



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

## In This Issue

[Executive Greeting](#)

[What's Happening in Region Five?](#)

[Ask the Proofreaders](#)

[Featured 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



From the Certification Commission  
By Sally McIntosh, NCRW, NRWA Certification Chair

The members of the certification commission have been making improvements in systems and procedures that we believe will help you more successfully complete the first step of the certification process: sample submission.

### New Sample Submission Procedure

We have incorporated three new steps to ensure your understanding of NCRW standards:

- After earning ten CEUs, you must take and pass the free online study guide test with a score of 85% or better. Hint: There is no time limit, and you can take it as many times as necessary.
- Before you send the résumé and cover letter to, our certification commission administrator, we ask that you go over your documents using the checklist found in the appendix of the NCRW Study Guide. We now require that you check off each item and sign it, indicating that you have utilized it in your submission. Hint: We suggest you correct your documents as you go.
- Lastly, we ask that you write a short profile of your client and a justification for the strategy you have used to represent that client. Hint: Justification is also part of the certification exam.

The NCRW study guide and study guide test, available only to our members, are

found on our website under "Certification." You must log into the website and then into the Online Training program. Hint: The training program login is the same as your membership login.

After you have met these requirements, contact [CEUadmin@thenrwa.com](mailto:CEUadmin@thenrwa.com), so that she can go over the process with you and answer your questions.

#### Dos and Don'ts of Sample Preparation

- DO NOT submit your own résumé.
  - DO submit something moderately easy, such as a sales rep or sales manager résumé, with quantifiable sales achievements.
  - DO disguise the identity of your client and take your name off your document (Word) properties because the process is confidential.
  - DO think outside the box. This disguised client résumé no longer belongs to your client. Change your documents in whatever ways you can to make them compatible with The NRWA standards presented in the NCRW Study Guide.
- Hint: We want to see that you know what to include and what to leave out, as well as how to write, strategize, and format a résumé and cover letter.

### What's Happening in Region Five?

By Ginger Korljan, NCRW  
Take Charge Coaching, Phoenix, AZ

*Representative for Region Five, which includes Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.*

I'm very excited to welcome five new members this quarter: Rabbi R. Karpox, Résumé Clarity, El Reno, OK; Linda Graham, Office Helper, Colorado Springs, CO; Lisa DeMaria, Authenticity Partners, Scottsdale, AZ; Lisa Beth Allen, hARTworks, El Prado, NM; and Sarah Trice, Midlands Technical College, Columbia, SC.



Region 5 was busy this quarter, with lots of news to report. Much of our news came from local meetings, which I highly recommend for all members who live close to each other. It is so encouraging to share with other résumé writers in person when we are often isolated in our offices and limited to phone and email contact!

#### Regional Meetings

Pat Criscito, ProType Ltd., Colorado Springs, CO, invited all Colorado NRWA members to a meeting at the Cinzetti's Italian Market in Northglenn, CO on April 26th. The meeting was attended by Mike and Pat Criscito; Melanie Lenci, Résumé Relief, Denver, CO; Roberta Gamza, Career Ink, Denver, CO; Marie Zimenoff, A Strategic Advantage, Fort Collins, CO; and Laura Smith-Proulx, An Expert Résumé, Denver, CO. They spent a rewarding hour and a half getting to know each other as they shared news about their businesses and the status of the résumé-writing industry. The event was such a resounding success that they agreed to meet again twice a year.

Ginger Korljan led a virtual meeting for Region 5 members on May 23rd that was attended by Edie Rische, Mary Lou Webb, Beth Hendrickson, Lisa DeMaria, and Ruth Pankratz. Edie graciously clued us in to some of the upcoming changes to the

NCRW certification process and let us know the great news that the *Gregg Reference Manual* has an online version that can be accessed at [www.gregg.com](http://www.gregg.com). We also discussed résumé turnaround times, use of worksheets, and social-media marketing. News about individual members from the meeting follows:

Lisa De Maria, Authenticity Partners, Scottsdale, AZ, has been an HR consultant for two years and has been teaching career development at a local university. She now is writing résumés on a referral basis. Her website is [www.authenticitypartners.com](http://www.authenticitypartners.com), and she welcomes ideas to help her fledgling business grow.

Mary Lou Webb partners with her daughter Beth Hendrickson at Writer Resource, Inc., Dallas, TX. Résumés are only one of their writing activities. They were excited to have recently written a résumé for a man who was successfully nominated to serve on a White House committee for underutilized businesses. They gained this business during a chamber of commerce breakfast.

This year is proving to be a successful year for Ruth Pankratz at Gabby Communications, Fort Collins, CO. She is working hard to achieve both NCRW and PHR certifications. She also is active in HR networking groups in northern Colorado.

Edie Rische, Insights B4 Success, Lubbock, TX, is very busy as an ambassador for her local chamber of commerce participating in networking events and ribbon cuttings, and as certification administrator for The NRWA. She also enjoys staying abreast of all the latest résumé-writing and online identity strategies.

The Résumé Writers Council of Arizona ([www.rwca.org](http://www.rwca.org)) continues to hold monthly meetings attended by many NRWA members. Recent elections included Amanda Collins, The Grammar Doctors, Phoenix, AZ as the new president and Donna Tucker, CareerPro Résumé, Phoenix, AZ as Vice President.

