



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



Board Bytes

By Donna Tucker, The NRWA Secretary

Attending the meeting: Charlotte Weeks (President), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), Marie Zimenoff (Marketing Chair), and Shauna Bryce (Ethics Chair). Jean Whalen Raymond (2nd VP) and Kimberly Schneiderman (1st VP) were not present.

1st VP's report, Kimberly Schneiderman: Pat Criscito shared that five of the Colorado-area members met last month for lunch in Denver. They brainstormed and had a great time. They hope to do this every six months.

2nd VP's report, Jean Whalen Raymond: Charlotte let us know that conference logistics are coming along well; we did replace one speaker, but the topic did not change. We are far ahead of last year for reservations, and Charlotte predicts an extraordinary event. The early-bird rate continues until the end of June.

Treasurer's report, Pat Criscito: Pat submitted financial statements for The NRWA as of April 30, 2011, including two profit and loss statements (by account and by detail), balance sheet, income and expense graphs, and a profit and loss comparison of 2010 and 2011 as of April 30. "We continue to be in the black," Pat said. Conference, interest, membership, and teleseminar income is all up. All income is up an average of 18.7%, very good for this time of the year with total expenses so far this year down 13.7%. Pat also mentioned that The NRWA trademark has been

renewed and will be coming up for renewal in six months.

Secretary's report, Donna Tucker: Donna and Jean are planning a teleseminar in early August with three of our conference speakers presenting snippets of their presentations, in an attempt to encourage last-minute registrations. She is now working on October and November teleseminars. Jean Raymond will present on MS Word tips on October 14 and Bob Thilmont will present on marketing in November.

Certification chair's report, Sally McIntosh: The first five segments of the online training have been programmed in the new software and are currently being beta tested by NCRWs. Four more segments are written but will not be posted until the first five are live for the members. The Study Guide Test is programmed, up, and running and will soon be appropriately promoted. One set of samples has been submitted in the last month and their review is not yet completed.

Ethics chair's report, Shauna Bryce: Shauna led a lengthy discussion regarding moving elections to the summer rather than having them in October; Shauna would like to see them in July----with good argument. This will be on the next agenda for more discussion and a vote.

IT chair's report, Marcia Baker: Marcia presented a list of action items she accomplished, which included updating the LinkedIn and Facebook groups as well as the Twitter presence. She monitored the website changes to the certification section and updated conference information on the website. Marcia is going to look into Google apps and their corporate calendar; she says we can save server space by using Google.

Marketing chair's report, Marie Zimenoff: Marie reported that she is working on the conference promotions with bi-weekly blasts planned until June, then weekly countdown to the end of early registration; a postcard going out to 1,000+ résumé business owners, colleges, TAPS, and workforce centers; email sent to state leaders of all career-development organizations (~40 states); and posting to LinkedIn groups, Twitter, etc. She also reported that we have rooms reserved for the video bio at the conference and will have more info going out in e-blast this week. As for the overall marketing plan, she is rebuilding the marketing committee and recruiting for SIGs (college, workforce development, military), and coordinating the strategic marketing plan to complement the overall strategic plan.

Under new business, Charlotte went over what she learned about Resumeter (a keyword tool for job candidates) from attending a teleseminar. Pat will attend the next one, then we'll see about putting this in the newsletter for the membership to participate.

Under old business, Marcia has taken over Facebook and has asked us all to "like" The NRWA page.

The next meeting will be June 20, 5 pm EDT.

What's Happening in Region Four?

By Travis Wilson, Rochester, MN

Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Hello NRWA Colleagues!



This note to you is being created in my kitchen while looking out the window at a glorious spring evening. Leaves are gently floating in the breeze, birds are chirping, and families are enjoying time together on our city's sidewalks and trails. My wish for all of you is to enjoy the unique tranquility of your personal, natural world before the hubbub and obligations of summer take you over. Read a book outside, take a walk with a loved one, enjoy a picnic.... Whatever you do, spend a moment in awe of the world around you and the good that you do in it!

