, Pennsylvania

Guest expert multiple times on NAR's national radio show for real estate topics, including hot trends, from Washington, D.C.

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 TV Show, guest expert, "Home Remodeling Horror Stories," Chicago (June 10, 1991)

## COMMUNITY INVOLVEMENT

Regular attendee at Barnard College's annual Alumnae Association's Leadership Council

Elected to Barnard College's Alumnae Association's Nominating Committee, served three years

Writes monthly "Barnard Bond" profiles of active alumnae for the alumnae newsletter, a concept I developed

Working on setting up and coordinating Midnight Breakfasts at all Barnard College clubs worldwide to coincide on the day/night of the two events yearly at the college

Member of Barnard College's Westchester Club

## AWARDS

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.