Pam Schoffner

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**P.S. Writes (515) 965-8850 • schoffner.com**

[**pam@schoffner.com**](mailto:pam@schoffner.com)

*Credentials include:*

• 45 years as a communications professional/writer

• 38 years as a central Iowa business owner

• 38 years as a community volunteer and volunteer leader

*Work Experience*

**P.S. Writes – January, 1979 to present**

P.S. Writes is an communications firm that caters primarily to the print and electronic needs of small business and non-profit clients. Services include:

• Copy writing - for press releases, strategic business communication pieces, websites, speeches, newsletters, brochures, grant applications, catalogs and articles for print

• Print materials – project management, writing and coordination of design for annual reports, newsletters, books, product and service brochures, event promotional materials

• Online work - writing for websites, online newsletters, strategic e-mail communications, social media posts, blogs

• Advertising - scheduling, campaign development, media purchases, ad production

(in-house copy; graphics contracted)

*Previous Work Experience*

Advertising agency copywriter; information officer with a state agency; positions in communications with a state mental health facility, a TV station, and state and national associations

*Education*

• B.A., Journalism, Drake University (advertising; minor – sociology)

• U.S. Chamber of Commerce, Institute of Organization Management, Completion of

six-year Association Management Program, University of Notre Dame

*Primary Business/Community Activities - Past and Current*

**• National Association of Women Business Owners (NAWBO)**

NAWBO-Central Iowa: president (1991), board member (numerous time), numerous committee memberships and team leaders through the year; 2011-2012 – co-president, board member, communications team lead; 2012-2013 – past president, nominating chair, board member, member of corporate partners, Summit planning and communications teams; 2013 - 1014 – member of corporate partner, Summit planning and communications teams; 2012-2013 – past president, nominating chair, board member, member of corporate partner, Women Mean Business Summit planning and communications team (for five of the six years it was held); national level – chapter representative on board, awards chair and work on numerous committees,

**• Hospice of Central Iowa (now HCI Hospice Care Services)**

1999 to present - Kavanagh House on 56th Street volunteer

1999 (for several years) - Volunteer Council communications chair, secretary, member

2006 (for several years) - Bright Kavanagh House Steering Committee (fundraising)

2007-2013, 2014 to present - HCI Foundation – trustee (chair – 2010, 2017), governance committee, strategic planning committee, development committee, wish fulfillment; golf event committee; golf revenue squad; Art of Compassion committee (event revenue squad)

**• Amanda the Panda Family Grief Center**

2014 to present – Adult facilitator for Amanda the Panda grief camps

**• United Way of Central Iowa**

1975 – 1990 (Volunteer Services - advisory board, public relations committee, Volunteer Bureau chair, United Way Volunteer Center Action Council advisory board; United Way - team leader and member of planning and allocations cabinet, United Way board member)

*Awards*

• 2009 Vantus Bank/NAWBO-Central Iowa, Woman Business Owner of the Year Award

• 1993 U.S. Small Business Administration, Women in Business Advocate of the Year Award for Iowa

• 1993 President's Award, National Association of Women Business Owners (NAWBO)