

Fish Hook

B. Lou Guckian



2009 S.C.O.R.E. "Success Story"

2008 SBA Home-Based Business Champion of the Year

## References

### PROFESSIONAL—Primary

Mark Rowe  
(formerly Vice President, Outdoor Accounting, Clear Channel Communications-Corporate)  
Corporate Controller  
Whataburger  
300 Concord Plaza Drive  
San Antonio, Texas 78216  
210.476.6337  
210.800.4252 cell  
[mrowe@wbhq.com](mailto:mrowe@wbhq.com)

Time known: Approximately four and one-half months.

Context: Professional.

*"I didn't get a chance to visit with you before you left but I wanted to send a note to thank you for all your assistance. You have such a great attitude about things. You also provided great structure around what we are trying to accomplish. You left us in really great shape. Thank you again for all your help."*

James Fagan  
Colonel, U.S. Army, Retired  
Executive Director, R&DA  
16607 Blanco Rd., Suite 1506, San Antonio TX 78232  
Office 210.493.8024  
[jfagan@militaryfood.org](mailto:jfagan@militaryfood.org)

Time known: Approximately four years.

Context: Professional and Personal. Mentor.

*"I typically do not recommend anyone for employment. But Lou Guckian is a most unique individual who has expressed a desire to expand her professional horizons. I know that she is intelligent and flexible enough to handle any position, but her drive to excel makes her stand out from all others. Regardless of where she fits, you can count on a professional of the highest caliber. Please consider her for any executive-level position. She also would be a great right-hand to a key decision maker. She could also rewrite all of your manuals and literature, and give them the best possible look and feel."*

Demetrius Bivins  
Colonel, U.S. Army, Retired  
Associate Principal Legal Advisor, Special Assistant United States Attorney  
United States Attorney's Office  
919 Milam, Suite 1500, Houston TX 77208  
713.567.9588  
[demetrius.bivins@dhs.gov](mailto:demetrius.bivins@dhs.gov)

Time known: Approximately 10 years.

Context: Professional and Personal.

*"Lou Guckian can take a few casually spoken words and turn them into jewels of wisdom. She and I met in spring 1999 while employees of CPS Energy (formerly City Public Service) when she interviewed me as a newly hired legal executive for the employee magazine. Even though we both left CPS in 2004, we have remained friends and colleagues as she has kept me in the loop about her professional development. Lou is professional and highly creative in her approach to work and problem-solving. She is consistent and loyal professionally and personally. I am hoping Lou is chosen for the position she desires; despite any challenges, such an experience will be truly priceless for Lou in her ongoing pursuit of personal and professional growth."*

Linda Elliott  
President, Elliott Connection, LLC  
[www.elliottconnection.com](http://www.elliottconnection.com)  
Cell 210.887.5904, Office 210.495-1733  
2013 Broadway, San Antonio TX 78215-1117  
P.O. Box 461186, San Antonio TX 78246-1186  
[linda@elliottconnection.com](mailto:linda@elliottconnection.com)

Time known: Approximately three years.

Context: Professional and Personal.

*"We became acquainted in the North Chamber and I have recommended Lou on numerous occasions due to her professionalism and high quality of skills."*

Omega Arteaga-Gamboa  
President, Omega Health Group  
[www.omegahealthgroup.com](http://www.omegahealthgroup.com)  
17503 La Cantera Parkway, No. 104, San Antonio TX 78257  
Office/Cell 210.269.6145  
[omega@omegahealthgroup.com](mailto:omega@omegahealthgroup.com)

Time known: Approximately two years.

Context: Professional.

*"Lou Guckian and I are professional colleagues with consultancies that provide local, state, national and corporate organizations with professional services."*

Myra A. Bahme  
Owner, A HELPING HAND Grant Writing for Non-Profits  
12926 El Charro, San Antonio TX 78233  
Home/Office 210.655.1679  
[myrabahme@satx.rr.Com](mailto:myrabahme@satx.rr.Com)

Time known: Approximately three to four years.

