



# 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!

## Quick Links

[The NRWA Website](#)



## Executive Greeting



By Shauna Bryce, Ethics Chair

On August 1, I turned over my position to the wonderful Patti Rock. It's been my pleasure to serve as The NRWA's Ethics Chair for nearly four years, serving under two presidents: Charlotte Weeks and Robyn Feldberg.

I'm very happy about what's been accomplished during this time. Some of my proudest contributions to the organization have been:

1. Instituting electronic voting for our elections and new election procedures.
2. Leading the Bylaws Committee (of which Patti was a member!), which revised the bylaws, standing rules, code of ethics, and e-list rules, as well as developed grievance procedures and a grievance form.
3. Helping to monitor the use of The NRWA's and NCRW's names and logos in order to protect our brand.
4. Encouraging lapsed members to return to the organization.
5. Keeping members notified of revisions and updates to our rules.
6. Serving as a touch point for members of the public, The NRWA, and the board.
7. Meeting many of you at our conferences!

Patti and I are working together to make the transition as smooth as possible, and I

look forward to staying involved with The NRWA!

## 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.*



Hello, NRWA friends and an awesome August to you all! Region Four has matched the summer's heat with some high-temperature business activity! Not only that, final plans for the 2011 NRWA Conference have heated up! Your planning committee has been crossing the T's and dotting the I's to make this one of the best conferences in The NRWA history, but we need a diverse number of attendees to be the cherry on the top of the conference sundae. What I'm trying to say is: Stop hesitating and get registered already!

We have a number of new members to welcome to our region! Please join me in welcoming Susan Barens of Career Matrix Group, Cleveland, OH; Marchall Hines of ResumeRight, Libertyville, IL; Stephen Holm of Council Bluffs, IA; Rhian Hunt of Port Wing, WI; Peter Lavelle of Eden Prairie, MN; Carol Lucas of Gahanna, OH; JoAnne Stadnicar of Schoolcraft College, Livonia, MI; Lynne Schuman of the University of Minnesota, Minneapolis, MN; and Sharon Williams of JobRockit, Louisville, KY. We're thrilled to have you all!

And now...the news!

Erin Cambier of Superior Résumé & Career Services, Sioux Falls, SD, has taken on some new business in the area of executive recruiting in addition to her work writing résumés and career coaching. Recruiting helps her stay fresh in the marketplace with her knowledge of current trends in hiring, which helps her better guide her résumé clients.

Angie Jones, CPRW, CEIC of Haute Résumé & Career Services, LLC, Lincoln, NE, has been busy moving to a larger office (and not letting the technical problems get her down!), preparing to launch her new website (which includes a shopping cart), and studying to become a certified career coach through the Andrew Neitlich's Guerrilla Marketing Career Coach Program.

Mary Jo King of Alliance Writing Service, Racine, WI, was a true advocate for our industry by rebutting an article that ran in the *Racine Journal Times* discouraging readers from using a professional résumé writer. You can read what she wrote [here!](#)

Murray Mann of Global Diversity Solutions Group, LLC, Chicago, IL, launched [MulticulturalResumes.com](http://MulticulturalResumes.com) and an online resume assessment tool for the Professional Diversity Network and the University of Phoenix Education to Success program with his colleague Pat Kendall of Advanced Résumé Concepts. He also presented "Building and Managing Your Leadership Brand" for the Hispanic Alliance for Career Enhancement (HACE) National Leadership Academy in July and coordinated the August 4 résumé and interview clinic at the HACE Annual Chicago Career Conference. Finally, he is coordinating The NRWA partnership with the National Society of Hispanic MBAs (NSHMB) Conference Career Management Center in Anaheim (for participation info, contact [careercoach@nshmba.org](mailto:careercoach@nshmba.org)).

Faith Polen of CareerCurve, Cleveland, OH, is one of 42 expert panelists in Martin Yate's latest book, *Secrets and Strategies for Success in an Uncertain World*. She has also been asked to be available for another project Martin has coming in 2012 for college grads.

