



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

- [Executive Greeting](#)
- [What's Happening in Region One?](#)
- [Feature Article](#)
- [Affiliate Spotlight](#)
- [Quote of the Week](#)

Quick Links

[The NRWA Website](#)



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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



NRWA Board Bytes

By [Donna Tucker](#), The NRWA Secretary

Present: Charlotte Weeks, (President), Ginger Korljan (2nd VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Marcia Baker (IT Chair); Marie Zimenoff (Marketing Chair), Sally McIntosh (Certification Chair), and Kimberly Schneiderman (1st VP) were not present. Ethics Chair Patti Rock was on the call for the first hour. Incoming 2nd VP Sharon Williams was also on the call.

1st VP Kimberly Schneiderman reported that she is working with the incoming First VP to ensure a smooth transition.

2nd VP's Report: Ginger Korljan presented a review and wrap-up of the 2011 conference, offering a summary of comments to help plan the 2012 conference in Charleston. Most speakers were rated, and evaluations reflected a positive conference experience. The call for presentations will go up as soon as the website is up. The hotel in Charleston has received our signed contract; the hotel room rate will be \$134 a night plus tax.

The board approved the theme suggested by Sharon Williams and Kathy Sweeney: The Bridge to Success...15 Years of Educating and Connecting Career Industry Professionals.

Treasurer's Report: Pat Criscito presented a combined treasurer's report with both September and October 2011 financials including two profit and loss statements (by account and by detail), balance sheet, and a profit and loss comparison of 2010 and 2011 covering September and October 2011.

Certification income continues to be up 20% from last year at this time; conference income is up 54.4% from 2010; interest income continues to be significantly lower than last year because of the low interest rates on all of our bank accounts; membership income is up 19.5% for the year; and teleseminars/webinars are up 18.6%%. Total income is up 29.6%, but total expense so far this year are up 44.2%, which is directly related to conference and certification expenses. The treasurer's report was accepted by unanimous vote; Charlotte moved to accept and Ginger seconded.

Secretary's Report: Donna Tucker announced that Preptel's free ATS presentation had almost 100 people signed up five days before the event. Teleseminars are scheduled through the end of March 2012, when incoming secretary Ruth Pankratz will take over the scheduling.

Certification Chair's Report: Sally McIntosh reported the big news that Rosa Vargas has readily agreed to be the next Certification Chair. She will take over when both Sally and Rosa agree she is ready. She will serve on the Conference Committee so she knows what her responsibilities are there.

Ethics Chair's Report: Patti Rock revisited the October elections and discussed the issue with The Voting Place (not affecting voting outcome), which was resolved and should not occur in future years. Patti will be working on writing procedures for elections so that others following this position will have step-by-step processes. Results are as follows:

President: Marie Zimenoff
2nd VP: Sharon Williams
R1: Suzette Jolly
R2: Victoria Kidd
R3: Troy Johnson
R4: Michelle Penn Swanson
R5: Bob Janitz
R6: Cheryl Minnick

IT Chair's Report: Marcia Baker reported that, since the last meeting, she has monitored, updated, and posted messages on social media accounts, and she has updated the website and assisted members as needed and requested. Marcia will pull together an IT committee to help her with social media.

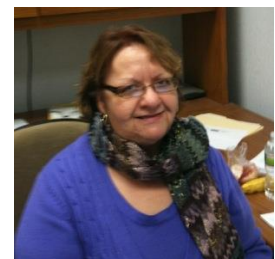
Marketing Chair's Report: Marie Zimenoff has been working on the marketing strategic plan to complement the overall strategic plan.

Charlotte adjourned the meeting at 6:42 p.m. EST. The next meeting is December 12, 5 p.m. EDT.

What's Happening in Region One?

By [Suzette Jolly](#), MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

Representative for Region One: States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey, as well as Europe and Northeast Canada.



In the spirit of the season of miracles, festivities, and hope, I reached out to the members of Region One for news in a different way. I also reminded them that this was the last time this year that our region would

be featured in *The NRWA Weekly Connection*, so I threw out the following ideas and not only was I thrilled with the results I received, but I enjoyed reading the news and thoughts. They were as follows:

- Share your work ventures, accomplishments, and business engagements: anything small or monumental.
- What you are grateful for this year?
- What you are looking forward to in the next year?

And to quote a famous news anchor, Walter Cronkite, "And that's the way it is." So relax a few minutes and enjoy the news and thoughts from Region One.

George Zeller, Senior Employment Specialist for Career Moves @ JVS, Boston, MA, reported that he did not have much to say except that he hosted "Over 50 and Working," a panel discussion on employment strategies for the mature professional. Two of the panelists recently found jobs after searching for more than a year. The other two were an HR manager for a nonprofit and a senior manager for a large hospital.

