

# WHAT AUTHORS SAY THEY GAINED~

## Collaborative Writing Partner

*"I am one of many educators whose written work has benefited from Jo Vaske's careful editing. She patiently shaped my prose with her comments and suggestions. She seemed to work as collaborator rather than critic, thus preserving the integrity of both the author and the written product."*

– Dr. David Jepsen, Professor Emeritus, University of Iowa

## Continuity Across Authors

*"Jo Vaske is an extraordinary editor. In fact, she is as good as there is! The key to a high-quality monograph is an editor who brings continuity – i.e., a common format, style, and flow – across the contributions of multiple authors. The publication resulting from the 2006 FINE Foundation conference, edited by Jo, demonstrates exceptional writing and editing skills."*

– Dr. David Else, Director,  
Institute for Educational  
Leadership, University  
of Northern Iowa



## Improved Clarity

*"Dr. Vaske did extensive editing of a white paper I submitted for publication. She kept my ideas intact while rewriting the paper to improve syntax and clarity. The resulting manuscript is substantially better than I could have prepared using my writing skills."*

– Dr. Gregory P. Stefanich, Regents Professor,  
University of Northern Iowa

## Enhanced Message

*"As a copy editor, Jo Vaske moves an author's manuscript from 'adequate' to 'exceptional.' She not only finds those little errors that are so obvious and annoying to the reader yet invisible to the author, but she also probes deeply into the structure of the document to enhance the message."*

– Dr. Kay Forsythe, Administrator,  
Prairie Lakes Area Education Agency

## New Insights

*"As a direct result of Jo Vaske's editing of a position paper I wrote, I gained new insights into my topic. The final product was better developed and more thoughtful as a consequence of her probing questions and perceptive comments."*

– Susan Olesen, Director of Educational Improvement,  
Iowa Association of School Boards



## Professional Growth

*"Working with Dr. Vaske was a professional growth experience unlike any writing partnership I have experienced. She polished and improved the writing. She asked probing questions rather than making assumptions about my intent. However, it was her passion and enthusiasm for her work that infused me with a renewed excitement for the written word and made my task both rewarding and enjoyable."*

– Dr. Mary L. Delagardelle, Executive Director,  
Iowa School Board Foundation

## Careful, Thorough Editing

*"Dr. Jo Vaske edited all the 'Occasional Research Papers' (including my paper) as well as various other documents published by the FINE Foundation. Her editing is always careful, thorough, and timely."*

– Dr. Jerry Thomas, Chair and Professor,  
Department of Kinesiology, Iowa State University

## High Return on Investment

*"If you need help writing, editing, organizing, or marketing an article, book, or document of any type, I recommend you employ Dr. Vaske. Your dollars will be well spent, and your writing will make a statement!"*

– Dr. Roger Kueter, Community College Projects,  
University of Northern Iowa

## PROFESSIONAL CREDENTIALS

Dr. Joann (Jo) Vaske holds an Ed.D. and Ed.S. in Adult Education and a Bachelor of Arts degree in English. She has taught at the university level, advised/tutored graduate students on the writing process, and edited students' writing assignments, research papers, and doctoral dissertations. She also has taught expository and creative writing courses at the high school level and evaluated hundreds of student writing assignments.

In addition, she has edited numerous manuscripts for publication and served as editor/technical editor for a series of occasional research papers and a monograph. She is experienced with APA style (5th edition). While serving as Executive Director of an educational research foundation, she edited manuscripts authored by internationally renowned educational researchers.

Dr. Vaske is energized by helping authors conceptualize and organize ideas and communicate them clearly, convincingly, and professionally.

## To Discuss Your Writing Project, Please Contact:

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## VALUE-ADDING SERVICES

Dr. Vaske edits documents to ensure correctness; improve clarity, conciseness, and consistency of text; and enhance overall message presentation.

Levels of service provided:

- **Basic copyediting** (correct spelling, punctuation, grammar, word usage, verb tense, and sentence structure)
- **Extensive copyediting** (provide basic copyediting plus change text to ensure parallel structure, consistency of style and tone, active voice, and content accuracy)
- **Substantive copyediting** (go beyond extensive copyediting to recommend significant manuscript changes – e.g., rewriting to eliminate wordiness, triteness, and inappropriate jargon; smoothing transitions; suggesting additions and deletions; and reorganizing text to improve readability)

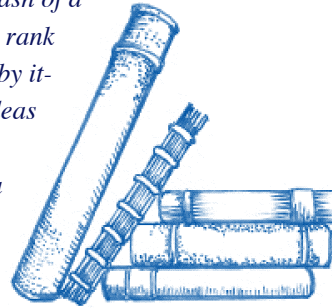
## SAMPLE PUBLICATIONS

- Educational manuscripts
- Professional articles
- White papers
- Position papers
- Dissertations
- Research papers
- Conference monographs
- Books/book chapters
- Newsletters
- Brochures
- Correspondence



## MARK TWAIN ON WRITING

*“To get the right word in the right place is a rare achievement. To condense the diffused light of a page of thought into the luminous flash of a single sentence is worthy to rank as a prize composition just by itself... Anybody can have ideas – the difficulty is to express them without squandering a quire of paper on an idea that ought to be reduced to one glittering paragraph.”*



*“I notice that you use plain, simple language, short words and brief sentences. That is the way to write English – it is the modern way and the best way. Stick to it; don’t let fluff and flowers and verbosity creep in. When you catch an adjective, kill it. No, I don’t mean utterly, but kill most of them – then the rest will be valuable. They weaken when they are close together. They give strength when they are wide apart. An adjective habit, or a wordy, diffuse, flowery habit, once fastened upon a person, is as hard to get rid of as any other vice.”*

**JOANN M. VASKE, ED.D.  
COPY EDITOR**

Illustration by Candace Zohbon, Z.Art & Design

*“Every writer I know has trouble writing.”*  
- Joseph Heller

**Would  
your writing  
benefit from  
expert  
editing?**



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COPY EDITOR**