



# 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 Kim Mohiuddin

It's been a long time since I personally looked for a job. As a career pro, I often get so caught up in formulating effective strategies and documents that I lose touch with the strong emotions that come with career changes. I've recently gotten a taste.

At the last board meeting, I regretfully informed the board that I was resigning my post as certification chair. It should have been easy. I had spoken with my "boss" (NRWA President, Charlotte Weeks), I had thought through the consequences (I was overwhelmed mothering two young kids and running a business and this would be a big responsibility off of my plate), and an excellent replacement was all set up (Certification Chair Emeritus Sally McIntosh).

Still, when I had the attention of the board members, a part of me felt like saying, "Nevermind. I would really like to keep working with these fantastic people." I did not want to let go of work and a team that I had been a part of for 1- 1/2 years.

As I write this, I know it will serve as an announcement to many members, and I feel the same little bit of resistance. Imagine how our clients feel when the position is not a part-time volunteer gig they are leaving at will but their full-time bread and butter getting lost in a transition that is often out of their hands.

I want to thank each and every one of you for making my time as certification chair so very rewarding! I have learned much more from the members than I have taught, and I look forward to continuing with you on that journey as a fellow NRWA member. I am also taking away a small, humbling glimpse of what my clients are going through as they take their next steps.

### What's Happening in Region Three?

By Violet Nikolici Lowrey, MBA, CPRW, CEMC,  
A-Plus Professional Résumés, Inc., Pompano Beach, FL

*Representative for Region Three - States of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, and the Virgin Islands.*



Greetings from sunny South Florida, where a lot is happening in my life! By the time you read this, I will have probably given birth to my daughter, Emma Nicole! I will be very busy, but I love it!

Julie Mendez of JSM Career Coaching completed her Certified Career Management Coach (CCMC) credential this past fall. She has also relocated back to the United States, bought a new home in her hometown of Fairhope, Alabama, settled both of her toddlers in preschool, and waved goodbye to her husband as he begins a yearlong deployment in Afghanistan. Julie is looking forward to her home renovations, the unpacking soon coming to an end, and returning back to the "sanity" of the coaching business world! Also, Julie began a partnership with Trailing Spouse Network this past fall to assist them with their podcast, both with content and hosting. Trailing Spouse Network (<http://www.trailingspouse.net/>) focuses on ex-pat professionals and the issues of working as a trailing spouse around the world.

Debbi O'Reilly of Resumewriter.com, Brandon, FL, made merry during 2010's year-end holidays. Her submission to Pat Criscito's book, *Resumes That Pop!*, was accepted into the new edition, which was recently published. [Thank you and congratulations, Pat!] As blog mistress for the Career Thought Leaders (CTL) website, she is also looking forward to thanking CTL bloggers in person at the Career Thought Leaders conference in Baltimore this March.

In addition to business activities, Debbi was blessed to sing at Christmas Mass with her son Chris and daughter Chel, her sister, brother-in-law, and two nephews. Chel had just returned, safe and sound, from a *three-week* job interview in India [ask Debbi about it!], so there was much cause for rejoicing. To add to the joy of the season, grandparenthood is around the corner, courtesy of daughter Barbara! If all that good news is a leading indicator, 2011 will be a *very* good year.

Kevin Morris, former NRWA President, Second Vice President, and Region Three Representative recently completed G3 Career Coach certification through The Academies as a member of its inaugural class. G3 coaches integrate personal-branding concepts with cutting-edge career communications and the latest job-search technologies to place their clients at the forefront of the job market.

Sarah Jewell, CPRW, of A Remarkable Résumé, St. Augustine, FL, said 2010 was a good year and her busiest yet. She is hopeful that 2011 will be even better for her, all of her industry colleagues, and all the job seekers out there!

Marsha Leap from Leap Ahead Today, Lakeland, FL, took a refresher course on

facilitating The Leadership Challenge and also moved her office during the holidays. She upgraded from a suite of offices that shared a waiting area, conference room, kitchen, and restroom to her own space with no sharing! Marsha does career assessments, career counseling, and interview taping with her clients. Marsha is on to great success, looking to bring on a marketing partner and virtual assistant in the very near future!

As for me, like Debbi O'Reilly, I was published in Pat's new book! Congrats, Pat, and thanks for the opportunity! I was also just appointed by Florida Governor Charlie Crist to be on the Board of Directors for Workforce Florida! This is a huge honor and a big responsibility. My first meeting will be via a teleconference while I am in the hospital! That should be interesting! My term expires in 2013. I was also nominated as a Woman of Distinction by *InFocus* magazine; more to come on that, as I just received the letter.

I look forward to doing great things with Region Three! I will definitely look to my Florida peers to help get Florida back to work, as the new Governor Rick Scott has his agenda set for this!

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### Seeking Affiliates for The NRWA

We're lucky to have so many fantastic affiliates who offer special deals for our members. (Check them [out!](#))

We're always on the lookout for others who can offer value to our members and gain exposure for themselves. If this is something you or someone you know would be interested in, email [president@thenrwa.com](mailto:president@thenrwa.com). For details on the affiliate program, click [here](#).

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### Technology Tips



#### How to Avoid Being Blacklisted By Marcia Baker

If you've ever heard the term "blacklist" and wondered what it meant, simply put, it means that you've been labeled as a spammer by Internet service providers. There are several types of blacklists or reasons for blacklisting, and it's important to understand the differences.

