

MEDIA PRESS KIT
for
Jody Johnston Pawel, LSW, CFLE



About the Author



Jody Johnston Pawel

is a Licensed Social Worker in the State of Ohio and Certified Family Life Educator through the National Council of Family Relations, the only *international* credential of its type. As one of only a few second-generation parenting instructors in the world, she started her "parent education" at age eight by helping her parents produce audiotapes for their parenting classes. As a result, she learned effective parenting as her "first language."

While still in college, Jody gave her first media interview to a local public television station about the runaway shelter at which she worked. She won the Outstanding Social Work Graduate Award in 1981 and worked for two years as a protective service caseworker.

When her first child was born, she became a stay-at-home mom. In 1986, she founded The Family Network, a local non-profit organization that is still going strong today. She helped other moms-at-home throughout North America start similar groups with her first self-published book, *Creating and Facilitating Mother Discussion Groups*. She and her groups were featured in a front page feature article for a neighborhood paper and in two separate local network television station feature stories on moms-at-home. She was also featured in half a dozen Christian radio and television shows throughout Ohio as an expert on stay-at-home moms and starting mother support groups.

Jody served as the Assistant Producer and on-air Parenting Expert for the Emmy-Award-Nominated *Ident-a-Kid* series, a three-minute news feature of parenting and safety tips until 1989. By then, she had started developing *The Parent's Toolshop*® parent education curriculum, which now has over 15 years of impressive outcome results for 5000+ parents and family-professionals. Since 1996, she has personally screened, trained and certified nearly 100 Parent's Toolshop® Group Facilitators who provide Toolshop® programs worldwide. This attention to integrity and excellence is what gives the *Parent's Toolshop*® brand its strong reputation for having dynamic, effective, top-quality programming.

In 1997, she self-published *The Parent's Toolshop: The Universal Blueprint for Building a Healthy Family*, which received the 1999 and 2000 "Seal of Approval" from The National Parenting Center. It was also hailed as a master-piece by dozens of parenting experts, authors and professionals nationwide. In 2000, it was a finalist for the prestigious "Benjamin Franklin Award": the "Bill Fisher Award" for that year's "Best First Book by a New Author," sponsored by Publisher's Marketing Association.

In all, Jody has created over 100 resources for parents and parent-education professionals., including parenting advice articles that have been published and reprinted worldwide. These including the *T.I.P.S.: Tools for Improving Parenting Skills* parenting-advice column in *Dayton Parent* and the *Springboro Star Press*. Newspapers and magazines regularly seek her expert opinions for parent-advice articles, as evidenced by the 300 multimedia interviews she gave in the first two years after the release of her book. These include a two year stint as the Parenting Expert for an L.A. radio show and a paid spokesperson for two 10-city radio tours. Her advice has been published in such noted publications as *Parenting*, *Parents*, *Working Mother*, *Christian Parenting Today*, *Christian Science Monitor*, *Redbook*, *Women's Day*, *U.S. News & World Report*, and *the Chicago Tribune*.

Currently, she serves as the Parenting Expert for five on-line parenting websites (with 60,000 - 4 million subscribers) and is the host of her own internet radio show, called Parents Tool Talk radio show.

She is also a respected leader in the parent education field, serving on the Advisory Board of the National Effective Parenting Initiative since its inception, with America's best-selling evidence-based parenting authors.

On the home-front, Jody has been married since 1983 and is the mother of two young adults -- who have already learned effective parenting as their first language.

JODY JOHNSTON PAWEL

DATE: 1-15-2009

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EDUCATION/LICENSE

WRIGHT STATE UNIVERSITY, DAYTON, OH.

Bachelor of Social Work, 1981, Cum Laude. Special focuses: family therapy, family violence.

Practicum: Catholic Social Services, Dayton, OH. 1980-81. Individual, marriage, family, and group counseling.

Adoption home studies. Parenting classes.

