



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, jobsaz@att.net

President Charlotte Weeks called the meeting to order at 5 pm EDT. Attending the meeting were Charlotte Weeks (President), Ginger Korljan (2nd VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), and Marie Zimenoff (Marketing Chair).

1st Vice President Kimberly Schneiderman reported that she was helping Patti Rock with the October elections by encouraging members to self-nominate for regional rep positions.

2nd Vice President Ginger Korljan gave the board a preliminary report on the conference. She is waiting for the final report from Kathy Sweeney, and will call a meeting of the original conference committee to review. The summarized feedback will subsequently be presented to the executive board.

Ginger also said she will begin to develop a 2012 conference committee with monthly meetings and specific assignments to each member to take some of the pressure off Kathy Sweeney, the 2012 conference coordinator. A theme for 2012 was discussed briefly; options will be discussed by the conference committee. Alternatives will be presented to the board for a final decision

Treasurer Pat Criscito will send her reports to members by email. The board decided that some of the charts and graphs could be eliminated from the monthly reports to make review easier.

Secretary Donna Tucker reported that affiliate member Preptel will deliver a free webinar presentation on ATS (expanded from the conference) on November 18. She has also gotten a good start on 2012 teleseminars with:

- Winning the Chargeback Before It Happens: Shauna Bryce
- Meeting the Challenges of Diverse Clients: Patti Rock
- Make the Most of Social Media in Your Business: Carol Hagen (non-member)
- Cover Letters: Susan Whitcomb
- Résumé Writing for Introverts: Wendy Gelberg

Certification Chair Sally McIntosh says she is continuing to work on Segments 6-10 of the Online Training Program. She has 6-9 and is waiting for #10, which Gail Frank has graciously agreed to do. Sections 6 and 7 have been programmed. The NRWA's admin, Stephanie, is cleaning them up to make them consistent with 1-5.

Since July, three samples have been submitted. One member was sent to the Mentoring Program and the other two are being reviewed by the graders. At the conference, Sally spoke with many members and answered numerous questions about the program. All-in-all, she thinks it was well worth the time and was a good way to promote the credential.

Ethics Chair Report Patti Rock reported that election nominations closed officially on Friday, October 15. The slate of candidates was sent out through The Voting Place. Nominees submitted a bio up to 200 words about themselves, and voting took place on October 26, 27, 28, closing at 11:59 pm on the 29th. The Voting Place will tally the results; Patti will double-check the results and then post them to the members.

IT Chair Marcia Baker reported that she has monitored, updated, and posted messages on social media accounts and updated the website as needed and requested during the past month.

Marcia hopes that all officers and members will begin to use The NRWA Facebook page, to "like" it, and comment on it often.

Marketing Chair Marie Zimenoff is working on the press release about the organization's expanded focus, as decided at the September board meeting. She will change the verbiage on the website to reflect that change and will continue to work the overall marketing plan.

Marie also suggested that we rotate the list of résumé writers / members on our website. Marcia said she will have webmaster Emily look into it.

In business, Charlotte reported that the administrative managers, Stephanie and Yvette, are continuing to work on board position SOPs and should be finished soon.

The meeting was adjourned at 6:34 EDT; the next meeting is November 14, 5 pm EST (note change of day to the second Monday).

What's Happening in Region Three?

By J. Melissa Cooper, JMC Résumés, Naples, FL, jcooper@jcresumes.com

Representative for Region Three, which includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina,

Tennessee, and the Virgin Islands.

Danny Huffman, Career Services International and Education Career Services, Altamonte Springs, FL, recently partnered with Seminole Public Library, Central Florida Employment Commission, and ChristianHelp to deliver several job-search strategies workshops.

Marsha Leap, Ed.D., Leap Ahead Professional Development, Lakeland, FL, recently taught 16 hours of career classes at Polk State College for students graduating with degrees in cardiovascular technology, radiography, and sonography. Topics included the new job market, how to know and be what employers want, résumés, interviewing, and job-search strategies.



