



# 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, 2nd Vice President

As we get closer to the date for The NRWA conference in Portland, ME (September 21-24), preparations are well underway. As career professionals, we constantly stress how important it is for our clients to get out and network, so it is time to practice what we preach and make the commitment to come together with the best minds in the résumé-writing industry (including your own)!

Our former Second Vice President, Jean Raymond, has laid tremendous groundwork for what promises to be an event chock full of relevant meeting content and exciting extracurricular activities. An active conference committee headed by Kathy Sweeney has continued to plan all the details including outstanding meals, speaker coordination, conference sponsorships, door prizes, and special events.

I strongly encourage you to consider attending. I have never been to Maine and am told it will be extremely beautiful in September. You deserve to treat yourself to this "vacation," one like none other!

In addition to the general conference, there is also space left in the preconference workshop on Sept. 21, hosted by Louise Kursmark. I took a similar workshop from Louise during my first NRWA conference a few years ago, and the value from her

one-on-one instruction, tips, and techniques far exceeded the price of the entire conference!

Hope to see you soon!

## What's Happening in Region Six?

By Jared Redick, Executive Résumé Writer, The Résumé Studio, San Francisco, CA

*Region 6 Representative: Montana, Wyoming, Idaho, Washington, Oregon, Nevada, California, Hawaii, and Alaska; Asia, Australia, Western Canada, and the United Kingdom.*



Is it hot where you are? Come to San Francisco. Yesterday was one of those days where you have four seasons in a single day, but I can guarantee you'll escape the heat if you drop by. (The locals bellyache when temps hit 75°F, and by 80°F, everyone's melting. I know, right?)

But enough about the weather. Region Six has five new Western U.S. members! Please help me welcome Lorraine Beaman, JLB Career Consulting, Davis, CA; Pat Cort, Pat Cort's Word Processing & Computer Training, Kittitas, WA; Julia Kacel, Seattle, WA; Charlotte Pineda, Tracy, CA; and Veronica Zurdo, Edmonds Community College, Lynnwood, WA. Welcome aboard, everyone! I hope you'll jump right in and be part of the conversation

Meanwhile, here's what some of our Region Six members have been up to lately:

Georgia Adamson, MRW, ACRW, CPRW, CJSS, CCM, CEIP, JCTC, of A Successful Career, San Jose, CA, reports that she recently completed Wendy Enelow and Louise Kursmark's Entrepreneurial Elegance training, calling it an "amazing fountain of information." As a result, she is raising her rates, updating procedures, and planning a series of small and larger initiatives to focus more on her target market. All of that will rollout upon her return from eight days in jolly old England! Have a great trip, Georgia!

Eifron Brimble of CareerChoiceResumes.com in Port Augusta, South Australia, reports busily overhauling the First-Place Résumés website, with an August launch goal. Also, Eifron hired a VA three months ago and says the decision prompted her to fine-tune processes and grow comfortable with handing over tasks. As her workload has increased, Eifron is now recruiting a part-time client/project manager.

Leigh Ann Alameda, CPRW, reports that the third quarter of 2011 is all about infrastructure and process improvement at Momentum Résumés in Folsom, CA. She is deep into the website design process and is using the opportunity to create or improve procedures. Leigh Ann has devised a fill-in phone inquiry intake form, which has vastly improved her ability to guide intake conversations and assess scope of work to more accurately price projects while creating up-selling opportunities. As a result, she is gaining credibility as well as a better close ratio.

Leigh Ann reports slowly embracing "the cloud," storing completed documents on

Box.net and daily learning new uses for the productivity-enhancing tool, Evernote. She also confesses to "pouring steel into her spine" as she finally makes the transition from MS Office to Gmail, Google Calendar, and Google Docs. Leigh Ann also landed her first speaking engagement with the Sacramento Valley Chapter of Project Management Professionals, Saturday, July 23.

