



# 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

Stress, Part Two  
by Pat Criscito

As I promised in December, I will continue my thoughts on de-stressing your work life. Remember that Problem 1 was *Not Enough Time*, Problem 2 was an *Unhealthy Lifestyle*, and Problem 3 was *Lack of Sleep*. I gave you suggestions for managing those particular problems, especially during the holidays. The following problems tend to be year-round ones:



### PROBLEM #4: TAKING ON TOO MUCH

This problem is somewhat related to Problem 1, above, but it has more to do with your saying yes when you should say no. Perhaps you have an "I have to please everyone" tendency. In that case, you need to be honest with yourself and others. Give yourself permission to say no if you don't have enough time to invest 100% of your energy and attention on the task. You do not want to develop a reputation for sub-par work, whether it is for a client project or a volunteer task. Don't whine when a volunteer task takes up too much of your time. If you are going to commit, then do it with a smile on your face or not at all. Learn when to say no.

### PROBLEM #5: INABILITY TO ACCEPT THINGS AS THEY ARE

It's funny how each new problem seems to relate to another one. There are just certain situations that are out of our control. If you try to tamper with something you really can't change, it will distract your concentration from the other tasks you

really should be doing, thereby creating more stress. Remember the serenity prayer: God, grant me the serenity to accept the things I cannot change, courage to change the things I can, and the wisdom to know the difference. There is just no sense in stressing about something you cannot change.

#### PROBLEM #6: MISSING THE OPPORTUNITY TO TAKE TIME OUT

We all need to carve out "me time" every day. It might be a 15-minute nap after lunch, an hour at the gym, a walk with the dog, a game with the kids, or dinner out with your significant other. If you don't take time to recharge your batteries, you will be in a constant state of tension, which has long-lasting consequences for your health, relationships, business, and even longevity. "Me time" will give you greater clarity of thought and help you to work faster and produce better results.

#### PROBLEM #7: NEGLECTING TO SEE THE HUMOR

Being in "serious" mode around the clock will push others away from you and leave you feeling unfulfilled at the end of the day. Humor is healthy. Laughter has been shown to lower blood pressure, reduce stress, improve immune system function, and even cure cancer. Injecting a little humor into your life will take some of the edge off everyday stressors, so harness its benefits by having a good laugh with family, friends, and clients.

You have no control over some of life's unpredictable stressors, like a chronic or serious illness, the death of a loved one, an unplanned move, a divorce, or conflicts at work or in your marriage/relationships. Even happy events can be stressors: a new baby, a new home, or a new job. What you can control is your response to stressors. Your every word, thought, and deed is a choice----sometimes consciously, sometimes subconsciously, but a choice nonetheless----which means you are in charge. Stress-healthy people choose to have an optimistic attitude, embrace challenges, and control their actions/reactions. You are in charge, so start being happier today, one step at a time.

Warm regards,  
Pat Criscito, The NRWA Treasurer

### What's Happening in Region Five?



By Ginger Korljan  
Take Charge Coaching, Phoenix, AZ

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

As we leave the frigid winter and move toward spring, business seems to be on the upswing for many of Region Five's members, who are happy to report an onslaught of clients as people are beginning to grow more optimistic about the job market.

Join me in giving a warm welcome to our new NRWA members: JoAnn Caddoo, Fort Collins, CO; Christine Brugman, Résumés Right Away Colorado Springs, CO; and Rosie St. Julian, Aicron Career and Résumé Services, Cypress, TX.

JoAnn has served as Director of Career Services for a small college and recently decided to open her own résumé-writing business. She has been a small-business owner for more than 10 years and really LOVES writing résumés.

Christine is a military spouse who has recently relocated from overseas to Colorado Springs, and after settling in, has begun her business, Résumés Right Away, which

specializes in military families. Recently having undergone a military transition himself, Christine's husband is also an active partner in her business. Her background is in call-center operations, recruiting, and staffing, and she has a master's degree in organizational management.

Region Five had its first teleconference recently, and it was great to have 11 members participate! After introducing ourselves, we shared in a lively discussion on the benefits of and strategies for using LinkedIn in our businesses and writing LinkedIn profiles for clients.

