



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## Welcome!

Hello ,

Welcome to this week's edition of *The NRWA Connection*.

The intent of this newsletter is to keep you current about both our association and our industry. We hope you enjoy this membership benefit!

## Executive Greeting

By Marie Zimenoff

Are you dreaming about lobster, beautiful fall colors, and the smell of salty ocean air like I am? It is just five months until The NRWA National Conference in Portland, Maine, September 22<sup>nd</sup> to 24<sup>th</sup>! For me, it is not only the excuse for a trip to a place I have never been, and may never have been able to go, it is also a rare chance to see colleagues I email and see on LinkedIn face-to-face and replenish my energy and sharpen my skills to provide the best service and expertise for my clients.



The conference schedule posted on The NRWA website, with several sessions targeting résumé-writing professionals from a variety of industries, including military career centers, higher education, workforce development centers, and community agencies, as well as independent business owners.

We are also very excited to have Louise Kursmark back to offer the pre-conference workshop on Wednesday, September 21<sup>st</sup>! This is a rare opportunity to learn strategies from one of the leaders in the industry. The three-pay option is still available for the conference, and a five-pay option is available for the pre-conference. Visit <http://thenrwa.com/2011Conference/> to see more details and register. I look forward to seeing you all in September!

## What's Happening in Region Four?



By Travis Wilson  
Rochester, MN

*Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.*

Greetings NRWA colleagues!

Things in Region Four are warming up with the weather: our members are providing outstanding leadership, contributing to successful book series and providing career guidance to many clients and professional groups. See what we have been up to!

I am pleased to welcome Doug Texter, PhD, of Minneapolis, MN, to our region. We are happy that you are with us, Doug!

Erin Cambier of Superior Résumé & Career Services, Sioux Falls, SD, was on the morning news for the NBC affiliate in Sioux Falls, sharing tips for writing effective résumés. She was also interviewed for the local newspaper, the *Argus Leader*, where they featured an article about her business and services.

Connie Hauer of CareerPro Services, Sartell, MN, was invited back to present "Job Search and Interview Strategies" to a student organization at a local university. She has found that volunteering to speak to college organizations has been a great way to grow her client base, with not only college students but also parents of college students and professors as well.

Sandra Ingemansen of Résumé Strategies, Matteson, IL, has been selected by David Noble to showcase five résumé submissions for his upcoming book, *Gallery of Best Resumes, Fifth Edition*, appearing in stores September 2011.

Murray Mann of Global Diversity Solutions Group, LLC, Chicago, IL, recently garnered a lot of attention in person and in print, including the following: keynote speaker at the Diversity Recruiters Network opening session at the 10th annual Diversity Employment Day and Career Fair in Chicago; presenter on "Multicultural Best Practices for Coaches Career Services and Employers" for Careerwell.org Tele-Interview; facilitator of a colleague-to-colleague group on "The Multicultural Résumé" at the Career Thought Leaders Conference and Symposium; presenter of "Leveraging 360 Feedback with Employee Resource Groups to Drive Business Strategies" at the Linkage Summit on Leading Diversity; featured in the inaugural issue of *Uptown Professional* magazine; and was quoted in a Society for Human Resource Management article on status of global multiculturalism, *German Leader Leaves Diversity Practitioners Wondering*.

Faith Pollen of CareerCurve, Cleveland, OH, presented two workshops for several area professional groups: "Career Management for Normal People" and "Career Management 2011: Get In the Driver's Seat." She was also selected for the leadership team for the North Canton Executive Networking Group (NCENG), setting strategies and vision for this area job-search support group that has grown to more than 400 active members and alumni.

Barb Poole, CCMC, CLTMC, CERW, CPRW, PHR, BS of Hire Imaging, LLC, Fifty Lakes, MN, has increased the amount of her blog posts and will be a résumé-writer mentor to a newcomer in the field.

