

# CONTRIBUTORS

**Susan M. Ayers** is a Roanoke-based freelance writer who has written articles on a wide array of topics that have been published in various media. As a former mortgage banking executive, she has experience in technical writing and business correspondence including white papers, management briefings, systematic analyses, awards programs, performance standards and responses to correspondence of a sensitive and confidential nature. [susanmayers@cox.net]

**Anne Giles Clelland** is the founder of business news site Handshake 2.0 (handshake20.com) and the president and CEO of Handshake Media, Inc., a new media PR firm and member company of VT Knowledge-Works in Blacksburg. She has master's degrees in education and in counseling and is part of a team organizing the inaugural New River Valley Triathlon. [anne@handshake20.com]

**Jane Dalier** is an Account Executive for FRONT, with extensive experience in publication sales and small business ownership. [jdalierFRONT1@verizon.net]

**Donna Dilley** is FRONT Business Etiquette columnist, and owner of ProtoCorp in Salem. She has been an etiquette consultant for years. [donna.dilley@gmail.com]

**Tom Field** is a creative director, marketing executive and owner of Berryfield, Inc. in Salem, and the new Valley Business FRONT magazine. He has written and produced programs and materials for local and international organizations for more than 30 years. [tfield@berryfield.com]

**Huong Fralin** is an award-winning photographer and writer who loves to travel, shoot film and lives by the motto of "happy endings aren't for cowards." Her photographs and writing have appeared in magazines, newspapers and even soda bottles. She is based in Roanoke. [write.to.huong@gmail.com]

**Rachael Garrity** is the owner of Penworthy LLC, a New River Valley-based publications services and consulting firm. [penworthyllc@gmail.com]

**Paulette Jayabalan** is pursuing a graduate degree in library and information science at the University of North Texas. She was an HR training specialist for Roanoke City and a copy editor for Dow Jones Newswires (publisher of the Wall Street Journal, Asian Wall Street Journal, Barron's and Smart Money magazine) in Singapore for seven years and edited financial, breaking news headlines and features. [paulettejayabalan@gmail.com]

**Rob Johnson's** journalism career began in 1972 and has included a two-decade stint at The Wall Street Journal, reporting on such industries as energy, manufacturing and tourism. He was later business editor of The Roanoke Times, where his reporters garnered national and state awards in 2007. These days he contributes articles to The Wall Street Journal's periodic special reports on small business and retirement. [bobbyj7676@gmail.com]

**Janeson Keeley** is the owner of JTKWeb in Roanoke, where she specializes in Web site development and search engine optimization. She is also founder of TweetVA (www.tweetva.com, @TweetVA), "Virginia's Twitter Directory". [janesonkeeley@verizon.net]

**Gene Marrano**, a former sales and marketing executive in various manufacturing fields, is one of the most prolific journalists in the Roanoke Valley. He not only writes for several publications, but he has a television show ("Interview With Gene Marrano" on Cox Channel 9) and a radio show ("Studio Virginia," WVTF Public Radio). [gmarrano@cox.net]

**Michael Miller** is senior licensing manager for Virginia Tech Intellectual Properties in Blacksburg. His consulting company is Kire Technology. With more than 25 years as an inventor and technology consultant, working with Fortune 500 companies and startups, he screens businesses for the World's Best Technology Showcase and mentors tech startups through Development Capital Networks and the National Science Foundation. [mbmiller2@gmail.com]

**David Perry**, who works for the Western Virginia Land Trust, is an accomplished freelance writer. He is a native of Blacksburg and a James Madison University Graduate. His writing has appeared in Blue Ridge Country and the Roanoker, among other publications. [dave@davidperryonline.com]

**Jo Lynn Seifert** is an Account Executive for FRONT. Her experience in regional market media sales is diverse and strategically applicable. [JoLynnFRONT@verizon.net]

**Michele Marie Summerlin Shimchock** is a Salem-based writer who has worked as a bankruptcy paralegal, a dual-enrollment instructor of English, and a custom frame designer. She holds a Master of Arts degree from Hollins University's program in English and Creative Writing. [mshimchock@gmail.com]

**Dan Smith** is editor and co-owner of Valley Business FRONT. A native of Asheville, N.C., he has been a journalist for more than four decades and has won many journalism awards (writing, photography and design). He was recently named to the Virginia Communications Hall of Fame and was a 2009 recipient of the Perry F. Kendig Literary Award. He was Virginia's Business Journalist of the year in 2005. He is the founder of the Roanoke Regional Writers Conference. [dsmith@vbFRONT.com]

**Kathy Surace** is FRONT Business Dress columnist, an image consultant and owner of Peacock Image in Roanoke. She was a fashion consultant for a major clothing chain for a number of years. [kssurace@aol.com]

**Nicholas Vaassen** is a graphic designer with 12 years experience, specializing in publications. His design projects include FRONT, lifestyle, real estate, municipal, classified sales and cultural organization magazines in the Roanoke and southwestern Virginia markets. [nvaassen@berryfield.com]

**Greg Vaughn** is an award-winning Roanoke area photographer for more than 30 years whose work has appeared in local and international publications. [greg@gregvaughnphotography.com]

**Alison Weaver** is a freelance writer based in Roanoke. She contributed to and was a staff writer at the Blue Ridge Business Journal throughout the 1990s before working as a copy editor at The Roanoke Times for eight years. Her recent freelance credits include Redbook magazine. Her story on niche publications won the FRONT Story of the Year for 2009. [alison.weaver03@gmail.com]



Janeson Keeley

MAY 2010 >  
Contributor of the Month

Valley Business FRONT congratulates **Janeson Keeley**, who receives the May 2010 "Contributor of the Month" award, including a "One Who's in the FRONT" certificate for her May contribution. Keeley writes "netFRONT" each month, offering how-to advice, useful and solid information regarding Web sites, social media, online business, and new media applications, whether you're a novice, power user, or full time net savvy professional. Never too basic and never too technical, Keeley's writing is first and foremost practical, as readers of all experience levels have noted. You can read Keeley's current and back issue columns at vbFRONT.com

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