Participants in our teleconference included Donna Tucker, Career Pro Résumé Center and NRWA Secretary; Ruth Pankratz, Gabby Communications, Fort Collins, CO; Kathy Sweeney, The Write Résumé and former NRWA President (2006-2007), Phoenix, AZ; Laura Smith-Proulx, An Expert Résumé, Arvada, CO; Marie Zimenoff, A Strategic Advantage, Fort Collins, CO; Roberta Gamza, Career Ink, Fort Collins, CO; Janet Fagan, Fagan Coaching, Sedona, AZ; Pat Criscito, ProType Ltd., Colorado Springs, CO; JoAnn Caddoo, Fort Collins, CO; and Christine Brugman, Résumés Right Away, Colorado Springs, CO.

Inspired by our success, we will have more teleconferences on at least a quarterly basis, and Pat Criscito, ProType Ltd., Colorado Springs, CO, plans to hold a local gathering for the Colorado contingent in the near future. Pat is writing her 15th book, *Interviews in a Flash*, targeting entry-level college graduates. Although her book writing takes up the majority of her time, she still enjoys writing résumés occasionally.

Roberta Gamza, Career Ink, Fort Collins, CO, shared that she is revamping her website and adding more services such as LinkedIn profiles and career coaching. Her business specializes in executives, technical, and scientific professionals.

Kathy Sweeney, The Write Résumé, Queen Creek, AZ, is busy helping compose the schedule for the upcoming NRWA conference in Maine and is very excited to be a part of the planning committee.

Marie Zimenoff, A Strategic Advantage, Fort Collins, CO, has a very active practice and specializes in career counseling/coaching, résumé writing, and developing LinkedIn profiles; she focuses on mid- to upper-level professionals. She has been accepted as one of seven in the nation for the National Career Development Association's Leadership Academy and was selected to speak at a highly publicized Empowering Possibilities summit to be held in Denver, CO, in April.

Other news in our region:

Avid networker, Amanda Collins, The Grammar Doctors, Phoenix, AZ, gave a presentation for the Scottsdale Express Network chapter of the American Business Women's Association. During her presentation, entitled "Get Your Blog On," Amanda shared how to wrangle the idea of a regular blog by building a strategy to put out relevant information that positions writers as experts while driving traffic to their websites.

The Résumé Writers Council of Arizona recently held its annual HR forum attended by close to 15 members. Guest recruiter Cathy Martinez shared three résumés that made it past ATS screening and were picked to be forwarded to the employer. Cathy shared details of the recruiting process and reasons why those résumés were selected from among the competition.

As for me, during the past few months, much of my time has been spent writing

fictitious résumés, cover letters, and career-related articles for a Gale Cengage Learning website that targets those in career transition. I learned of the opportunity from The NRWA newsletter last October and am grateful that organizations like Gale Cengage thought to advertise through The NRWA. I am also excited to be taking a class by Jason Alba, sponsored by Career Coach Academy, to become a Certified LinkedIn Strategist.

## Member Benefits

### Educational Opportunities

<http://www.thenrwa.com/education>

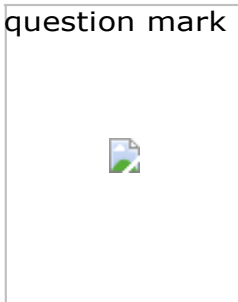


This section contains:

1. Teleseminars/Webinars that are not only upcoming but have been presented. Click to get the full list. Those marked CEU are worth one CEU.
2. Online Training Program. There are currently five segments and more segments will be added soon. The price for each segment is \$30 or five for \$130. Each segment is self-paced, the answers are provided right away, and you immediately receive your total score.
3. Newsletter Archive. [Here](#) are the newsletters going back to February 3, 2009. The archive goes back 23 months. Just click the edition you want to see.
4. Q&A with the Experts. Back in the early 2000s, The NRWA innovatively conducted online chats with experts on a variety of topics. The transcripts of these chats have been rewritten into an article format by volunteer member, Kimberly Paulk. Click on the titles to read these articles that contain timeless information on résumé writing and business building topics. Yes, they are still relevant.

## Ask the Proofreaders

question mark



What To Do When One Has Many, Many Tasks to Complete  
By Norine Dagliano, NCRW, CFRW/CC, EKM Inspirations

Readers may recall a previous column where I revealed my personal quest to increase my vocabulary so I could write more articulately, especially for clients who held masters and doctoral degrees. When I came across a word I had never used before, I vowed to use it as often as possible. Problems would sometimes arise when I attempted to use a word without fully understanding its meaning. Take, for example, the word "myriad."