Anne Anderson of Medford, OR, says, "I'm going to the conference!" Great news made better as she continues working toward The NCRW certification. Anne's volunteer focus remains at Medford women's emergency shelter, and she finds the work full of rewards. Anne recently added DISC behavioral assessments to the workshop she co-facilitates. In July, Anne attended a veterans' job fair, where she contributed to attendee résumés.

Anne and her husband just celebrated their 25th wedding anniversary, returning to the scene of the crime: New York, NY. The week included taking their wedding party to dinner.

As for me, Jared Redick, The Résumé Studio, San Francisco, CA, I recently raised my rates, tightened policies, crossed the 400-follower threshold on Twitter, turned in two more CEUs toward my NCRW certification, and started building customized questionnaires for each of my most common client types. I'm also looking forward to my annual Puerto Vallarta vacation. Time to recharge and warm up a bit. Here's hoping everyone has a chance to take some time off this summer!

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## Upcoming Teleseminars



**Burnout and Writer's Block**  
Presenter: Pat Criscito, CPRW  
Date/Time: July 29, 2011, 1:00 pm ET

After more than 30 years of writing experience as an author with Barron's, entrepreneurial writer with clients in 42 countries, and a freelance writer for publications nationwide, Pat has faced writer's block so many times that she has lost count. Writer's block usually precedes burnout, but they both have the same roots.

This teleseminar will help you:

- Determine if you really have a problem or the start of a problem.
- Distinguish between procrastination and writer's block.
- Identify the causes of writer's block and burnout.
- Develop strategies to get you back on track.
- Relieve the stress that results from both.
- Fake it until you feel it!
- Build a support network.
- Create an advisory board or local lunch support group.
- Learn where to get help if you can't do it yourself.

You will have access to Pat's 31 years of experience and plenty of time for questions and answers. Don't miss this chance to become more productive, which means more money!

## Facebook Fan Pages, Advanced

Presenter: Laura Orsini

Date/Time: August 19, 2011, 1 pm ET

**NOTE: Facebook Fan Page Basics is a prerequisite for this class.**

This advanced class will pick up where Facebook Fan Page Basics left off. Advanced class participants have grasped the value of a Facebook Fan Page and the fundamentals of creating one. Now they will learn, in detail, how to create a personalized Fan Page with images, colored text, and text links.

In this two-hour teleseminar, you will:

- Review the basics of creating a Facebook Fan Page.
- Create up to 10 tabs for your Fan Page.
- Use simple coding to bold, underline, and italicize words.
- Learn to add colors to your fonts.
- Learn to insert graphics into your pages.
- Learn to create text links on your pages.
- Learn to insert a PayPal "buy now" button on your pages.
- Learn what to put on your fan page.
- Learn how to promote your page and increase your "Likes."
- Get an overview of Facebook ads.

Laura Orsini is a skilled editor and marketing consultant who uses social media to promote her clients' businesses as well as her own. Working primarily with self-publishing authors, Laura specializes in teaching her clients low- to no-cost ways to increase their exposure, promote their books, and stand out as experts. Laura has been successfully using Facebook, LinkedIn, Twitter, and blogs for the last five years and continues to immerse herself in this rapidly advancing technology. She has a degree in nonfiction writing from the University of Arizona and is the author of the outstanding book, *1,001 Real-Life Questions for Women*.

### Ask the Proofreaders

It's Not Preposterous to Use the Preposition "From"!

By Norine Dagliano

Struggling with a topic to cover in the next "Ask the Proofreaders" column, I contacted Donna for ideas. She offered the following phrase: "He just graduated high school." Apparently this misuse of the word "graduate" has been bugging Donna. Considering the time of year and the fact that résumé writers tend to get busy with requests from new graduates, I can image that it's more frequently bothersome.

I quickly did a Google search of "He just graduated high school" and was amazed by how many hits I got (apparently this misuse is quite common). Now, I could provide you with an in-depth lesson about "transitive" and "intransitive" verbs and how the word "graduate" is both, but why clutter your mind (and inbox) with more information than you need? The point is this: You can't graduate a high school or a college...or any other institution of learning. It's simply not possible!

