

**BARBARA ELJENHOLM, AICP, LEED AP BD+C  
CEO AND PRESIDENT, BYLINE7**

**COMMUNITY RELATIONS, OUTREACH, MARKETING, PR, SUSTAINABILITY**

949-500-6814 • beljenholm@yahoo.com; byline7pr@gmail.com • 14725 Alton Parkway, Irvine, CA 92618; 16 Corfu, Laguna Niguel, CA 92677; 4225 Kina'u Place, Princeville, HI 96722

**Byline7pr.com**

## **Experience**

### **CEO and President, Byline7 Community Relations and Marketing, October, 2015-Present Official Launch December 1, 2015**

Develops and maintains all aspects of Byline7, serving as CEO, President and 100% owner of the firm. Provides community relations and outreach programs for proposed projects which help build consensus and engage the community. Smaller scale community relations for organizations educating and updating the public, stakeholders, colleague agencies and businesses. Additionally, provides all aspects of marketing and media relations needed for outreach such as advertising, articles, awards, press, pitch television interviews and video, exhibiting at community events and the many avenues used to enhance building awareness.

Focused upon serving clients in successfully building relationships, image and culture through community relations, engagement and marketing strategies to develop and sustain the future of organizations, projects and people.

Additional services include event planning, meeting and conference planning, professional development and employee/customer recognition programs, sustainability education, aspects of environmental and community planning related to outreach and education, marketing (brochures, collateral, exhibits, advertising), social media, marketing and strategic plans, freelance writing and ghost writing as well as many additional services.

Services are provided for a full range of clients both within and outside the engineering and planning fields. In addition to serving the Land Development, Transportation, Water, Surface Water, Construction Management, Design-Build, Planning, Environmental, Green Building and related fields, the firm works on projects to support small businesses to achieve their marketing and customer outreach goals and build their businesses. Development of marketing plans and strategic plans are a part of the services provided.

Barb Eljenholm launched Byline7 to serve the needs of the civil engineering, planning, construction and architecture communities in community relations and marketing. Provides full-spectrum approach to working with each community to serve as a creative new opportunity for agencies, companies, associations or organizations to reach out and build trust, culture and consensus.

Key clients include Housman & Associates and Michael Baker International.

### **Community Outreach and Marketing Associate Michael Baker International, Part Time beginning December 1, 2015.**

Serving in special-assignment community outreach and marketing role focused upon the Orange County and Los Angeles area reporting to the Irvine Office Executive. Seeks new contacts within agencies and private development companies. Outreach to industry professional organizations, community organizations and any additional client organizations to develop relationships and engage the company in the local community. Engage with political leaders to build rapport and relationships. Markets services for Baker and builds relationships to be the bridge to Irvine leadership in each of the above areas while increasing company visibility. Provides assistance to interview teams on key interviews, seeks key leads on projects and opportunities and determine key teaming opportunities/preferences on leads. Attends weekly meetings with Irvine and LA leaders to determine where priorities are and where assistance is needed. Assists Irvine and LA with communications, conference planning, client events, marketing and community/public relations as they relate to the local business goals and strategies (includes assistance with strategy and guidance for awards, visibility on social media and in press, articles in professional organization publications, speaking engagements, sponsorships, etc.). Assists with strategy and marketing plans for services in the Irvine/LA area.

**National Conference Marketing Lead, February, 2014-December 2015, Michael Baker International, 14725 Alton Parkway, Irvine, CA 92618**

Serves as national Conference Marketing Lead reporting to the Chief Operating Officer in Operations to develop, implement and maintain company-wide program for events, conferences, trade shows and conferences. Worked with National Market Leads, National Practice Leads, Regional Directors and Office Executives to complete event plans to maximize the value of conferences and sponsorships, focus on building relationships with clients and maintain highest level of image and reputation in markets ranging from planning, transportation and water to federal and design-build marketplaces. Worked with organizations to support clients' missions for the success of conferences such as IHEEP, AASHTO, APA, Focus on the Future and many more as a part of conference planning team and in sponsorship support of the organizations. Organized trade shows, advertising, visual displays and events associated with conferences. Developed panels, assigned moderators, provided introductions for keynote speakers and organized poster sessions. Provided social media content from conferences and developed social media programs for professional organizations. Provided data for conference value and leads in key events. Developed client relationships and provided outreach in key markets and practices. Ms. Eljenholm has been involved in over 150 sponsorships/trade shows/seminars/conferences for Michael Baker International annually.

