



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 Donna Tucker, Secretary

Present: Charlotte Weeks, (President), Ginger Korljan (2nd VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), and Kimberly Schneiderman (1st VP). Marie Zimenoff (Marketing Chair) and Patti Rock (Ethics Chair) were not present.

Charlotte called the meeting to order at 5:03 pm EDT and reviewed the approval of the July minutes decided by email during the past month. The minutes were approved on July 28 with an affirmative vote. Pat Criscito made motion to accept; Charlotte seconded the motion. The board also voted affirmatively on August 11 to ask Administrative Assistant Stephanie Shaw to attend this year's conference. Charlotte made the motion; Donna seconded.

1st VP, Kimberly Schneiderman. Kimberly reported that planning for the opening-night game at the conference is complete. The most recent regional rep meeting was Saturday, August 20. Pat mentioned that Region Five RR Melanie Lenci will take over the Colorado biannual get togethers.

2nd VP, Ginger Korljan. In conjunction with reports by conference coordinator Kathy Sweeney, Ginger presented details on the progress/status of the conference plans and budget, which are all on track. The board discussed next year's conference, and although the city has not yet been selected, the location will be announced at the conference.

Treasurer, Pat Criscito. Pat presented financial statements for The NRWA as of July

31, 2011. The taxes for 2010 are complete and have been submitted to the IRS; we received a 5% discount on the accountant's fees for extending the tax return past the original due date. She also reported that certification income is up 5.3% from this time last year; conference income is up 51.2% from this time last year; interest income is significantly lower than last year because of the low interest rates on all of our bank accounts; membership income is up nearly 30% for the year; and teleseminars/webinars are up 32.3%. Total income is up 33.4% with total expenses so far this year down 3.2%. The treasurer's report was approved. Charlotte made the motion; Ginger seconded and all voted aye.

Secretary, Donna Tucker. Donna reported a good turnout for the Conference Preview on August 12. Teleseminars are now scheduled through January.

Certification Chair, Sally McIntosh. Sally said the NCRW Certification Commission is continuing to develop and refine the NCRW online training program. Modules six through nine are complete and module ten will soon be completed; Gail Frank has graciously agreed on short notice to work on this. Sally is pleased about the response to last month's membership drive that targeted CMA, CDI, and PARW members by offering incentives for submitting a résumé sample for review by the NCRW Commission.

Ethics Chair, Patti Rock. Patti reported that she is following up on a grievance filed by a customer against an NRWA member.

IT Chair, Marcia Baker. Marcia completed a number of activities this month including website and certification updates; creating the conference hashtag for Twitter: #TheNRWA2011; monitoring, updating, and posting messages on social-media accounts; and collaborating with the webmaster to determine the best way to incorporate Google Apps to include training for board members. Marcia also updated the Jist books featured on The NRWA website.

Marketing Chair, Marie Zimenoff. Marie is following through on the countdown to the end of regular conference registration; she is posting to social-media outlets and has arranged for the video bio people at the conference. She continued to rebuild the marketing committee, recruit for special interest groups (college, workforce development, military), and market the committee's strategic plan to complement the overall strategic plan.

The next meeting of the full board will take place at 7 am on September 23 at The NRWA's annual conference.

What's Happening in Region Five?

By Melanie Lenci, Résumé Relief, Denver, CO

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

This has been an absolutely energizing month for me. Not only is this my first contribution to *The NRWA Connection*, but this month, I got to feel the utmost thrill of opening my front door to find that my mailman had finally delivered to me my very own copy of David Noble's *Gallery of Best Résumés* (Fifth Edition). I tore open the cardboard packaging and flipped quickly through the index to see my name and the page numbers where my three résumés (they chose three!) could be found.



You see, while so many NRWA members have experienced this thrill before, this is the first time I've seen my name in print in a job-seeker resource; it's the first time I've had the honor of having samples of my work sandwiched between the work of other expert writers within our industry. Let me tell you, it's a truly exhilarating experience.

I not only want to thank David Noble for providing this opportunity, but I also want to thank The NRWA for keeping our members informed of publishing opportunities such as this. In fact, earlier in the month *The NRWA Connection* let us all know about the chance to contribute to David Noble and JIST's next publishing venture, *Gallery of Best Cover Letters* (Fourth Edition).

If you missed the initial announcement to The NRWA members, it's not too late. Just contact David by email at dnoble15@comcast.net, and he will provide you with the guidelines for sending him samples of your work. I strongly encourage you to take the extra time to not only nab some great marketing for your business but to represent The NRWA by filling career resources like these with our expertise.

I was, by far, not the only NRWA member published within the latest edition of the *Gallery of Best Résumés*. In fact, in Region Five alone, nine members shared in the sense of pride I felt this month as we received our published copies. From Arizona, there was Ginger Korljan, Take Charge Coaching. From Missouri, there was Sally McIntosh, AdvantageRésumés; Sari Neurdorf, SDN Consulting; Ellie Vargo, Noteworthy Résumé & Career Services, LLC; Daniel Dorotik, 100 Percent Résumés; and Edith Rische, The NRWA's CEU authority. And from Colorado, there was Ruth Pankratz, Gabby Communications, LLC; Roberta Gamza, Career Ink; and me, Résumé Relief. Congratulations to these and all other published NRWA members.

Now, on to what else has been happening in Region Five...

Mary Lou Webb and Beth Hendrickson, Writer Resource, Inc., Denton, TX, are looking forward to being acknowledged in a book that they proofread and formatted for a history professor at Wesleyan College. The dynamic duo is also learning Inkscape to produce more impressive marketing materials for their business.

