

**STEVEN L. SHEPHERD**  
**SAN DIEGO, CA**

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**VITAE**

**EDUCATION**

|      |     |  |
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| 1979 | BA  | University of California, San Diego<br>(Literature/Writing)                          |
| 1987 | MPH | Graduate School of Public Health<br>San Diego State University<br>(Health Promotion) |

Thesis title: *Psychosocial Correlates Of Functional Status In Adults With Cystic Fibrosis?*

**ADDITIONAL TRAINING**

|             |             |  |
|-------------|-------------|--|
| 1990 – 1991 |             | Graduate coursework in advanced statistics<br>Graduate School of Public Health<br>San Diego State University                               |
| 1991        | Attendee    | Epidemiology and Health Policy<br>International Graduate Summer Session in Epidemiology<br>University of Michigan, School of Public Health |
| 1992        | Participant | American Heart Association Eighteenth 10-Day Seminar on the<br>Epidemiology and Prevention of Cardiovascular Diseases                      |

**MEMBERSHIPS**

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| 1985 – Present |  | American Public Health Association, epidemiology section |
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**PROFESSIONAL POSITIONS**

- 1996 – Present      FREELANCE WRITER. Conceive, research, and write nonfiction articles, essays, and books.
- 2000 – 2005      CONSULTING EDITOR (12/04 to 2/05), Trauner Consulting Services, San Diego, CA. Helped recruit, hire, and edit preliminary work of consulting writers to rewrite 800-page *Standard Specifications* manual for the state of New Mexico's department of transportation.
- SUPERVISING EDITOR AND TECHNICAL WRITER (12/00 to 12/03), Trauner Consulting Services, San Diego, CA. Edited and rewrote consulting reports. Project editor for 140-page *Specification Writers' Style Guide* adopted by Department of Transportation, State of California (Caltrans). Project editor for draft rewrite of the "General Provisions" in Caltrans' forthcoming *Standard Specifications*; coordinated, reviewed, and edited work of 10 consultant writers. Project editor for rewrite and update of 875-page *Standard Specifications for Road and Bridge Construction, 2003*, Department of Transportation, State of Wyoming; developed 42-page *Specification Writers' Style Guide*; supervised 6 assistant writers and editors.
- 1996 – 1998      CONSULTANT to Tillinghast - Towers Perrin (Parsippany, NJ). Advised actuarial firm on continued development of databases and research tools enabling cost and rate analyses of occupational injuries among civilian employees of the U.S. Navy.
- 1993 – 1996      PROJECT MANAGER, Mishap Cost-Reduction Project, Medical Information Systems and Operations Research Department, Naval Health Research Center, San Diego, CA. Responsible for design and development of epidemiological database and statistical model to identify costs and risk factors for occupational injuries to civilian employees of the U.S. Navy. Database included information on 7 injury years, 136,000 cases, 2.3 million personnel records, and total projected costs to the Navy of \$2.7 billion.
- 1991 – 1993      PROJECT DIRECTOR, Clinician-Initiated Smoking Prevention: A Controlled Trial (Smiles Plus); grant #2RT0106, Tobacco-Related Disease Research Program, State of California. Three-year intervention study to assess effectiveness of clinician-provided smoking prevention counseling; participants included 160 private practice orthodontists and 17,000 adolescent patients. Designed and wrote patient questionnaire and intervention materials; oversaw clinician recruitment; oversaw data collection; managed 13 employees and students; coordinated activities of 6 consultant clinicians.
- 1990 – 1993      RESEARCH ASSOCIATE, Center for Behavioral Epidemiology, Graduate School of Public Health, San Diego State University. Wrote, and prepared research grant proposals; participated in analysis and writing for publication.
- 1989 – 1990      FREELANCE MEDICAL AND HEALTH WRITER. Proposed, researched, and wrote articles on health and medical topics for lay publications.
- 1989 – 1990      CONTRIBUTING EDITOR and editorial advisor, *Executive Health Report*. Researched and wrote monthly articles; performed general editorial review.
- 1985 – 1989      SENIOR STAFF WRITER and editorial advisor, *Executive Health Report*. Proposed, researched, and wrote monthly articles; scanned medical literature; abstracted articles of interest; performed general editorial review.
- 1981 – 1983      HEALTH PROJECT MANAGER, Creative Learning Systems, San Diego, CA. Developed and produced health education projects.

## GRANTS

Shepherd, S.L., & Harwood, I.R. *Stress and Acute Illness Episodes in Cystic Fibrosis*. Cystic Fibrosis Foundation, San Diego and Inland Empire Chapter, 1985 (\$5,681).

Hovell, M., Shepherd, S.L., & Slymen, D. *Clinician-Initiated Smoking Prevention: A Controlled Trial*. Tobacco-Related Disease Research Program (2RT0106), State of California, 1991 (\$2,018,533).