**Director of Communications, Marketing and Public Relations, January 1, 2014 – February 2015, Michael Baker International - Headquarters: 100 Airside Drive, Moon Township, PA; Regional Office: 14725 Alton Parkway, Irvine, CA.**

Served as top Marketing, Public Relations and Communications executive reporting to the Chief Executive Officer beginning with an October, 2013 acquisition of Baker by DC Capital to form Michael Baker International, integrating 9 legacy companies. (As of November 27, 2014, reported to new Chief Communications Officer.) Responsible for marketing, communications and PR for new international company and for building a new, expanded, international company image. Led all efforts for the Corporate Communications and Marketing Plan and Strategy, Marketing, Communications and Public Relations Business Plan, marketing plans for key U.S. markets. Introduced and opened doors for CEO and Market Leads with key clients nationally. Provided leadership and management in the areas of advertising, branding and rebranding, interim and new website, awards for the company (including development of all global, national and local awards in 2014 and portfolio for the CEO resulting in his selection as a finalist for Executive of the Year in the GovCon Awards). Developed over 100 brochures

working with media arts and market/practice leads for marketing and cross marketing purposes, exhibited/sponsored over 70 conferences in the industries served to broaden the word's perspective on the new company, worked with press and media to achieve television interviews, magazine cover stories and quotes to build client and industry confidence in the company. Developed marketing plans and implemented strategy for new iWATR application, 75<sup>th</sup> anniversary and key targeted regions and markets. Led development of over 120 strategic advertisements, internal communications and client communications and advised/introduced CEO to client relationship strategy to put Michael Baker International at the forefront of client confidence, working collaboratively with market and practice leads, regional directors and office executives, including over 75 leaders to foster growth and diversification in target markets. Presented status of program to leadership. This was accomplished with a core staff of 5 and collaboration company-wide. Led social media program, press and media programs, marketing and trade show/sponsorship programs, website content, collateral and all aspects of company image, public relations, marketing and communications programs.

**Director of Communications ▪ October, 2011 – January 2014**

**Michael Baker Corporation (Acquired by DC Capital to become Michael Baker International).**

Accomplished integration of the acquisition and provided leadership for western Communications and PR. Spearheaded company-wide marketing, public relations and communications as described above from the western regional perspective.

**Senior Vice President, Corporate Management Committee Member, Marketing and Public Relations ▪ April 2008 – October, 2011, RBF Consulting (Acquired by Michael Baker Corporation).**

Spearheaded all Marketing and PR for RBF while also serving at advisory level to the Executive Committee for company-wide programs, salaries, bonuses, business practices, client development and all aspects as a part of the Corporate Management Committee. Instigated scenario planning, developed agendas and organized multiple events and meetings, wrote leadership scripts and coordinated events and meetings with multiple Pacific Hospitality Group properties.

**Vice President, Corporate Affairs, September 1999-April, 2008 – RBF Consulting,**

Responsible for all marketing, public relations, communications, events, website, employee recognition programs, training, education and university for the firm, including business development training and interview training. Led 14 member team to develop and implement all programs relative to the firm's image and efforts to develop business and build client relationships. Achieved best firm to work for in CE News for RBF Consulting. Worked directly with the Executive Committee for stockholders meeting agendas and planning, scripts and quarterly managers meetings to help build rapport and relationships, foster image and develop programs across the company.