Which is correct?

- *Completed myriad tasks pertaining to the planning and delivery of staff training.*
- *Completed a myriad of tasks pertaining to the planning and delivery of staff training.*

When I first came across the word, it was used in a sentence similar to the first

example. I liked the way it sounded (quite elite!), so I decided to make it my own.

Later, I came across the word again while proofreading someone's résumé. This time the word was used as in the second example, and I was certain that the sentence was incorrect. After all, "*myriad*" is an adjective, which the dictionary defines as "*innumerable, numerous and diverse.*" So, certainly it would be incorrect to state that one "completed *numerous of tasks...*" or "*diverse of tasks...*" Or is it?

One positive about my proofreading skills is that when something causes me to pause and contemplate, I always grab the dictionary (and/or thesaurus or *Gregg Reference Manual*). This was one of those times, and this is what I learned (much to my chagrin):

"*Myriad*" is also a noun, which the dictionary defines as "*ten thousand*" and "*a great number.*"

The dictionary goes on to state the following:

"Recent criticism of the use of "*myriad*" as a noun, both in the plural form "*myriads*" and in the phrase "*a myriad of,*" seems to reflect the mistaken belief that the word was originally and is still properly only an adjective. However, the noun is in fact the older form, dating to the 16<sup>th</sup> century. The noun "*myriad*" has appeared in the works of such writers as Milton and Thoreau, and it continues to occur frequently in reputable English. There is no reason to avoid it."

So, there you go. Mine was a "mistaken belief" and, thanks to *Merriam-Webster's Collegiate Dictionary*, I now know better. I must sign off now, because I have a myriad of résumés to write!

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## Featured Article

### The Power of the Bio

By Amanda Collins, *The Grammar Doctors*

In the past month, I have written about half a dozen bios for clients, for proposals, websites, and LinkedIn profiles. Some of these clients have also been résumé clients, but far more have been business professionals who need a quick way to showcase themselves online.

My question to you this week is: Are you offering professional bios on your menu of services? No matter what you choose to charge for this service, it will be a bargain for your clients. As with résumés, it is a challenge to write one's own bio. However, they are so powerful! One well-written bio can be cross-purposed for use on social-media sites (LinkedIn, Facebook), personal and professional websites, for speaking engagements, and as an introduction to new clients/partners. In essence, the client pays once and can use it multiple times.

If you're not used to writing bios, you can create a worksheet for the clients to answer questions or you can conduct a brief interview. I'm usually on the phone with clients for about 20 minutes. The questions I ask will depend on the primary use for the piece, but they include topics such as:

- Current title
- Education and credentials
- Why you got into this industry
- Your driving passion



- Family
- What you do to unwind

You may wonder what the last two questions have to do with a "professional" bio, but I have learned that people want to know more than just one dimension. I always give my clients the option to share as much or as little about themselves as they choose, but I do tell them that is mostly where readers will connect. I just wrote a bio that started with a sentence the client shared: "I'm an accountant by day and a rock star by night." He plays drums in his living room to his iPod, and I thought that was a brilliant lead-in to the bio. In our 20-minute conversation, I learned that he is fun and approachable---traits you don't always find with accountants or more task-oriented professions. He loved it, and he now has a great write-up to use everywhere to share his unique dichotomy.

*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 Win The View

[www.WinTheView.com](http://www.WinTheView.com)<sup>™</sup> is a powerful interview preparation and presentation tool that is designed to help job seekers determine the critical hiring requirements and formulate the key points they wish to articulate during the interview. This step-by-step process features several content libraries to help the candidate generate accomplishment stories, personal success factors, personal branding terms, a 30- to 60-day action plan, and a "why hire me?" summary page. A PDF file may then either be emailed in advance or printed for distribution at the interview to impress the hiring team.

WTV enables the job seeker to prepare a private, online portfolio of interview presentations, follow-up letters, and accomplishment stories. This data is kept online and may be accessed at any time for future career opportunities. Career experts offering this innovative tool (at a very reasonable investment) are able to add value, increase revenues, and differentiate their client services. To learn more, please contact Ken Diamond at [kjdiamond@wintheview.com](mailto:kjdiamond@wintheview.com) or call 215-948-3722.

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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

"Each success only buys an admission ticket to a more difficult problem."  
~ Henry Kissinger

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

