



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



The NRWA Board Bytes, December 2010
By Tessa Weeks

Charlotte Weeks (President) chaired the December 20th board meeting, which was attended by Donna Tucker (1st VP), Jean Whalen-Raymond (2nd VP), Pat Criscito (Treasurer), Tessa Weeks (Secretary), Shauna Bryce (Ethics Chair), Kim Mohiuddin (Certification Chair), Marcia Baker (IT Chair), and Marie Zimenoff (Marketing Chair).

Donna Tucker reported that the December Regional Reps' (RR) meeting was attended by current and future regional reps. She will ensure that each new regional rep gets a copy of the updated RR manual before the end of the year to help them understand their role in the organization.

Jean Raymond reported that the 2011 conference website has been launched and that her program committee is currently receiving speaker proposals. Donna Tucker has taken on the role of speaker coordinator and is working with former NRWA president, Kathy Sweeney, to outline the conference schedule and brainstorm program ideas. Watch the website for further developments.

Pat Criscito submitted the financial statement as of November 30, 2010, including profit and loss statements, balance sheet, income and expense graphs, and profit

and loss comparison of 2009 and 2010, showing the organization continues in the black. Pat and Charlotte will work together to prepare a tentative 2011 budget for submission to the board by the January board meeting.

Tessa Weeks reported that Shauna Bryce's teleseminar, "Insider Tips for Writing Attorney Résumés," was excellent. For those who missed out on the live session, the teleseminar recording is now available for purchase. Tessa announced that the December sale of prerecorded seminars was going well, with members purchasing both discounted and non-discounted presentations.

Marcia Baker reported that she is working with our webmaster to establish a help desk on the website and on planning a seamless transition when our website transfers to a content-management system. In response to a question from Donna, Marcia explained that we have a LinkedIn profile, but that it would be more beneficial if members linked to The NRWA LinkedIn group rather than the profile. Click [here](#) to request to join the members-only NRWA LinkedIn group.

Marie Zimenoff reported that she is preparing a marketing schedule for the conference to ensure that important information is sent out on a regular basis via Constant Contact, LinkedIn, and Twitter. Marie broached the idea of having a video bio company at our conference. She will be contacting them to see if they can offer our members special conference rates on their services.

The next board meeting will take place via teleconference on Monday, January 17, 2011.

This is my last edition of Board Bytes. By the time you read this, Donna Tucker will have taken over the position of The NRWA Secretary. I hope the information I provided each month was helpful, informative, and gave you some idea of how the board is working on your behalf.

Wishing you a very happy, healthy, and prosperous 2011.

Tessa Weeks
Secretary, The NRWA

What's Happening in Region One?

By Louise Garver, Career Directions, LLC, Broad Brook, CT

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

Despite the hectic holiday season, Region One members were busy with speaking engagements and business plans for the new year.



Jan Melnik, Absolute Advantage, Durham, CT, spoke to about 100 job seekers at the Job Schmoozers' Network in West Hartford, CT on "Effective Networking & Strategies for Using Social Media in Job Search." She was retained to develop a compensation-negotiation workshop for the group this winter.

Jan also delivered two workshops to 50+ job seekers at Russell Library in Middletown,

CT: "Powerful Strategies for Writing Résumés with Impact" and "Top Career-Search How-tos Using Social Media & Networking." In addition, Jan taught a virtual class for BlueSteps on "Working with Executive Recruiters."

Sandwiched around her private practice was Jan's family's move to a new home, as well as the second-to-last class of her master's degree program at Wesleyan University. She also unveiled her newly updated website, www.janmelnik.com.

In December, Jan was one of more than a dozen career thought leaders globally who facilitated a program on the first Global Career Brainstorming Day in Hartford, CT (sponsored by Wendy Enelow and the Career Thought Leaders).

Barbara Safani, Career Solvers, New York, NY, was quoted in *O Magazine's* December issue in an article called "Get Me a Job!" and in another article published in November. She also presented two webinars on résumé writing and on interview skills that were broadcast live in 100+ libraries across the country.

Louise Kursmark, Best Impression Career Services, Inc., Reading, MA, facilitated a lively and stimulating discussion group at the first Global Career Brainstorming Day in Boston. The NRWA members Wendy Gelberg and Jeanne Knight contributed to the Boston discussion. The findings, best practices, trends, and projections from the 17 different brainstorming groups will be compiled into a white paper to be widely disseminated beginning March 14th at the Career Thought Leaders Conference in Baltimore.

Louise presented part one of a two-part webinar for the executive career site BlueSteps. Teaming with Jason Alba, she presented a session on writing LinkedIn profiles, while Jason delivered part two, "Mastering the Power of LinkedIn for Your Job Search."

Kimberly Schneiderman, City Career Services, New York, NY, is excited about launching her new website in early January. She reports the best year ever in her business: "not just revenues, but in exciting projects, new opportunities, new professional connections, and many educational experiences."

Kimberly attended the Career Brainstorming Day in New York and "loved getting together with industry folks to share expertise and insights."

Kimberly is a recurring speaker at the School of Visual Arts (SVA), where she equips senior college graduates with critical information to help them succeed in their job search. Topics range from résumé and cover-letter writing to interview skills and even how to manage relationships in their new positions. She has been invited to speak to the SVA's alumni group in January.

As for me, I'm excited about the new year and the opportunities it will bring. It's been an honor to represent The NRWA's Region One, and Suzette Jolly is looking forward to beginning her new role as representative.