## TEACHING ACTIVITIES

BIOL X496. Fall, 1983 1-unit SDSU Extension course: *Teaching Human Genetics in Junior/Senior High Schools and Community Colleges*. Two-day seminar jointly developed with Dept. of Genetic Counseling, San Diego Children's Hospital; presented under aegis of the San Diego County Dept. of Education to science and health teachers. Introduced a biosocial perspective for teaching human genetics and genetic diseases.

Teaching Assistant, PH 762, Behavioral Medicine. Fall, 1984. Graduate School of Public Health, San Diego State University.

## PUBLICATIONS, scientific

Shepherd, S.L., Hovell, M.F., Harwood, I.R., et al. A Comparative Study of the Psychosocial Assets of Adults with Cystic Fibrosis and Their Healthy Peers. *Chest* 1990;97:1310–6.

Shepherd, S.L. Letter to the Editor. *Chest* 1991;99:1318.

Shepherd, S.L., Hovell, M.F., Slymen, D., et al. Functional Status as an Overall Measure of Health in Adults with Cystic Fibrosis: Further Validation of a Generic Health Measure. *J Clin Epidemiol* 1992;45:117–25.

Shepherd, S.L. Smiles Plus: Expanding the Orthodontic Vision. *Foundation for Orthodontic Research, Report* 1992;24(2):8.

Doyle, E.J., Shepherd, S.L. & LaFleur, B.J. *Costs for Department of the Navy Civilian Employees Due to the Federal Employees' Compensation Act: What Does a Case Cost?* (Report No. 93-6). San Diego, CA: Naval Health Research Center.

Shaw, E., & Shepherd, S.L. *Office of Workers' Compensation Programs (OWCP) Data Codebook* (Report No. 93-34). San Diego, CA: Naval Health Research Center.

Shepherd, S.L., Doyle, E.J., & Pugh, W.M. *Rationale and Design for a Mishap Cost-Reduction Model for the Navy's Occupational Safety and Health Program* (Report No. 93-37). San Diego, CA: Naval Health Research Center.

Shepherd, S.L. & LaFleur, B.J. The Increased Incidence on Mondays of Work-Related Sprains and Strains. *J Occup Environ Med* 1996;38:681–8. Also released as Report No. 95-18; San Diego, CA: Naval Health Research Center.

## PUBLICATIONS, patient education

*An Insider's View of Cystic Fibrosis*. 15-minute videotape scripted for the San Diego Chapter, Cystic Fibrosis Foundation. Produced at the UC San Diego School of Medicine and used for medical teaching, volunteer recruitment, and parent education. Winner, 1981 AWARD OF MERIT, San Diego Chapter, International Television Association.

**PUBLICATIONS, patient education, continued**

*Caring at Home.* Principal co-author of 25- and 30-page companion booklets providing technical and psychological information to help enable parents to care for a terminally ill child at home. Developed in conjunction with the UC San Diego Cystic Fibrosis Center; copyright, 1982 by Creative Learning Systems, Inc.

*Caring for an Infant with Congestive Heart Failure: A Guide for Parents.* 48-page booklet written with members of the Dept. of Pediatric Cardiology, UC San Diego; copyright 1983, San Diego County Heart Association. Accepted as a PROFESSIONAL INFORMATION EXHIBIT at the 1984 national meetings of the American College of Cardiologists.

*CPR for your BABY: Infant CardioPulmonary Resuscitation.* Editor and project manager for wall poster published in 1983 by the San Diego County Heart Association in cooperation with the Division of Neonatal Medicine, UC San Diego.

*Treating Your Child's Earache.* One-page patient education handout developed and produced in cooperation with the Division of General Pediatrics, UC San Diego, 1984.

*COPD and YOU.* Wrote, produced, and designed art for 15-minute animated sound/slide show on Chronic Obstructive Pulmonary Disease. Produced at Scripps Clinic and Research Foundation for delivery to in-patients via closed-circuit TV, 1984.

*SMILES PLUS: An Adolescent Smoking Prevention Program for the Orthodontic Office.* Principal co-author of 62-page manual providing background, rationale, and "How-to" information to motivate and enable orthodontists and office staff to implement adolescent smoking prevention program. Supplemented in-office workshops presented in 79 Southern California private practice orthodontic offices. Center for Behavioral Epidemiology, Graduate School of Public Health, San Diego State University, 1992.