Outstanding Social Work Graduate of 1981. Wright State University Alumni Association

LICENSED SOCIAL WORKER State of Ohio Counselor, Social Worker and Marriage & Family Therapist Board, 7/83 to present. License #:S-0007727

CERTIFIED FAMILY LIFE EDUCATOR, National Council of Family Relations, 4/00 to present. ID#: 9300520

CERTIFIED BOOK YOURSELF SOLID COACH - by Michael Port, author of the best-selling book *Book Yourself Solid*.

PROFESSIONAL EXPERIENCE

PARENT'S TOOLSHOP CONSULTING, LTD.

President, Founder, 4/86 – present. Springboro, OH.

- **Family Life Educator.** Developed 75+ training programs, based on skills in *The Parent's Toolshop*, for professionals and parents from varied backgrounds.
- **Parent Educator Trainer.** Developed Parent's Toolshop® "Tour Guide" certification program. To date, have certified over 50 instructors worldwide. Train/supervise PTC parent educators, certification liaisons and Chair the Instructors' Standards & Practices Committee.

Vice-President, Ambris Publishing, a subsidiary company.

- **Author & Publisher** of *The Parent's Toolshop: The Universal Blueprint for Building a Healthy Family*, which is the result of over 15 years of research, development, writing, and field-testing. Distribution: 1997 Ohio, 2000 U.S.A. Also authored and published 100+ resources based on *The Parents Toolshop*, including e-courses, videos, audios, articles, presentation resources and print books. See <http://www.parentstoolshop.com/HTML/Catalog.pdf>

Founder, Integrity Marketing for Helping Professionals. A subsidiary service that provides workshops, articles and the *Marketing Magic* e-book, which teach integrity-based marketing for helping professionals in client-based and/or educational presentation professions. (See "Public Speaking" and "Publications" sections on page three for more details.)

OHIO REGIONAL TRAINING CENTERS

Trainer for Protective Service Professionals and foster parents throughout Ohio. 2003 to present. Design/present CEU training programs. "Pre-approved" provider for other states.

FAMILIES COUNT PROJECT OF CATHOLIC SOCIAL SERVICES

Coordinator/Family Life Specialist 2/92 to 12/02. Dayton, OH. Provided 20+ parent education programs annually. From 1996-12/2002, hired, trained, and supervised 7 parent educators. Assisted with grant writing, reporting and program management.

THE FAMILY NETWORK

Part-time, volunteer positions. 5/86 to 2/92. Hours ranged from 10–40 hours/week. This Miami Valley area organization will celebrate its 20th anniversary in 2007. See <http://www.daytonfamilynetwork.com/>

- **Founder/Director.** 5/86 to 2/92. Started a non-profit parent support organization, organized and developed programs, trained and supervised volunteer staff, facilitated board meetings. Also gave interviews to local TV and print media.
- **Discussion Group Coordinator and Group Leader Trainer.** 1987 to 1990. Wrote training manual and helped start four parent support groups throughout U.S. This *Shared Blessings* manual is available nationwide. (See publications section.)

MONTGOMERY COUNTY CHILDREN'S SERVICES

Child Protective Service Worker II, South Unit. Dayton, OH. 8/81 to 4/85. Child abuse/neglect identification/intervention. Unit specialized in sexual abuse cases. Also served on the agency's speaker bureau.

THE CHILD-ADULT INSTITUTE

Program Coordinator. 5/82 to 8/83. Dayton, OH. Developed and facilitated programs, gave public relations presentations.

DAYBREAK, INC.

Substitute Youth Leader, Supervisor. Runaway shelter, Dayton, OH. 1979 to 1981. Agency's speaker for media interviews.

CITY OF COLUMBUS; SUMMER PROGRAM FOR EMPLOYING DELINQUENT YOUTHS (SPEDY)

Youth Supervisor. Columbus, OH. Summers, 1978, 1979.

MYER'S HOUSE

Program Director, Student Volunteer. College of Wooster, Ohio. 1977 to 1978. Program house providing 24-hour crisis intervention and personal growth workshops. First sophomore ever selected as Program Director.

SPECIALIZED TRAINING/EXPERIENCE

SECOND GENERATION PARENT EDUCATOR

Both parents taught parenting classes for 10-30 years. First involved with parent education at age eight, helping parents develop audio resources for their class. Attended first parenting class at age 15, before children. Started teaching Parenting in 1980.

