



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



By Ginger Korljan

It is hard to believe that this year's NRWA conference has come and gone, but according to the evaluations to date, it was a resounding success! Our 108 attendees had up to 18 educational and interesting sessions from which to choose, meals that won accolades, fun outings to learn about Portland (even if it was cloudy!), and priceless opportunities to get to know like-minded professionals on a personal level. If most of you are like me, a home-based résumé writer who spends most of her time in front of a computer, you can understand how much I loved being at the conference! I also am sure that after putting into action even some of the things I learned, my services will get better and my profits will go up. Now I can't wait until next year!

For those of you at the conference this year, you know now that next year's conference will be held in Charleston, SC, home to historic plantations, forts, and sandy beaches. To the rest of you, surprise! Stay tuned for more details, and please start planning now to join us next year!

What's Happening in Region Five?

By Melanie Lenci, Résumé Relief, Denver, CO

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



I just don't think that enough good things can be said about The NRWA's 14th Annual Conference, so I will begin by mentioning that the venue was excellent, the people were great, and the presentations were so informative that I can't wait to have the time to follow up on all of those notes that I took!

That week started out great for me, as it was so wonderful to set my voicemail to announce that I'd be out of the office attending The NRWA conference and would return all calls when back in the office the following week. Taking the position that I would not be responding to client inquiries until my return felt absolutely liberating and refreshing, and the result was that I booked myself for two weeks out within the first day of my return to work.

I had taken two other weeklong trips this summer and used this same approach and reaped similar results, so while I say this kind of jokingly, I might just end up implementing a week of being out of the office once a month so that I make the weeks I do write and communicate with clients more productive and profitable. Then I might even find the time to follow up on all of the strategies and business-building techniques that I learned at the conference and to do things like update my marketing information about securing a TORI nomination for *Best LinkedIn Profile!*

You read correctly. A TORI nomination! With 47 nominations across nine categories, I was one of 28 writers (11 of whom are proud members of The NRWA) who earned a 2011 Toast of the Résumé Industry nomination. This is obviously quite exhilarating for me, as it was my first nomination, and it felt great to share my excitement at the conference with the region's other two nomination earners, Ginger Korljan, Take Charge Coaching, Phoenix, AZ, and Laura Smith-Proulx, An Expert Résumé, Arvada, CO.

Ginger Korljan was nominated for the second year in a row in the *Best New Graduate Résumé* category for a résumé developed for a young woman who was seeking (and secured) a job as a sign language interpreter. Laura Smith-Proulx, who already has six TORI wins and a career total of 19 TORI nominations, has been nominated in four categories this year, including *Best International Résumé*, *Best Executive Résumé*, *Best Military Conversion Résumé*, and *Best Cover Letter*. Way to set the bar high, Laura!

Like me, Ellie Vargo, Noteworthy Résumé & Career Services, LLC, St. Louis, MO, is scheduled to take advantage of several professional development opportunities in our industry. Ellie recently renewed her Master Résumé Writer (MRW) credential, and is proud to be one of 23 or so worldwide to have earned this prestigious credential!

In other news, Ellie is currently taking a refresher of the Certified Career Management Coach (CCMC) program and expects to finish that in mid-December. She has also started a monthly round table discussion group on various timely topics to inform candidates on current job-search strategies---and attract more business.

Ginger Korljan, Take Charge Coaching, Phoenix, AZ, was thrilled to be "up close and personal," learning the ropes of planning The NRWA conference and supporting Kathy Sweeney and her planning committee. She enjoyed making new friends and meeting old ones as well as learning so many tips and techniques to improve her services to her clients. Ginger praised the presenters, the food, and the outside

activities and can't wait to return next year.

Back at work, Ginger just accepted a part-time role with Net Expat, where she will be helping spouses of global employees find jobs when they return to the U.S. from foreign countries. She just received her first assignment, a woman from Germany. The client's CV is in German, so her first order of business is to translate it to English!

Ruth Pankratz, Gabby Communications, Fort Collins, CO, went straight from launching her updated website, www.GabbyCommunications.com, last month to attending the fabulous NRWA pre-conference workshop and conference. Since back from Maine, she's begun working on her 2012 business plan and goals and is following up on all the amazing information that she learned at the conference.

A dedicated conference attendee, Sally McIntosh, NCRW, Advantage Résumés, LLC, St. Louis, MO, reports that even though she has attended 13 of the 14 NRWA conferences, she always learns something new! This year, she learned some great new strategies to use in her writing practice, terrific mining questions, and lots more. For Sally, the best part of the conference was meeting many of her new colleagues and catching up with old friends.