Independently, Mary Lou was able to talk about her and Beth's business as a guest speaker on a blog talk radio show with Coach Marla, which was broadcast on July 5th.

How did Mary Lou discover an opportunity to be a featured guest on a talk show? She found the request posted on Help A Reporter Out (HARO). I personally had first heard of HARO just weeks earlier while having lunch with military and veteran transition specialist, Christine Brugman, Résumés Right Away, Colorado Springs, CO. I learned that HARO is an excellent resource for us career professionals to find opportunities for sharing our expertise and increasing our brand recognition, so I encourage you to explore the site for yourself.

Ruth Pankratz, Gabby Communications, Fort Collins, CO, is thrilled to announce that she now has a centrally located office in a professional building with great windows that provide lovely natural light. Ruth is also spending more time than she thought possible updating her website, set for release around the end of September. Ruth's business has been strong and steady since returning from her vacation, and she's looking forward to attending The NRWA conference because, as she put it, the workshops sound great, Portland seems like a wonderful location, and The NRWA members are just delightful people.

Pat Criscito, CEO, ProType, Ltd., Colorado Springs, CO, considers The NCRW certification the premier industry validation, which is why she is determined that the next editions of her books will display NCRW and not CPRW! Pat is proud to be on track to earn the prestigious NCRW certification by Thanksgiving.

Elaine Basham, The Résumé Group, Kansas City, MO, is looking for writing subcontractors on an occasional basis, so those interested should contact Elaine at elaine@theresumegroup.com.

Donna Tucker, CareerPRO Resume Service, Phoenix, AZ, participated in her local ABC affiliate's *Phone Bank for Job Seekers* on August 18th. During the evening newscast, Donna took calls from listeners and answered questions about the job-search process. What a great opportunity for community visibility while helping others! Donna has also been reviewing résumés for the Career Connectors job club on a regular basis.

In addition, Region Five has had quite an influx of new members whom I would like to introduce to the organization, including Therese-Marie O'Sullivan, Cherry Creek Résumé Service, Denver, CO; Nadine Franz, MS, PHR, APEX Career Services, LLC, Overland Park, KS; Robert King, Casa Grande, AZ; Misty Karam, Next Level Career Services, Katy, TX; Ruth Fix, Associate of Robyn Feldberg, Frisco, TX; Gerald Hancock, Résumés & More, Independence, MO; and Ellie Vargo, Noteworthy Résumé & Career Services and Charlotte Abel, Abel Résumés, both from St. Louis, MO. I would also like to welcome back to The NRWA Carl Peterson, CJ's Quality Résumés, Kansas City, MO; Fred Coon, Stewart, Cooper & Coon, Inc., Phoenix, AZ; and Shirley Kuppinger, US Coast Guard, Saint Louis, MO.

We are so glad to have all of you new and returning members. I hope to meet many of you at The NRWA conference that's just 22 days away!

Featured Article



Pocket Résumés

By Amanda Collins, The Grammar Doctors

Recently, I came across a blog on glassdoor.com about "pocket résumés." The suggestion was that job seekers should always carry a miniature version of their résumé with them, either in the form of a business card or an [iPhone app](#). While the idea of carrying one's résumé in an app was new to me, the idea of carrying a mini billboard is one I've been

sharing with my clients for a long while.

When job seekers go to networking events, they may think to take résumés with them, but the truth is that most people don't want to receive an 8.5 x 11" document when they're meeting dozens of people. But what everyone DOES expect to receive at a mixer is a business card. You can help your clients by coaching them to create a great pocket résumé to showcase their unique talents.

A business card is a minimal investment; on VistaPrint.com, you can even find a free

option. The trick is to include just enough but not too much to grab someone's attention. Obviously, the job seeker will want to include his name, email address, and phone number. A LinkedIn URL is also helpful. In addition, both sides of the card can be used to showcase talent areas. This is not where you want to put specifics such as companies worked and colleges attended; you want to get to the point quickly! I typically encourage clients to add in a title and some targeted keywords, one or two great accomplishments, or a strong branding statement.

When coaching your clients on what to include on their pocket résumé, be sure to share with them networking etiquette. They shouldn't be handing out their cards willy-nilly to everyone; suggest, instead, that they wait until they're asked for their card. Your clients should be on a mission to create quality connections with just a few people rather than to meet everyone at the event. People are more likely to help those they like and know than someone who just handed them a business card.

Whether your clients carry their pocket résumé on a business card, a phone app, or even orally in the form of a great 30-second commercial, by adding this little bit of training to your repertoire, you'll add immeasurable value to your clients' job search.

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

Affiliate Spotlight

This week, we spotlight WintheView.com



www.WinTheView.com™ is a powerful interview preparation and presentation tool that is designed to help job seekers determine the critical hiring requirements and formulate the key points they wish to articulate during the interview. This step-by-step process features several content libraries to help the candidate generate accomplishment stories, personal success factors, personal branding terms, a 30- to 60-day action plan, and a "why hire me?" summary page. A PDF file may then either be emailed in advance or printed for distribution at the interview to impress the hiring team.

WTV enables the job seeker to prepare a private, online portfolio of interview presentations, follow-up letters, and accomplishment stories. This data is kept online and may be accessed at any time for future career opportunities. Career experts offering this innovative tool (at a very reasonable investment) are able to add value, increase revenues, and differentiate their client services. To learn more, please contact Ken Diamond at kjdiamond@wintheview.com or call 215-948-3722.

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

Quote of the Week

"Pity the man who inherits a million and isn't a millionaire. Here's what would be pitiful: if your income grew and you didn't."

~ Unknown

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
