

**Vera N. Held (416) 785-3556, B.A. Eng., Cert. PR.,
Tesi Cert., M.Ed.**

Workplace coach, facilitator, speaker, writer and PR consultant

Author of biz best-seller ***How Not to Take it Personally***

"Make it Work" columnist, The Toronto Sun/24 Hours Toronto

Website: www.veraheld.com LinkedIn Profile <http://ca.linkedin.com/pub/vera-n-held/9/a85/b23>

Writer and Public Relations Pro: Vera N. Held, M.Ed.

Vera understands the media, media hooks and can write just about anything.

Vera's workplace column "Make It Work" runs monthly in the Toronto Sun's Special Section "Jobboom", in the Ottawa Sun's Special Section "Jobboom" as well as monthly in the Toronto Sun's Daily "24 Hours Toronto". Her column has also been picked up by the London Free Press, and the Edmonton Sun. Her other monthly column "Act with Courage" runs in Good News Toronto (GNT) www.goodnewstoronto.ca.

In 2008, Vera expanded her business writing services to include website writing; one recent client website is www.tomlin.ca. Clear and succinct, Vera tells well the value proposition of her clients. She focuses on the particular brand to present a one-of-a-kind image to the client's target market(s). Another recent project is a targeted direct mail piece and website for Optimal Movement Inc. www.optimalmovement.com, a personal training organization---with a unique perspective.

Other current projects include: news release writing for nutritionist Rosalie Moscoe www.healthinharmony.com and news release writing and public relations for songstress Lenka Lichtenberg's Apr.7, 2011 Toronto Bridges concert. www.lenkalichtenberg.com. In the Spring of 2011, Vera Helped NDP candidate Gerti Dervishi with his campaign material including the development of his campaign slogan: ***Fresh Mind, Fresh Ideas, Fresh Politics.***

In Nov. 2010, Vera presented pro bono with an all Albanian team at Holocaust Education Week to tell that wonderful story. In Sept. 2010, she travelled to Albania and interviewed Holocaust survivors in Corfu and Ioannina, Greece to prepare for the presentation. It was an experience she will never forget! She handled all the PR and media leading up to this one-of-a-kind presentation for close to 400 at Sala Caboto in Toronto Nov.7, 2010. The event received national and international media coverage. <http://www.thespec.com/news/world/article/273943>

In Sept. 2010, Vera's national feature on mental health issues at work will run in HR Professional Magazine. She attended the ADHD conference in May 2009 as part of her research. In November 2009, she was invited to the TD National Reading Summit and the JOIN Employer Conference. As well, in November 2009, Vera and her business were featured in www.thesuitonline.org, a virtual magazine out of New York. She was featured on OMNI's "Albania Reflections", Feb.20, 2010. <http://www.youtube.com/watch?v=c5ZF6WnNW4>

As a media relations specialist at Vickers & Benson Advertising, Vera's duties for clients such as Waddington's, Hiram Walker, The Canadian Cancer Society, Amway, Johnston & Daniel and others included: extensive pitch/proposal writing, putting clients through media training, writing full media kits, pitching and setting up media interviews and accompanying clients to media outlets, organizing and running news conferences locally, provincially and nationally, working with spokespeople on charitable public service announcements, etc.

Vera ran the national news conference when Terry Fox died. She was 23 and it was an eye-opener; Vera had to call each provincial executive director across Canada, half of whom were asleep, to give relay the bad news. Upon hearing that Terry was gone many broke down and wept.

At VNH Communications, Vera did extensive public relations/writing for the children's singing team of April and Susan and for the promotion of their third hit album "Dinosaur Tango."

Vera also did ongoing media relations and publicity for her best-selling business book "**How Not to Take It Personally**" <http://veraheld.com/book.html> which she promoted nationally. She was a hit in Western Canada when she toured with the book in 1996 both pre and post her speaking engagement at the annual Canadian Booksellers Association Trade Show. She was asked back to the Trade Show to speak again in 1997. In 1998, the Canadian Booksellers Association voted her book, one of the top 15 business books in Canada.

In 2006, Vera handled local, provincial, national and international media relations for the 26th annual Human Resource Professionals Association (HRPA) conference (2nd largest HR conference in the world) including the running of the onsite "Media Room" at conference (MTCC) with 9 volunteers/20 shifts.

Media highlights included: a first, international, Radio Canada interview (RCI has been broadcasting to the world since 1945) on "Business Sense", broadcast on Internet, radio, shortwave and satellite radio to Asia, Europe, India, Africa, Canada, States, Caribbean, a first, French radio broadcast across Ontario, a first, print piece in one of Canada's premier, Chinese daily newspapers that, too, broadcasts internationally on the Internet to China, and a first, print piece in a training magazine published in India.

Pro Bono, Vera handled media for the First and Second Annual Toronto Songwriters' Festival (2006/2007) to include JoJo Chintoh for ribbon cutting and full coverage by CityTv at event/post event. All proceeds went to the Jaidee Childrens' Fund www.jaideechildrensfund.org which helps children in developing countries rise above poverty through education.

Vera who has her Certificate in Public Relations from Humber College, was inducted to the "Humber College Alumni Wall of Distinction" in 2002.



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Linkedin Profile

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