Bob Janitz, Fort Worth, TX, not only gained beneficial information and did some valuable networking at The NRWA conference, he also launched a blog, <http://bobjanitz.blogspot.com>, and is in the process of updating his websites.

Bob is set to critique résumés at the Women for Hire Career Expo in Dallas in November and was excited to share news that one of his clients was recently hired as the Operations Project Manager for a major corporation, where she will plan, coordinate, and execute events around the world. During the interview, his client's new boss told her that she loved the résumé!

Fred Coon, Stewart, Cooper & Coon, Inc., Phoenix, AZ, spoke at and conducted a workshop at the Southern California Business Marketing Association on September 22 and is finishing his second book on behavioral competency interviewing so that it will be ready for publication in December.

Karen Silins, A-Plus Career and Résumé, LLC, Kansas City, MO, has been extremely busy as she completed her Certified Career Management Coach (CCMC) re-certification. Karen also provided two seminars to the Kansas City Urban League (KCUL), including *Career Portfolio Development* in September and *Career Exploration and Transition* in August. In November, Karen will present the Internet Job Search to KCUL and will also be presenting a career seminar to Northland Cathedral Job Club.

As if that wasn't enough, Karen offered free résumé critiques for job seekers at the National Career Fair's KansasCityHires.com in August and at OverlandParkHires.com career fairs in September. She also just presented her Internet Job Search seminar at Mid-Continent Public Library (MCPL) in Kearney and is set to deliver an additional 15 seminars over the next few months for various MCPL branches throughout the greater Kansas City area.

Amanda Collins, The Grammar Doctors, Phoenix, AZ, had the pleasure of co-

presenting at the Hispanic Women's Conference in Phoenix on the topic of résumé development. She was thrilled at the response of the attendees, who ranged in age from teens to seniors.

In her non-résumé work, Amanda recently had an [article](#) published in *Modern Times Magazine*, where she has become a contract writer. She is also excited to have accepted a part-time position as the brand-new social media technician at South Mountain Community College. There, she will design and implement strategies to introduce the college to the wonders of social media and blogging, much as she does for her other business clients.

Over the last month, Christine Brugman, *Résumés Right Away*, Colorado Springs, CO, has helped three clients, including one transitioning military member and one military spouse, obtain permanent, full-time employment. She has been in such high demand that she has stopped advertising completely!

Christine has some guest-speaking engagements scheduled over the next few months in the Colorado Springs, CO, area with local universities and the Pikes Peak Library District. She will also be donating résumé writing and social media design services to Home Front Hearts, a non-profit organization that specializes in assisting needy, struggling, active duty military and veteran families in getting back on their feet.

Christine has also been sharing her insight, advice, and real-world experience within the career-services industry as part of mentoring graduate and undergraduate students from across the country through the University of Phoenix Alumni Association Mentor Program. Christine is currently assisting three students in successfully transitioning from student to alumni, and she finds this work extremely rewarding. As a result of her volunteer work with this program over the last year, the University of Phoenix has asked Christine to interview for a feature in an upcoming *Phoenix Focus* magazine issue centering on the success and benefit of the Alumni Mentor Program. She was delighted to agree to participate.

Military Spouse magazine also contacted Christine to discuss career/employment-focused article ideas for next year's issues. Being a seasoned military spouse herself who has experienced the challenges of moving and going through the job search process every three years, she was ecstatic about the idea of writing for this magazine. She is delighted to write for her fellow spouses and share some great military spouse-focused employment-planning tips that worked for her and the many other spouses she's coached over the years.

Lastly, Christine designed, developed, and published a new website, www.resumesrightaway.com, and next month, when she finally catches her breath, she will be creating e-newsletters with client, industry, and job-seeker tool updates as well as developing her business's first webinar to launch some time by the end of the year.

I just love the energy within this region!

In conclusion, I'd like to welcome to our new region members, Mary Jarrett, Get That Job Seminars, Denver, CO, and a newer résumé writer whom I also had the pleasure of meeting at the conference, Angela Poulson, Longmont, CO. Welcome, and I hope that you will share your business updates with us in the future.



Where Did Microsoft 2007/2010 Put All My Stuff?

(Webinar)

Presenter: Jean Whalen Raymond

Date: October 14, 1 pm EDT

Have you been successfully working with Microsoft Word for years? Did you recently upgrade to a newer computer that comes with Microsoft Word 2007/2010? Are you struggling to find the tools you were used to using? If you answered "yes" to any of these questions and you're somewhat frustrated with this so-called enhancement to technology, then this is the session for you!

Come get a tour of the new Office 2007/2010, get acquainted with the new interface, and most importantly...learn how to find the stuff you're used to using. This session will also introduce you to some of the newer features that you may actually find helpful in designing stellar résumés for your clients.

