



Whether you need a heavily technical document written, research carried out, or some simple but effective text to go with a visual ad, we can help you frame the conversation.

But we don't just put pen to paper. We can also provide photography, design, and artistic flare when you need it. If you need video edited, an infographic created, or some exciting and interactive social media planned, contact us and we can collaborate on your perfect project.

Contact Alisha Morrissey for more on how we can help you create high-impact promotional materials.

709-727-4116

alisha.morrissey@gmail.com

writewordsnl.weebly.com

LIBRARY



Journalism:

The Business News - 2011 - 2014

The Telegram - 2005 - 2011

The Independent - 2003 - 2005

I've also contributed to, written for, or been published in;

Style at Home Magazine

Resources Magazine

The Navigator

Creative Editing for Canadian Journalists

Forward 3: English as a Second Language training manual

The Nova Scotia Book of Everything

In Tune: English Language and Culture

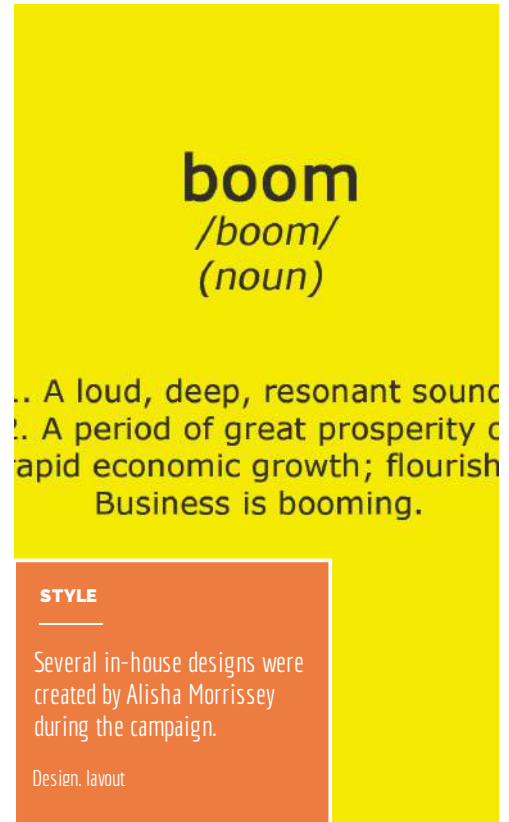
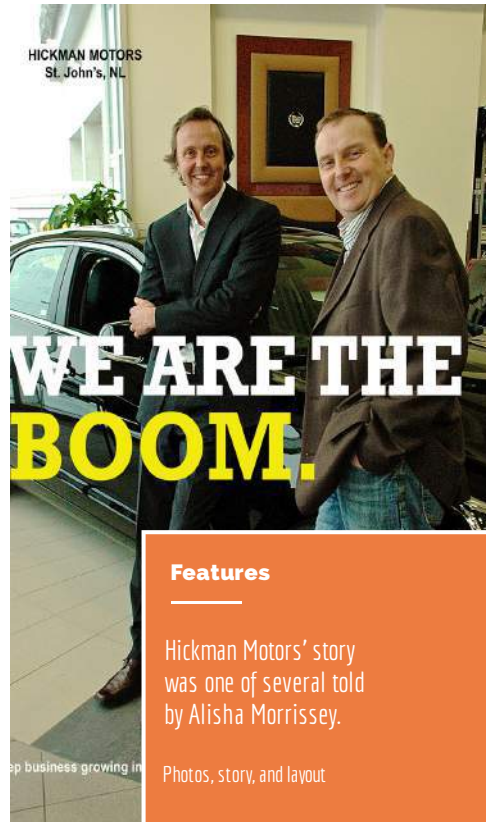
The Newfoundland and Labrador Book of Everything

