

# CAREER STORYBOARD of wordsmith, **SANDY ROSS**



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As well as launching Word's Worth 25 years ago, Sandy's career has other chapters, too. So, as your wordsmith's story yet unfolds, a few highlights thus far. →



Sandy's **community spirit** thrives in her gift of creating / joining goodwill networks (she first volunteered as a teen, as a hospital candy-striper).



She gives of her talent as a Creative Age London member and facilitator to dozens of adults 50+ in her seminars. She writes uplifting stories tucked in as Meals on Wheels 'surprise smiles', and is a member in the Association of Personal Historians.

Sandy served South Alumni's Board, writes for its Lions' Pride, initiated a directory of entrepreneurial alumni, and brings energy to reunion events. Ties remain also to IABC and fellow communicators who, for 15 years, she supported as local administrator.

Beyond her formal **education**, Sandy's curious mind enjoys seminars, online learning, speakers, reading – usually on communication topics, ageless creativity, memoirs.



She was in continuing ed Western's first (2005) Humour Writing grad class. She became NCCA certified, 2016, as an arts educator of adults' creative age programs (writing).

Years earlier, after South Collegiate high school (her Dad's alma mater), she graduated Fanshawe College in Behavioral Science and a Secretarial diploma. With this pairing, Sandy was positioning to advance in group home employ to supervisory roles.

Human relations, administration, psychology – invaluable transferable knowledge – ultimately helped her steer opportunity in other directions.



Winning Fringe Festival's **award** for Funniest Show for their sold-out Playing With Matches was a joy for first-time playwrights: Sandy joining with Tim Condon and Paul Merrifield.

Founding the Homepreneur Network remains a source of pride to Sandy who led its 15-year run to ease isolation for 700 proprietors. In a national contest, London won as 1-of-3 most home biz-friendly cities. The mayor touted the network as "critical to our success" and Sandy as "an ace up London's sleeve".

And a guilty-pleasure opportunity? Execulink ads (jpg 106kb) of Sandy years ago on TV, radio, and posters did feel a bit of a thrill – except one placement that put her smiling billboard beside an 'adult parlour'.



Diverse **employment** enriched Sandy's experience and insight – in group homes as a caregiver, several years in administration with Labatt and, since 1992, entrepreneurship.

Assisting adults with physical challenges reinforced the inspiring power of optimism, resourcefulness, re-invention, while downsizing from Labatt fortified her career resilience.

Retail, too, was an early part of her path – in odd jobs mentored in her Dad's businesses, and as a 'Marks & Sparks' girl working in local shops of the iconic Marks & Spencer, an especially coveted role for Sandy given her family ties in England.

*"strategic and inspired"*

*"sensitivity and emotional impact"*

*"unique, sophisticated perspective"*

*"showcases clients in the best light"*



Most clients are either leaders relying on Sandy for business and marketing content, or individuals sharing more personal life stories – glad of Sandy Ross as their communicator-on-call.

Results like testimonials above echo how clients value Sandy's approach and expertise (often remarking that her humour's a nice perk, too).

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creative sparks for  
***your story well told,***  
***your Word's Worth***