**Vice President, Environmental Planning, ▪ November, 1980 – September, 1999**

**RBF Consulting.** Served in increasingly responsible role within the environmental planning division, initially as environmental analyst then project manager, director and vice president. Responsible for all consulting work performed, business development, client contacts, success and supervision of the company's environmental planning operations in compliance with state and federal laws for project development. Project pursuit oversight. 1995-1999 served as transition period from environmental planning to corporate affairs, marketing and public relations role. Prepared over 300 documents and performed hundreds of public meetings, scoping meetings and community outreach meetings associated with projects for public agencies, focused in transportation and water.

**Skills**

Skills include knowledge, understanding and ability to implement the following:

- Community Relations, Outreach and Engagement
- Marketing, Public Relations, Communications, Strategic Planning and Program Development

- Writing, Press and Media Exposure, Media Interview Preparation, Coaching, Scripting, Article Publication
- Branding and Image Building, Advertising, Collateral, Client Events and Campaigns
- Meeting, Event, Trade Show and Conference Planning
- Collaboration and Inspiration of Internal Team, Culture, Facilitation and Planning of Meetings
- Social Media, Blogs, Master Calendars, Newsletters, email and mail communications
- Relationship Building
- Environmental/Sustainability Planning

## Specialized Experience

### Conference and Meeting Planning

With over 25 years of conference organization and support, experience, Ms. Eljenholm organizes and implements conferences for clients across the U.S. With significant experience in environmental, water quality, flood control and numerous other topics related to urban planning, civil engineering and related fields, she is able to understand and guide development of content, coordinate speakers, identify relevant topics, streamline conference agendas and implement all aspects of conferences. Ms. Eljenholm's experience in conference and meeting planning also spans shareholder forums, executive retreats, management meetings, business topics and management. Her unique environmental knowledge and sustainable development interests allow her to guide conference content, secure high level speakers and provide a very high caliber conference experience with an expert level of organization. Ms. Eljenholm initiates collaborative sessions and processes to bring maximum value to conferences.

### Public Information and Outreach Programs

Since the 1980's Ms. Eljenholm has been involved in presentations for and overall organization of public meetings, scoping meetings, public hearings, community consensus forums, public outreach, public hearings and public education programs. Her collaborative approach and careful evaluation of the issues on a project and community basis, along with her sensitivity to the audience and client/agencies concerns and creativity in approach promotes a level of connection between the stakeholders that facilitates success in collaboration. Ms. Eljenholm's expertise in communicating and assimilating ideas and information along with her approach results in successful outreach, goal accomplishment and consensus building. Ms. Eljenholm employs Graphic Facilitation techniques to achieve collaboration and consensus in meetings for state, local and non-profit agencies, companies and organizations.

### Events

Ms. Eljenholm is an expert event planner and coordinator, having overseen, implemented and planned over 200 events over the course of the past fifteen years ranging in size from 25 to over 1000 attendees. Her experience ranges from client open houses and celebratory functions, ski trips, to sports events, weddings, funerals, picnics, carnivals, tournaments, teambuilding events, grand openings and events tied to community relations and outreach programs, among many more. This event experience spans public and private agencies and organizations, non-profit organizations and many others. Teambuilding and event planning services include event marketing, including invitations, posters, and email communications; development of tournament rules and guidelines; site selection; management of

tournament logistics; volunteer or staff organization; food and beverage coordination; prize raffle; scoring and evaluation systems; judging; tournament timeline; and facility and vendor negotiations.

### Public Relations and Communications

Ms. Eljenholm provides direct involvement, oversight and support of public affairs and public relations efforts for clients, executive management and non-profit organizations. Her abilities include press and publicity policy and strategy, development of public relations programs and campaigns, development of PR teams, award strategy, articles and speaking engagements and award submittals, media relations and all other aspects of public relations and reputation management. Her approach to public relations is proactive and is designed to build a solid reputation for her clients and programs that involve building their image, highlighting their expertise and enhancing of their goals within their target awareness areas to the public or their target audiences.

