

Infinitives Writing and Editing Services Corporate Profile and Sustainability Statement

Company Description

Infinitives Writing and Editing Services (Infinitives) is a writing and editing partnership between the husband and wife team of Beth George and Dave Klein. Created in 2001 and formally incorporated in 2007, Infinitives specializes in providing organizations, particularly government, with professional writing and editing services. We know that organizations without a dedicated writer or editor on staff often have difficulty finding a dependable and qualified vendor. Infinitives caters to the unique needs and priorities of government organizations, and works closely with clients to bring their writing project to fruition—on time and on budget.

Infinitives also serves individuals who need small writing projects completed, whether they need a family history proofread, a letter or business proposal written, or website content edited. No job is too big or too small.

As a home-based business, Infinitives is flexible, innovative, and a financially stable partnership.

Project Experience

Over the last nine years, Infinitives’ partners Beth George and Dave Klein have completed the following projects together as writer and editor:

Project Name	Families Growing Together – Parenting Program
Description	A program manual for addictions counselors to use to operate a group for clients who are recovering from substance abuse or gambling problems. The program is for clients who are also parents of children from the age of newborn to 12 years old.
Company’s Role	Researched and re-wrote a partially compiled resource Needed to confirm all sources of material and submit research files with electronic and hard copy of the final draft.
Dates/Locations	September 2002, Alberta
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Supervisor, Resource Team Marketing and Resource Services Alberta Alcohol and Drug Abuse Commission (AADAC) 10909 Jasper Avenue Edmonton, AB T5J 3M9 phone 780.415.6235 fax 780.422.5237

Project Name	A Grad To Remember
Description	A guide for Albertans who wish to organize an alcohol-free graduation party.
Company's Role	Researched and re-wrote an out-of-date resource. Can be viewed at: http://www.aadac.com/552_593.asp .
Dates/Locations	January 2003
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Families Growing Together – Children's Program
Description	A program designed for addiction counselors to use as an supplement to the <i>Families Growing Together – Parenting Program</i> . The manual contains information to operate a group program for children who have been negatively affected by a family member's substance abuse or gambling problem. It was developed in response to AADAC's recognition that the entire family is affected by parental alcohol, drug, and/or gambling problems.
Company's Role	Researched and re-wrote a partially compiled resource. Needed to confirm all sources of material and submit research files with electronic and hard copy of the final draft.
Dates/Locations	October 2003
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Children's Booklets
Description	Three booklets that explain basic concepts in addictions, including "Breaking the Rules", "Understanding Addictions", and "Solving Problems". The booklets were to be used by addictions counselors in their work with children whose parents have a alcohol, drug, and/or gambling problem.
Company's Role	Researched and wrote the three booklets for a young audience.
Dates/Locations	February 2005
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Whatever
Description	A booklet used in the classroom for grades seven to nine, to teach students about alcohol, tobacco, other drugs and gambling. Content reflects the Alberta Education Program of Studies outcomes for Grade 8 and 9 Health and Life Skills.
Company's Role	Revised and re-developed an existing resource, ensuring the information was accurate and current.
Dates/Locations	August 2005
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Into It
Description	A brochure summarizing selected projects that won youth awards for 2005.
Company's Role	Researched and wrote concise descriptions of the award winners.
Dates/Locations	December 2005
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Peer Support: A facilitator's guide to peer-led programming
Description	A manual for adult facilitators to use to initiate, support, and supervise a peer support program primarily in a school setting.
Company's Role	Re-wrote an existing resource for the target audience (teachers, parents, and other adults); ensured information is current and accurate, and that the content includes information and skill-building activities.
Dates/Locations	January 2007
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Youth Services' Big Binder
Description	A compilation of critical program documents gathered into one resource for all of AADAC's Youth Services.
Company's Role	Re-wrote all of the material in plain language, and to give it one voice. Several authors had written the original material over the span of several years.
Dates/Locations	January 2008
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Karen Bozocea, Senior Manager AADAC Youth Services, Edmonton 12315 – 125 Street Edmonton, AB T5L 0N4 E-mail: karen.bozocea@aadac.gov.ab.ca