By definition, the act of graduating is something a school does to a student, not



something a student does to a school. Schools graduate students. Students graduate *from* schools.

*The local high school graduated 300 students this year*, is correct. The school, itself, is doing the graduating to the students or the students were graduated by the school.

*Donna graduated from college* is also correct. So is *This year, 500 students graduated from Donna's college*.

Recently, usage has become sloppy, with the preposition *from* being omitted. Are we all so busy that we need to save time by cutting prepositions from our sentences? It's grammatically correct to say/write *I was graduated from school*, *The school graduated its students*, or even *I graduated from school*, but PLEASE do not use *I graduated school*. It's incorrect...plus it bothers Donna (and anyone else who appreciates proper grammar as much as she and I).

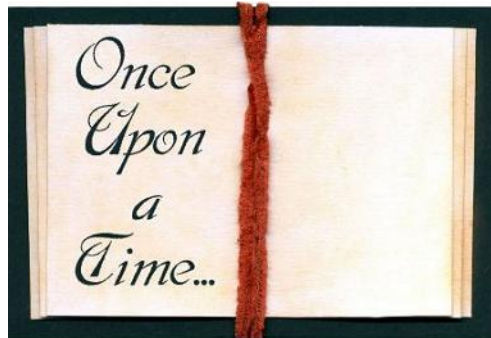
Before I sign off, I have a book I'd like to recommend (I learned of it while researching proper usage of *graduate*).

*Literally, the Best Language Book Ever: Annoying Words and Abused Phrases You Should Never Use Again* by Paul Yeager. The book consists of words, phrases, and expressions that should be avoided for various reasons, ranging from being grammatically incorrect to being overly trendy, being trite or being just plain annoying!

I haven't purchased the book yet, but when I do, you can expect to read about it in future issues of *The NRWA Connection*.

Do YOU have a burning grammar, punctuation or usage question you'd like The NRWA proofreaders to address? Email us at [proofreaders@TheNRWA.com](mailto:proofreaders@TheNRWA.com).

## Featured Article



Fact or Fiction: What's Your Story?  
By Amanda Collins, The Grammar Doctors

I was recently speaking with a colleague about a project on which we are collaborating, and I started with, "I've been so busy...." She stopped me right there. "I have a request for you: When you say that, begin with 'Once upon a time' because you're telling a story."

I started thinking about what she said, and I realized she was right. I have been telling a story, and it's truly been a story of fiction. By living into the story that "I am busy," I have been giving up power in my life. The truth is that, yes, I am busy, but I also have time. I have time to update my Facebook status, go on dates, and play with my son. That also means that I have time to complete the work that I've said I'm going to complete.

Life is a series of choices, and the great thing is that we have the ability to make those choices for ourselves. We are granted that power, and we should honor that by not giving it to others. By saying that I am busy, I am choosing to use that as an excuse for not doing what I really need to do.

So what's a better choice? It's okay to acknowledge that we have challenges in life

and business. It's good that I am busy! So many people are struggling in their businesses, yet I have a white board full of pending projects. That's awesome! But to use it as an excuse? That's not okay. I find myself telling people how busy I am...only to quickly follow with, "Not that I'm complaining." What I just realized is that, yes, I am complaining. I'm complaining by using that busyness as a crutch and reason for not completing my projects as expected.

Life is a journey, and each day offers us new opportunities to write the chapters in the book of life. The question to ask yourself is are those chapters fact or fiction? You are the author of your own book, and you make a choice every single day about what those pages will say about you and share with the world. I am moving away from my fiction story and moving into a work of art that tells the truth about who I really am.

*Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to [newsletter@thenrwa.com](mailto:newsletter@thenrwa.com).*

### Affiliate Spotlight

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](http://MyLifeCompass).

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

### Quote of the Week

"Only a life lived for others is worth living."  
~ Albert Einstein

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