I think this is big, George, since many of our older clients have concerns about becoming employed, let alone at a management level. Please keep the news coming.

Maureen Provost Ryan, MPRCC, Smithtown, NY, also said the only thing she had to report is that three local libraries have asked her to hold résumé workshops and clinics during January and February. She is looking forward to the workshops and is developing some nice handouts for the programs. (Remember what I said at the conference: I will make your news noteworthy even if you think it is not).

Following along with the spirit of the holidays and answering one of the questions I sent in the email to Region One, Maureen said that she is grateful for all that she learned at the conference and through reading *Résumé Magic* by Susan Whitcomb, both of which have updated her approach to résumé advisement. She is also grateful for having found The NRWA, a group of kindred spirits! Amen to that!!

Beate Hait, Résumés Plus, Holiston, MA, reported that she is grateful that she has enjoyed good health this past year and hopes for the same in the year to come. She also mentioned that, in addition to résumé writing, she provides office support services. On Dec. 8, as a member of New England Virtual Assistants, she will be helping to staff a booth at the [Massachusetts Conference for Women](#) in Boston. Bea said that it should be an action-packed day! Sounds like fun, Bea.

Kimberly Schneiderman, City Career Services, New York, NY, was amazed that this is the last time Region One will be featured in the newsletter this year. (I am also amazed, Kimberly, that this year is already ending). She reported that she is working hard right now and actually by writing this (news to me) she is procrastinating, but Kimberly said "I guess that is the beauty of being one's own boss, right?"

Anyway, Kimberly is working with several NYPD lieutenants and captains who are prepping to transition out of the police force and enter the private sector. She stated that they are an accomplished bunch with a great deal of exciting experience, so writing about their careers is always really interesting.

Kimberly also reported that she had a great five-day Thanksgiving weekend with her husband and daughter. It started off with her husband taking their daughter Diana to

work (MTV), where she got to have a whole day of fun! She had a blast and met Dora, SpongeBob, and the whole Fresh Beat Band crew! Then they had a local vacation by spending a night in midtown Manhattan at a great hotel; they went swimming, saw the new Muppets movie, watched the skaters at Rockefeller Center, and bought Legos at the Legoland store. Kimberly said they ate lots of food that is not good for them! She states that it was a great adventure!

As for the New Year, Kimberly said that it promises to bring new professional opportunities, and she is very excited for it all.

Danielle Savage, Career Counselor at The American University of Paris (AUP), reported that, above and beyond any specific achievement, she is proud to be contributing to strategic synergies within her university: between the Career Development Office, where she works, and departments such as Alumni Affairs and Development, Public Relations, Internships, Student Affairs, Admissions, and specific academic departments.

Danielle says that this would seem obvious, but those who work in academic institutions know that this is not necessarily the case. She states that she is blessed to have colleagues ready to roll up their sleeves to find new and innovative ways to work together.

In her private résumé-writing practice, Danielle states that her accomplishment is that she has developed a steady stream of clients through word of mouth alone who match her "ideal client" checklist.

She says that she is grateful for her husband, family, and friends for being who they are. Also, she is grateful for her institution, which will be celebrating its 50th anniversary this year (which is quite young by industry standards); The NRWA for keeping her connected to an amazing group of professionals and helping her keep her finger on the pulse of the résumé-writing industry; the universe, which sends her one great opportunity after another; and her hobbies, which have been whispering to her louder and louder over the years, telling her important things about herself and pushing her to grow as a person.

As far as the coming year, Danielle reminds us that it seems clear that 2012 will be a tough year for the economy in the US, Europe, and much of the rest of the whole world. She is hoping to be at the very top of her game in helping people find satisfying employment despite the challenges we will all be facing.

Danielle wishes Happy Holidays to everyone in The NRWA! Thanks, Danielle, and you, as well.

Arnie Boldt, Arnold-Smith Associates, Rochester, NY, just learned that his book, *Résumés for the Rest of Us: Secrets From the Pros for Job Seekers with Unconventional Career Paths*, was cited as a runner-up in the résumé category on Katherine Hansen's ["15 Indispensable Career & Job Search Books."](#)

In addition, Arnie's book *No-Nonsense Job Interviews: How to Impress Prospective Employers and Ace Any Interview* was reviewed in the *Career Planning & Adult Development Journal*. Reviewer Deborah C. White said, "... Boldt did not miss a tip or trick when preparing, presenting, and following-up on a successful interview and job offer! I would recommend the book to anyone preparing for an interview." Both books are published by Career Press and are available at www.NoNonsenseCareers.com,

Amazon, or at Barnes & Noble stores. Congrats, Arnie!