I wish to welcome Charles Dixon (Ghost Writer's Ink, LLC) of Georgetown, IN; Celine Grace of Houghton, MI; Arlene Gregory (Precise Resource) of Delaware, OH; Douglas Kiracofe (Galen Michaels & Associates) of Ortonville, MI; and Heather Stith (JIST Publishing) of Indianapolis, IN to our region. We are happy that you are with us!

Erin Cambier of Superior Résumé & Career Services, Sioux Falls, SD, recently had two speaking engagements: "Job Search Success in a Competitive Market" for students at Killian Community College and "Team Motivation & Rewards" for the Sioux Falls Chapter of American Society of Training & Development.

Connie Hauer of CareerPro Services, Sartell, MN, is still facilitating a monthly "Job Seekers' Networking Group" where participants discuss issues, concerns, and job-search strategies. She also created a group on LinkedIn called [Central Minnesota Employment Connection](#) that connects job seekers and employers and also is a place to share job-search tips and advice.

Murray Mann of Global Diversity Solutions Group, LLC, Chicago, IL, facilitated a breakout session at the Future of Diversity and Inclusion in a Global World Conference entitled "How can we address global diversity and inclusion while still making progress with domestic diversity and inclusion?" He also co-authored *The Diversity Factor* magazine article "Seven Best Practices for Promoting Latino Talent," wrote the *Diversity MBA Magazine* article "The State of Disability in the Workplace," and was featured in the spring issue of *NSHMBA Magazine*.

Faith Pollen of CareerCurve, Cleveland, OH, has been listed as a career-management expert in Martin Yates' new book *Secrets & Strategies for Success in an Uncertain World*.

Patti Rock, CPRW, CEIC, Davenport, IA, has been named director of professional services at Propositions, Inc. in Des Moines, where they have integrated her model of career coaching with their e-transitions to assist transitioning candidates seek employment. Patti worked with 35 clients from January 21 through April 16 and all 35 people got jobs and/or began pursuing higher education.

Heather Stith of JIST Publishing, Indianapolis, IN, is looking for talented writers and career experts to be reviewers for or contributors to workbooks and other materials for schools, workforce development agencies, and job-training programs. If you have experience with these organizations and are interested in this opportunity, send her an email at hstith@jist.com.

As for me, Travis Wilson of Rochester, MN, I began personal coach training through Coaches Training International, and I will begin a new position as an instructor at the Mayo Clinic in June!

Featured Article

Should Our Definition of a Résumé be Changed?

By Amanda Collins, The Grammar Doctors

Yesterday, I listened to Liz Ryan's teleseminar about putting a human voice in your résumé. Ms. Ryan has a background in HR and is currently a writer for various online publications. Her stance throughout the presentation was that résumés need to have more of the candidates' stories, including addition of pronouns.



I listened patiently to this seminar and just kept shaking my head at the example. I give presentations about résumés all the time, and one of the first myths I look to dispel is that the document is not about the person who's name is on it. People give me funny looks at this, and I explain that a résumé is designed to share a person's value with the employer. It is not about you and full of "I's"; it is looking forward and sharing the WIIFM Factor (what's in it for me?).

Yet, in less than 90 minutes, my whole theory on this was thrown in the toilet.

The example shared in the teleseminar told stories, which is what Ms. Ryan kept saying: we need to share stories in our résumés. HR administrators want something more than just the black and white of most documents; they want to hear the meat and potatoes.

As I read the example, all I could think was, "Wow, this is all about the person and shares nothing about how he can help the employer." And I wondered why an employer would want to read that. Wouldn't that decision maker want to know the benefit of hiring this person?

Perhaps I've just been writing résumés too long, and I'm now set in my ways. A chunk of pronouns on a résumé seems so foreign to me. It feels too informal for something that should be a quite formal document. And it doesn't paint the candidate as a benefit to the employer.

Thankfully, Ms. Ryan did say that this "human voice" approach isn't applicable for all situations or positions. I kept thinking about how I could change the approach to be personal but more focused on the employer. So, while I may incorporate some of the suggestions, I think I'll keep the pronouns for the cover letter, thanks.

Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to newsletter@thenrwa.com.

Affiliate Spotlight



This week, we profile Southworth

You probably think that Southworth is a paper company. And you'd be right. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumés and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is,

the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

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

Quote of the Week

"Nothing fails like success."
~ Gerald Nachman

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
