

**Dennis McLaughlin  
McLaughlin Writers Group LLC**

13116 West 84<sup>th</sup> Street  
Lenexa, KS 66215

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**WRITER/PUBLISHER/EDITOR**

**Creative Writer and Communicator • Professional Journalist and Reporter •  
Successful Business, Agriculture, Engineering, Science and General Interest  
Publications Executive • Skilled Researcher • International Publishing  
Entrepreneur • Innovator of Strategic Communications Ideas • Experienced  
Manager of Publishing Operations – Budget Administration; Financial Controls;  
Data Base Development; Production/Printing/Mailing/Distribution**

For over 30 years I have worked for the top business, engineering and health sciences publishing companies – including McGraw-Hill, Chilton, International Thomson and Thomson-Reuters – as a reporter, writer, columnist, general manager and publishing executive. My career assignments have taken me to more than a dozen countries on four continents. More than half of the articles, books and reports I have written, edited or collaborated on have been translated into Japanese, Chinese, Russian, Korean, Spanish and Polish. My writing style when covering technical subjects has been described as clear, succinct, 'down-to-earth.' Articles I have written for general interest and consumer audiences have been called readable, enjoyable and insightful. Over the years I have acquired specific expertise in describing developments in energy (fossil fuel and bioenergy); transportation, agriculture, animal health and human medicine. My broad knowledge in these areas has fine-tuned my ability to explain how scientific and technical advances will initiate economic trends. **Among my current activities**, I produce a custom publication in the animal health industry for Durvet, Inc., write for *World Generation*, a magazine for the energy industry and produced the technical sections for the Kansas Bioscience Authority's *2010 Progress Report*. I also edit reports for PRXGEO, a consulting firm in the bioenergy field, write and edit the monthly publications for the Agriculture Business Council of Kansas City and serve on the editorial advisory board for *GRIT*, a consumer magazine produced by Ogden Publications, Inc.

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**Selected Accomplishments**

**Wrote and edited** a series of hardbound engineering encyclopedias, endorsed by the U.S.- USSR Trade and Economic Council and the U.S.- China Trade Council, covering the energy, mining, construction, agriculture and food processing industries. The five-year project was launched during the period of 'détente' with the former Soviet Union and the opening of trade and diplomatic relations with the Peoples Republic of China.

**Oversaw publishing operations** at two business magazines earning nine **Jesse H. Neal** nominations for excellence in reporting, writing and design from **American Business Media**.

**Co-founded** and edited **Scrumdown** magazine, a national publication for rugby players, coaches, unions and organizations. *Scrumdown* laid the foundation for the current publications in the field. My two partners and I were also charter signers at the establishment of the **USA Rugby Football Union**.

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**Career Summary**

**Principal/Owner**, McLaughlin Writers Group LLC, Lenexa, Kansas  
**Vice President/Publisher**, International Thomson (Thomson-Reuters), San Francisco, CA  
**Director Operations**, Chilton International, Philadelphia, PA  
**Editor**, McGraw-Hill Publications Co., Inc., New York, NY

## Dennis M. McLaughlin

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### Professional Profile

Creative, experienced external communications and publishing executive with record of success in all aspects of publishing: writing/editing, advertising sales, marketing, circulation and database development and communications management. Strategic innovator of unique product ideas.

**Communications** – Excellent writer. Well-developed presentation and negotiation skills; excellent interpersonal skills to cultivate productive relationships with colleagues and clients.

**Management** – Proven record in planning, implementing and achieving goals established for product development, operations and sales. Solid budgeting and financial management skills.

**Marketing** – Ability to recognize and capitalize on market trends and developments. Broad knowledge of marketing disciplines including research, promotional planning, pricing, event planning, merchandising and advertising. Nearly 20 years of publishing and advertising sales experience.

**Education** – Nearly ten years of formatting veterinary publications as continuing education platforms certified to issue CE credits to readers.

### Experience

**McLaughlin Writers Group, LLC** Lenexa, KS

**2009 to present**

#### Contract/Custom Publishing

- Contract editorial content preparation: research, writing, editing.
- Focusing on science/engineering, agriculture, animal health.
- Editor and primary writer of Durvet Animal Health's *ProfitBuilder*.
- Editor and primary writer of KC AgriBusiness Council Newsletter

**The ProExporter Network (PRX)**, Chelsea, MI

**2009 to present**

#### Writer/Communications

- Produce bi-weekly report for PRX research subscribers.
- On retainer to write, ghost-write and edit special reports.
- Involved in federal regulation interpretation and response.

