

# THE WRITING COMPANY

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*As owner of The Writing Company, Bonnie Lund provides consulting, training, and writing services to Fortune 500 companies, training companies, and government and nonprofit agencies. She is an award-winning writer and has received recognition for her writing programs and online course development.*

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## TRAINING

In 1991 Ms. Lund formed The Writing Company offering customized writing programs to Fortune 500 corporations, high-tech firms, and government and nonprofit agencies. Today that company has a prestigious client list and has expanded services to include online training development and delivery, web-based writing, and process facilitation.

Ms. Lund also teaches technical and business writing at the University of California-Los Angeles Extension. She is a member of UCLA Business and Management's curriculum committee and develops and delivers online courses within the Technical Writing Certification program. Ms. Lund also developed the Certificate in Professional Writing program for the University of Southern California; she teaches 6 different writing courses in this program.

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## WRITING HIGHLIGHTS

Ms. Lund has written and edited hundreds of publications, including books, brochures, handbooks, and manuals. Here are some highlights:

- *Mission Data System, 2001.* A brochure for the Jet Propulsion Laboratory (JPL) describing state-based, objective-oriented programming for developing flight software. Distributed by NASA Headquarters.
- *USC Recruitment Brochure.* Trifold brochure describing USC's employment opportunities and employee benefits program.
- *Policies and Procedures Training Manual.* Developed for JPL. This manual won a 2000 award from the Society for Technical Communicators.
- *ISO 9001 Website:* An interactive training site developed for JPL ISO certification. This site won a 1999 award from the Society for Technical Communicators.
- *Business Communication That Really Works.* Tradebook published by Infinity Press (1996) and available at Amazon.com.

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**TECHNICAL  
WRITING PROJECTS**

*Seiko-Epson, Japan*

- Rewrote four commercial printer manuals for worldwide distribution. Wrote introductory material, reformatted and reorganized manual for usability, revised text for clarity and ease of use.

*Jet Propulsion Laboratory*

- Wrote white paper on new software development approach. Met with software engineers and developed outline. Based on outline, wrote and published paper.
- Wrote policies and procedures for ISO 9000 initiative.
- Edited NASA proposals (1993 through 2001).
- Edited and reformatted Project Operations narratives submitted by JPL as a requirement for ongoing NASA funding.
- Wrote user manuals for various JPL projects.
- Edited numerous software and engineering manuals and reports as *part of my responsibilities as a technical writer*.

*Columbus Technology*

- Rewrote, reorganized and reformatted contractor proposal for NASA TSEP contracts.
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**FACILITATION  
AND TRAINING  
PROJECTS**

*Honda America*

- Co-facilitated with APLAN a 50-hour work session with Honda engineers to identify and develop standards and procedures to improve the software engineering process.

*UCLA Online Courses—Writing for the Web, Technical Writing Online:*

- Design course content attended by students worldwide.
- Create interactive assignments.
- Facilitate live chats.

*University of Southern California*

- Develop and deliver professional development courses.
- Write marketing materials.
- Provide consulting services.

*Jet Propulsion Laboratory Projects*

- Conducted need assessments for implementing an organizational portal. Co-facilitated with APLAN a focus group on portal needs for project and program management.
  - Wrote content for a Knowledge Management resource website.
  - Redesigned and revised online user help screens for electronic libraries.
  - Developed and delivered technical training for a new content management system. Training delivered to NASA Centers.
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**ONGOING  
CONTRACTS**

*City of Torrance*

- Instruct City Managers in persuasive and strategic writing.

*University of California, Los Angeles.*

- Teach online and classroom course in technical and business communication.

*University of Southern California*

- Develop and deliver business communication courses to USC professional staff.

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*Employers Group, Southern California*

- Develop and deliver strategic communication courses to member companies.

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**EDUCATION**

- B.A. and M.A. in English, University of Nebraska
- Graduate Program in Writing at Oxford University, Plater College, Oxford England
- UCLA: Courses in multimedia, indexing, adult education, and English as a Second Language (writing for non-native speakers)

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**AFFILIATIONS**

- Association of Teachers of Technical Writing
- Society for Technical Communication
- Association of Business Communicators

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**CLIENTS**

Alpha Therapeutics Corporation  
Bally Fitness  
BestFoods  
Benshoof/Withers Landscape Architects  
CCL Plastics  
Cardservice, International  
Canoga-Perkins, Inc.  
City of Torrance  
Countrywide Correspondent Lending Division  
Cox Communication  
Creative Training Concepts  
Deloitte & Touche  
FAA Western Credit Union  
Guess? Inc.  
Hawthorne Savings  
HdL  
Hitachi Motors USA  
Holmes & Narver  
Honeywell  
Housing and Urban Development (HUD)  
Info Line  
Imodco, Inc.  
Jet Propulsion Laboratory  
Langley Research Center  
Leiner Health Products  
Princess Cruises  
Stadco Tools  
Times Warner, Inc.  
University of California, Los Angeles  
University of Southern California  
U.S. Trust  
Western Media  
Weber Aircraft  
Writer's Guild of America  
Xerxes, Inc.

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