



# 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



Sally McIntosh, The NRWA Certification Chair,  
[sally@reswriter.com](mailto:sally@reswriter.com)

The NRWA offers numerous member benefits. The following information describes some of the member benefits provided by your Certification Commission:

1. The Online Training Program, which includes five segments, each covering a different aspect of writing:  
Segment 1: The Résumé as a Marketing Tool  
Segment 2: Writing Concepts  
Segment 3: Common Grammatical Errors  
Segment 4: Energizing Job Descriptions

Segment 5: ASCII Résumés

Each segment is \$30, or \$130 for all five.

2. The Certification Study Guide.

This can be downloaded from the website as a PDF file. If you have started the certification process, make sure you have the latest version of the Study Guide; it is free.

3. The Résumé Submission Checklist.

This tool is located at the back of the Study Guide. Use it when submitting your samples to the Certification Commission for grading to ensure your documents are in compliance with the Study Guide. This is also free.

4. The Certification Program. To complete the program requirements, you need:
- a. To obtain 10 CEUs
  - b. Complete the Study Guide Review (free at the website)
  - c. Submit a sample résumé and cover letter. This will be reviewed by two graders.
  - d. To take the two-part test once your samples have been graded as meeting NCRW standards:
    1. Part I deals with grammar; the fee for this is \$70.
    2. Part 2 provides a profile of a fictitious client; you will write a résumé and cover letter and submit it for grading. The fee for this is an additional \$70.

Part 2 of test is reviewed by three graders.

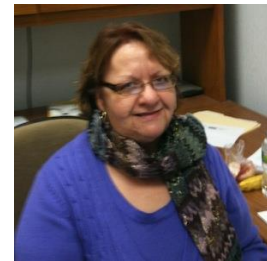
Additional details can be found at [thenrwa.com](http://thenrwa.com).

To beat the rush for New Year's resolutions, make yours now that you will begin the certification process in 2012. Most members who have the certification say that it gave them more confidence when selling their services and, therefore, more of an income. Isn't that reason enough?

### What's Happening in Region One?

Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, [Suzette.Jolly@ct.gov](mailto:Suzette.Jolly@ct.gov)

*Representative for Region One: States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey, as well as Europe and Northeast Canada.*



Just six weeks ago, I wrote about how excited I was to attend The NRWA annual conference in Portland, ME, and that I was busy making final preparations. Now, reflecting back to less than a month ago when we had this wonderful experience, I must say it was one of the best NRWA conferences that I have attended in my seven years of being a member. I can relate to Kimberly when she said that she was in love with The NRWA. Who wouldn't be after this year? What a wealth of information we received from our presenters and our sponsors!!! I felt especially blessed because I had a part in the planning and participated in events this year as my first year on the board as our Region One Representative. I got to meet all the 25 attendees from our region, old friends and new members from all regions.

I would like to thank all of the members who supported my efforts this year as a board member, and I hope to be able to continue to serve all of you next year. Also, I want to thank you for all of the kudos I received from Region One members. It is my pleasure to serve you and to be available to help you in any way I can. And I can't forget, thank you kindly for taking time out of your busy schedules to give me news so that we can be featured every six weeks in our weekly newsletter. Kudos to all of you!

Please join me in welcoming one new member, Maureen Provost Ryan, MPRCC, Smithtown, NY, who joined Region One in September.

Maureen said that she is very happy to be a member of The NRWA and was thrilled with the conference, the quality of the programs, and the excellent people she met

in Portland. She reported that she received a lot of encouragement, as she is just starting up her business.

Maureen has been ordering materials (spiffy new business cards and announcements) and a website from Vistaprint and is planning a big mailing to kick off her grand opening. (Good luck, Maureen!) She is also studying the manual on The NRWA website and ordering books towards getting her NCRW credential.

Her background for the past 20 years has encompassed working with lawyers and law students, but she is branching out to include other types of clients and résumés. Maureen said if anyone wishes to reach her, especially with tips on marketing, the following information may be helpful:

Maureen Provost Ryan, 30 Dehan Street, Smithtown, NY 11787, (631) 265-8262, or [Moproryan@aol.com](mailto:Moproryan@aol.com). Her website is <http://www.maureenprovostryan.vpweb.com>.