Ms. Eljenholm is experienced in the promotion of organizational culture for companies and select clients. Corporate and Public Affairs at RBF Consulting, under the direction of Ms. Eljenholm, served as the hub for communication, special focus mentoring, liaison between appropriate committees, and promotion of organizational culture. This work experience of over 20 years is used to facilitate similar culture for clients in the public and private sectors.

### Marketing

Ms. Eljenholm has extensive experience in marketing programs and campaigns with experience in oversight of significant company-wide marketing services for a 1.3 Billion dollar, 6,000 person firm. She understands brand and image development, ideas for marketing programs and survey and analysis efforts. Ms. Eljenholm also has a host of non-profit experience, including fund-raising and publicity for organizations. Events, collateral materials, branding, campaigns and aspects of marketing support and services, including Media Arts and Graphics liaison for marketing, and publications is within Ms. Eljenholm's areas of expertise. Her experience ranges from advertising and media, to conference displays, marketing events, multi-faceted marketing campaigns and the full spectrum of written marketing materials. Purchasing merchandise development and on-line implementation and management of company stores and branding merchandise is also a part of Ms. Eljenholm's expertise.

### Writing and Publications

Ms. Eljenholm is a professional writer and has published over 300 articles and technical documents spanning over 30 years in local, regional, and national publications. Her published work has appeared in the Los Angeles Times, ULI Magazine, Planning Magazine, C.E. News, Stormwater Magazine, Stormwater Solutions, POB Magazine and numerous others. Ms. Eljenholm ghost writes articles, collaborates with authors on books and provides speech writing and verbal communications of all types. She also provides scripts and detailed scripted schedules and programs for all types of conferences, events and educational forums. Her experience in writing and editing includes books and booklets, press releases, articles, commercials, scripts for television spots and live presentations, poetry, published fiction and non-fiction. A sampling of her publications is located under "Publications".

### Social Media

Ms. Eljenholm organizes programs, develops strategies and implements social media programs for professional and non-profit organizations, companies and agencies. Her knowledge of public relations and marketing, public outreach, education and communications combined with her background in environmental NEPA/CEQA documentation, LEED, Transportation, Water Resources and the many other aspects of Civil Engineering, Planning, Surveying and Construction Management allow her to

integrate project and program information with a high level of expertise and knowledge. She manages programs using Twitter, Facebook, Youtube, and Linked-In, integrating them with websites and other social media platforms.

### **Implementation of Environmental and Sustainable Development and Practices**

Based on her 15 years of intense experience in the environmental profession, working with NEPA and CEQA, her role as a certified planner (AICP) and her LEED accreditation, Barbara Eljenholm serves in an advisory capacity and as liaison for sustainable development efforts for clients and within Michael Baker. Since 1980, Ms. Eljenholm, as a technical expert and environmental planner, has written, managed and edited over 300 environmental documents in compliance with NEPA and CEQA for private and public sector clients.

Ms. Eljenholm's LEED, AP BD+C allows her to apply LEED design criteria, as applicable, for clients and Michael Baker. She is consulted for sustainable meeting practices and offers sustainable ideas in all aspects of meetings, events, marketing, PR and education, as well as for project work. She has been a Board of Directors member and past chair for the U.S. Green Building Council.

### **Education, Training and Professional Development**

Ms. Eljenholm develops and implements professional development, education and training programs. In professional and adult education she is instrumental in the creation of professional and leadership development programs for managers and employee teams. She has been involved in designing over 90 courses and programs over the past 25 years, chairs professional development committees and has served on various boards and organizations related to education. Her experience ranges from elementary to high school education programs with experience in career education programs and junior achievement, science, writing, arts and music programs. Her expertise includes assessment of educational training and professional development needs, management and promotion of client and company-wide education and training programs. She designs and manages professional symposiums and technical sessions in the civil engineering, planning, surveying and construction management fields.

