



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 Charlotte Weeks, The NRWA President

Most of us are aware of some of the more obvious benefits The NRWA offers: the conference, the weekly newsletter, and the teleseminars. There are several others, but I wanted to make you aware of two specifically: the e-list and the subcontractor link.

If you're not on the e-list, I highly recommend it! When I went to my very first conference, I technically didn't know anyone...but having "met" many of the members through the e-list, it made the event much more comfortable for me. Because you can post to the Yahoo Group any time of day or night, you have a group of fellow writers able to help you whenever you need assistance. Though many people get the daily digest, a lot get messages as they're posted, which means it's likely you could get a response very quickly.

As long as you're polite, you can ask just about anything on the e-list, such as questions about how to word a sentence or handle a problem client, as well as learn of recommended resources. We have a number of writers, both newbies and seasoned vets, who generously give their advice on all of these topics and more. To join in the conversation, contact our administrative manager, Yvette Campbell, at adminmanager@thenrwa.com.



The other item I wanted to mention is the subcontractor link. While many people find writers through networking (often through the e-list and the conference), you can also check this resource for leads. In the members' portal section of the site, go to the first link, "Résumé Writers' Toolbox." Next, you'll see "Subcontractor Link." If you're seeking a subcontractor, you'll find a list of interested writers, along with their specialties. For those of you who want to offer your services as a subcontractor, click "modify your listing status," located at the bottom of the list. Follow the instructions for choosing your specialty and click "save." That's all there is to it!

Make the most of your membership with The NRWA and get started with these benefits today!

What's Happening in Region Four?



By Ginger Korljan
Take Charge Coaching, Phoenix, AZ

Representative for Region Five, which includes Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.

One reason I have enjoyed being part of The NRWA is the emphasis the organization places on high standards of résumé writing. Among the résumé-writing community, the NCRW certification is perhaps the most prestigious to obtain and carries with it an excellent reputation. After obtaining my NCRW, many more doors were opened to me, and my confidence level skyrocketed. Of our 400+ members, only 34 are currently certified. We can do better than that! I believe that many more members would like to become certified but have not taken steps to do so. We are here to help you, so if you have questions or concerns about the process, please let us know!

It has been encouraging to see so many new educational teleseminars being presented recently on a variety of topics by The NRWA. I encourage everyone to seriously consider taking many or most of them! Remember, you only need 10 CEUs to begin the NCRW certification process.

We are excited to welcome new member Renee Evans of Highlands Ranch, CO. Renee, be sure to get in touch with Pat Criscito, who will be leading a Colorado networking meeting shortly.

Deanne Arnath, CPRW and President and CEO of Career Wizards, Inc., Mansfield, TX, launched V.2 of her website in late March. Part of this project involved signing product licensing agreements, incorporating new products into the existing lineup, conducting a competitive market analysis, writing and distributing press releases, and re-energizing SEO and SEM efforts while managing the day-to-day operations of the business.

Earlier this year, Deanne was invited to work with Professor Cheryl Hamilton, a local writer/college professor, to introduce a résumé-writing curriculum into the 2011 college textbook *Communicating for Results: A Guide for Business and the Professions*, Ninth Edition, published by Wadsworth CENGAGE Learning. This was a very exciting project that allowed her the opportunity to incorporate up-to-date résumé-writing practices and strategies into college classrooms.

Kathy Sweeney, NCRW, CPRW, CEIC, CCM of The Write Résumé, Phoenix, AZ, reports that she has been very busy with new and returning clients as the economy continues to show signs of improvement. Due to the increased volume, she has hired

her first employee to handle administrative tasks. In addition, she was featured as an expert in an article entitled, "Coping with a Job Counteroffer" in the *Arizona Republic's* Sunday Career Builder section. Kathy was also recently nominated for the "What Color is Your Parachute" award developed by the Career Management Alliance. The award honors professionals who have made a sustained, enduring, and innovative contribution to the careers industry. She continues to serve on The NRWA conference committee by handling the communication aspects and document submissions from speakers. She encourages all members to sign up for the conference, as she is ecstatic about the program lineup and the terrific speakers!

Ruth Pankratz of Gabby Communications, Fort Collins, CO, has reported steady business so far this year. At the end of April, she is sharing a vendor booth at a two-day professional women's development event, which she hopes will result in increased business. During the summer months, she plans to focus on fall business plans and work on improving her résumé-writing skills.