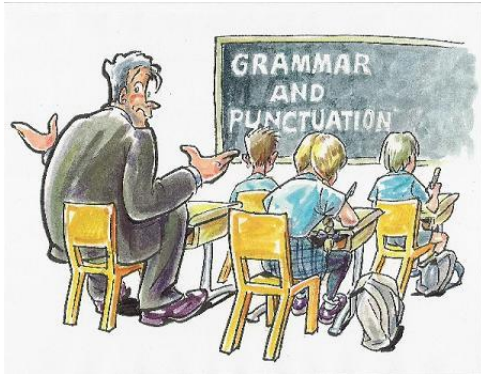
My best wishes to each of you for a happy, healthy, and prosperous new year.

Louise Garver

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. For details on the affiliate program, click [here](#).

Grammar Tips



Accidents Happen----But Not to Good Writers

By Donna Tucker and Norine Dagliano

There's almost nothing I enjoy more than a new book on writing, grammar, or punctuation, and I just found one you should all love: *The Accidents of Style: Good Advice on How Not to Write Badly* by Charles Harrington Elster ([available on Amazon.com](#)).

With a bit of humor and lots of good advice, Elster addresses a number of the most confusing issues of good writing (or bad writing, depending how you view it.) He says, "...if you don't know enough about what constitutes bad writing, how can you fully appreciate, much less emulate, what is good?" He writes the book in nice little "bytes," so you can use the book as a reference guide as you pound the keyboard.

Here are some examples: (I'm sharing only some of his collection of "accidents," of course, but these are issues that I haven't seen addressed in similar books.)

- Accident 90: Don't use *author* as a verb

Some of you won't like this one. We résumé writers use this a lot. Elster says, "The verb *to author*, much loved by second-rate journalists, is pretentious. You can always use *write*, *compose*, or *create* instead."

- Accident 232: *Each* and *every* take a singular verb, and *each* and *every* is redundant

The accident title pretty well speaks for itself, doesn't it? But it's a good reminder to be careful of singular nouns taking singular verbs. We all get a little careless sometimes. How about the phrase itself, *each and every*? The experts say it is a trite phrase at best, but if it must be used (why?), "...like *each* or *every* alone, [the phrase] should have a singular verb." Correct example: Each and every one of you is proud to be a résumé writer. (not *are proud*)

- Accident 305: Don't use quotation marks after *so-called*

Now, here's a new one on me----never even thought about it before. *The Chicago Manual of Style* says, "The expression itself indicates irony or doubt." Elster adds that it is overkill to use the quotation marks. "If you feel you cannot

do without the ironic quotation marks, delete *so-called*."Correct example: The so-called résumé expert had no credentials to back up his claims. (not *The so-called "résumé writer" had ...*)

- Accident 53: Overuse of *impact*

I fully agree with this one, especially since I refuse to bow to those who have turned the noun into a verb, which it was never meant to be. Elster moans, "Wherever you turn today you are liable to slam into a sentence driven to distraction by the overused *impact*. The word is now so popular that its fans have created a family of spin-offs." He cites *impactive*, *impactful* or *impactual* and even *impactability*. Let's join Elster's campaign to avoid this word and replace it when possible with the nouns *influence* and *effect* and the verb *to affect*.

- Accident 246: Not everything is *major*

"Using "major" when you're talking *big* is a recipe for stale writing," Elster says. "Try to give the overworked *major* a rest and rejuvenate your prose" with words like *formidable*, *daunting*, *redoubtable*, *sizable*, *far-reaching*, *considerable*, *substantial*...and the list goes on.

Here is one of my favorite bits of his advice on trying to impress readers with "upscale" words: "But sometimes it's better not to go shopping for a flamboyant outfit when you look fine in the clothes you already own."

Oh my, I could go on and on about the book----and probably will another time---but for now, I hope I have left you with some food for thought. We can all improve our writing in some way every day.

Please send us your ideas, questions, and comments to proofreaders@TheNRWA.com.

Featured Article

Create Your BHAG for 2011
By Amanda Collins

As we welcome a new year, most of us are spending some time honing our New Year's resolutions. If you're looking to lose a few pounds in 2011, you're not alone (I'm even on that train!). But what about your business goals? Too often, when we look at our business objectives from year to year, they remain a bit amorphous: secure more customers, create better top-of-mind awareness. I challenge you to consider putting a measurable number on your goal and to make it something that seems nearly impossible.

Now, I'm not trying to set you up for failure here. In fact, far from it. But it's good to have a BHAG to inspire you to greatness. What's a BHAG, you ask? Big, Hairy, Audacious Goal. I learned the term from Phoenix business coach David Hepburn, Jr., and it's a good one that's stuck with me. We all need to have something really

amazing to put on the vision board, calendar, or just scribble on the wall to remind us of why we're in business.

I've had a few BHAGs over the years: two include owning a house on Camelback Mountain in Paradise Valley (a posh Phoenix neighborhood) and securing two new contract employees. They are measurable and seemingly out of my reach given past achievements. I've still not realized these objectives, but they are on my list and will remain there until I either meet them or find something so much better with which to replace them.

In addition to my BHAGs, I also have those more "tame" goals that I write every three months as part of my SWOT analysis (more on that another time), but the BHAGs are what get me up in the morning and keep me moving toward the smaller goals. The littler ones are more the steps to bring me that much closer to realizing everything I want for my business and my life.

So sit down in the next few days and start to create some big, hairy, audacious goals for yourself and your company in 2011. And by all means share them! Once you have them out there, others can start to encourage you and remind you that----even on those dark days when nothing seems to be working----you have a reason to continue.

Affiliate Spotlight of the Week



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

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called *Opportunity* and its first chapter is New Year's Day."
~ Edith Lovejoy Pierce

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