**PUBLICATIONS, lay medical**

Monthly, full-page articles for *Executive Health Report* (1986 – 1990). Based on reviews of current medical literature and interviews with academic physicians, each article summarized the state-of-the-art on a single topic. From 60 published articles, representative titles include:

- Your Exercise Habits and Your Child's Health. March 1986.
- What *Did* the Doctor Order (on reading prescriptions). January 1987.
- Influenza. November 1987.
- Music (on music therapy). February 1988. REPRINTED, LeBlanc Bell quarterly, Summer 1988.
- Examining the Physical (on routine health checkups). March 1988.
- Identifying and Treating Depression. October 1988.
- The Clot Dissolvers (on thrombolytic therapy in the treatment of myocardial infarction). March 1989.
- Selecting a Specialist (on selecting a health care specialist and meaning of board certification). July 1990.
- Is Heart Disease Reversible? September 1990.

**PUBLICATIONS, lay medical, continued**

The Smart Way to Deliver Drugs (cover story on innovative drug delivery systems). *Executive Health Report*, January 1987. 3,000 words.

A Look At the Boom in Dental Implants (cover story). *Executive Health Report*, February 1988. 3,000 words.

New Progress on the Periodontal Diseases (cover story). *Executive Health Report*, June 1989. 3,000 words.

Coffee and the Heart (cover story). *HeartCorps*, September/October 1989. 1,500 words plus sidebars on caffeine dependence and tea.

Are Pipes and Cigars Really Safe? (article on cardiovascular effects of pipes and cigars). *HeartCorps*, January/February 1990. 1,200 words plus sidebar on smokeless tobacco.

Brushing up on Gum Disease. *FDA Consumer*, June 1990. 2,600-word article on periodontal disease plus sidebars on anti-plaque mouthwashes and baking soda toothpastes. REPRINTED as DHHS Publication No. (FDA) 91-1171; U.S. Government Printing Office 1991-281-809/40036.

Do Viruses Help Cause Heart Disease? *HeartCorps*, 1990. Commissioned article on current research into the possible role of viruses as a cause of coronary heart disease; unpublished due to magazine's cessation of publication. 2,000 words.

What is a Breakthrough? The Example of Cystic Fibrosis. *The Scripps Clinic Good Health Report*, 1990. Commissioned medical essay; unpublished due to newsletter's cessation of publication. 1,800 words.

A Debate: Is Passive Smoking a Health Threat? *Consumer's Research*, October 1991. Letter to the Editor, with response. 900 words.

**PUBLICATIONS, lay medical, non-bylined**

*Executive Health Report* "Briefs" (1986 – 1989). Three- to four-paragraph summaries of research articles selected from the current medical literature. Published six per month; 275 altogether.

*Executive Health Report* monthly Nutrition and monthly Exercise columns (1986 – 1989). 375-word columns ghostwritten for a dietitian and exercise physiologist who served as subject matter experts. Typical topics included preventing and treating shin splints and choosing and using cheeses.

**PUBLICATIONS, general readership**

No Time to Dream. June 11, 1981, *San Diego Reader*. Cover-story on medical and emotional aspects of cystic fibrosis. Winner, national Cystic Fibrosis Foundation 1982 COMMUNICATIONS AWARD. 7,600 words.

The Man Who Made It. October 11, 1981, *San Diego Reader*. Cover-story on immigrant son and patriarch of family-owned Mexican restaurant in Solana Beach, CA. 11,000 words.

Tom, It's Time For Your Shot. April 3, 1997, *San Diego Reader*. Cover-story on testosterone and its effects on male behavior; built around a profile of a man who takes monthly testosterone injections secondary to double testicular cancer. 16,000 words.

**PUBLICATIONS, general readership, continued**

The Piano Tells You What It Wants. May 1, 1997, *San Diego Reader*. Calendar: Music Scene profile of a professional piano tuner. 2,000 words.

Bows 'Till 3:00 A.M. September 18, 1997, *San Diego Reader*. Calendar: Music Scene profile of a professional violin bow maker. 3,000 words. Winner, FIRST PLACE for arts and entertainment writing, non-daily print, San Diego Press Club 1998 Journalism Awards.

The String Section. February 1, 1998, *Los Angeles Times*. Life & Style (Section E, page 1): Brief historical overview of violin making in America, with color photos. 400 words.

Diary of a Sewer Repair: The Coming to Burlingame of Sewer and Water Group 78. March 12 & 19, 1998, *San Diego Reader*. Two-part cover-story chronicling the excavation and replacement of a neighborhood's aging sewer system. 37,000 words. Winner, BEST FEATURE STORY and BEST OF SHOW, non-daily print, San Diego Press Club 1998 Journalism Awards.

Butterfields' First. May/June 1998, *Strings*. Report on violin auction. 600 words.

A New Golden Age. July/August 1998, *Strings*. Article on the growing prominence of contemporary American violin and bow makers. 2,000 words.

Thomas Wenberg and the Making of An American Classic. December 1998, *Strings*. Profile on the writer and publisher of an encyclopedic reference work on the violin makers of America. 3,500 words plus sidebar on the history of violin making in America.

