



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

I look forward to working with The NRWA in the Ethics Chair capacity. This has been a huge learning curve for me with elections so soon after my joining. Your help and patience have been a true testimony to the amount of professionalism this group embodies.

Elections were held October 27, 28, & 29 and will be posted shortly; the openings were uncontested, so the positions will be filled by those nominated.

I am always interested in receiving suggestions and input from the members.

Patti Rock, CPRW, CEIC, CEC
Hoff Résumés & Career Counseling Services
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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 show the hiring process. He will show how the ATS identifies keywords and also show how industry keywords and other historically

productive strategies 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:

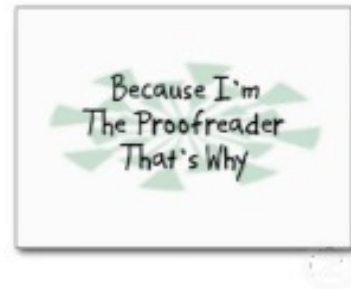
- Résumé optimization
- Common résumé formatting errors
- Why never to use a PDF
- Keyword identification
- Applicant tracking systems

Ask the Proofreaders

A Plural Possessive Power Struggle

By Norine Dagliano, norine@ekminspirations.com

I imagine we all have had one of those clients who picks the résumé apart word-by-word and line-by-line and questions why we used a specific punctuation or word tense. It is not so much getting questioned that bothers me; it is being told that I made an error. Then my attention turns from discussing the résumé strategy and how well it positions the client to trying to explain that what I wrote is correct and why.



That is what happened to me last evening. After hours spent creating what I thought to be an amazing draft résumé, I set up a telephone review with my client to see what changes he would like me to make. His first comment was this: "You don't need an apostrophe at the end of "years" (as in "10 years' experience")."

After explaining to him that I could have written this one of two ways ("10 years' experience" or "10 years of experience"), I chose to go with the first option. Pushed to explain why, all I could think to say was that the apostrophe in the first example takes the place of the word "of." Not satisfied with that answer, he pressed a little harder. At that point, I started to ramble something about apostrophes in contractions and apostrophes that show possession. Still not satisfied, I consented to a compromise: I changed the sentence to read "10 years of experience."

My client was now satisfied, but it was still bugging me that I could not provide a reasonable explanation to support my stance. I turned to the *NCRW Study Guide* and located the section on plurals and possessives. There it was, among the examples of how to punctuate a plural possessive that ends in the letter "s."

"Attorneys' fees... inventors' objectives... two years' experience"

Suddenly, even I began to doubt the accuracy of the punctuation! "Attorneys' fees" was obviously correct because the fees are in essence possessions held by the attorneys; the same is true of the objectives and the inventors. But, who is the possessor of "experience"? Can an inanimate thing, such as a "year," actually possess something?

So I dug deeper and got out my *Gregg Reference Manual*. "Inanimate Possessions: Section 645. As a rule, nouns referring to inanimate things should not be in the

possessive. Use an *of* phrase instead: "the bottom *of* the barrel (NOT: the barrel's bottom); "the top *of* the bookcase (NOT: the bookcase's top.)"

Yikes. Is it possible my client really was correct, and I have been adhering to an erroneous principle?!?

Determined to win this argument, I read on: "Inanimate Possessions: Section 646. In many common expressions that refer to time and measurements, however, and in phrases implying personification, the possessive form has come to be accepted usage."

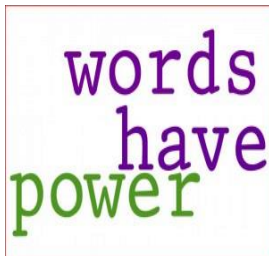
"two weeks' salary... three days' notice... five years' experience"

Finally, I felt vindicated! Not only had I written the phrase correctly, but now I could also explain why it was correct!

So, the long and short of this column's message is this: When constructing a résumé profile and stating how many years of experience the client has, it is perfectly correct to write "10 years' experience" or "10 years of experience;" however, it is NEVER correct to write "10 years experience."

I'm not just giving my two cents' worth of advice... I am stating a grammar rule to which we should all adhere!

Feature Article



It's in the Words

By Amanda Collins, amanda@grammardocs.com

Do you ever think about the power of your words? As writers, we sometimes take words for granted, putting them in the right order to grab attention on a résumé as if by rote. But words are everywhere, and we sometimes forget about how much power they have, whether for good or bad.

I'll give you an example. I was visiting a networking group that said, "We have a hard time attracting visitors to our group." And it was true. They rarely had any visitors, and when they did have the rare one, the message was the same. The visitor probably left wondering why no one ever dropped in on the meeting.

I suggested they change their language to: "We welcome visitors to come to our group, and we look forward to filling this room each week." You know what happened? That's right, the group started growing. They routinely receive visitors and many of them have joined the membership.

How is the language you're using holding you or your company back? If you're saying that you're too busy, that may keep you from receiving new clients. If you say you don't have enough money, you may not get any more. The words we choose, whether written on paper or uttered aloud, have great power and our brains begin to believe them.

Listen to the words you're saying and read the words you're writing. Stop making excuses and start inviting some excitement into your life. If you catch yourself saying, "I'm so busy," add a quick, "But I'm thankful for the work and always have time for more." It's a dose of positivity on what you can have instead of getting stuck on where you are, and it can lead to all kinds of good things.

Affiliate Spotlight

This week, we spotlight Preptel

[Preptel](#) is the first candidate-optimization service to provide online résumé optimization, interview guides, and other tools to career-development professionals, résumé writers, and coaches. Preptel's Resumeter service helps to create fast and easy customized résumés for each job, enabling career-development professionals to provide better résumés, expanded services to their clients, and an increased success rate. With an 80% hit rate, Resumeter makes online job searching effective and removes any effort in identifying keywords, résumé formatting issues, and job-specific tailoring. Try Preptel today at www.preptel.com.



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

Quote of the Week

"Handle them carefully, for words have more power than atomic bombs."
~ Pearl Strachan ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