Barb Poole of Hire Imaging, Fifty Lakes, MN, recently made a physical move to a new city in the Minneapolis suburbs (congrats, Barb!), and all the while, her clients have experienced uninterrupted service due to her well-planned business operations. Business continues to remain brisk; she is writing three blog posts a week, continues to sit on a résumé-writer credentialing committee, AND her son is getting married on Labor Day!

Heather Stith of JIST Publishing, Indianapolis, IN, announces that the fifth edition of *Gallery of Best Résumés* is now available. New for this edition are contributions from Region Four members Susan Barens, Linda Dobogai, Connie Hauer, Sandra Ingemansen, Angela Jones, Tammy Shoup, and Michelle Swanson. Of course, the other NRW regions are also well represented. Check it out!

Charlotte Weeks of Weeks Career Services, Chicago, IL, just received the hard-copy proof of her book *I Want to Work in an Association; Now What???* It's also available for pre-order: <http://www.happyabout.com/workinassociation.php>. She also served as a feature author in the book [101 Ways to Enhance Your Career](#).

As for me, Travis Wilson of Rochester, MN, I recently completed my final in-person training course through Coaches Training Institute (CTI) and registered my LLC!

Stay cool and I look forward to seeing you in Portland!

## Upcoming Teleseminar



I've Made It This Far in My Business; Now What?

Presenter: Stephanie Shaw

Date/Time: August 26, 2011, 1 pm ET

You have worked hard to grow your businesses and have beaten the odds of involuntary shut-down that face most entrepreneurs within their first two years of business. Let's face it, times are tough, but you've survived! How do you go from just surviving to thriving? How do you thrive without sacrificing why you went into business in the first place? Is it possible to find an extra hour a day and maybe even start sleeping at night? During this one-hour webinar, participants will learn how to break through the barriers to take their business to the next level. Specifically, participants will:

- Learn how to manage the three T's: Team, Technology, and Tasks. We're not talking about hiring; we're not talking about computers, and we're not talking about getting more organized!
- Walk away with tools on how to "appear larger than yourself" while maintaining

- the speed and flexibility critical to small-business success and growth.
- Learn some of the myths and truths about working ON your business and not IN your business.
  - Design an action plan to share with an accountability partner to start breaking through today!

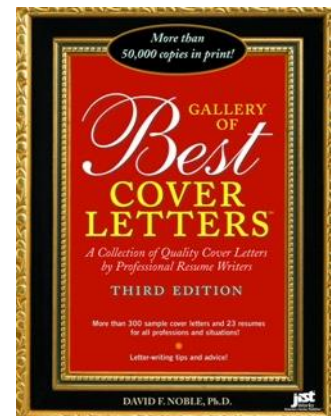
Leaving the corporate world to become an entrepreneur in 2002, Stephanie Shaw has continued owning and growing businesses since, helping to form a real estate investment company, establishing her own registered investment advisor firm, and helping her spouse start a business as well. Stephanie is the founder and president of Essential Pursuit, Inc, a team of eight virtual assistants helping small businesses appear big. Michael E. Gerber, author of *The E-Myth* and *The E-Myth Revisited* was the first entrepreneur guide that Stephanie started using in 2002, and she still uses Mr. Gerber's philosophies and guidance today. Stephanie's passion is to serve through education, and she has a special talent for creating systems and streamlining process. Stephanie has enjoyed being in Arizona since 1996, after shoveling her fair share of Minnesota snow, and received her Bachelor of Science from Arizona State University.

Register for this teleseminar [online](#).

## Contribute!

JIST has asked David Noble to provide a Fourth Edition of his *Gallery of Best Cover Letters*. As in the past, he would like to invite NRWA members to submit examples of their documents to be considered for inclusion in the next edition. Publication in his books means free publicity for you, your work, and your business.