Context: Professional. Mentor

*"I know Lou to be creative, focused and always striving to improve her skills."*

## PERSONAL

Randall G. Hines, Ph.D., MJACEO / Senior Consultant  
Juvenile Justice Consulting  
P.O. Box 12429, San Antonio TX 78212  
210.226.3558.

[rghines@earthlink.net](mailto:rghines@earthlink.net)

Time known: Approximately 4 years.

Context: Personal. Friend.

*“Ms. Guckian has been a personal friend for the past three years, during which time I have consistently witnessed the qualities of integrity, kindness and patience in her interactions with other people. She has also shown high levels of skill for problem-solving, technical writing and perseverance in her professional work. I am available to discuss this recommendation at any time.”*

Mary Frances Prescott  
413 Fleetwood, San Antonio TX 78232  
Home 210.494.2505

[docsgrammaw@satx.rr.com](mailto:docsgrammaw@satx.rr.com)

Time known: Approximately four years.

Context: Personal. Friend.

*“When my husband [David Prescott] and I became acquainted with Lou, there was an instant connection, and she has since become a member of our extended family.”*

Loren A. Williams  
Retired, Former VP, The Coastal Corporation  
2522 Huebner Park, San Antonio TX 78248  
Home 210.254.0987

[loren717@swbell.net](mailto:loren717@swbell.net)

Time known: Approximately three years.

Context: Personal. Friend.

*“Some time ago, I began to call Lou Guckian “The Velveteen Rabbit” because of her innate tendency to transcend the difficulties and challenges of her life journey.”*

Beverly Ryan, RN, CRRN, CCM  
Nurse Case Manager, Coventry Worker's Comp Services  
21602 Longwood, San Antonio TX 78259  
Home 210.497.7869, Cell 210.386.6309

[bjr@satx.rr.com](mailto:bjr@satx.rr.com)

Time known: Approximately five years.

Context: Personal. Friend and former neighbor.

*“I have known Lou Guckian for the past four to five years, during which time she has been a true, loyal friend and a good neighbor.”*

PROFESSIONAL—Secondary: Clients, Colleagues, Editors/Publishers, Professors

Terry Bertling (publisher)  
Assistant Managing Editor/Features  
San Antonio Express-News (Hearst Corp.)  
P.O. Box 2171, San Antonio TX 78297-2171  
210.250.3112  
[tbertling@express-news.net](mailto:tbertling@express-news.net)

Donna Tuttle (publisher)  
Projects Coordinator, Editor  
San Antonio Business Journal  
8200 IH-10, Suite 820, San Antonio TX 78230  
210.477.3235  
[Dtuttle1@bizjournals.com](mailto:Dtuttle1@bizjournals.com)

Valerie Greenberg, Ph.D. (professor, thesis chair)  
Director of Graduate Studies, Communication Arts  
University of the Incarnate Word  
4301 Broadway, San Antonio TX 78209  
Cell 210.744.8090, Office 210.829.3891  
[valprof@aol.com](mailto:valprof@aol.com)

Sheri Rosen (client)  
VP, Frost Bank  
100 West Houston Street, P.O. Box 1600, San Antonio TX 78296  
210.220.4616  
[sheri.rosen@frostbank.com](mailto:sheri.rosen@frostbank.com)

*"Lou has such a gift for writing precise and engaging material that I find her to be a match for many of our assignments. She always meets or beats deadlines."*

Rita Jordon (client)  
VP, CCC Group Inc.  
5797 Dietrich Road, P.O. Box 200350, San Antonio TX 78220  
210.661.4251  
[RitaJ@cccgroupinc.com](mailto:RitaJ@cccgroupinc.com)

Sherry Keller (client)  
Facilities Director, CCC Group Inc.  
Pat Egger (client)  
VP, CCC Group Inc.  
5797 Dietrich Road, P.O. Box 200350, San Antonio TX 78220  
210.661.4251  
[SherryK@cccgroupinc.com](mailto:SherryK@cccgroupinc.com)  
[PatE@cccgroupinc.com](mailto:PatE@cccgroupinc.com)

