



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, CCMC, NCRW, CPRW, Weeks Career Services, Inc.

[The NRWA President](#)

Like many career professionals, I sometimes get overwhelmed when I have to learn yet another program, system, or tool (usually something tech-related, in my case). Just when I feel like I'm finally caught up, something else comes along for which I need to be trained.

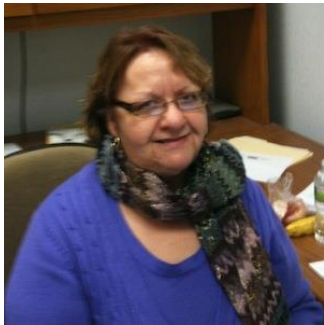
When it all feels like a little too much, I think about my grandpa, Dziejdzji (Jah-Gee). He was the first person I ever knew who used Skype, and at almost 86, he's my oldest Facebook friend and LinkedIn connection. As someone who had a very rough early life (drafted into the Polish Underground Army at 17 and later imprisoned in a concentration camp), his attitude is I "get" to learn and use all these new toys and isn't it wonderful!

I can only speculate that he's still going strong at his age in part because of his positive attitude and in part because of his willingness to learn. While I may not get as excited as he does by new social networks, it does serve as a reminder to reframe my thinking. Not only am I lucky enough to have these educational opportunities, I'm fortunate that I have to learn new things to keep up. It's too easy to fall into a rut, which stunts our development on top of our writing abilities, creativity, and business growth.



Take advantage of the educational opportunities that The NRWA has to offer. Join us at our 2011 conference in Portland, ME or listen to our teleseminars from the comfort of your own home.

What's Happening in Region One?



By Suzette Jolly, CDS, CPRW, JCTC, MBTI
Willimantic CTWorks, Willimantic, CT

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

I hope all of you have been doing well in your business ventures. As for our members in Region One, we have been dealing with a challenging winter with record-breaking snow storms, but apparently, it has not slowed us down. I am pleased with the responses that I have received from the members in my region for my first article in *The NRWA Connection*. Enjoy!

First, please join me in welcoming our newest members to Region One: Christina Dame, SmartAT, Rochester, NH; Barbara Johnson, Springfield, MA; and Lisa Jones, Somers, CT.

Jean Whalen Raymond, Second Vice President of The NRWA and Principal Consultant/Owner of Highland Training Consultants, Wells, ME, is busy working with the conference committee to assemble a fabulous 2011 conference to be held in Portland, ME, September 21-24, 2011. The program schedule has been selected, and details will soon be posted to the website. Mark your calendars and make your hotel reservations! This should prove to be another great conference!!!

Jean has also been selected to speak at the 5th Annual New England Workforce Development Professional Conference on Thursday, March 3, 2011, on the topic of "Closing the Gap Between Applicants and Employers." The one-day conference is sponsored by the National Association of Workforce Development Professionals (NAWDP) and will be held at Holy Cross College in Worcester, MA. The NRWA will also be sponsoring a vendor table at which awareness of The NRWA and the upcoming conference in Portland, ME can be promoted.

Danielle Savage, Career Counselor at The American University of Paris (AUP) and an independent résumé writer, Paris, France, is busy with the new semester. She recently led a session on the Myers-Briggs Type Indicator for freshmen in an English for University Studies class to help newly arrived students prepare for career planning. She is excited about organizing AUP's Global Career Forum to be held in March; about 25 to 30 employers and 100 current students and alumni are expected to attend. Last year's event drew organizations such as Microsoft France, UNESCO, the Organization for Economic Cooperation and Development (the OECD), as well as an online gaming producer, a sports marketing agency, a consulting firm dedicated to cultural projects, and many others. By the time this announcement goes out, Danielle will have attended several events during Social Media Week in Paris (Feb. 7-11, held in 10 cities worldwide) including "Human Resources: War for Talent" and workshops held at AUP on topics such as privacy and social media.

Louise Kursmark, Your Best Impression, Reading, MA, is pleased to announce the release of the third edition of the *Expert Résumés* series she co-writes with Wendy Enelow. Louise is also busy putting the finishing touches on the program for the Career Thought Leaders Conference & Symposium in Baltimore, March 14-16, and looks forward to seeing many NRWA members there!