### **Employee, Customer and Project Recognition Programs**

Ms. Eljenholm develops and facilitates Employee, Customer and Project Recognition Programs including Client Service, Excellence in Teamwork, Project of Merit, Professional Leadership and Excellence in Mentorship Awards, among others. Her experience includes evaluation of the employee recognition program needs, collaboration and awards committee development and facilitation, program and policy development and presentation. Forums for award presentation and organization of events built around award and recognition programs are also a valued component of her experience. Ms. Eljenholm creatively ties these programs to the mission and core values of her clients.

### **Awards**

Ms. Eljenholm serves on award committees and prepares awards with a high success rate and with excellent outcomes. She has served on the ENR best projects awards panels as a judge, has submitted hundreds of awards on behalf of projects and people and has an excellent success rate in her award submittal history. She understands the award process and if involved in the projects initially, understands elements that will make the project award-worthy.

### **Education**

In Progress-Masters Degree, Green Building: San Francisco Institute of Architecture: 2010 to Present



Social Ecology Major, Environmental Analysis Concentration, University of California, Irvine  
English Major, California Polytechnic State University, San Luis Obispo, 1978-1980  
A.S. Degree, Business/Legal Studies, West Valley College, 1976-1978  
Coursework, De Anza and Saddleback Colleges (During High School in 1976 and interim stages of education.) Estimated total university/college units: 220 prior to masters program.

### **Certifications and Industry and Community Involvement**

- LEED Accredited Professional, BD+C, USGBC #10080796
- AICP Certified Planner, American Institute of Certified Planners, APA

Chairman, Board of Directors, U.S. Green Building Council, Orange County, CA Chapter. Member, American Institute of Certified Planners and American Planning Association-scholarship fund donor. Past City of Laguna Niguel Appointed Environmental Review Board Member (8 years). Historic Industry and Community Involvement: Orange County Marine Institute Volunteer; Laguna Beach Pageant of the Masters Volunteer Cast Member; Capistrano Beach Church, Wedding Planner; AASHTO Conference Volunteer; WASHTO Volunteer; Self Help Counties Coalition, Focus on the Future Transportation Conference Planning Committee Member; Mobility 21 Volunteer, CalDesal Volunteer Conference Planning and Implementation Leader; SAWPA Volunteer Watershed Conference Planning Team; Association of Environmental Professionals planning team.

### **Sample Projects**

The following sample projects include Environmental Impact Reports, Negative Declarations, FONSI and Categorical Exclusions and Exemptions which including leading hundreds of community relations and public outreach events, presentations and public engagement, presentations and questions/answers at public hearings and scoping meetings.

Sample Environmental and Community Relations/Outreach Public Involvement Projects:

- **Sample Transportation Project Experience**
- Caltrans Statewide Stormwater Super SWAT meeting for 3 consecutive years. Responsibilities ranged from facilitation and initial collaboration and development to implementation and follow up for over 100 maintenance, design, environmental and engineering team members within the Caltrans stormwater organization. **Article Preparation & Awards Nomination Assistance (C), Various, California. Caltrans.** Public Relations Specialist. Prepared Awards Nomination and Article for Stormwater and Caltrans Review resulted in EPA Award.
- **AASHTO Stormwater Guidance for Construction and Highway Maintenance Practitioners, Nationwide. AASHTO.** Project Director. Developed and implemented new conference for AASHTO. Secured by AASHTO to prepare Connecting the DOTs conference multiple years for the Center for Environmental Excellence.
- AASHTO Annual Stormwater Conference. Lead development of the initial meeting, and subsequent meetings in the 2000s, bringing state DOTs from across the country together to collaborate on stormwater quality under the direction of the AASHTO Center for Environmental Excellence.
- Moulton Parkway Smart Street EIR, Orange County, California. *County of Orange.* Public Involvement Coordinator. Developed, led, managed, and orchestrated this project. Prepared the environmental impact report (EIR) for a 24.5-mile "Superstreet" improvement project, traversing the cities of Santa Ana, Tustin, Irvine, Laguna Hills, Laguna Woods, Laguna Niguel, and Dana Point. Michael Baker participated

in a multijurisdictional project design team (PDT) process involving monthly meetings, and worked with the PDT in developing a context-sensitive design solution to reflect individual agency right-of-way and access concerns at specific improvement and segment locations. Undertook a public involvement program in each city and community along the route and completed subsequent California Environmental Quality Act (CEQA) documents for construction projects