For links to the above references visit writewordsnl.weebly.com

CAMPAIGNS

LONG-FORM WORK

BE
THE
BOOM!
.ca



The Boom Campaign

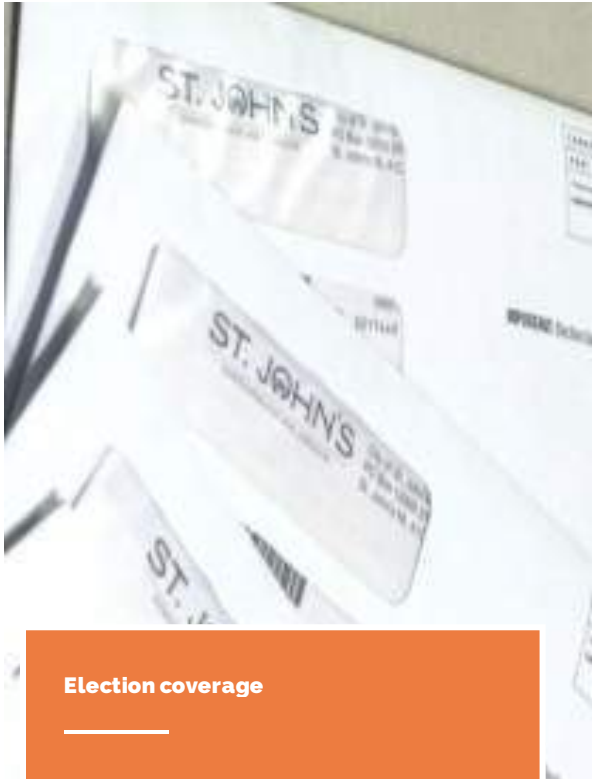
Created by National, this campaign was executed with photography, design, writing and event planning by the Board of Trade staff, including Alisha Morrissey. The campaign, still in effect, highlighted the contributions of the business community on economic growth in Newfoundland and Labrador.

More details can be found at betheboom.ca



CAMPAIGNS

LONG-FORM WORK



Municipal Election 2013

This complex campaign included several components, mostly carried out by Alisha Morrissey over four months.

- Six topics - each with two press releases, briefing notes, etc.;
- Weekly columns printed in The Telegram;
- Two commercials for Rogers TV written and produced in-house;
- A social media outreach component;
- Co-ordination of a regional mayoral debate in partnership with a third-party

For more visit <http://bot.nf.ca/policy-priorities.asp>

Election coverage

The municipal election campaign resulted in significant media coverage for the Board of Trade, garnering 18 media appearances in the campaign.

Get informed. Get involved. video content can be viewed at:
<http://youtu.be/QdcjZZxZpbo>
<http://youtu.be/NmqZ9h9MZg0>

WRITING

PINNACLE AWARD WINNER

More

Other campaign work includes;

- Municipal development plan directed by all major developers in St. John's
- Past President's Pin recognition program
- Promotion of annual conference, trade show and annual general meeting
- Pinnacle Award winning campaign for provincial election
- Public policy campaign on demographics and population growth

For more information contact alisha.morrissey@gmail.com

AISLE OR BALCONY



Chair, Jo Mark Zurel

This summer's biggest blockbusters were in 3D.

People thronged to theatres for a reach-out-and-touch-it, popcorn experience with Captain America, Transformers, Thor and The Smurfs. Whether the movie was a major blockbuster, like the latest Harry Potter installment, or a big bust, like the latest Pirates of the Caribbean outing, Hollywood banked on 3D to bring in the big bucks this summer.

When 3D movies first launched in the 1950s, they were an innovation; a forward-thinking, futuristic venture that captured the minds of audiences. In the 1980s, when they had a renaissance in cinema,

Today, it's a bit of a joke that movie studios indicate their hope for a successful opening for a big blockbuster, by releasing it in 3D. But joke or not, people are willing to pay to watch the drama unfold behind paper and cellophane, red and blue glasses.

The 3D the Board of Trade has been talking about, however, isn't nearly as entertaining as a popcorn matinee, but the two ideas do have lots in common.

