



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Upcoming Teleseminar](#)

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

[Upcoming Teleseminar](#)

[Feature Article](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



November 15, 2011
Vol. 5, Issue #45

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 Report

Seven Technology Advances for Which to be Thankful
By [Marcia Baker](#)

As we approach the Thanksgiving holiday and take note of all the things for which we should be thankful, don't forget some of the technology breakthroughs that have simplified our lives. Here's a quick overview:

Skype: Great for when you can't physically meet face-to-face. Skype is an inexpensive tool that comes in handy, particularly if you're working with a long-distance or international client, you want to close a sale, get a better handle on your client, or consult with your mastermind group.

Email/Text Messaging: The perfect tools for when you don't want to or can't meet face-to-face and you need to share information fast.

Search Engines: Have you ever wanted to know the answer to some inconsequential question and had to know right away? Google it! Someone else out there in cyber land has most likely already asked!

Cloud Computing: If you've ever had a computer crash and needed to recover files quickly, you will appreciate this technology. A few years ago, a computer crash could have meant permanent loss of your files or spending days on edge wondering if the IT person would be able to recover your files. Now, if you store/backup your files in



the cloud, you're just moments away from retrieving those important files from any computer that connects to the Internet.

Social Media: And who would have thought that a few applications designed to attract specific niches would end up becoming the lifeline that keeps families together and businesses alive? From Facebook to LinkedIn to Google+ and countless others, these applications continue to grow and keep people around the world connected at a moment's notice.

Mobile Phones: Receive text messages, check email, find directions, calculate your share of the food bill or tip, take pictures, and talk to people anytime or anywhere. I never thought the day would come when my phone would be used for more than just making or receiving calls, but that day has arrived.

Last but not least, if you ever wished someone would invent... (fill in the blanks) then just visit an apps store, because most likely there's an app for that!

Happy Thanksgiving!

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.

I sometimes forget how beautiful southeast Minnesota is in the Fall...crisp, fresh air and beautiful leaves. Soon, though, will come the snows, and my dear NRWA region will assume its other moniker: "Fregion Four!" No matter what region you are in, enjoy these moments and keep striving for personal and professional success!

I would like to welcome Laurie Cerny of The Résumé Professor, Paw Paw, MI, to Region Four. Wonderful to have you join us, Laurie!

And next...the news!

Jacqueline Fehring of Chicago, IL, started a blog on a start-up website and participated in a recent event as a résumé reviewer. Way to stay involved, Jacqueline!

Sandra Ingemansen of Résumé Strategies, Matteson, IL, won third place for Best International Résumé in the 2011 TORI Awards! Congratulations, Sandra!

Murray Mann of Global Diversity Solutions Group LLC and MulticulturalResumes.com, Chicago, IL, coordinated the National Society of Hispanic MBAs (NSHMBA) 2011 Conference Career Management Center, serving 1091 attendees with comprehensive résumé critiques, mock interviews, elevator-pitch practice, and job-search coaching. Several NRWA members participated at the event. He was also named as one of three finalists for the Best Latin at Business Blogger by Latinos in Social Media (LATISM). Superb, Murray!

Faith Polen of CareerCurve, Cleveland, OH, participated in two volunteer Junior Achievement events at local middle schools: Career Days and a talk she gave about coaching and the work-from-home trend. She will also be presenting a job-search

presentation in December on the top 10 ways to sabotage your search. Fantastic work, Faith!

Barb Poole of Hire Imaging, LLC, St Cloud, MN, was honored to be a judge for the 2011 TORI awards, continues to work with national and global clients (including former NASA employees), continues to blog regularly, and is at the very beginning of an ebook on timely job-search techniques and strategies. Get some sleep, Barb!

Steven Provenzano of Executive Career Services & DTP, Inc., Streamwood, IL, just released his seventh book: [*Top-Secret Executive Résumés, Second Edition*](#). Congratulations, Steven!

Sharon Williams of JobRockIt!, Louisville, KY, was nominated in the top five for a TORI award for "Best Sales & Marketing" résumé. Further, one of her mentees was nominated for "Best Executive" résumé. Nice work, Sharon!

Upcoming FREE Teleseminar

Understanding the ATS: Strategies to ensure your client résumé is seen

Presenter: Jonathan Ciampi
Date: November 18, 2011, 1 pm ET



In this webinar, Preptel will review Taleo's applicant tracking system (ATS) and demonstrate how it is used during the hiring process. He will show teleseminar participants how the ATS identifies keywords and explain how these are different than the industry keywords, which are less effective when dealing with an ATS. Additionally, John will discuss common résumé issues and the need for résumé optimization.

In this webinar, free to The NRWA members, attendees will learn about:

- Résumé optimization
- Common résumé formatting errors
- Why never to use a PDF
- Keyword identification
- Applicant tracking systems

Feature Article



Dress for Success
By [Amanda Collins](#)

Have you ever met someone whose appearance doesn't match her profession? In other words, she doesn't walk her talk. Think about it: a designer who can't put together an outfit...a personal trainer who's overweight...a life coach who's suffering from depression...a mortgage professional who had to file bankruptcy and lost his home. What's your opinion of those people? Oftentimes, we don't give them the benefit of the doubt; we move on for someone whose image is more in synch with what he or she is selling.

The same would be true for a writer if he were using bad grammar when talking to people or writing emails. How could a potential client have faith in you and your talents if you can't put together a simple sentence? I once reviewed a résumé for a copywriter, and it had four errors in the summary. Four. It was no wonder he wasn't getting any calls on his résumé; he wasn't demonstrating that he could do the very thing he was asking to be hired to do.

There is a fine line between presenting as a professional and as a snob. You don't want to use words that are way over the heads of your target audience. The other day, I used the word *apropos* when speaking with a client and stumped him. He was humble enough to point out that he didn't know the meaning of the word, blaming it on the fact that he's a plumber, but I could have alienated him right there.

When you're out in the world, remember that first impressions begin in a second. If you're meeting people in person, they will assess your hair, clothes, and jewelry; if they're learning of you online, they'll judge by your words/writing, layout, and pictures. What image are you projecting?

First impressions stick. You only have one shot at them, and while you may be able to save face, you'll have to work twice as hard to redeem yourself. There's a reason we make those snap judgments; they generally tend to be true. So look at the whole picture you're projecting. How are you presenting yourself from the minute you show up until long after you've secured the client? Be authentic to your brand at all times because you never know who's watching.

Affiliate Spotlight

This week, we spotlight Ivyexec.com

Ivyexec.com is the leading job board, online recruiting company, and talent solutions provider focusing exclusively on the placement of highly qualified candidates. 95% of Ivyexec members have at least one graduate degree from a leading university; 86% of them have an MBA from a top 20 business school. Ivyexec.com provides its members access to top jobs, career services, and professional advice to help them achieve their goals. With more than 92,000 hand-screened professionals, it is the fastest growing executive job board.



Visit Ivyexec.com to learn more.

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

Quote of the Week

"To find out your real opinion of someone, judge the impression you have when you first see a letter from them."

~ Arthur Schopenhauer ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