- Caltrans District 7 On Call Environmental Services
  - Caltrans HQ Super SWAT as described above
  - AASHTO Peer Exchange, Connecting the DOTS
  - Moulton Parkway Smart Street EIR and Outreach
  - State Highway 60 Corridor Study | City of Moreno Valley
  - Avenida Vista Hermosa Interchange, City of San Clemente/Caltrans
  - North Costa Mesa Arterial Improvement Program EIR
  - Standard Avenue Alignment EIR and Outreach, Santa Ana, CA
  - City of Davis Bikeway Overcrossing EIR
- 
- **Sample General Project Experience**
- 
- Pacific Garden Senior Housing Group Project - EIR, Santa Monica, California. *City of Santa Monica*. Project Manager. Managed and prepared EIR. Retained by the City of Santa Monica to prepare the environmental documents for the Pacific Garden Senior Group Housing Project, located in the city's coastal zone. The Environmental Checklist prepared by the city identified nine areas of potential environmental concern. The topics analyzed in the environmental document included noise, light and glare, shadows, population, land use, circulation and parking, aesthetics, and neighborhood impacts. Public involvement included.
  - **Stallion Oaks Ranch Specific Plan EIR, San Diego County, California.** *Grosvenor Industries*. Technical Specialist. Environmental analysis, research, and writing. Prepared an environmental impact report (EIR) for a proposed cabin resort project on a 190-acre parcel in the community of Descanso. The EIR included analysis of a specific plan and major use permit modification to transition a site from a recreational vehicle and cabin operation to a mountain cabin and health spa retreat. The specific plan also included additional facilities, including conference rooms, a spa, and a lodge.
- 
- Tentative Parcel Map No. 22493 and Zone Change No. 90-62 EIR | City of Downey
  - Vincent Hills Specific Plan EIR | City of Palmdale
  - La Provence Project | City of Vista
  - Oleander Specific Plan EIR, City of Moreno Valley
  - Escondido Performing Arts and Justice Center, Escondido, CA
  - Plaza Promenade EIR | City of Santa Monica
  - Hamilton Army Airfield Environmental Review, City of Novato
  - Santa Clarita Civic Center EIR No. 91-001 | City of Santa Clarita
  - Upward Bound Housing Project | City of Santa Monica
  - Lenain Filtration Plan Modifications Expanded Initial Study | City of Anaheim
  - Foothill/Aliso Business Park | OCEMA
  - Cypress Business Park EIR and Outreach, City of Cypress
  - Irvine Business Complex Rezoning, City of Irvine
  - Olinda Heights Specific Plan EIR | City of Brea
  - Pacific Commercenter EIR, Orange County, CA