*"As a fast-growing company, we recognize the importance of having an 'expert writer' to assist all levels of our management team in creating our corporate procedure manuals and newsletters as well as helping to collect historical data of our 60-year old company. This leaves valuable time for management to concentrate on the business of running day-to-day operations. Lou has been very professional and had great input in helping us complete projects in all of these areas that otherwise would still be sitting on our to-do list. Lou is a great asset to any organization."*

Donna Rice (client)  
Internal Audit Manager, CCC Group Inc.  
5797 Dietrich Road, P.O. Box 200350, San Antonio TX 78220  
210.661.4251  
[DonnaR@cccgroupinc.com](mailto:DonnaR@cccgroupinc.com)

*"We were faced with the task of combining several procedures manuals, all written in differing formats and writing styles. Lou efficiently redesigned and rewrote the manuals and highlighted areas that needed further development. This allows us to focus on the actual procedures, rather than fumbling with structure and syntax. Thanks, Lou!"*

Alicia Navarro (client)  
Owner, Bookkeeping Solutions  
4100 NW Loop 410, Suite 200, San Antonio TX 78229  
210.344.7520  
[alicianavarro@bookkeepingsolutions.com](mailto:alicianavarro@bookkeepingsolutions.com)

*"Lou's suggestions on the layout of our website coupled with the content she wrote for us gave our website a very professional look and feel. Lou did an excellent job of expressing our services. I feel that anyone who visits our website gets a true understanding of what we are about. Thanks for your hard work."*

Rosemary Flores (client)  
CEO/President, Federal Court Reporters of San Antonio  
Airport Center, Suite 660, 10100 Reunion Place, San Antonio TX 78216  
210.340.6464  
[rmflores@fcrsa.com](mailto:rmflores@fcrsa.com)

*"Lou, please give my name as a reference to help you obtain more business. Your work is excellent. Thank you."*

Esther Foster (client)  
Owner, Foster Creative Inc.  
2803 Hopeton Drive, San Antonio TX 78230  
210.348.8601  
[efoster@fostercreative.com](mailto:efoster@fostercreative.com)

*"Lou provided us with quality editing and top-notch service. Her professionalism and expertise exceeded our expectations. We would not hesitate to recommend her services."*

Rev. Dr. Phineas A. Washer (client, church elder, friend)  
Campaign to Establish a Department of Peace  
Congressional District Coordinator, Bexar County San Antonio, Texas  
14802 Dancers Image, San Antonio TX 78248  
210.493.1519  
[pwasher@earthlink.net](mailto:pwasher@earthlink.net)

*"B. Lou Guckian dba FishHook has just completed work for the Campaign to Establish a Department of Peace, a group I represent here in San Antonio. Ms. Guckian wrote a press release for us and distributed it to a wide swath of local media. She worked closely with me and with our National Training Director in Washington, D.C., guiding us through the process of "getting the word out," keeping in constant touch each step of the way, and then crafting an eloquent piece of writing. I don't see how Lou could have been more conscientious and thorough nor done a better bit of writing for us. The interest she took in this task broadcasted clearly that her heart was in the assignment and that she was determined to do as good a job as she could, which turned out to be excellent. Lou succeeded at that even though we had her on a tight—too tight—of a deadline."*

*"If your experience in working with Lou Guckian is like that of the local Department of Peace Campaign, you will not be disappointed."*

Steven Bankler CPA PFS Cr.FA (client)  
The Colonnade, 9901 IH-10 West, Suite 670, San Antonio TX 78230-2263  
210.691.3133  
[steven@bankler.com](mailto:steven@bankler.com)

*"I was introduced to Lou Guckian by a mutual business friend. I engaged Lou to write and edit internet content. I found her to be a true professional and someone committed to finishing the project on the agreed-upon deadline, even though she had to constantly remind me to provide her with necessary information in order to do so. After the project was successfully completed on time, we engaged Lou to write and edit client spotlights for our quarterly newsletter and produce a marketing brochure."*