**Kansas City Agribusiness Council**, Kansas City, MO

**2007 to present**

#### Communications Committee/Newsletter Editor

Serve on the volunteer communication committee with a team of representatives from companies in the regional agriculture and animal husbandry/health industry.

**McKinley Communications**, Independence, MO

**2006 to 2009**

#### Project Specialist/Senior Writer

- Editorial/publication consultant, preparing marketing, communications, editorial and advertising projects for agriculture, animal health, chemical and biofuel companies.
- General manager of custom publishing program for Durvet Animal Health's *ProfitBuilder*, a quarterly magazine circulated nationally.
- Website content development.
- Market analyst, preparing custom reports for U.S. and Japanese animal health companies.

**Ogden Publications**, Topeka, KS

**2005 to 2006**

#### Managing Editor

**GRIT** – monthly rural family newspaper established in 1882; circulation 80,000.

- Plan editorial content; edit manuscripts, and write monthly column.
- Team leader in re-launching GRIT as a slick rural lifestyle magazine.

**Capper's** – monthly general interest magazine established in 1886; circulation 170,000.

- Plan editorial content; edit manuscripts, and write monthly column.

**American Life & Traditions** – bi-weekly newspaper magazine insert; circulation 500,000.

- Plan editorial content; edit manuscripts, and write monthly column.

## **Nadler & Associates**

**Animal Health Concepts, Inc.**, Lenexa, KS

**1997 to 2005**

### **Partner/Editorial Director**

- Merged Animal Health Concepts into Nadler & Associates in 1999. Increased revenue from \$250,000 to \$1,100,000.
- Custom-published magazines, journals and newsletters for U.S. pharmaceutical and agricultural manufacturers and distributors.
- Produced promotional and training video tapes, DVDs and CDs.
- Produced and wrote live closed-circuit television program for meetings and conferences.

**Animal Health Concepts**, Lenexa, KS

**1995 to 2005**

### **Managing Director**

- Founded company with Japanese partner to develop custom publishing, continuing education, communication and training projects for Japanese pharmaceutical companies. Clients included Bayer Japan, Kyoritsu Shoji, Kitagaki Medicines, Hill's Japan.

**Cortlandt Publishing Inc.**, New York, NY

**1994-1997**

### **National Account Manager**

- Developed sales and business for animal health publication, ***Veterinary Forum***
- Created and implemented custom communication and research projects.
- Created new publication, ***Emerging Science & Technology***.

**The Thomson Corporation**, New York, NY

**1982 to 1993**

**Veterinary Medicine Publishing Co.**

### **Publisher/General Manager**

- Published two monthly journals, ***Veterinary Economics*** and ***Veterinary Medicine***; and a bi-annual reference, ***Veterinary Pharmaceuticals and Biologicals***.
- Created a custom communications division which accounted for 30% of profits.
- Launched the annual Central Veterinary Conference held in Kansas City, attracting 6,000 veterinarians, technicians and industry representatives.
- Increased profits from \$275,000 to \$780,000 on \$4.7 million revenue.

**Pacific Shipper Magazine**, San Francisco, CA

**1982 to 1987**

### **Vice President/Publisher**

- Published weekly Pacific Shipper Magazine the leading maritime publication for Pacific Rim trade and transportation.
- Increased profits from \$125,000 to \$1.1 million on \$3.7 million revenue.
- Participated in numerous industry conferences as a speaker and organizer.
- Modernized all operational aspects of the company after it was acquired by Thomson.
- Relocated to upgraded office facilities; installed state-of-the-art production systems; computerized circulation, and sales data bases.
- Recruited and hired foreign correspondents in Japan, Hong Kong and the UK.

**Chilton International, Inc.**, Radnor PA

**1976 to 1982**

### **Director of Editorial Operations**

- Published customized engineering encyclopedias for China, Russia, Mexico and Peru.
- Interacted with foreign trade ministries and engineering organizations to develop products.
- Negotiated with foreign suppliers for translating and printing services.
- Supervised production and distribution operations overseas.
- Spoke at international trade seminars and roundtable discussions.
- Member: US-USSR Trade and Economic Council; U.S. China Council.

## **Military**

**United States Marine Corps**

**First Marine Air Wing**

**Joint Office of Public Affairs, Camp Pendleton, CA; Iwakuni Marine Corps Air Station, Japan**

- Prepared news, press releases and public information
- Editor, base news weekly at Iwakuni

## **Education**

**Bachelor of Arts/English**

**Loyola Marymount University**