

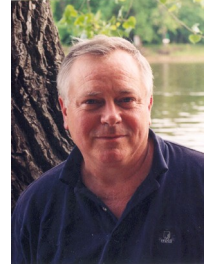
## Mike Finley, web writer

[mfinley@mfinley.com](mailto:mfinley@mfinley.com)

(651) 644-4540

1841 Dayton Avenue

St Paul MN 55104



"Organizations need clear, memorable communication to get through to customers' hearts and minds. That's what I provide."

### At a glance:

A web content manager who is also adept at print media

An award-winning business writer

A communicator, a presenter, an educator and a publicist

Skilled at advocacy in print, broadcast, point of sale and online

Friendly, funny, detail-oriented, computer-competent, with a work ethic steeped in customer delight

### Work history:

2006-2009 Web Writer, Minnesota Medical Association

Created ad managed content for major Internet portal, using DotNet.Nuke 5.0. Wrote news stories, promotional copy, etc.

Contact: Lorrie Holmgren, Director of Communications, [lholmgren@mnmed.org](mailto:lholmgren@mnmed.org), (612) 362-3742

1986-2007 Sole Proprietor -- Future Shoes/Big Canary

Ran a one-man consulting firm that helped businesses and individuals with a host of communications problems: journalism, PR, advertising, ghostwriting, web content and design, marketing communications, etc.

Contact: myself

2003-2006 Health Columnist -- Twin Cities Business Monthly

Wrote monthly feature for business public about health issues: alcohol, stroke, allergies, etc.

Contact: Jay Novak, Publisher, MCP Communications, [jnovak@tcbm.com](mailto:jnovak@tcbm.com), (612) 336-9299

1993-2000 Tech Columnist -- St Paul Pioneer Press

Wrote weekly column about desktop technology, human factors of computing, and the challenge change poses to human beings

Contact: Mike Peluso, now the SPPP's online news editor

1993-2001 Head Writer, The Masters Forum, University of Minnesota

Created and maintained a website containing training materials for executives who attended sessions to hear thought leaders like Tom Peters, Peter Drucker, and Rosabeth Moss Kantor. Also produced print materials and marketing communications.

Contact: Jim Ericson, (612) 617.1075

1984-85 Director of Communications -- Sacred Heart School of Theology -- Milwaukee

1983-84 Account Executive -- Bishea Meili Public Relations -- Milwaukee

1980-82 Freelance Journalist -- New Haven, CT

1978-80 News Editor -- Worthington Daily Globe -- Worthington MN

1973-78 Editor/TV Producer -- University Relations -- University of Minnesota

## Education experience:

Masters Forum, Carlson School of Management, University of Minnesota Executive Development Center, 1992-2001

Director of Communication, Sacred Heart Graduate School of Theology, 1984-85

Instructor, Freshman Composition, Quinnipiac College, Cheshire, CT, 1980-81

BA, University of Minnesota, English major, cum laude, 1972

Pepperdine University, 1969

College of Wooster, 1967-1969

High school: Vermilion HS, Vermilion OH

## Select clips:

### WEBSITE CONTENT:

[Minnesota Medical Association](#)

[Impact Physical Medicine and Aquatics](#)

[University of St Thomas Guitar Program](#)

[more website clients](#)

### SPEECHES:

[Speech by Major League Baseball Online President Robert Bowman: Baseballs & Eyeballs](#)

[Speech Onvoy President Janice Aune: TeleHealth, a Thousand-Way Highway](#)

### ARTICLES:

[Business Journal: "Orphans"](#)

[Twin Cities Business Monthly: "Are you Ready for HIPAA?"](#)

[more clips](#)

### BOOKLETS:

[Brownherron: "Chainsaw" AI](#)

[Kraken Press: "My Day with Charles Manson"](#)

### NEWSLETTERS:

[MMA News Now](#)

[Coin Collectors: "The Platinum Noble"](#)

[Robbins & Finley: "Teamwork in Time of Crisis"](#)

### BROCHURES:

[Addiction Intervention Brochure: "You Invest a Lot in Your Employees"](#)

["Enjoying the Economy?" Parts 1 and 2](#)

### TRAINING MATERIALS:

[Masters Forum, Don Tapscott: "The Little N-Gen that Could"](#)

[more training materials](#)

### POSTERS:

[St John the Evangelist 150th Anniversary](#)

[HIPAA Data Security, University of Minnesota](#)

## **Media I have worked with:**

*Across the Board*  
*Advertising Age*  
*AMS Catalyst*  
*Association Management*  
*Best (Pillsbury)*  
*Beyond Computing (IBM)*  
*The Business Journal*  
*Business Computing*  
*Business Ethics*  
*Business Minnesota*  
*Business Today*  
*Carlson Management Review*  
*Communication World*  
*Computer User*  
*Corporate Computing*  
*Corporate Report Minnesota*  
*Entrepreneur*  
*eWeek*  
*Guideposts*  
*Harvard Business Review*  
*HR Magazine*  
*Knowledge Management*  
*Many Corners*  
*Marketing News*  
*Marketscan Europe*  
*Men's Fitness*  
*Men's Health*

*Minnesota Management Review*  
*Minnesota Medicine*  
*Minnesota Health News*  
*Minnesota Physician*  
*Minnesota Public Radio*  
*Minnesota Ventures*  
*Minnesota Monthly*  
*Mpls-StPaul*  
*MSNBC*  
*NASA Activities*  
*Northwest Financial Review*  
*Paris Review*  
*PC Week*  
*Presentations*  
*Public Relations Journal*  
*Quality Progress*  
*Rolling Stone*  
*Salon*  
*Saint Paul Pioneer Press*  
*San Francisco Examiner*  
*Society & Association Manager*  
*Star Tribune*  
*Strategic Health Care Marketing*  
*Training*  
*Twin Cities Business Monthly*  
*University of Minnesota Television*  
*Vietnam Now*  
*Wise City*

## **Awards:**

Award for Excellence, Best Website, Midwest Society of Association Executives, 2008  
Nominee, Best Column, Computer Writers of America Awards, 2003  
Winner, Best Management Book, The Americas, 1995, Financial Times/Booz Allen & Hamilton Global Business Book Awards, 1995  
Named one of 40 "Masters of the Wired World, 2000, Financial Times.  
Named one of 25 "Weird [sic] Thinkers of the Millennium," Intel Corp., 2000  
"One of the Best Business Books of 1995," Soundview Executive Summaries  
Nominee, Best Feature, New York Business Publishers & Editors Awards, 1993  
Nominee, Best Column, Computer Writers of America Awards, 1991  
Pushcart Prize for Writing, Pushcart Press, 1985  
First Place Newspaper Editor's Award, Minnesota Associated Press, 1979  
First Place, Inland Sea Awards, Medill School of Journalism, Northwestern University, 1979

## References:

*"Mike Finley, as the web writer for the Minnesota Medical Association, helped plan the redesign of the award-winning website, and wrote and posted news stories every day.*

*"His flair for language and creative ability were real assets to the MMA. He was very versatile, writing interesting news stories as well as captivating ads that appealed to the physician audience.*

*""He was a valuable member of the creative team, coming up with many ideas for the MMA website, publications and other communications plans. His wit and lively mind made him a joy to work with."*

Lorrie Holmgren  
MINNESOTA MEDICAL ASSOCIATION  
1300 Godward Street NE #2500  
Minneapolis, MN 55413  
lholmgren@mnmed.org  
(612) 362-3742

Additional references and testimonials on request