

Sheelagh Matthews, Creative Person In Charge The Idea Garden

...communication services to engage, inform and enlighten

Sheelagh Matthews – writer, editor and communications consultant, helps you **get your message across effectively and with style**. A strong generalist, Sheelagh forms links between issues and concepts, resulting in marketing and communication materials more relevant and accessible to your audience.



The Idea Garden's growing list of services includes:

- Business and Personality Profiles
- Editing Services (articles, reports, manuals, newsletters, brochures, web content, more)
- Educational Resources (e-learning content, training materials, textbook chapters)
- Executive Summaries
- Features, Essays, Columns, Profiles
- Marketing Materials (brochures, profiles, white papers, more)
- News Releases, Public Service Announcements
- Plain Language Services (editing, document conversion)
- Presentations, Workshops
- Proposals, Reports, Manuals, Case Studies
- Proofreading (annual reports, newsletters, bylaws, etc.)
- Public Relations (communications plans, crisis communications, media relations, more)
- Publicity Strategies (displays, launches, media releases)
- Research Packages
- Technical Editing (specializing in environmental and earth sciences)
- Web Content
- White Papers

If you want to look great in print, contact:

Sheelagh Matthews, CPIC
The Idea Garden

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Additional Information

Abridged Client List

- Arctic Circumpolar Route (Web site editing)
- Axon.iQ cyberRide Inc. (e-learning resources)
- CTB/McGraw-Hill (educational resources)
- *Calgary Herald* (business profiles)
- Capture Technical Writing Services Inc. (technical editing, writing)
- Chinook Books For Babies Society (marketing, fundraising and product materials)
- Golf Products International (copywriting)
- Goodman McDougall & Associates Ltd. (editing, writing)
- HCM Advantage Consulting Ltd. (Web content, media releases, editing)
- Helen Schuler Coulee Centre (research packages)
- Integrated Facility Service Group (project proposals)
- *Lethbridge Herald* (columns)
- *Lethbridge Living* (profiles, features)
- *Management Matters* (profiles, features)
- NorQuest College (textbook contributor)
- University of Calgary (operations manual)
- *Waterton-Glacier Views* (news stories)

Testimonials

I have had the pleasure of working with Sheelagh on several projects that required writing and editing expertise. Her high standards and professionalism combined with her attention to detail ensures that Sheelagh always produces quality work. She has the unique ability to make technical subject matter simple and easy to understand. It is always a pleasure to work with Sheelagh.

Wendy Kerkhoff, President, HCM Advantage Consulting Ltd.

The "K-12 Education Innovation Award" we received from Macromedia in December 2002, placing one of our projects as the best in web classroom implementation across all North America is partially due to Sheelagh's tremendous help. Conducting the research and writing the script for www.envirosquad.com – our award winning educational website – Sheelagh excelled fulfilling her role as part of my creative team.

Mirel Domsa, President, AXON.iQ cyberRide Inc.

Affiliations

- Professional Member, Periodical Writers of Canada
- Member, Writers Guild of Alberta
- Member, Literacy Alberta
- Member, Town of Black Diamond Parks and Recreation Committee