CONTINUING EDUCATION: Get a *minimum* of 15 hrs. training each year for social worker license. (Request Detailed List)

TEAM LEADER FOR PRODUCT FACTORY 3 AND 4 AND TRAFFIC SCHOOL 1 (web traffic strategies & search engine optimization). Participated in PF2, too. See "Awards" below. Developed Team Leader Orientation materials. 2005-2007

TEAM LEADER'S TEAM LEADER for the *Book Yourself Solid* 15-week intensive service-marketing training program. Served on first-ever BYS Team Leader team, providing orientation materials and support to fellow Team Leaders. (See www.BookYourselfSolid.com) 9-2006

MEMBERSHIPS

LIFETIME MEMBER OF THE FAMILY NETWORK since 1986

NATIONAL EFFECTIVE PARENTING INITIATIVE (Exec. Bd. of Dir.) since 2007

NATIONAL COUNCIL ON FAMILY RELATIONS since 1994

NATIONAL PARENT EDUCATORS NETWORK since 2001

PUBLISHER'S MARKETING ASSOCIATION 1999- 2002

SPAN: SMALL PUBLISHERS ASSOCIATION OF NORTH AMERICA since 1999-2003

HONORS AND AWARDS

ADVISORY BOARD MEMBER OF THE NATIONAL EFFECTIVE PARENTING INITIATIVE. Dec. 2006 to present. Serve as moderator for monthly Affiliate and Advisor tele-conferences. See www.effectiveparentingusa.org.

OUTSTANDING LEADERSHIP AWARD. June, 2005. Selected from 147 participants in *Product Factory 2*, an international product-creation training program. Involved with multiple programs offered by the instructors, 2005 to present:

TEAM LEADER for Product Factory 3 and 4 and Traffic School 1 (web traffic strategies & search engine optimization. See <http://snipurl.com/trafficschoolprogram>). Also developed/provided Team Leader Orientation materials for Team Leaders.

OUTSTANDING TEAM AWARD in Product Factory 4. (See <http://snipurl.com/ProductFactory90day>)

TEAM LEADER'S TEAM LEADER for the *Book Yourself Solid* 15-week intensive service-marketing training program. Served on first-ever BYS Team Leader team, providing orientation materials and support to fellow Team Leaders. (See <http://snipurl.com/BookYourselfSolidNOW>)

"BEST FIRST BOOK" (BY A NEW PUBLISHER) FOR THE PARENT'S TOOLSHOP. Top-Three Finalist for "Bill Fisher" Award by Publishers Marketing Association, 5/31/01.

DAYTON DAILY NEWS' OUTSTANDING WOMAN OF THE MIAMI VALLEY Nominated 1990, 1992, 1995.

WALNUT RIDGE HIGH SCHOOL, Columbus, OH. *Most Humanitarian*, 10/87. *Alumni Hall of Fame*, 10/88.

NEWSPAPER ARTICLES FEATURING ACCOMPLISHMENTS

Over 10 full-page features about starting The Family Network, success of Families Count classes and publication of *The Parent's Toolshop* in the *Dayton Daily News* and *Springboro Star Press*.

PUBLIC SPEAKING/SEMINARS

1000+ programs designed/delivered. Get speaker kit at: <http://www.ParentsToolshop.com/HTML/PawelSpeaker+Fees+Letters.pdf>

(See partial list of speaking experience at: <http://www.parentstoolshop.com/HTML/ListofPawelSpeaking01-2007.pdf>.)

PARENT'S TOOLSHOP CONSULTING, LTD. 1997 to present. Facilitate 1–16-hr. programs to colleges, military bases, foster parent agencies, counselor/social worker continuing education programs, county child protective service agencies, non-profit organizations, schools, and parent groups. Wrote, developed, and present dozens of workshops, teaching 150+ practical language and action skills that can be applied in parenting and adult relationships, such as Business Communication, Marriage Communication, and more. See list of most popular workshops at: <http://www.parentstoolshop.com/HTML/AllJJPworkshops.pdf>

PRIVATE PARENTING PROGRAMS FOR CORPORATIONS such as Lexis-Nexis, Wright-Patterson Air Force Base, Montgomery County Children's Services, Youth Services Network ... and more.