Mall Culture. November/December 1998, *The Humanist*. Personal essay on the role of shopping malls in fostering consumerism among today's teenagers. 1,200 words. ANTHOLOGIZED in:

*Common Culture: Reading and Writing About American Popular Culture*, 3<sup>rd</sup> edition; Michael Petracca and Madeleine Sorapure (eds.), Prentice Hall, 2001.

*Mirror on America: Short Essays and Images from Popular Culture*, 2<sup>nd</sup> edition; Joan T. Mims and Elizabeth M. Nollen, (eds.), Bedford/St. Martin's, 2002.

Sound Engineering. July 1999, *San Francisco*. Profile on Bay Area luthier Francis Kuttner for city magazine's "Best Of" issue. 250 words with color photo.

The Mysterious Technology of the Violin. Spring 2000, *American Heritage of Invention & Technology*. A history of violin making in America, incorporating profiles of several contemporary makers. 6,000 words, with color photos.

Ology, Ologist. Winter 2000, *Sonora Review*. Humorous personal essay on the proliferation of -ologies in the English language. 4,000 words.

Trials of an Intrepid Botanist. Summer 2001, *California Wild: The Magazine of the California Academy of Sciences*. Historical profile of explorer and botanist David Douglas. 3,200 words. <http://www.calacademy.org/calwild/summer2001/stories/Douglastext.html>

Saving Strings. December 12, 2004, *Los Angeles Times (Sunday) Magazine*. Profile of amateur violinmaker and philanthropist Bill Townsend, of Austin, Texas. 3,000 words.

My First Bra. Spring 2006, *Mid-American Review*. Personal essay on a man's purchase of a bra for the woman he loves. 6,000 words.

## BOOKS

*In Praise of Tomatoes: A Year In The Life Of A Home Tomato Grower.* HarperCollins, New York; 1996. ISBN: 0-06-017484-6. Winner, BEST MEMOIR, 1996, San Diego Book Awards. Winner, QUILL & TROWEL AWARD, Garden Writers Association of America, 1996.

*Our Fathers: Reflections by Sons* (editor). Beacon Press, Boston, June 2001 (hardback) ISBN: 0-8070-6246-4; June 2002 (paperback) ISBN: 0-8070-6247-2 . Anthology of personal essays by sons about their fathers, with book and author introductions.

## POEMS

"Poem of My Life." *Chest* 2012;141:1114–7.

"Friday Night." *The Human Condition: An Exploration of Art and Literature* 2012;17:12. School of Medicine, University of California, San Diego.

"Jinxed." *The Human Condition: An Exploration of Art and Literature* 2012;17:37. School of Medicine, University of California, San Diego.

**POSTERS, PRESENTATIONS, AND READINGS**

## Amiata Summit

*Invited Writer-in-Residence.* Interviewed participants and recorded observations and impressions at international violinmaking conference.  
Seggiano, Italy; May 22 – June 6, 2004.

## California Department of Transportation (Caltrans):

Presentation and briefing on new *Specification Writers' Style Guide* and draft rewrite of "General Provision" chapters in *Standard Specifications, 2004*.  
(apx. 75 attendees): Sacramento, CA; December 2, 2003.

Invited public readings from *In Praise of Tomatoes*:

Master Gardeners Association: San Diego, CA, April 14, 1998.  
San Diego Public Library, Point Loma Branch: San Diego, CA; April 16, 1997.  
Summer's Past Farms: El Cajon, CA: September 29, 1996  
Borders Books and Music: San Diego, CA; September 10, 1996.  
The Avid Reader (bookstore): Davis, CA; July 26, 1996.

*Mishap Cost-Reduction Project*, presentations and briefings (all audiences included both civil service managers and uniformed military officers):

Annual Navy Occupational Safety and Health Professional Development Conference  
(apx. 300 attendees): Dallas, TX; November 3, 1995.  
Navy Occupational Safety and Health Quality Council  
(apx. 25 attendees): Indian Head, MD; September 7, 1995.  
Annual Navy Occupational Safety and Health Professional Development Conference  
(apx. 300 attendees): San Diego, CA; October 27, 1994.  
Occupational Mishap and Injury Compensation Claims Reduction Conference, Naval Air  
Systems Command (apx. 75 attendees): Virginia Beach, VA; May 18, 1994.  
Navy Occupational Safety and Health Process Review and Measurement Quality Management  
Board (apx. 25 attendees): Norfolk, VA; May 13, 1994.  
Department of Defense Injury Surveillance and Prevention Work Group  
(apx. 12 attendees): Arlington, VA; December 8, 1993.

*Description of a Study of Daily Stressors and Acute Illness Episodes Among Adults with Cystic Fibrosis and Their Significant Others.* Shepherd, S., et al. Poster Session: Annual Meeting of the American Psychological Association: Los Angeles, CA; August 1985.