- Rancho Business Center EIR, City of Downey
- Santa Monica Neighborhood Impact Statements
- Salt Creek Ballfields EIR, Laguna Niguel, CA
- Portuguese Bend Golf Course EIR, Rancho Palos Verdes, CA
- Public Safety Building Seismic Replacement Initial Study and Negative Declaration | University of California – Riverside
- On-Call Environmental Consulting Services | California Fairs Financing Authority
- Shadowridge Golf Practice Center EIR | City of Vista
- City of Rancho Mirage Golf Cart Transportation Plan Summary Report | City of Rancho Mirage
- City of Lancaster, Multiple EIR and Outreach Projects
- Garden Grove Specific Plan EIR
- Stonewood Shopping Center, Downey
- **Sample Water Project Experience:**
  - Santa Margarita Water District: Served as environmental and outreach project manager for regional project proposed to improve SMWD's conveyance and storage facilities to increase reliability on a day-to-day and emergency basis. Responsibilities included technical analysis and review of environmental issues for alternative canyon reservoir sites and pipeline routes, public scoping meetings, public hearings, CEQA compliance including consultation with legal counsel. Was responsible for meeting the schedule coordination with responsible and state agencies, control of budget and overall publication of the document.
  - Otay Water District: Served as principal in charge of the overall EIR effort for this Otay Water District project involving the inter-connection project. Pipelines and all appurtenant facilities were addressed. Served on a day-to-day basis to review, research and publish the EIR, while also providing scoping meeting moderation, subconsultant management, CEQA compliance and public hearing presentation. Responsible for meeting the schedule and addressing the Water District's concerns, as well as engaging and responding to citizen and agency concerns. Engineering coordination and input into the project design was a major part of her role in the successful completion of this project.
  - Cambria Community Services District: As principal in charge of over five separate water and wastewater projects community of Cambria, oversaw the preparation of EIRs addressing a desalination facility, reverse osmosis system, groundwater recharge project (utilizing ponds for disposal of treated effluent to recharge the groundwater basin) a wastewater treatment plant upgrade, several reservoirs and a water distribution and storage system. Her work has included a full variety of aspects of EIR preparation during the past several years for Cambria to assist the community in reducing its reliance upon imported water supplies.
  - Water Reuse Conference, Provided support for the development of the inaugural water reuse conference assisting the board and Mesa Water District in setting up and organizing the initial year of the conference.
  - Trabuco Basin Wastewater Treatment and Water Reclamation Project EIR,
  - Rancho California Water District Appropriations Permits Negative Declaration,
  - Canada Chiquita Alternatives Supplemental EIR for Treatment Facilities,
  - Coto de Caza Water Reclamation System,
  - Irvine Ranch Water District Pipeline Projects,
  - Rancho San Miguel Estates Wastewater Treatment System,
  - Talega Valley Water Pipeline distribution System, and
  - Effluent Land Outfall - SMWD.

## Publications

As a PR and Marketing Professional, Ms. Eljenholm has ghost written hundreds of articles, blogs, press releases and other communications and publications as a ghost writer on behalf of CEO's, executives and experts. Prior to her position in PR, Communications and Marketing, a sampling of Ms. Eljenholm's publications included the following:

"Collaboration Transforms Roadway Opposition", Environmental Engineering Success is Achieved Through Integrated Design Process, C.E. News, December, 2007

"Spanning the Wetlands", The Talega Bridges in San Clemente, California Provide A Vital Backbone of Transportation Across Environmentally Sensitive Habitat, (Ghost Written for Paul Young) June, 2007

"Jimbaran Bay, Bali, A New Town Blend of Island Ambience and California Master Plan Technology" The Award Winning Chocolate Mountains Survey. A Unique Approach to the Ultimate Surveying Challenge, (Ghost Written for Helmer / Crawford) POB Magazine, July, 1997

"Hamilton Army Air Field: Reuse and Rejuvenation. The Environmental Side of Military Base Reuse", Urban Land Magazine, July, 1996

"New Ways of Turning Wastewater Into a Valuable Resource", California Consulting Engineer and Land Surveyor Magazine, Winter, 1992

"Benchmark", RBF Consulting Control Point, 2007

"The Award-Winning Chocolate Mountains Survey". A Unique Approach to the Ultimate Surveying Challenge, POB Magazine

Ms. Eljenholm is currently working on multiple publications including books, articles and blogs. Her past publications also include over 200 entertainment and arts articles for newspapers and magazines, years of newsletter and article editing, published children's stories and published photography. Byline7 has been set up as a publishing company as well as a consulting firm.