Donna Tucker, CareerPro Résumé, Phoenix, AZ, reports that she is reluctantly adjusting to the switch from a brick-and-mortar office to a home office, but for the time being, it seems to be the right direction for her business. She has been busy with the RWCA, most recently leading meetings on cover letters, and with The NRWA, coordinating teleseminars for the members.

#### Other Member News

Kathy Sweeney, NCRW, CPRW, CEIC, CCM of The Write Résumé, Phoenix, AZ, celebrated her 24th year in business on May 16, 2011. In addition to working with her résumé-writing clientele, she is busy preparing her presentation, "Trademarks and Copyrights 101: How to Protect Your Business Name, Logo, and Intellectual Property," for The NRWA Conference in Portland, ME, in September.

Janet Fagan, Fagan Coaching, Flagstaff, AZ, recently renewed her ACC certification and thoroughly enjoyed Barbara Safani's recent teleseminar "Creating Focused Résumés for an Unfocused World."

Amanda Collins, The Grammar Doctors, Phoenix, AZ, gave a presentation entitled "Blogging Made Simple" during a National Small-Business Week event sponsored by Constant Contact. She stressed the importance of blogging for the small-business owner and said "... if we don't prioritize working on our own businesses, everything else seems to push that necessary work to the back burner." She also recently appeared on AZTV. Watch her on YouTube here: <http://youtube/rUOTInCK0xM>.

As for me, Ginger Korljan of Take Charge Coaching, Phoenix, AZ, I have been thrilled to hear that many of my clients have recently landed great jobs, including a project manager for government grants, a mechanical engineer for an aeronautical company, a management consultant for a missile defense agency, and an audit accountant for one of the nation's top accounting firms. I also have been pleased to get some unsolicited offers of work through LinkedIn. Social-media marketing rocks!

## Ask the Proofreaders

The Truth About Lying  
By Donna Tucker and Norine Dagliano



Even The NRWA proofreaders sometimes get stumped----and that's no lie! Case in point: Two weeks ago, *The NRWA Connection* featured an article written by Pat Criscito, in which she shared a story about a male lion. Following is an excerpt from the article that stumped both Donna and me.

*The animals ignored them completely, except for one male lion who decided to take a rest on the road in front of the Jeep. He lay down without paying the slightest attention to the females. He just lay there and yawned a few times.*

Note the words I highlighted in bold (He lay down). I was the first to proofread the newsletter draft, and since Pat was writing about the lion in past tense, I was certain the word in question should be "layed" not "lay." So I changed it.

Along came Donna for the second read, and she dutifully pointed out my error by indicating that the proper word for this sentence is "laid" not "lay" or "layed."

Well, Amanda, our newsletter editor and aptly named "Grammar Doctor," quickly informed me and Donna that we were both wrong. Image that! To back her point, Amanda referred us to a feature article on the Grammar Girl's website that explained, with multiple examples, the difference between "lay" and "lie" (in present and past tense.)

The article is quite long and, if you are like me, you will want to read it several times to fully digest what it is saying. You will also want to print it out to use later as a reference; even Amanda admitted to doing so. Following is a link to that article: <http://grammar.quickanddirtytips.com/lay-versus-lie.aspx>.

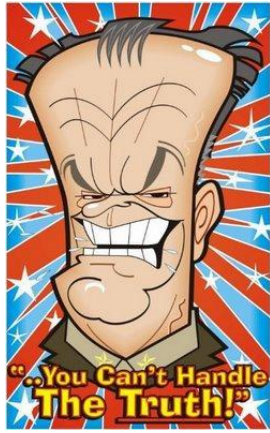
After reading the article, Donna and I felt somewhat vindicated----The Grammar Girl pointed out that even Eric Clapton and Bob Dylan also had trouble with "lay versus lie." Check it out!

## Featured Article

You Can't Handle the Truth: Using Feedback to Improve Your Business  
By Amanda Collins, The Grammar Doctors

Okay, I'll admit it, I'm on the dating scene----online. I've never had much luck with the venue, but I figure it's just one more way to meet people, so no harm, no foul. Recently, I received an email from a wannabe suitor who asked if I found him attractive. "You can be honest," he said.

So I was.



I told him I am looking for someone fit since I'm at the gym pretty regularly and want someone who enjoys similar things (and can keep up). His knee-jerk reaction was to ask why women always judge on looks first. "Whatever happened to starting as friends?" Aha----but that wasn't his question, was it? He wanted to know if I found him attractive, not if I thought we could be friends.

In your business, are you asking the right questions? Are you ready to accept the answers? Too many business owners are living in a bubble, assuming that the way in which they perceive things to be is the way they are----without asking for feedback.

When I met with a new strategic partner recently, he said he'd heard a lot about me in town. This person owns the #1 executive placement firm according to Ranking Arizona, and he'd heard of me. (Phoenix is a very small big city.) I was, of course, impressed, but the next thing I asked was, "Was it good?" If he's heard bad things, I need to know because that feedback will help me to improve and take action. Thankfully, he'd heard great things about me (which is why he was sitting in my office), so my reputation is strong----for now.

I encourage you to start asking people in your circle----clients, prospects, and colleagues----what their perception is of your business. You may be surprised at the answers, and they can give you an opportunity to grow.

*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 profile 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).

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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 public will believe anything, so long as it is not founded on truth."  
~ Edith Sitwell

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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