Lorraine Wright, 21st-Century Résumés, Clarendon, QC, reported that she has had a busy and rewarding business year, during which she learned so much. Throughout, she has been so appreciative of the ongoing information, training, and advice she received through The NRWA courses, newsletters, teleseminars, and the great e-list posters.

Lorraine said that she is so amazed at the way our industry keeps changing at a faster and faster pace, and at times, she finds it a little overwhelming. She loves to write and to interact with her clients, but she admits that she is probably not the only one here who is not all that technologically gifted. She says that she can see that maintaining our online associations and contacts will be vital if we want to keep ahead of the curve, so we can offer our clients cutting-edge help they can't find anywhere else.

Lorraine reported that, as a result of the eye-opening ATS webinar we just had, she has done a lot of research, signed up for a trial Preptel membership, and is now excited about the prospect of sharing everything she has learned with her clients in the coming year. She stated that a high percentage of her clients mainly submit their résumés online, and she is happy to start 2012 feeling confident that she can help them attain a dramatically higher ranking than they would have reached without her help.

In anticipation of the upcoming year, Lorraine said that she is excited to find out what new and unexpected things we'll learn about our profession in 2012. She noted that if 2011 is anything to go by, 2012 should be a lot of fun!

Deb Dib, The CEO Coach, Medford, NY, reported that, on December 7th, she will be delivering a two-hour workshop on personal branding for Metro New York's Fair Media Council. In October, she co-facilitated (with Barbara Safani) the New York Global Career Brainstorming Day symposium.

Deb explained that the Global Career Brainstorming Day is an international event designed to allow small groups of forward-thinking career professionals to gather and share information on the "now, the new, and the next" in the career industry. Meetings are simultaneously held in a number of major cities and on virtual calls, run by Wendy Enelow's and Louise Kursmark's Career Thought Leaders Consortium.

As for me, Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, I was delighted with the responses I received this month for the newsletter. As a matter of fact, I am grateful for all of the news Region One members have shared with me during this past year as I served as the Region One regional representative. I am also grateful for the support of all the members of The NRWA and the friendships that are made through this organization. Thank you very much.

As for the coming year, I agree with Danielle that the economy will still be suffering, but at least we have the talents to help our clients move forward.

I look forward to serving Region One in the upcoming year and to volunteering in any way that I can to help The NRWA grow and remain a strong community. Happy holidays, be safe, and may all your dreams come true.



It Just Takes One: Making the Most of Large Networking Events By [Amanda Collins](#)

When you head to a networking event, what is your goal? Quarterly, [NetworkingPhoenix.com](#) holds Signature Events, where 1,000-2,000 people converge on an area resort's ballroom to mix and mingle. It is definitely THE place to see and be seen if you're a business owner or

looking to generate more leads, but so few people know how to maximize their attendance.

At each of the past four events I attended, I have generated at least one great contact: One bought a résumé the next day, one became a good friend, one became both a friend and a business collaborator, and at this last event, I met two potential clients through an existing client who talked me up. My time is well spent if I just get one wonderful client or connection; I don't have to sell to everyone in the room. And that's where many people seem to be missing the idea.

Although I certainly meet a number of people at these events, my goal is never to sell anything—at least not right then. Naturally, new connections will ask what I do, and I tell them: "I help small businesses get in front of----and stay in front of----their target markets through concise, effective content marketing." If they ask more, I share a bit more. Sometimes, it's good to be next to someone who knows what I do, because he or she will often elaborate on my short answer by giving me an instant testimonial. At the latest event, I was with a current client, who shared, "Amanda does all of our marketing, including social media, blogs, and award writing. Without any SEO, we come up first when you type in anything about our industry, and we are consistently at the top of Ranking Arizona."

What a great testimonial! If I heard that about someone, I would want to learn more for sure. It's a great idea to approach any event with a buddy, preferably a client. In this case, I know so much about that client, that I could give a reciprocal testimonial, which perked up the ears of new folks.

So, when it's time to head to your next large networking event, remember that you just need to meet one good person. Introduce yourself to a bunch, but hone in on one or two who look like they could be potentials. Have good conversations and, for goodness sake, don't try to sell anything. In the end, you'll likely find that you'll make a lot more than just some quick cash.

Affiliate Spotlight

This week, we spotlight Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. Compiling information from the Internet can be overwhelming and extremely time-consuming.

Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral

Fast Track Transition
Career Research



business.

Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.
- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their resume in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- Resale Program. Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from \$150 to \$250 per campaign depending on the parameters of the client's search. We recommend a resale price of \$300 to \$500.
- Referral Program. Refer the client directly to us and receive a \$75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

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

Quote of the Week

"The safest course is to do nothing against one's conscience. With this secret, we can enjoy life and have no fear from death."
~ Voltaire

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

