

miographies®

LIFE AS ART



SO PEOPLE ARE KNOWN AND REMEMBERED FOR WHO THEY REALLY ARE

PRESS RELEASE :

The lives of our fathers, mothers, sisters and brothers should not be a mystery. To that end, Moe Ross is chronicling the biographical history of those who have shaped America.

She is the founder of Miographies.

This experienced writer delves into the depths of successful people's lives to reveal their achievements, perspectives and core values.

Their histories, Ross said, are often comprised of decades filled with hard work and perseverance.

Thus far, the author is the creator of over 86 life-story narratives. Ross and her staff travel the world to interview clients for Miographies.

Then, the memories, viewpoints, and accomplishments of clients are crafted into professionally written, custom-designed, hardback volumes artfully inspired and of heirloom quality.

The phenomenal growth of Miographies is attributed to clients sharing the value of their biographies with friends, colleagues, families, and business associates, Ross said.

And, they have volumes to talk about.

Ross has written narratives about Holocaust survivors, entrepreneurial immigrants, Iranian refugees, corporate executives, and professional athletes, just to name a few. Miographies serve as blueprints of life. "I connect the dots of lives in words," Ross said.

Her quest to do so began in 1997, when at 50-years-old she decided that biographical history is worthy of preservation. Ross discovered the importance of this preservation effort after her father, the late Philip Ross, died.

“I knew the essence of his being; but not the details of his life,” she said. “I didn’t know all of the ingredients that made him who he was.” It was a personal loss and a life-changing experience for the author.

These days, Ross interviews clients to gather data to build a foundation for their life stories. Careful listening is of the utmost importance. In fact, listening is a craft that she has honed well through her professional training and experience as a former marriage and family therapist and University administrator.

Clients feel at ease in her presence, she said.

“They tell me about their life-altering experiences. Through the interviews, I have gained a deeper understanding of what it took to build America. It has given me a greater appreciation for democracy and the opportunity for all people to work and prosper,” Ross said.

One of her clients was the late Warren Swanson, a successful Palos Heights municipal attorney. In addition, he was lead writer for “As the World Turns” and “Another World,” as well as other television shows.

Mr. Swanson commissioned Ross to create his biography to pass on to his son and future generations.

However, Warren Swanson died from medical complications from a fall at the age of 66. Fortunately, he had completed his biography, without knowing that he would not be delivering it to his son.

With a heavy heart Ross hand-delivered the finished biography to Swanson’s son. It was a difficult moment, she said, but Ross is thankful there is a lasting memory of Mr. Swanson’s life and achievements to share with future generations.

The author’s own story serves as an inspiration, as well. In September 2003, Ross experienced the sudden loss of her eyesight in both eyes. She underwent treatment at the University of Illinois Retina Clinic. Her sight is now partially restored.

Ross lectures worldwide, is a speechwriter for corporate executives, and teaches creative writing at The Open Door Writing Studio. Home

sweet home is in Bull Valley, Illinois where she resides with her husband, Rick Atwater. She also teaches professional interviewing techniques.

Ross earned a masters degree in education from Washington State University.

The author works with a talented team of creative writers, editors, photographers, graphic designers, bookbinders and production staff to create Miographies.

“We use photographs to amplify the story. Every page is a work-of-art,” Ross said, of the personalized volumes produced.

For further information about Miographies, log onto the Web site at www.miographies.com

You can contact Moe Ross at (815) 337-7405, or by email at moeross@miographies.com.