Kevin Morris, NCRW and President of CareerMobile and Elite Résumé & Career Services, Naples, FL, received Toast of the Résumé Industry (TORI) nominations in three categories: Best Technical Résumé, Best Cover Letter, and Best New Graduate Résumé.

Lastly, as for me, J. Melissa Cooper, JMC Résumés, I am working on expanding the interview coaching and salary negotiation portion of my business. I just recently partnered with Pongo Resume in Northborough, MA, a resume template service, to carry out the custom resume writing aspect of their business.

Upcoming Teleseminar



Marketing a Résumé-Writing Business

Presenter: Bob Thilmont

Date: November 4, 2011, 1 pm ET

(Creating a Global Brand for a Company of One!)

Are you struggling with growing your business? Operating with a limited marketing budget? Dealing with intense competition, both locally and globally? Perhaps you're looking to create alternative revenue streams.

Join us as Bob Thilmont, president of Mountain Global, shares expertise gained from 25 years of successful business experience. In this seminar, you will learn:

- A clearer understanding of your "unique" value proposition
- How to build your personal brand
- How to articulate your message in a crowded market
- How to leverage your skills in collaboration with other service providers

Featured Article

Content Marketing is the New King. Long Live the King!

By Amanda Collins, amanda@grammardocs.com

Did you happen to see the [article](#) in *Entrepreneur* Magazine about content marketing? It was all over LinkedIn recently, and as a content writer, I latched onto it.

Essentially, what the author suggested is that content marketing has far surpassed SEO, public relations, and even traditional advertising as THE way to market a business. So why do you care?



Well, for one, you're a writer. And secondly, you're likely an entrepreneur who's looking for more effective ways to market your business. Since you already have the talents that are needed to capitalize on this growing trend toward content, it only follows that you should be writing and getting your business noticed!

The article defines content marketing as "the creation and publication of original content----including blog posts, case studies, white papers, videos, and photos----for the purpose of generating leads, enhancing a brand's visibility, and putting the company's subject matter expertise on display." That means you can easily start creating new content because you wouldn't be (successfully) doing what you're doing without being an expert.

You can post your content on your site, of course, and you can also employ other sites, such as online ezines, to reach a broader audience. Of course, don't neglect social media as both a place to post and a way to direct your target market to your content.

Another way this great news can benefit your company is if you provide content writing for clients. Obviously, content is at a premium these days. It is powerful stuff! Content is what drives the SEO bus, provides fodder for social media posts, and keeps businesses in the news. The reason it has surpassed all of those other ways of marketing is because you can't have them without content.

So start setting aside some time to blog and write more content for your company. Then, if you're so inclined, generate some buzz for yourself by becoming a content writer. There's no better time to strike than when the iron is hot, and this iron has become a scepter to be wielded by royalty: you!

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 spotlight CertifiedResumeWriters.com

CertifiedResumeWriters.com is established as an essential resource for serious job seekers wanting to connect with résumé-writing experts. We are happy to be a supporter of The NRWA by leading these potential clients to your business. CertifiedResumeWriters.com is the only independent website promoting and strategically marketing diverse certified résumé-writing professionals. We serve as a dynamic marketing vehicle for credentialed writers, while also being an educational resource to the public and our listed member writers.

We offer you vast opportunities to continually expose your writing and industry expertise, build your credibility as a professional résumé writer, and attract clients who appreciate and understand the significance of working with a credentialed career professional.

Providing you with the tools and opportunities to get in front of your target audience and access qualified client leads is our objective. Thousands of monthly visitors---
-YOUR potential clients---come to our website in need of résumé-writing help, and we can point them in your direction!

Website visitors search our database of member writers by specific criteria to gain immediate access to YOUR website link, phone number, email address, personal and business profiles, résumé articles, and sample work. It's all at their fingertips!

Learn more about the lifetime membership benefits and read testimonials here:
<http://tinyurl.com/5nzuhq>.

Visit us at www.CertifiedResumeWriters.com and join today!

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

Quote of the Week

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."
~ Winston Churchill ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