Sid Martin (client)  
VP, PET San Antonio  
[legrand910@sbcglobal.net](mailto:legrand910@sbcglobal.net)

*"Thank you so much for all your work, energy, and most of all, your dedication. As Vice President of PET San Antonio, I know your efforts were a tremendous success, and PET San Antonio is reaping all the benefits of your efforts. On a personal level, I will never be able to express to you how appreciative I am of your patience, not only with me, but also with our organization. For me, this has truly been a learning experience, and another good example to be careful what you wish for."*

*"Yes, we wanted to tell the story to San Antonio, hoping for volunteers and a little money, and yes, I really thought we were ready and long overdue on both needs. But never did I realize what all went into 'telling the story,' much less how unprepared I was for the surprising results. It has truly been a 'GOD THING' in bringing focus not only to me but also to our organization. With focus comes success, and that is what is happening now."*

*"We were busy before, and as I look back, busy to be busy. Today, with an onslaught of volunteers and money, we are now focused and busy being successful. Again, thank you, and please know that if there is anything that PET San Antonio or I can ever do for you, we are both as close as your phone. Thank you, again."*

Chris Bunch (client)  
Board Member, PET San Antonio  
12358 Hart Crest, San Antonio TX 78249  
210.835.6987  
[Chris@ntrusts.com](mailto:Chris@ntrusts.com)

*"Lou Guckian of Fishhook did a wonderful job preparing an eye-catching, response-provoking press release for our Personal Energy Transportation ministry. Her masterful use of words communicated our goals, plans and needs to the targeted media outlets in a way that generated immediate results. Lou was flexible yet forceful, which ensured the completion of the project within the needed timeframe. I would recommend Lou to anyone needing a professional writer. I hope to have the privilege to work with her again on many projects."*

Mitchell R. Sowards (client)  
Owner, Consulting Services Manager, ENTRUST Technology Consulting Services  
3601 Bluemel Road, Suite 117, San Antonio TX 78229  
210.424.3827  
[mitch@entrust.us.com](mailto:mitch@entrust.us.com)

*"Lou Guckian did a tremendous job preparing important press releases for ENTRUST and our new division 'ENTRUST Labs.' Her press release engendered interest in our business and resulted in a featured article in a local business journal. But after the article appeared, I realized that Lou's press release was more informative and better written than the article was! So, now whenever anyone wants to know about ENTRUST Labs I send them a copy of the press release instead of the featured article!"*

Tami Benson (client)  
Co-Owner, Benson Design Associates Inc.  
3463 Magic Drive, Suite 215, San Antonio TX 78229  
210.822.8337  
[tbenson@bdaworld.com](mailto:tbenson@bdaworld.com)

*"Lou, I have really enjoyed working with you. You seem to be able to write in several different styles that meet the needs of our different clients. Whenever we send our clients to you, I know they will be taken care of. Thank you for being so easy to work with."*

Lou Reyes (client)  
Author  
San Antonio TX  
210.777.9635  
[rickula23@yahoo.com](mailto:rickula23@yahoo.com)

*"B. Lou Guckian is a gifted, motivated writer and editor, a combination of pragmatic skill and a highly developed artistic flare. Her work is excellent by definition."*

Brannon Wood, GRI (client)  
Realtor, Phyllis Browning Company  
14855 Blanco Road, Suite 403, San Antonio TX 78216  
210.827.8608  
[bwood@phyllisbrowning.com](mailto:bwood@phyllisbrowning.com)

*"Lou turned my real estate website into a great marketing tool that allows me to generate clients, who thanks to Lou's work perfectly understand the business I am in."*

M. Corrine Price (client)  
Editor, UTHSC-SA Barshop Institute  
15355 Lambda Drive, San Antonio TX 78245  
210.562.6140  
[pricemc@uthscsa.edu](mailto:pricemc@uthscsa.edu)

Jan Oualline (former supervisor, part-time proofreading/editing position)  
Senior Editor, Educational Testing Services ETS  
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Alan Demos (colleague)  
Project Manager, Engineer, CPS Energy  
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