CONFERENCE KEYNOTES AND WORKSHOP PRESENTER for nationwide conferences in MT, TX, IN, OH, NY, FL...and more.

OHIO REGIONAL TRAINING CENTERS 2003 to present. Developed 20+ workshops for protective service professionals and foster parents, delivered statewide multiple times each month. (See "Professional Experience" section).

INTEGRITY MARKETING (a subsidiary program of Parent's Toolshop Consulting, Ltd.) 2005 to present. 2002-2005: Presented full-day workshop and break-out- conference sessions on Marketing topics at national and international professional conferences. Also provided custom-designed full-day staff-training workshop to Oklahoma Dept. of Health.

MEDIA EXPERT (Get media kit at: <http://www.parentstoolshop.com/presskit/>)

OVER 25+ YEARS OF MEDIA EXPERIENCE, giving over 500 media interviews, with 100 appearances in 2000 alone. In addition, dozens of national publications have featured advice, including *Parents*, *Parenting*, *Mothering*, *Redbook*, *Woman's Day*, *Christian Science Monitor*, and *U.S. News & World Report*.

WDTN-TV2: "IDENT-A-KID" TELEVISION SERIES - Writer, Assistant Producer, and on-air "Child Care Expert." 4/85 to 12/86. Weekly series featuring child safety tips. Worked with Donna Jordan, news anchorwoman.

TRYON MEDIA GROUP Corporate Spokesperson for Radio Media Tours

- Mead-Scholastic: 8/17/04. 17-city media tour, interviewed about "Helping Children Succeed in School"
- Jabra headsets, 10/5 & 12/05, 12-city media tour, interviewed about "Safe Teen Driving"

STAFF REPRESENTATIVE TO THE MEDIA FOR EMPLOYERS, including: Daybreak, Child-Adult Institute, The Family Network, Catholic Social Services and Parents Toolshop® Consulting, Ltd.

AUTHOR

PUBLICATIONS

- **100+ RESOURCES**, including books, e-courses, e-books, videos, audios. See <http://www.parentstoolshop.com/HTML/Catalog.pdf>
- **MARKETING MAGIC: SECRET TRICKS FOR INCREASING YOUR VISIBILITY AND SUCCESS.** 34-page **e-book**. © 2002. See "Integrity Marketing" in "Public Speaking" section above for topic list. Chapter outline available upon request.
- **MARKETING FAMILY LIFE EDUCATION PROGRAMS chapter** for second edition of *Family Life Education: Integrating Theory and Practice* textbook, by David J. Bredehoft, Ph. D., L. P., CFLE & Michael J. Walcheski, Ph.D., LMFT, CFLE
- **THE PARENT'S TOOLSHOP: THE UNIVERSAL BLUEPRINT FOR BUILDING A HEALTHY FAMILY.** © 1990, 1993, 1995, First **softcover book**. © 1997, distributed locally. Second Edition © 2000, distributed nationally.
- **PARENT'S TOOLSHOP GROUP FACILITATOR TRAINING MANUAL and program curriculum.** ©1995, revised 1997.
- **SHARED BLESSINGS: CREATING AND FACILITATING MOTHER DISCUSSION GROUPS. Booklet.** © 1990.