Project Name	Database Descriptions
Description	The Alberta Alcohol and Drug Abuse Commission created a new database to track all their resources and products, and needed a writer to assist with writing descriptions and classifying all the products for them.
Company's Role	We reviewed all the products and then wrote a concise (25 words or less) description of those products, and suggested various classifications and key words for use in searching through the database.
Dates/Locations	May 2007 – March 2009
Client Name	Alberta Health Services - Alberta Alcohol and Drug Abuse Commission
Client Contact/ NSPG reference	Audrey J. Whitson Alberta Alcohol and Drug Abuse Commission phone 780.415.6235

Project Name	Atlantic Breezes Marketing Plan
Description	A plan for marketing a new subdivision of ocean view lots in an area near Petite Riviere, Nova Scotia.
Company's Role	Researched and wrote a promotional marketing plan for the client, taking into account his preferences for reaching a national market. Worked with the client and graphic designer to execute the plan, including buying the media in print, outdoor advertising, and online. Provided evaluation of the media campaign through website analysis.
Dates/Locations	November 2008 – August 2009
Client Name	Calun Incorporated
Client Contact/ NSPG reference	Robert Ross Atlantic Breezes Phone: (902) 947-2113 Email: rossediger@eastlink.ca

In addition, Dave has completed the following work throughout his career:

1. Wrote technical orientation documents for new help desk personnel; composed and edited weekly PowerPoint presentation of global network status (Goldman Sachs, 1994 – 1999)
2. Composed various technical writing documents as part of advanced coursework for Polytechnic University, including 30-page software user guide (1999)
3. Wrote and edited organizational computer usage policy and staff training documents (Alberta Parenting For The Future, 2003, and ServiceMaster Edmonton, 2004)
4. Edited content for section of MacEwan College website; created and administrated online discussion forum for a course taught at the college (2005)
5. Worked as a technical writer at GE Fanuc, writing and editing documentation for enterprise-class factory software (2006 – 2007)
6. Published several websites, providing customized layout, graphic design, and written content for each (2008 – 2009):
 - Infinitives Professional Writing and Editing Services (<http://infinitives.ca>)
 - Liverpool Tennis Club (<http://liverpooltennisclub.ca>)
 - Poet's personal website (<http://starfirepoetry.com>)
7. Ad hoc editing of various written material for several volunteer organizations in Liverpool, including Privateer Days Commission, Liverpool International Theatre Festival, and the Liverpool Tennis Club (2008 – present)

Beth has also completed several other projects in the following capacity:

1. As Executive Director at Alberta Parenting for the Future Association (1997 – 2004):
 - Researched, reviewed, and revised parenting programs, facilitator guides, and participant handouts
 - Wrote quarterly narrative funding reports, funding proposals, program evaluation reports, and newsletter articles

2. As a policy analyst with Alberta Solicitor General, Public Security Division (2004 – 2007):
 - Re-wrote the *Policing in Alberta* manual
 - Wrote briefing notes and background reports
 - Wrote a discussion paper for the *Private Investigators & Security Guards Act*
 - Conducted research and analysis of justice statistics, and provided written reports summarizing findings
 - Co-authored text for various crime prevention and restorative justice promotional materials

3. As a volunteer in Liverpool, Nova Scotia (2007 – present):
 - Writes grant applications for various volunteer organizations
 - Provides text for promotional materials such as Privateer Days' Christmas House Tour, Press Releases, programs and posters for the Liverpool International Theatre Festival
 - Developed a comprehensive marketing plan for the Liverpool International Theatre Festival; acting as marketing director for the festival for May 2010
 - Completed and executed a fundraising plan for the Astor Theatre Society in Liverpool

Nova Scotia Provincial Government experience

Infinitives is only recently located in Nova Scotia. Although we qualified last June for the Consultants Standing Offer, we have not yet been asked to bid on a job with a Nova Scotia government department. However, we are reviewing all RFP's, continue to reach out to possible clients, and look forward to working with government clients.

Sustainability

Infinitives is committed to sustainable prosperity. Our home and company are combined, and we operate only one vehicle. Where possible, we use technology to share documents instead of printing, thus reducing paper waste. We recycle office supplies where possible, such as ink cartridges and toner. We also try to use web conferencing to reduce the fuel used for face-to-face meetings.

Finally, we are committed to supporting our local economy, and shop at stores in our South Shore region for most of our day-to-day operating purchases and office supplies.