Attendees will be able to ask, "Where is...." and leave able to comfortably work with this updated technology with less frustration and greater efficiency.

Stone Soup Résumés: Using Storytelling to Turn Your Client into an Opportunity Magnet

(Teleseminar)

Presenter: Kim Mohiuddin

Date: October 28, 1 pm EDT

Storytelling has always been at the heart of good marketing. Today, it is becoming more widely used across all business writing platforms. How can we take the concepts of storytelling and apply them to résumé writing? In this webinar, we'll explore:

- Using storytelling to get your clients to delve deeper and provide better information.
- Turning client stories into reader-centered marketing documents that engage decision makers.
- Identifying trends across stories to create compelling brands and taglines.
- Leveraging the power of storytelling while maintaining a business-like voice and appealing to an ADD, Twitter-reading market.
- Employing visual clues that help the reader scan the "story" to quickly get the context and results.

In addition to examining the theory and technique of storytelling in career documents, you'll leave with valuable takeaways: story-oriented intake questions for your clients as well as storytelling résumé examples.

NRWA Elections

It's soon time for The NRWA elections! That means we're collecting nominations for candidates. The following positions are turning over at the end of this calendar year and will need to be filled:

- President (2-year term)
- Second Vice President (2-year term)
- Secretary (2-year term)



- Region 1 Representative (1-year term)
- Region 2 Representative (1-year term)
- Region 3 Representative (1-year term)
- Region 4 Representative (1-year term)
- Region 5 Representative (1-year term)
- Region 6 Representative (1-year term)

You can find descriptions of these positions on The NRWA website. If you have questions about the roles of the executive board positions, please contact our president, [Charlotte Weeks](#). If you have questions about the roles of regional representatives, please contact our first vice president, [Kimberly Schneiderman](#).

Before you send a nomination, please remember that candidates for Executive Board positions must be NRWA members in good standing for at least one year prior to the election. Candidates for Regional Representative positions must live in the region they are nominated to represent. Please also confirm that the member is interested in serving before you nominate him or her. You may also nominate yourself.

The deadline for nominations is October 11, 2011. Elections will be held some time in October. Terms of service will begin January 1, 2012.

Please send all nominations to Patti Rock, The NRWA Ethics Chair, at hoffresumes@gmail.com.

Featured Article



Get the Word Out By Amanda Collins, The Grammar Doctors

Every week, members of The NRWA share their latest news through regional reports, letting us know where they're presenting and publishing or new websites they're launching. While this is fantastic to share with the few hundred people who read *The NRWA Connection*, these members can be increasing their exposure exponentially with a press release.

A press release can be written for just about anything, but if you want it to be picked up, your best bet is to tie it to something in the media or an event, such as a holiday. For instance, I wrote a press release for a matchmaker in conjunction with the release of *Friends with Benefits*, a movie that was nearly anti-relationship. When I wrote a press release about a new site for tracking wedding RSVPs, I led with the recent Kardashian wedding.

When writing your own press release, you can tie it to unemployment rates, a presentation you're giving, or anything in pop culture. Remember that you are writing it for the editor, and you're not marketing anything; instead, you're sharing information. The story is more about the topic at hand, not about your business. That's where most people miss what a press release is really about; they are so attuned to writing marketing copy that they forget to just provide the five W's.

Unlike older versions of press releases, these days they should be more interactive. Include links or pictures that add interest to the release. Of course, always be sure to add your contact information: website, phone number, and email address. Include an "about" section at the end that talks about your business.

A press release shares information that will be relevant to the editor or producer and positions you as the expert in that space so you will be called for an interview. If you

post your release on PR Web or Business Wire, news outlets will just copy the whole release and put it on their sites, as opposed to calling you. Be sure that you are running Google Alerts on your name and business name, so you can see when your release is placed online.

Although you don't need to put out a press release monthly or even quarterly, you should be thinking of times that you can use this great way of getting your name out there. Scour the news, be aware of what's upcoming, and you'll soon realize increased exposure for your achievements!

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 Compass

Compass Coach Renee works with people who want more in life, whether it be work/life balance, interpersonal skill development, motivation, turning dreams into realities, tuning into their spirituality, career change due to job loss, or career derailment, fostered by setting goals and creating action plans that get positive results!



Perhaps you are frustrated that you are not feeling very powerful or maybe you are consumed by the economic depression? Maybe you just know you could be doing much more in your personal and professional life! Take a few moments from your hectic day and sign up for 10 days absolutely FREE with Compass to get the support you know you need and deserve.

To learn more, visit [MyLifeCompass](#).

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

Quote of the Week

"In marketing, I've seen only one strategy that can't miss, and that is to market to your best customers first, your best prospects second, and the rest of the world last."
~ John Romero ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board