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**LOCAL FREELANCE-WRITING ENTREPRENEUR NAMED SBA'S HOME-BASED
BUSINESS CHAMPION OF THE YEAR ACROSS 79 COUNTIES AND FIVE STATES**

SAN ANTONIO, TEXAS, MAY 1, 2008 – B. Lou Guckian, a local freelance writer, has been named the U. S. Small Business Administration Region VI and San Antonio District Winner of the Home-Based Business Champion of the Year Award. Guckian, doing business as “FishHook,” captured the honor at the district level that serves a 79-county area and at the regional level that includes Texas, Louisiana, Arkansas, Oklahoma and New Mexico.

In March 2007, Guckian launched FishHook to offer professional commercial writing services to clients big and small in any industry, while bylining articles for local magazines and newspapers. Her profile pieces and features have appeared in the San Antonio Business Journal, NSIDE Magazine, NSIDE MD Medical Journal and the San Antonio Express-News.

“I am honored and humbled and share this award with my clients and publishers, without whom this wouldn't be happening,” says Guckian. “It's a thrill but scary to make that jump to go out on your own. But once you do, you suddenly find yourself engrossed in your work and time passes quickly. One day, you realize you've made it through your first year, and here you are, recognized for your efforts and getting referrals for business, sometimes from people you've never met. Hard work, determination and a strong faith really do pay off.”

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Previously, Guckian spent 25 years as a communications professional honing her writing skills across a diverse range of industries, including newspaper, radio, energy, real estate and national security, and launched a family owned barbecue sauce business. During her communications career, she garnered a Texas Public Relations Association “Best of Texas” Award for internal magazines and she is a three-time Bronze Quill Award winner, recognized for writing, printed publications and photography by the International Association of Business Communicators.

One of Guckian’s clients is an industrial construction company headquartered in San Antonio with offices in several other states and overseas. “We recognize the importance of having an ‘expert writer’ to assist all levels of our management team in creating corporate procedure manuals and newsletters as well as helping collect historical data of our 60-year old company,” says Sherry Keller, facilities director for CCC Group Inc. “This leaves valuable time for management to concentrate on day-to-day operations. Lou has been very professional and had great input in helping us complete projects that otherwise would still be sitting on to-do lists.”

Alicia Navarro, an accountant and owner of Bookkeeping Solutions of San Antonio, was one of Guckian’s first clients. “Lou’s suggestions on our website’s layout coupled with content she wrote gave our site a very professional look and feel,” says Navarro. “She did an excellent job expressing our services, so anyone can get a true understanding of what we are about.”

A realtor who specializes in upscale condominiums also hired Guckian to improve his website. “Lou turned my real estate website into a great marketing tool that allows me to generate clients who, thanks to her work, perfectly understand the business I’m in,” says Brannon Wood.

Guckian launched her own website in January. Her web designer, Susan Mattson of Country Road Web Designs, has since worked closely with Guckian, who writes content for other sites Mattson creates. “This recognition reflects on Lou’s personal dedication, commitment to excellence and her talent as a writer,” Mattson says. “I am honored she chose my company to design her website.”

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Guckian also writes and edits for local public relations and marketing firms, including Foster Creative. “Lou provided us with quality editing and top-notch service. Her professionalism and expertise exceeded our expectations,” says Esther Foster.

The Small Business Development Center at UTSA’s Institute for Economic Development will honor Guckian and other award winners during its Small Business Person of the Year awards luncheon May 15, 2008 at the Norris Conference Center at Crossroads Mall in San Antonio.

B. Lou Guckian dba FishHook is the commercial side of B. Lou Guckian's writing life. Established in March 2007, FishHook is a certified small, woman-owned, disadvantaged and historically underutilized business that provides a wide range of professional writing services and consulting to clients of all sizes and industries. B. Lou Guckian is a member of the North Chamber of Commerce and the American Marketing Association and supports Gemini Ink and the San Antonio Writers Guild. For more information, contact B. Lou Guckian. PHONE: (210) 744-8552. EMAIL: blguckian@guckianwriter.com. WEBSITE: www.guckianwriter.com.

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