Kelley Smith, CPRW of Résumé Ghost Writer, Houston, TX, has registered for The NRWA conference and is looking forward to seeing everyone. So are we, Kelley!

Amanda Collins of The Grammar Doctors, Phoenix, AZ, was recently invited to speak on *AM Arizona*, a locally produced morning show airing across the state. She shared information about her business, marketing communications, and résumés. You can watch the two-part interview on Amanda's [YouTube channel](#).

As for me, Ginger Korljan of Take Charge Coaching, Phoenix, AZ, I recently became a certified online professional networking strategist through a Career Coach Academy training taught by Jason Alba. Working with clients to develop profiles and effectively use LinkedIn and Facebook for professional networking has become an essential component of my services. I am also counting down the days until The NRWA conference in September. It will be a long trip from Phoenix to Maine but well worth it. I hope to see many of you there as well!

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](#) has attracted an average of two 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.

Ask the Proofreaders

By Norine Dagliano and Donna Tucker

Odd Questions----or a Grammar Lesson?

As résumé writers, we all strive to give our clients the personal attention they deserve----but we must remember to be grammatically correct when doing so.



Do you meet with your clients one-on-one or face-to-face? Do you sit side by side? Would you find it odd if a client wanted to walk with you hand in hand? And how do you deliver personal attention when a client prefers to communicate with you online?

These may seem like odd questions to be posing in a column about grammar and punctuation, but take a look again at all the words that are typed in bold, and I hope you'll make the connection. I have seen each of these words/word combinations used in résumés, and unfortunately, many times they are written incorrectly. So, here's what you need to know:

One-on-one can be used as an adjective or an adverb in a sentence, and the words are always connected by hyphens. The same is true for face-to-face.

Side by side is a bit tricky. When used as an adverb (as when you sit side by side) the words are not connected by hyphens. But when written as an adjective, side-by-side does contain hyphens (so says the *Merriam-Webster Dictionary*, although it failed to offer me an example!).

Hand in hand is only (and always) an adverb and, as with the adverb side by side, the words are not connected by hyphens.

Online, like one-on-one and face-to-face can be used as an adjective or adverb. Either way, it is always written without a hyphen.

If you find this all rather confusing, you are not alone. Even while writing this column, I had to keep referencing the dictionary to make sure I was giving you the correct information! To keep it simple, you really only need to remember this one rule: When in doubt, check it out!

Please let us know where you have problems, questions, and concerns. We'll try to address your specific résumé-writing issues as well. Contact us at proofreaders@TheNRWA.com.

Featured Article

Is This Thing On?

By Amanda Collins, The Grammar Doctors

Do you sometimes feel like your mic just isn't on, and you keep saying the same thing over and over? I felt like that this week.



In the past, I've had to struggle with the issue of convincing people that résumés are, indeed, marketing documents, but this week, I had a different issue: Why isn't a generic résumé good enough?

I was speaking with a client in Texas about his résumé. He is a young man, probably in his mid 20s, with a stint in the military followed by receiving a four-year degree. He is currently targeting telecommunications and wants a way to enter the industry and grow. I was speaking with both him and his father, and I told both of them that I needed to target a specific position, even asking them for something either had found advertised. To my surprise, they both asked me why I couldn't just put down his information and have the employer figure out where he fits.

Really?

Have we, as professional résumé writers, not been telling our clients for years now that a generic résumé does nothing for them? Apparently, they haven't been listening. I felt like I told this client (and his father, of course) at least three times that he needed to have a target because employers are looking to see how applicants fit them, not vice versa.

I do presentations all around where I live, and I keep saying this same thing, hoping that someday it will stick. In my PowerPoint presentation, I start with common résumé myths: a résumé isn't designed to get you a job, it's not a job application, and it's not about you. Perhaps I should add a myth that a generic résumé will help you target a job. Although I'm guessing I'll still have to keep telling people...again and again.

Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to newsletter@thenrwa.com.

Affiliate Spotlight

This week, we spotlight JibberJobber.com

Jason Alba designed JibberJobber.com as a website to replace the job search spreadsheet. Since then, he has written *I'm on LinkedIn - Now What???* and developed the *LinkedIn for Job Seekers* DVD. All of these resources are available to you and your clients to enrich their career-management strategies.



To learn more, visit JibberJobber.com.

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

Quote of the Week

"Successful and unsuccessful people do not vary greatly in their abilities. They vary in their desires to reach their potential."

~ John Maxwell

Thanks for reading this issue of The NRWA Connection!

Sincerely,