Recently, Barbara Safani, Career Solvers, New York, NY, was featured in the December issue of *Oprah Magazine* and on "Career Makeovers Update: Where Are They Now?" a series of radio interviews covering job search and résumé writing topics. Interviews aired on Air1 Radio Network, Market Watch, WTOP-FM, Washington, DC; KFWB-AM, Los Angeles; WSOU, New York; and WURM-FM, Miami.

Kimberly Schneiderman, City Career Services, New York, NY, had the pleasure of re-launching her new, improved website this month (www.citycareerservices.com)! She also spoke at the School of Visual Arts to graduating seniors and alumni on résumé and cover-letter strategies. Kimberly is greatly enjoying her role as 1st Vice President of The NRWA!

Louise Garver, Career Directions, LLC, Broad Brook, CT, has achieved the CareerCom Certification (program presented by Deb Dib and Susan Whitcomb through the Career Coach Academy). She has also begun the the LinkedIn Certified Strategist program offered by Jason Alba and Susan Whitcomb, through the Career Coach Academy.

Beate Hait, Résumés Plus, Holliston, MA, reports that things are going well, both business-wise and personally, as she is trying to keep her head above the snow. This snow season, 71 inches of the white stuff has fallen in Holliston, MA! Planning ahead, she is looking forward to attending The NRWA conference in Portland, ME.

As for me, I have had enough snow for one year and hope Jean keeps the snow away from our conference in Portland. On a positive note, I am happy to represent Region One, and I am grateful for all of the congrats and well wishes that I have received from our members. Thank you all!! I have also been honored to be published in Pat Criscito's book, *Résumés that Pop*. On March 21, I will be presenting a résumé workshop at Project H.I.R.E., Manchester Community College, Manchester, CT. Also, on April 9, I will be critiquing résumés at Manchester Community College, Manchester, CT, and on April 19, at Heroes 4 Hire Career Fair, East Hartford, CT.

Special Note

From Sally McIntosh, NCRW
The NRWA Certification Chair

The Certification Commission would like to present a teleseminar in March that is free to all members. NCRWs would be on hand to answer your questions. To find out if there is enough interest in this, we would like any writing questions submitted to Sally McIntosh (certchair@thenrwa.com) no later than March 1, 2011. If enough questions are submitted, we may be able to provide more teleseminars. It could be a simple question, such as "What should be included in the contact information?" or something more difficult, such as, "What do you do when the client has held 12 jobs in the past 10 years?"



So put on your thinking caps and come up with some questions for us.



Have You Misplaced Your Modifier? By Norine Dagliano, EKM Inspirations

It seems that I have been misplacing things much more frequently these days than in the past. One minute it's my car keys or cell phone, the next minute it's a client's file that I was just holding in my hand! Some may say I am getting "old" (which I quickly deny); I personally think that I may need to defrag my brain to condense files and create more room

for pertinent information.

Neither of these circumstances explains why my local community newspaper frequently misplaces modifiers. Take the following headline as an example:

Soldier shares stories of serving in Afghanistan with Pa. students

Oh my, why were students from Pennsylvania serving in Afghanistan? How old were these students? I certainly hope that while sharing his stories, the soldier calmed concerns from parents who were worried about their children.

The *Gregg Reference Manual* (Section 1086) defines misplaced modifiers as "words or phrases that provide the basis of unintended (and sometimes humorous) interpretations."

Following are some additional examples from the *Gregg Reference Manual* (GRM):

Wrong: For anyone who has children and does not know it, there is a free after-school program at the Marshfield Community Center. (*I can see that someone may have children and may not want to admit it---but not know at all?!*)

Right: Anyone with children will be glad to know that there is a free after-school program at the Marshfield Community Center.

Wrong: The hospital would not disclose the name of the man who drove his car off the pier at the request of his family. (*This family seems to hand out harsh punishments!*)

Right: At the request of the family, the hospital would not disclose the name of the man who drove his car off the pier.