- Spam blacklists are lists of mail servers or open relays known to be used by spammers to deliver unwanted email. An open relay is a simple mail transfer protocol (SMTP) server configured so that anyone on the Internet can send email through it, including spammers.
- IP blacklists block specific Internet Protocol (IP) addresses, message senders, or message recipients as determined in the blacklists. They can be temporary or permanent.
- Email blacklists include known mail servers and addresses used by spammers. With these lists in place, access to the server can be denied and unwanted email messages are discarded. Additionally, your legitimate emails may also be blocked.

- DNS blacklists are usually maintained by anti-spam organizations. They include a list of IP addresses that send unsolicited emails.

There are a few things you can do to stay off blacklists:

- The most obvious is to not send unsolicited emails or bulk emails. In other words, don't spam.
- Check to ensure that you're not already blacklisted, as it can happen quite unintentionally. You can visit sites such as <http://www.mxtoolbox.com/blacklists.aspx>, or <http://www.dnsstuff.com> to find out for sure.
- Make sure your server is correctly configured, secure, and not on an open relay mail server. This is why it's important to make sure your website is being hosted by a legitimate provider who doesn't host to spammers. You can be labeled as a spammer too----becoming guilty by association----just because you're on a shared server.
- Occasionally run your content through a spam checker to make sure you're not triggering any filters. You want to test your subject lines as well as the content.

If you find that you have been blacklisted, delisting isn't always easy, but it's necessary if you want to use email marketing to build and grow your business. The first step is to find out why you were listed and who listed you. Each agency has its own delisting procedure. Follow it, get back in their good graces, and then, follow the suggestions in this article to stay off the blacklists.

Getting blacklisted isn't the end of the world, but it can put a huge kink in your email-marketing strategy. Here are some recommendations you should strongly consider:

- Make sure everyone who receives an email from you wants it, don't spam, and make sure your mail server is secure.
- Recommend white-listing your email address to people who request email messages from you. This will help ensure they receive your email messages.
- If you send out emails regularly to a list or have a list of more than 10 email addresses, use a reputable email-marketing software company with a high delivery rate. Examples of such companies would be Aweber, MailChimp, Constant Contact, 1ShoppingCart, etc. These companies have established relationships with major Internet providers to facilitate delivery of your email messages when you follow their procedures.

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## Featured Article

Sign of the Times  
By Amanda Collins

As we settle into 2011, it looks as if the economy is ready to turn around. Recently, articles about the improvement have abounded:

- [Phoenix among best for job opportunities in 2011](#)
- [December jobs report seen showing greater hiring](#)

Although it's great that things seem to be on the rebound, it feels like it will be a long time before we're able to have parties to boast about our wealth and abundance. It may be a slow turnaround, and



this represents an opportunity to provide some coaching and guidance for our résumé clients.

While I'm not an economist by any degree, I do work with job seekers and business owners regularly, and I speak with my colleagues to learn what they're seeing. Almost everyone with whom I've spoken started to see a spike in business in mid-December---and it hasn't stopped yet. Of course, if you make money based on the number of clients on your docket, that's great news! And it means that people have the money to pay for our services, which is another grassroots indicator that things are improving. But if you talk to your résumé clients, you may learn another side of the story.

In this newsletter, Kim Mohiuddin bravely shared her story of having to leave a job and the lessons she learned in the process. Well, less than a month ago, I was in a similar position, except I was *looking* for job (a four-letter word for some of us!). Luckily for me, something amazing happened: I interviewed for a job on Monday, and by Wednesday I had a dozen clients on my agenda. Obviously, I stopped looking and sat down and got busy with my clients. However, that foray into job seeking after a 2 1/2-year absence from the market was eye opening.

Did you know that most mid-level positions in the U.S. are hiring at right around the \$30,000 mark? I interviewed for two positions, and that was the going rate. Shocked and appalled, I started a discussion on my personal Facebook wall, assuming that the area where I live was slow to rebound. What I found was that many of my peers are struggling just to make \$30,000 with one job! And these are not uneducated, inexperienced individuals; all of them have degrees and 15+ years in the work force.

As career services professionals, what can we do to best guide our clients when they likely will have to take a drastic pay cut? In the past, I have coached clients to do what they need to do to pay bills and take care of their families. If that means a \$10 an hour job at Walmart, so be it. However, they still have the luxury of continuing to look for a new position! Often, it really IS easier to find a job when you have one.

Another suggestion I give my clients is to look outside the box. If 70% of positions are unadvertised, the old methods of finding them will not work. Provide your clients with a great LinkedIn profile and show them some hints on how to maximize the social-networking scene. Also, coach them on how to create a winning 30-second commercial and encourage them to get out and meet people. By creating relationships before creating jobs, they will be better able to share their value with employers and may land a higher-paying opportunity.

I'm thankful that I was in a situation where it became necessary to look for a job. It really opened my eyes to see what employers are willing to pay and the questions they're asking (I was asked what my salary requirement was during the initial phone call, much earlier than employers used to). I am now more able to empathize with my clients and provide a better strategy for their job search. Perhaps walking in someone else's shoes----if only for a few steps----really IS a good idea.

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### Affiliate Spotlight of the Week



This week, we spotlight Compass

Compass Coach Renee works with people who want more in life, whether it be work/life balance, interpersonal skill development, motivation, turning

dreams into realities, tuning into their spirituality, career change due to job loss, or

career derailment -- fostered by setting goals and creating action plans that get positive results!

Perhaps you are frustrated that you are not feeling very powerful or maybe you are consumed by the economic depression? Maybe you just know you could be doing much more in your personal and professional life! Take a few moments from your hectic day and sign up for 10 days absolutely FREE with Compass to get the support you know you need and deserve.

To learn more, visit [MyLifeCompass](#).

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

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### Quote of the Week

"Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end."

~ Scott Adams

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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