



The ASJA Weekly

FLORENCE ISAACS RECEIVES ASJA'S FOUNDERS AWARD FOR CAREER ACHIEVEMENT



Author Florence Isaacs will receive the 2013 Founders Award for Career Achievement from the American Society of Journalists and Authors (ASJA). An ASJA member since 1982, Florence specializes in health/medicine, relationships, and etiquette, and is the author or co-author of 10 books, including her bestseller *Just A Note To Say...The Perfect Words For Every Occasion*.

Her other books include *What Do You Say When: Talking To People With Confidence On Any Social or Business Occasion*; *Blind Spots: Stop Repeating Mistakes That Mess Up Your Love Life, Career, Finances, And Happiness* (with Steven S. Simring, MD and Sue Klavans Simring, DSW); and many others.

Florence writes two monthly blogs for Legacy.com: Sincere Condolences on funeral, condolence, and bereavement-related topics, and Widow in the World, which deals with widows' concerns and challenges. The Legacy.com website distributes obituary-related material to newspapers throughout the country. It includes a network of newspaper affiliate sites and is among the 100 most-visited domains in the U.S., with 9 million unique visitors each month.

In addition to being a successful book author, Florence has been a freelance journalist for decades. Her articles have been published in *Reader's Digest*, *Parade*, *Woman's Day*, *Good Housekeeping*, *Redbook*,

Parents, and other major national publications. She has also written often for *New Jersey Medical School's Pulse* magazine.

Besides serving as ASJA President, Florence has also served the Society as Executive Vice President, member of the Executive Council/Board, Conference Chair (for two different conferences), and as a conference committee member for many years.

The ASJA Founders Award for Career Achievement is presented only occasionally, with nominations reviewed by the Past Presidents Committee. Recipients are those whose ability to tell a story and whose style, range, and diversity of career best exemplify the profession of independent nonfiction writer. The award will be presented on Thursday April 25 at an evening reception, part of the 42nd Annual ASJA Writers Conference. The event is open to the public and tickets may be purchased at ASJA's website.

- ASJA2013: Fire Up Your Writing Career
- <http://www.asja.org/for-writers/annual-conference/>