The combined solution to the Debt, Demographics and Diversification problems in this province will also have to be innovative, forward thinking and futuristic. This idea will have to capture the minds of the province's people. It has to be interesting enough that people will line up to hear it, understand it and vote for it.

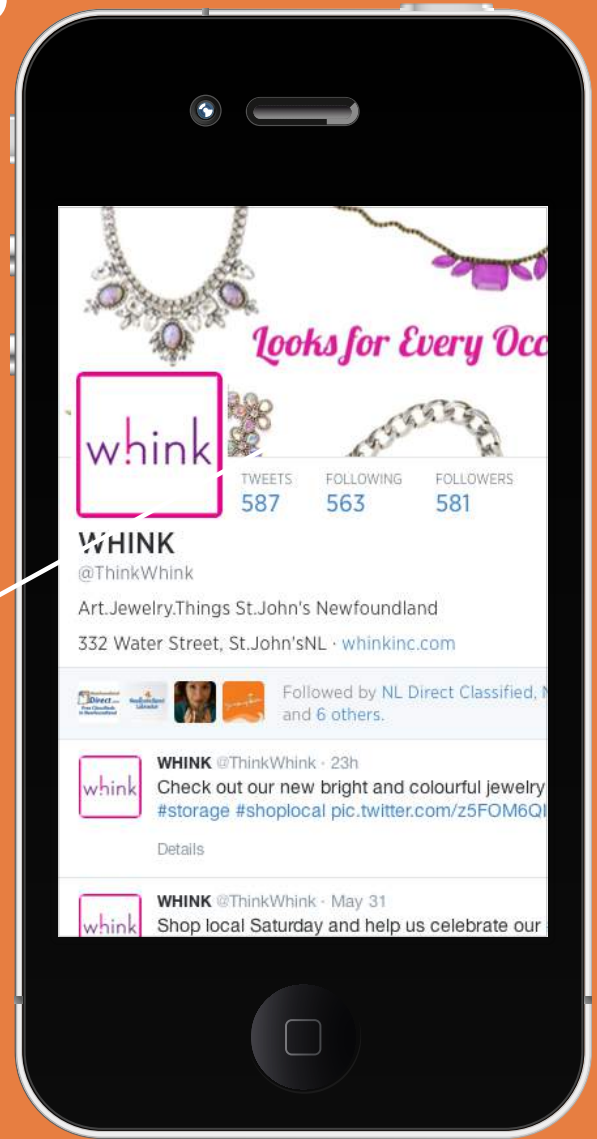
And when it comes to the future of the province, I think people here want to see something thrilling and satisfying. The question we have to ask as we line up to mark our ballots in a few days, is which party, which candidate, is offering the best

... just like the giant towards Indiana Jones the Lost Ark, or the of Jaws, the problem demographics and barreling d



SOCIAL MEDIA

- Training in online tools and/or use for marketing
- Content creation and management
- Online brand management and engagement
- Analytics evaluation



Alisha Morrissey has written successful social media protocols for two major organizations in St. John's and frequently provides relevant content to many other organizations.



BUSINESS NEWS

More than 40 issues of Business News Magazine - a monthly 32-page glossy industry magazine - were published under the direction of Alisha Morrissey; including writing and editing articles, principle photography, and project management.



BUSINESS NEWS

Words and Pictures

SHE'S BOOMIN', B'YS

The New Year's Eve celebration of the Hebron project will only serve to echo the optimism in Newfoundland and Labrador. The celebration, announced publicly on Jan. 4, ensured the construction of the offshore platform at Bull Arm, which will be used in the drilling and production of the Hebron offshore oil field. The province expects Hebron to bring in \$2.5 billion in royalties, return a 4% investment and generate income tax, bringing significant benefits to the province. As well, there will be great indirect spinoff impacts, according to St. John's City Councillor Riley Riley, chief of the economic development and tourism committee of council.

