



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 [Ginger Korljan](#)

This has been an interesting year, to say the least; for a variety of reasons, I have changed responsibilities three times! I started as Region 5 representative, moved into the 2nd VP role in June, and finished out by assuming the 1st VP role beginning in January. As a relative "newbie" to all these roles, it has been a privilege to attend board meetings and learn from everyone who has been more than generous in coaching me on how to best serve the members.

Participating in The NRWA conference was also a wonderful experience, and I got great joy in seeing how much the attendees

enjoyed and benefited from the sessions, activities, and networking opportunities.

Now comes another year, and as incoming 1st Vice President, I am looking forward to supporting the membership and its leadership from an internal focus. Thank you, Charlotte Weeks, Jean Raymond, Kimberly Schneiderman, Donna Tucker, Pat Criscito, the other regional representatives, Amanda Collins, Yvette Campbell, Stephanie Shaw, and Kathy Sweeney, who helped this year go smoothly and made themselves available to me at any time to help me with my often-confusing tasks.

I LOVE being a part of The NRWA in any capacity and look forward to an amazing year to come!

End-of-Year Savings

The NRWA archives of previously recorded teleseminars and webinars are rich with tools and information to help you advance your skills as a writer and successful businessperson. Throughout December, The NRWA is offering a \$10 member-only

discount on each and every program recorded prior to January 1, 2011.

If you have been wishing you had more time (and money) to invest in your professional development but just couldn't seem to fit it in, this end-of-year savings is an opportunity you won't want to miss! Purchase and download as many pre-recorded programs as you like; listen to them now or save them to your computer and listen later (as many times as you like!). Many of them will count toward your NCRW certification requirement.



And here is another incentive for taking advantage of this opportunity: Business-related teleseminar and webinar registration fees qualify as tax-deductible business expenses. Buy now and you may be able to write the cost off on your 2011 tax return!

Go to our website and select from the many valuable programs that are currently available for download.

Of course, you can still purchase and download all teleseminar/webinar recordings of programs that were presented in 2011, but you'll have to pay full price for these.

Here is a breakdown of your costs and potential savings for pre-recorded programs:

Teleseminars

Recorded after January 1, 2011: \$35 members, \$45 non-members

Recorded prior to January 1, 2011: member discounted price - \$25

Webinars

Recorded after January 1, 2011: \$45 members, \$55 non-members

Recorded prior to January 1, 2011: member discounted price - \$35

Feature Article

SENIORITIS

a day **wasted** is a day **well spent**.

A Bad Case of Senioritis

By [Amanda Collins](#)

Lately, I've been feeling like a 12th-grader at the end of senior year! While I certainly have enough work to keep me quite busy, all I want to do is spend time with my son, play Words with Friends (addictive!), and watch mindless television. It's that end-of-year feeling, when I'm mentally winding down and preparing for a lazy holiday vacation. Unfortunately, my clients didn't get the notice that I'm on a whole different clock!

While some folks may have the ability to close up shop for the last couple of weeks of the year, that freedom doesn't apply to my schedule. I have acquired a number of clients in recent days, and I need to keep the income flowing to close out the year on a high note. So that means I need to figure out a way to remain focused, gain more energy, and allow myself time to complete some of the other things I need and want to do.

Scheduling is a great way to stay on task, along with more frequent breaks. I don't know about you, but when my mind wanders, it's a feat of mental strength to get it back to the place I wanted it to be. And as a creative, I can't very well just will myself to write and be inspired. Perhaps you can relate.

I've been editing a book about Brain Gym, and I have found a number of inspirational

activities that help to refocus that ADHD brain! If you're looking for some serious help, I suggest finding a book on the topic, but I'm happy to share two general tools that can be used in a jiffy: 1.) Drink water, and 2.) move your body.

These techniques sound simple enough, but staying hydrated and giving your body some exercise can really help to feed your brain. I keep a Nalgene bottle full of water near me all day, and I sometimes just stand up and stretch to give my brain a break and wake up my body. Of course, if you're not already focused on what you should be doing, having a couple of tools won't help much. You need to keep a schedule, know what your day's to-do list looks like, and then some water and stretching can pay off to help you soldier through the senioritis epidemic that's overtaking the nation this time of year.

Affiliate Spotlight

This week, we spotlight Ivyexec.com

Ivyexec.com is the leading job board, online recruiting company, and talent solutions provider focusing exclusively on the placement of highly qualified candidates. 95% of Ivyexec members have at least one graduate degree from a leading university; 86% of them have an MBA from a top 20 business school. Ivyexec.com provides its members access to top jobs, career services, and professional advice to help them achieve their goals. With more than 92,000 hand-screened professionals, it is the fastest growing executive job board.



Visit Ivyexec.com to learn more.

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

Quote of the Week

"Christmas gift suggestions: to your enemy, forgiveness. To an opponent, tolerance. To a friend, your heart. To a customer, service. To all, charity. To every child, a good example. To yourself, respect."
~ Oren Arnold

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