Barbara Safani, Career Solvers, New York, NY, is in the news again! She was quoted in an article about résumé fonts on AOL Jobs and NBC News online. Barbara also announced that she will be presenting a résumé workshop at the School of Visual Arts in October; a social media for job-search workshop at Pace University in October; and a webinar on career change for Tutor.com that will be broadcasted nationally in different libraries in early November. On top of all of that, Barbara was nominated for a TORI Award. Congrats, Barbara!!

BeateHait, Résumés Plus, Holiston, MA, reported that she considers The NRWA conferences to be a place to recharge both business and personal energies. She continued to say that there is always great content in the workshops, and networking opportunities abound.

Bea, who loves to take walks in all states she visits and is an avid participant in volkswalks, expressed that she has opportunities to relish the sights of the area!! At this conference, Bea adds, in addition to the scheduled group walks (with four NRWA members on the early-morning walk and three participants on Saturday afternoon), they saw Portland Head Light in glorious sunshine. In addition, she visited the Portland Art Museum on Friday night, reporting that it was truly a most remarkable joy. Bea was joined by Becky Washington and Martha Rockwell, who both attest to the delight of their visit.

As for The NRWA Conference next year in Charleston, SC, Bea is on the ball when it comes to walking (and other areas of interest, I must add). She announced that there are two volkswalks in Charleston: one in downtown and one in Magnolia Plantation. And Bea said that she was wondering what other experiences await us. I say "amen" to that, Bea!!!

Kimberly Schneiderman, City Career Services, New York, NY, graciously extended her thanks to region representatives who made reception night a success at the conference this year (Thank you and you're welcome, Kimberly, on behalf of all of the regionals reps., I'm sure). She said she met many new members and connected with long-standing members during that night.

As for other news, Kimberly reported that she was prepping to do two live 20-minute video seminars for The Learning Annex on October 17th. She said that she facilitates seminars all the time, but doing them on video with no audience to interact with is going to be all new to her! Kimberly commented that she loves the way this industry continually asks us to stretch our skills in some way or another. We trust it all went

well, Kimberly!

Danielle Savage, Career Counselor at The American University of Paris (AUP), said that she led workshops on English-language résumés at the Rotary Young Leadership Awards (RYLA) weekend hosted by the Rotary Club of La Défense (the business district of Paris) and for graduate students at the French communications and journalism school, CELSA.

Danielle is also currently putting together this semester's Global Talent at AUP brochure, which is comprised of profiles of several dozen students seeking internships. The brochure will be sent out to several hundred employers in the Paris area. Danielle will also be participating in an employer-alumni networking event to be held at the Colombian Consulate of Paris in November, organized by AUP's Graduate Student Council.

Arnie Boldt, Arnold-Smith Associates, Rochester, NY, just returned from volunteering at the 23rd Annual NSHMBA conference in Anaheim, CA. Arnie served as coordinator of résumé critiques for the conference's career management center, which served more than 1,000 conference attendees (a new record) with résumé critiques and printing services, mock interviews, elevator-pitch coaching, and job-search coaching. The center was managed by The NRWA member Murray Mann with several other NRWA members from southern California also volunteering. More than 200 companies exhibited at the conference's career fair, interviewing MBA candidates for internships and management-development programs.

Louise Kursmark President, Best Impression Career Services, Inc., Your Best Impression, Reading, MA, recently published the third edition of *Expert Résumés for Managers and Executives*, featuring more than 40 new résumés contributed by academy-certified résumé writers. She also facilitated the Boston "Global Career Brainstorming Day" sponsored by Career Thought Leaders and reported what a fun and inspirational day it was "talking shop" with a wonderful and diverse group of career professionals! Louise was interviewed by Vizibility for a story on the use of QR codes in résumés and was appointed executive director of Career Thought Leaders after serving on the board since its inception two years ago. Congrats to you, Louise!