"Retail sales will dramatically increase as a result of the Hebron project. The unemployment rate will certainly go down," Riley says, giving a small perk to a report on the economic benefits of Hebron that the city is compiling. There's no doubt about it: the industry funds our economy and the benefits are felt on many sectors. We're seeing additional retail sales opportunities, dining developments, the list goes on. There's a ripple effect that's just getting started. It's all part of a plan to this growth."

First oil is not expected until 2017, but already more than 1,200 people are working on the project, which will produce more than 200 million barrels of oil at a rate of 150,000 barrels a day. In comparison, the \$4.8 billion Hebron project has an estimated 1.4 billion barrels of oil - 734 million of which were produced as of 2011.

Direct benefits of the project include the employment of more than 3,000 people on the nearly \$2 billion project. One of the more needed realities will be built outside the province, due to a lack of capacity in terms of labour and infrastructure, resulting in the agreement for a one-time \$150 million payment to the province. Oil companies working in this province are also required to invest in education, training and research and development to the tune of a potential \$100 million based on the price of oil, according to the Hebron benefits agreement.

Retail sales as an indicator of the overall economy, show that people here have more disposable income than ever before. In 2011, retail sales were pegged at nearly \$8,000 per year, up from \$6,800 a year in 2007. Further, month-over-month in 2012, increases of between one and a half per cent were recorded by Statistics Canada.

If you need more proof of the impact of the oil and gas industry on the economy of Newfoundland and Labrador, you don't have to look any further than you're seated at.



Labourer Rickman, of the Hebron Group, has been working in the field's rig for nearly 20 years.

"For us here, the multiple different impacts (oil) is, with these oil companies, it's squaring them with impacts." And while the sales may not jump as much as we all first became the driver of this Hebron, Riley says, other

HEBRON UPDATE

However, along with all this good news, there have been savings. Both Standard and Pacific are Canadian Chapters of the Atlantic ANEC, the Board of Trade and others about picking too many eggs in the oil basket, and the need to diversify the province's economy.

— AD per cent of the province's GDP — Newfoundland

Feature WHAT YOU MISSED

By the end of Jamie King's recent talk to our membership, more than a few of the 100 members in an office like Veratin's.

"The corporate culture at Veratin is certainly unique. After all, not many businesses can boast about having other office in the city, not many more Nerf guns per person than any other office in the city, or probably the high-five line that's mandatory with each employee's first safe and the gong. At Veratin there are no walls, no doors, and no offices — the boss works out in the open in four or five person TV screens link all 120 workers locally and in the Alabama office in real time all day. Whiteboard wallpaper brag about meeting ideas and

have to be better," King told our membership, adding that the way to a great sales team is all in the approach. "You don't manage people. You lead them."

Veratin started as a small local company with a unique product — software that protects banks and other financial institutions from fraud. King's marketing approach was simple — start small, focus on specific clients and build the company by knocking down proverbial bowling pins, one at a time.

Rather than chasing deals around the world, King focused on credit unions in Newfoundland and Labrador. The next bowling pin was Atlantic Canada's credit unions, then Canada's credit



HYDRO ON THE HORIZON

What you need to know about the next mega project

FEATURE

2010, when the Muskrat Falls project was first estimated capital cost was \$6.2 billion — \$5 billion for the Labrador Link, and \$1.2 billion for the generation station at Muskrat Falls. The Labrador Link, owned by Emera Inc. The capital cost of the \$6.2 billion from this project, Emera Inc. completes their construction in 2019, there will not be sufficient energy

Feature RARE BIRDS

Business organization attempts to raise awareness, provide training related to mental illness in the workplace

Blake Cryderman held a staff meeting in 1984 to tell the people he supervised that he'd been diagnosed with a mental illness. Shortly after, he sat down one-on-one with other staff members to tell them about his bipolar disorder.

He explained that he wasn't telling them to garner sympathy. Rather, he wanted to explain to them why his behavior might be erratic at times, that they could tell him that they were getting a bit too casual or being too much into a project.