And my favorite example from the GRM...

Wrong: Lincoln wrote the Gettysburg Address while traveling to Gettysburg on the back of an envelope. (*The image of Lincoln sitting on the back of an envelope as he travels down the road cracks me up!*)

Right: Lincoln wrote the Gettysburg Address on the back of an envelope while traveling to Gettysburg.

Although these examples do not represent the type of content we might include in a résumé or cover letter, I have seen similar faux pas in documents that are created by clients, and unfortunately, by some professional résumé writers.

Please pay attention to where you place your modifiers; when they come up missing, you (and your client) may end up looking quite foolish!

Featured Article

Fight Writer's Block, Get Refreshed, and Keep Writing!
By Amanda Collins, The Grammar Doctors

If you're holed up looking at your computer for six, eight, or ten(!) hours a day, you're bound to come across some stumbling blocks from time to time. Who among us hasn't experienced writer's block? In fact, too much of beating your head against that immovable wall and you may be edging closer to the dreaded burnout!



So how do you combat those blocks that are bound to rear their ugly head and get in the way of your writing process? Well, one great way is to monitor yourself. If you've been writing for more than an hour, take a break. Get up, walk the dog, make a cup of tea, or call someone. Do something that doesn't involve writing for a bit.

There are definitely here-and-now fixes to clear your brain and get you back on track, but also consider the long haul. If you find that you're experiencing writer's block more often than you can count, it might be time to really clear the cobwebs and reboot your system. A vacation seems like the obvious solution, but not everyone has the resources or free schedule to just drop everything and go. When you have to work, here are a few hints to keep the wheels turning productively.

Take One Day Off Each Week

If I've done it, I know you have too: we end up working so consistently that we find ourselves asking, "Weekend? What weekend?" Deadlines, demanding customers, and paperwork can keep us in the office way too long to be healthy. Do yourself a favor and take off one full day each week. Whether you just veg in front of the TV or do something fun with family or friends, do something other than work (or thinking about work!).

Spend Three Hours Each Week with Your Partner

If the label "workaholic" seems like a good description for you, chances are you're not the only one who's affected. Look to your significant other and check in. He or she will likely concur that some down time as a couple would be a great bonus. And this time together has two benefits: it improves your relationship while clearing your mind! And if you're single, use those three hours to hang out with a good friend or try to meet Mr. or Ms. Right!

Spend Three Hours Each Week with Children

Just as your marriage/relationship can suffer when you're experiencing work burnout, your relationship with your children can take a big hit. Plan a three-hour block of time to do something special with the younger members of your household. Go for a hike, visit the park, or do anything that would be considered playing. As adults, we often forget to take time to play, but your kids will get you back in line! If you don't have any kids of your own, borrow some. I'm sure most parents would be more than willing to give up theirs for three hours a week! You'll be the most popular person in your neighborhood!

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 ProfilingPro.com

ProfilingPro.com services provided by JaneCo's SENSIBLE SOLUTIONS.

Add another income stream to your career business by becoming a DISC Administrator!

JaneCo's Sensible Solutions provides The NRWA members with a highly useful----and revenue-generating----online behavior assessment tool. Used in more than 40 countries, the DISC module is founded on the fact that people with similar styles tend to exhibit specific types of behavior. Being made aware of this is an advantage for the individual as well as career-development professionals and prospective employers.

Résumé writers, career and interviewing coaches, and job-search consultants can all use one or more types of the DISC profiles to assist individuals or groups. DISC profiles help you write better résumés, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients.

Assessment results, customized to display your company information, are delivered to you and your client's mailbox within minutes, then clients are returned automatically to your website for follow-up action.

Visit www.profilingpro.com or call Jane Roqueplot at 888-526-3267 regarding administrator registration. Once registered, you'll be introduced to validity studies, marketing flyers, suggested uses, coaching worksheets, online help, and your customized Internet Delivery Service System to provide these widely recognized assessments to your clients.

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

Quote of the Week

"I don't know the key to success, but the key to failure is trying to please everybody."
~ Bill Cosby

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board