If you are interested in being represented in this new edition, you can contact David by e-mail at [dnable15@comcast.net](mailto:dnable15@comcast.net), and he will provide guidelines for sending him samples of your work as e-mail attachments.



## Ask the Proofreaders

Grammar Pet Peeves  
By Donna Tucker & Norine Dagliano

In a recent column, Donna "took the floor" to "rant" about one of her pet peeves (how cliché!). This week, I am on my soap box to please ask writers to stop using the word "allow" when the meaning of the sentence is better communicated by the use of the word "enable."

Case in point: The following two sentences were included in a document I received from a client:

*These speaking engagements have allowed me to present Capitol College to students who have never heard of it before.*

*My experience has allowed me to quickly develop a rapport with transfer and adult students.*

A quick check of the thesaurus for the word *allow* lists the following synonyms: *grant, permit, tolerate, let.*

Things do not grant permission; people do. My client did not need the permission of a "speaking engagement" to present the college to students, nor did he need to check with his "experience" for permission before he could develop rapport with students.

On the other hand, the thesaurus lists the following synonyms for *enable*: *empower, invest, endow.*

As writers, we want our clients to come across as strong and confident professionals, and the words we choose have a big impact on how they are perceived. I can almost "feel" my client's confidence when I read the following:

*These speaking engagements have enabled me to present Capitol College to students who have never heard of it before.* (By virtue of fact that he had numerous speaking engagements, he was empowered to present the college to students.)

*My experience has enabled me to quickly develop a rapport with transfer and adult students.* (Through his experience, he is now endowed with the skills he needs to quickly develop rapport.)

Donna and I have acknowledged many times that grammar rules change, and in some cases, things that were previously unacceptable are now common place. All the same, sometimes I read or hear things said that make me cringe for a brief moment, before I shrug my shoulders and go on.

I am *allowed* (by The NRWA board) to speak my mind about this grammar pet peeve; co-authoring this column *enables* me to do so.

How about you? Donna and I would love to hear about some of your grammar pet peeves. Please email them to us at [proofreaders@TheNRWA.com](mailto:proofreaders@TheNRWA.com) and we will feature you in a future column.

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## Featured Article

### Volunteer Divas

By Amanda Collins, The Grammar Doctors

At a networking event I recently attended for job seekers, one of the job seekers stood up and announced herself as a "volunteer diva." She had spent most of her time as a volunteer since losing her last job, and now she is looking for a position as a volunteer coordinator. It's a great goal for a job seeker, and her declaration sparked an interesting conversation in the room about the benefits of volunteering.

As career professionals, we wisely encourage our clients to fill the void and stay current by volunteering their services. It's excellent advice and easy to dispense, but what about taking our own medicine? Just as volunteering aids job seekers in staying relevant, it can help you to build your "street cred," enhance visibility and credibility, and create a solid pipeline.

There are a number of ways to volunteer; critiquing résumés, conducting mock interviews, teaching workshops, and speaking are just a few that come to mind. In this economy, many job seekers are looking for resources, and networking groups are

eager to have speakers and various volunteers in to help.

What volunteering in the community can do for your business has the potential to be amazing. First, it gets your name out there as an expert. You'll have instant credibility once the community learns how much you know and how eager you are to share. Second, it makes you top of mind. When others have a challenge that falls into your realm, your name will be the first they consider. You'll be invited to do more: more speaking, more reviewing, and more volunteering.

One word of caution with volunteering: Do not let yourself be taken advantage of. Your time is valuable and you need to make money to keep your business going. When you volunteer, job seekers may mistakenly assume that you will also volunteer your writing services. Although you may choose to discount your prices, be careful that you don't discount the value you're providing.

Although volunteering can't guarantee you'll create a cash cow, it can't hurt and will definitely help. So take your own advice and get out into the community. You'll feel good about giving back, and you'll likely see long-term results as you're recognized as the local expert.

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

"Aim for success, not perfection. Never give up your right to be wrong because then you will lose the ability to learn new things and move forward with your life."

~ Dr. David M. Burns

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board