Michelle P. Swanson, CPRW, of Résumé Results, Edwardsville, IL, welcomed Charles "Charlie" Swanson into the world on Wednesday, March 30<sup>th</sup>. Both mother

and son are doing great!

Charlotte Weeks, CCMC, NCRW, CPRW of Weeks Career Services, Inc., Chicago, IL, appeared on NBC Chicago's morning news talking about keywords and cover letters. She also has a book coming out entitled *I Want to Work in an Association -- Now What??* with Happy About Publishing.

As for me, I have begun a new quarter of teaching PD250: Career Development at the Minnesota School of Business and am thankful for all of the knowledge I have obtained through The NRWA that has helped me become a better instructor.

## Calling All Bloggers!



### Gain Exposure to Two Million Annual Visitors with Southworth Paper's Blog

In May, Southworth is launching its new corporate website, which is designed to be more community-oriented. As part of this initiative, they are introducing a blog.

The subject matter will be varied as weekly topics will be rotated to encompass each of their product categories and will feature guest bloggers. The articles will discuss topics associated with business, legal, specialty, certificates, social stationery, and of course, résumés. Southworth is reaching out to The NRWA as the experts in the field.

This would obviously be a great help for Southworth, but it would also be a wonderful opportunity for individual contributing members and for The NRWA as a whole. In the past four years, [Southworth.com](http://Southworth.com) has attracted an average of 2 million visitors annually, and they only expect the numbers to increase. This is great exposure for The NRWA and would benefit members with another opportunity to get published.

Southworth would like to develop a pool of bloggers that they can rotate. They are planning to start with two entries per month and would like to review sample blog articles in April.

If interested, contact Susan Martin at Southworth at [smartin@southworth.com](mailto:smartin@southworth.com).

## Featured Article

### Remember to Ask for Help By Amanda Collins, The Grammar Doctors

If you're like me, you want to be able to do it all yourself: in business, in life, in everything. But the good thing about getting older is that we gain wisdom along the way, and at some point, we realize we can't do it all alone.

A wise person knows that everyone has specific talents. He realizes that his time is better spent in his specialty area and that he needs to ask for help from others who are experts in their fields.

As a writer, I am excellent. I am able to come up with ideas and strategize with clients to create solutions. I know my industry inside and out. However, I am not a solid

business finance expert. And sometimes the marketing components I know I should be doing take a backseat to those I'm implementing for my business. This is where I need to know my limits and ask for help.

You may think that asking for help means you're weak or somehow lacking as a professional. However, I believe that just the opposite is true. By asking for help and putting myself out there, I have gotten a lot of positive feedback from my business coach, colleagues, and clients. I now have a handful of mentors who are providing great feedback and direction as I grow my business. They never tell me how to write, but they do help me to create my pricing structure, contracts, and business plan.

Whether you are on your own or in an office, there will be times when you'll need a little assistance. I encourage you to reach out and ask for help. Most people are more than willing to lend a hand, and you will find that doors you never even saw before will open just because you were willing to admit you couldn't do it all on your own.

*Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to [newsletter@thenrwa.com](mailto:newsletter@thenrwa.com).*

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### Affiliate Spotlight

This week, we spotlight Compass



Compass Coach Renee works with people who want more in life, whether it be work/life balance, interpersonal skill development, motivation, turning dreams into realities, tuning into their spirituality, career change due to job

loss, or career derailment -- fostered by setting goals and creating action plans that get positive results!

Perhaps you are frustrated that you are not feeling very powerful or maybe you are consumed by the economic depression? Maybe you just know you could be doing much more in your personal and professional life! Take a few moments from your hectic day and sign up for 10 days absolutely FREE with Compass to get the support you know you need and deserve.

To learn more, visit [MyLifeCompass](http://MyLifeCompass.com).

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To check out a complete listing of our [Affiliate Partners](#) or for more information on becoming an Affiliate, [click here](#).

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### Quote of the Week

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."  
~ Thomas Jefferson

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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