"They were sympathetic and we were helpful and we were effective only when they knew I had a mental health issue and we worked around it. We worked around it quite effectively," he says, comparing it to referring to his co-workers that he had diabetes or heart disease or any illness that would affect his day-to-day

"You get to balance between wearing it on your sleeve and telling everyone in the world that it's what you have, versus being discreet about it with people who are in your field who know. I'm at the point now where I want to think it's a way to be able to make people aware, without it being perceived as if you were looking for sympathy."

Vincent Cryderman isn't keeping his mental health a secret anymore. He and Paul Vincent Cryderman are in a recent edition of mental illness in a recent edition of Atlantic Business Magazine. The pair, both with years of business

ideas, took on for much, got bogged down in detail and as a result had massive setbacks. In the Atlantic Business Magazine article, Vincent Cryderman declared himself bankrupt and wanted to seek his own peace as he looks to Vincent Cryderman with his mental illness for more than a decade, though he was officially diagnosed with adult attention deficit hyperactivity disorder and chronic depression two years ago.

"I was in a depression that was pretty considerable now that I look back on it and my wife and I sat down one day and he said we really need to go find out what was wrong," he says, explaining how he got to his current "team approach" to mental health with his family doctor, psychiatrist and psychologist.

"This was the first time in years and years I actually got the help I've needed for a long, long time."

After the original article was published, both Cryderman and Vincent say they had positive reactions from the public as well as negative ones.

"You always have a



Paul Vincent, Blake Cryderman and George Skinner chat outside the local offices of the Canadian Mental Health Association. — Photo by Alisha Morrissey

A Business Legend Remembered

The name Cahill, when translated from Gaelic means "powerful in battle." It's an appropriate moniker for the man who built the family business GJ Cahill, so-titled after its patriarch and founder Gerard Joseph Cahill.

Cahill, an electrician, who built a name for himself, and the legacy of one of the province's most successful businesses, died Feb. 9, surrounded by his family after a battle with prostate cancer.

Condolences left by friends, family members and business acquaintances in the online guestbook at Cahill's funeral home, described Cahill as a gentleman, a consummate professional with a great sense of humor, and in general a "great man."

Cahill was born in St. John's in 1922 to Maria and Frank's Cahill. The Cahill's and their five children lived on Parade Street and Gerard attended St. Bonaventure's College before going on to get a master electrician certificate in 1967.

While Cahill decided to work at the American base in Greenland as an electrician, he was clearly destined for bigger things. After five years abroad, Cahill returned home to St. John's where he



Now had the great pleasure of meeting Gerard (aka GJ, Cahill). Over the years he

as well as the mining and power generation sectors and has expanded into the oil sands projects in Alberta. Despite the growth of the company, which employs more than 2,200 and had people on the payroll, G.J. Cahill has been named one of Canada's 50 Best Managed Companies for six consecutive years.

While Cahill will be best remembered by the community for his work, his family will remember him as a sport fisherman, who would take them out on the family's boat the *Moya C.* in Conception Bay. His hunt for the bluefin has continued every summer since Cahill has been described by many as a family man. Married to Nora (neé 1952) until her death from cancer, the couple raised three children: Fred, Henry and Nora in St. John's. According to his obituary, Gerard will be remembered by

a few other skills



- Facilitation
- Photography
- Training
- Focus groups
- Simple design
- Strategic planning
- Research
- Event planning and co-ordination
- Strategic partnerships
- Video editing
- Media liaison services
- Communications planning and execution
- Strategic partnerships

clients and references





When you need the right words ...

Alisha Morrissey was a high-performing, web-savvy journalist, who became an all-around policy wonk, spending more than a decade producing quality daily news and long-term public policy projects.

Today, she's a versatile writer and editor, capable of developing an idea from several viewpoints and carrying it through to print, web, or any other media by deadline.

With an extensive knowledge of social media tools and their value for marketing, engagement etc. she can build you a strategy that will get you noticed.

