

Mary Jo Rulnick

Mary Jo Rulnick, wedding coordinator for an internationally renowned museum and former events planner for a major Western Pennsylvania corporation, turned her practical, everyday knowledge into a writing career. A Parenting Publications of America (PPA) award-winning writer, Mary Jo has written extensively about home, family and life issues in magazines across the United States and Canada. Balancing career and family is a topic she takes to heart.

An Author

Her first book, *The Frantic Woman's Guide to Life*, a co-authored project, was published by Time Warner Book Group and has been highlighted in national women's magazines such as *Allure*, *Complete Woman*, *Family Circle*, *Real Simple*, *Woman's Day* and *USA Today*. Time Warner Book Group, now Grand Central, released her second book *The Frantic Woman's Guide to Feeding Family and Friend*, a cookbook featuring quick-fix meals for busy families. In March and April 2007, Mary Jo hit the number one author spot with *Feeding Family and Friends* on **Internet Book Database**, surpassing her biggest competitor Rachael Ray. Her digital works include *The Frantic Mom's Countdown to Easter* (Amazon Shorts) and *The Frantic Cook's Countdown to Thanksgiving Dinner* (Amazon Shorts).

She is the self-published author of *Easy Writing, Easy Money* and *Self-publishing Manual* and has also been a contributor to several books including: *Quick Writing for Quick Cash*, *New Mom's Manual: 800 Tips and Advice from Hundreds of Moms for Baby's First Year*, *101 Best Home-Based Businesses for Women*, *Games on the Go* and *Disney's FamilyFun Crafts Book*. With more than 300 articles published in parenting and women's magazines across the United States and Canada, Mary Jo has written extensively about home, family and life's issues. She's a regular feature contributor for *Pittsburgh Parent Magazine* and *Family Digest Magazine* and has been quoted in national publications, such as *Better Homes and Garden*, *Family Circle*, *Parenting*, *Pregnancy*, *Quick and Simple*, and *Woman's Day*. Mary Jo has been featured in numerous regional newspapers like *Charleston Post and Courier*, *Gateway Publications*, *Pittsburgh Tribune Review*, *Pittsburgh Post-Gazette*, and *Valley News*.

A TV and Radio Guest

As an energetic and informative speaker, the author has been a guest on **The Pulse**, **Take Five XM Satellite Radio**, **KBRW's Earl Finkler Show** (Barrow Alaska), **B98.7 Todd and Erin** (Salt Lake City, UT), **WJXA-FM Mix 92.9 Morning Show** (Nashville, TN), **Success by Six** (Charleston, SC), **Oregon's KMED Dianne Linderman Radio Show**, **KDKA's Morning Show** (Pittsburgh, PA), **WQED's OnQ Magazine** (Pittsburgh, PA), **KDKA's Suzie Barbor Program** (Pittsburgh, PA), **Star 100.7 Morning Show with John, JR and Kate** (Pittsburgh, PA), and **KDKA's Small Business Report** (Pittsburgh, PA).

A Lifestyle Coach

Other unique connections for Mary Jo include the cooking, holiday and party expert on ClubMom.com, a national on-line club cofounded by **The Today's Show** host Meredith Vieira and the parenting expert at CollegeKnowItAll.com. Mary Jo is a regular guest on radio and television stations throughout the country. Her tips and advice, as well as her books, have been featured on high traffic parenting, women, publicity and writer's blogs and web sites such as **Baby University, She Knows Network, We Believe in Girls, Work It**, and **Publicity Hound**. Her regional and national promotional partnerships include **ABC affiliate WTAE's jennifer TV Show**, Giant Eagle Market District (popular stomping grounds for Food Network Celebrities) and HouseParty.com. And she's caught the attention of Food Network Television who has requested several casting tapes.

A Speaker

Mary Jo delivers entertaining and inspirational keynotes and conducts idea-packed workshops that motivate attendees into action. Drawing upon her years in the corporate arena, her experiences with cost-effective events and high-end weddings as well as her writing background, Mary Jo offers hands-on examples with doable solutions that participants can easily adopt. Topics she presents include: balancing home, family and work; organizing home, office and life; targeting the senior population; and promoting yourself, your product or service.

Her speaking engagements include the highly successful Pennsylvania Governor's Conference for Women, Susan G. Komen Foundation, American Heart Association and Viacom.

Mary Jo launched Shoe Lace Promotion a company specializing in creative marketing on a shoe string budget after continual requests for assistance to grab media attention from authors and entrepreneurs. Membership with the American Society of Journalists and Authors, National Association of Women's Business Owners, Pennwriters and Parenting Publications of America ensures Mary Jo stays connected to current trends in a variety of venues.

Today's Fast-track Woman

A do-it-yourself expert, as coined by one reporter, Mary Jo is a mother-of-two who enjoys the fast-track pace of a busy family life, balancing home and career. Many times her family joins her crusade to market her books. She combines family and community together in her many activities, including the Subaru Women's Winter Tour, a one-day event she organized benefiting domestic abuse. She's judged the Mom's Choice Awards, an association promoting literacy since 2003 and served on the executive board of seven nonprofit organizations. Mary Jo and her family live just outside of Pittsburgh with their 120-pound German shepherd who thinks he's a lap dog.