

MEET THE MEMBERS



Marilyn Howard found her way to Florida after a successful career breaking a glass ceiling as a woman art director at a major New York City ad agency in the 1960s, and then beginning a new startup in the 1990s.

After graduating Syracuse University with a BFA in commercial art, her life plan seemed to be destined for marriage and a family. Funny how fate and an entrepreneurial spirit will redirect that ambition.

As a child Marilyn had to prove to a librarian she could read a book that was more difficult than the librarian thought she could read. Nancy Drew and the Hardy Boys only held her attention for so long, and it was the notion that females had “their place” in society that stirred up those greater determinations early in life.

Marilyn landed her first job in New York City with an advertising company filled with 70 men. It was intended that she be a “Gal Friday” and not aspire to any higher position because men in the 60s and 70s pegged businesswomen this way.

Were those men wrong about Marilyn. With night classes and hard work, she became assistant art director in about a year by thinking out of the box. A few years later she founded Creative Freelancers Inc. and launched the first central agency for commercial artists and writers in advertising and publishing and

it operated in Manhattan for over twenty-five years.

The Internet was introduced to her in 1994 by a Chinese tech businessman. At a computer show in 1997, the idea of putting her business on the web was born and realized.

Now Marilyn reads historical fiction like *My Dear Hamilton* authored by Stephanie Dray and Laura Kamoie and takes advantage of the pleasure of audio books. Marriage gave her children and step-daughters, who add spark to her life in many ways.

Marilyn credits our ABC group and the with giving her guidance to promote her book and writing tips. DL Havlin’s advice to read Blake Snyder’s book, *Save the Cat*, gave her much needed insight into the writing experience.

In clear hindsight, she realizes that a final proofreading of all book versions just before press would have eliminated some incorrect words and technical glitches. With that valuable knowledge now, Marilyn is focusing on the promotion of her book, *The Writing on the Wall*.

Promotion includes setting up a blog and joining Toastmasters, which has helped her writing in various ways as well as giving her confidence in public speaking.

The Writing on the Wall explores the challenges women entrepreneurs faced in the 1970s as well as today. Marilyn, the entrepreneur, juggled office and family and gives us stories of her experiences, travels, legal battles and romance. <http://www.TheWriteWall.com>

By Allyx Young, ABC Artisan Newsletter • January 2020