PARENTING EXPERT, writing weekly-monthly articles on the following publications:

- PARENT'S TOOLSHOP® WEBSITE. 1992-present: <http://www.parentstoolshop.com/HTML/articles.htm>
- COX NEWSPAPERS' mom-to-mom forum. August 2007 to present: <http://www.937moms.com> (Most recent article and photo is on the home page. Click on "Parenting Tips" tab to see *some* of the archived articles.)
- *CHIC MOM* e-zine. January 2009 to present: <http://chicmommagazine.com/parenting>
- **STAR PRESS: "T.I.P.S.: TOOLS FOR IMPROVING PARENTING SKILLS."** Local news. Monthly parenting article, 2002- 2005. (Print newspaper not on-line)
- **DAYTON PARENT MAGAZINE. "T.I.P.S.: TOOLS FOR IMPROVING PARENTING SKILLS."** Monthly article for papers' entire existence 1993-95. (Print newspaper not on-line)
- **FAMILY NETWORK NEWSLETTER.** 3/86 to 7/91. Monthly Founder's letter, parenting advice articles. Also wrote New Member Manual, Discussion Group Leader Training Manual, and bylaws. <http://www.daytonfamilynetwork.com/>

ARTICLE CONTRIBUTOR:

- *National Effective Parenting Initiative* quarterly newsletters. Write article for parents and parenting professionals each issue. <http://shop.effectiveparentingusa.org/>
- NCFR.org website (articles are no longer published on their website). Published 12 articles. 2000
- **EFFECTIVE MARKETING ARTICLE SERIES** for the *Certified Family Life Educator Newsletter*, published quarterly by the National Council on Family Relations: 8 articles published 2004 to 2006.
- **MIAMI VALLEY HOSPITAL'S EMPLOYEECARE NEWSLETTER**. 1990 (2 parenting advice articles), 1996.
- **WELCOME HOME**, national magazine. "Creating Your Own Support System." Published 5/89.

★ AVAILABLE UPON REQUEST: references, copies of publications, list of program sponsors, speaker publicity kit, list of media appearances, media kit, PTC company descriptions and publicity materials.



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Parents Toolshop Consulting, Ltd.

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Parent's Toolshop Consulting, Ltd.

From tots to teens and in between, Jody Pawel is "North America's Parenting Problem Solver." When news hits home, Jody responds to concerns and questions with practical advice that's useful immediately. If issues affect or involve children, Jody is the expert to call--even at the last minute!

Credentials: Jody started *her* parent education at age *eight*, as the child of two parent educators. She is a licensed social worker, certified family life educator and founder of The Family Network, a parent-to-parent group. For over twenty years, she has trained parents and family-service professionals nationwide with her uniquely entertaining and informative presentations.

Author & Expert: Jody is the author of *The Parent's Toolshop: The Universal Blueprint for Building a Healthy Family*, the "T.I.P.S. (Tools for Improving Parenting Skills)" advice column, and dozens of educational materials for parents and certified Parent's Toolshop parent educators.

TV & Radio: Jody was the assistant producer and on-air child care expert for the

Emmy Award-nominated *Ident-a-Kid* television series. Throughout the U.S. and Canada, she is a frequent guest on TV and radio talk shows, and her advice is regularly quoted in publications such as *U.S. News & World Report*, *Parents*, *American Baby*, *Christian Science Monitor*, and the *Chicago Tribune*.

Topics: Jody has talked with thousands of parents, so she can address hundreds of parenting topics, including temper tantrums, sibling squabbles, bedtime hassles, picky eaters, power struggles, messy rooms, sassy kids, homework, TV/game junkies, curfew, bullies and school violence prevention.

Every talk host dreams of guests who can actually talk...knowledgeably...about a topic. Jody Johnston Pawel knows her stuff. I can, without reservation, tell you that Ms. Pawel is worth having in to entertain and inform your guests.--Cheri Russell Eresman, M.S., N.C.C., Talk Host, WHIO-AM, Dayton, OH.

Jody Johnston Pawel is an Expert on these topics:

- 1. Parenting**
- 2. Child Care**
- 3. Speaker/Author/Trainer**
- 4. Family Life**
- 5. Child/Family Issues**
- 6. Parenting Expert**
- 7. Schools and Parents**
- 8. Teens/Parenting**
- 9. Child Care Expert**
- 10. Families/Parenting**
- 11. Family Life Education**
- 12. Parent Education/All Ages**
- 13. Parent Training**
- 14. Parenting Advice**
- 15. Speaker/Parenting**
- 16. Children/Teens**
- 17. Parenting Workshops**
- 18. Parents Tool Shop**

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