

**2005-2006 CWIP
Board of Directors**

President: Lisa Scacco
lisa@lisascacco.com

VP/Strategic Planning & Development:
Judith West
judith@judithwest.com

Secretary:
Caroline Manley
carolinemanley@yahoo.com

Treasurer/Payables:
Kristen McCullough
kristenm@nafed.org

Treasurer/Receivables:
Kerry O'Rourke
kerryorourke@hotmail.com

Freelance Directory:
Ramona Joseph
rjoseph23@yahoo.com

Web Site: Becky Sindelar
bsindelar@gmail.com

Jobvine: Kerry O'Rourke
kerryorourke@hotmail.com

Membership: Karin Horler
karinhorler@yahoo.com

Programs: Dorothy Ryan
dryan7402@attglobal.net

Publicity:
Jacqueline Mariani
jmariani@himmss.org

Donna Davis
tuxod@xsite.net

Advocacy: Betty Hintch
bhintch4399@wowway.com

Clips Newsletter Team

Editor:
Heather Pierce
hp@heatherpierce.com

Assistant Editor:
Katherine Williams
kayw2002@yahoo.com

Copy Editor:
Sonia Fulop
sfulop@sbcglobal.net

Layout:
Michelle Warner
michelle-warner@sbcglobal.net

Kim Kleeman

Member Focus

by Stacy H. Jones



Imagine going from supervising a thirty-student classroom to heading a company with more than three hundred teachers and writers. CWIP member Kim Kleeman is president and founder of Shakespeare Squared, an editorial development company in the Chicago suburbs that specializes in educational materials for the pre-K through 12 publishing market.

When she worked as a freelance writer and editor while teaching high school English, Kim's focus was quality editorial work delivered promptly for deadline-driven environments. After several successful projects, her business and freelance team had expanded so much that she wrote out her goals and developed a business plan to form her own company.

In 2001, she "jumped off the cliff, hoping to land on soft grass," by leaving her teaching position to establish her own company with her husband, math teacher Jay Kleeman. "It evolved into full-circle development services across all disciplines and media, for left and right brain."

Why "Shakespeare Squared"?

The expertise of literature and language coupled with math and sciences form an editorial development company in which writers and editors are also all experienced teachers. It's left-brain and right-brain thinking at their peak—publishing to the second power!

Materials developed by teachers for academic and trade markets are a unique selling point. Now Shakespeare Squared has seven in-house employees, a network of over three hundred freelancers, and clients ranging from McGraw-Hill to DiscoverySchool.com to Harper Collins Children's Books. Her goals for the future include providing marketing materials for educational publishers, expanding Web services for online-learning destination sites, and developing books written by teachers for trade markets.

When asked what the Bard himself might think of her company, Kim says, "I think he would be proud of both our commitment to quality and creativity, and we'd bring him aboard if we worked out the right royalty deal."

Find out more at www.shakespearesquared.com.

Stacy H. Jones met Kim via CWIP Jobvine and now serves as marketing director for Shakespeare Squared. She is also a marketing consultant and writes children's fantasy and short fiction.