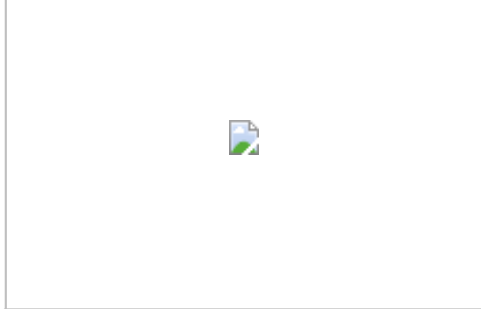
Mary DeLuca, Preferred Résumé Group, LLC, Long Island, NY, reported that she is launching another résumé company and its website, New York Résumé Services (<http://www.newyorkresumeservices>). This is a "DBA" under Preferred Résumé Group and focused on the general audience, leaving Preferred Résumé to remain targeted to the financial industry. She invites all to check out her new website. Will do and good luck, Mary.

As for me, Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, it is back to work and reality after spending a total of two weeks of down time at the annual conference in Portland and vacationing around the area in Maine. After that week, I was off to Massachusetts, where my sister and I spent a few days sightseeing. I am now back to writing résumés, facilitating workshops, and providing career counseling to the general public. This week, I went to another One-Stop Center to critique résumés and then, on October 28th, I will be attending the Middlesex County Career Fair sponsored by the Connecticut Department of Labor at the Crowne Plaza Hotel in Cromwell, CT, to critique more résumés. It should be very

successful, with more than 35 employers, as of this date, who will be participating in the event. It will be held from 10 am to 2:30 p.m., so if anyone is in the area and wishes to check us out, come on over. The general public is invited; it is not necessary to sign up prior to the event.

## Featured Article

graducation



### I Graduated; Now What?

By Cheryl Minnick, [CMinnick@mso.umt.edu](mailto:CMinnick@mso.umt.edu)

At age five, you pretty much knew what you were going to do with your life. You had big plans. You were going to kindergarten, and you knew that if you learned to read, write, walk in a line, take turns, and share, you would get a big promotion: to first grade. From there, the sky was the limit: middle school then high school and off to college. But few of us think beyond graduation

to, "Now, what?" A college degree allows career doors to open, but how do you decide on which door to knock? *Grab a piece of paper, a pen, and a pumpkin spice latté, and let's complete eight self-reflections.*

Describe five moments you felt "flow." Easy flow of effort, peace of spirit, and confidence in your abilities whether on the job, volunteering, interning, doing extracurricular activities, or simply having fun with friends is key to career success. Note five times you felt "flow" at work and try to identify patterns. A career with easy flow of effort is a career of successful effort.

Reflect on your childhood. As a kid, you were most truly you and thoughtlessly revealed your natural talents and interests. You were a reader, explorer, risk-taker, teacher, caregiver, outdoor adventurer, writer, mechanic, athlete, etc. What gave you fulfillment or pleasure as a child? Was it learning? Challenges? Being alone? Being with people? Fixing stuff? Being active? Helping people? A career honoring your authentic self and using your natural talents will bring you on-the-job happiness and success.

Pinpoint moments of joy. List five circumstances that brought you ear-to-ear grinning joy. Look for themes in those circumstances. Now, make a list of industries, companies, or careers where those same joyful moments are required job criteria or job success factors.

Volunteer yourself a future. List two duties, projects, or areas at work where you could volunteer to help that would let you develop skills/talents, build networks, or just fill your day with more joy. Now, go volunteer! Volunteer your way into a career or up the ladder of success.

List three work tasks you rocked! Reflect on your jobs, internships, or volunteer experiences to list three responsibilities you did well and that brought you success or joy. Now, list three things that brought you heartache and difficulty that you don't ever want to do again. Make sure the "do well" tasks are in your future job description and the "don't want to do again" aren't!

Ten things I like about ME! List 10 things you're darn good at (on the job, thank you) and list their common denominators. Try to find employment doing those things.

Who's in your network? Most career success is built on networking, and in our

current economy, it is the #1 way to find a job. List your ten strongest network connections and get knocking on their doors to network!

Complete these sentences: (a) My work colleagues would say I'm particularly good at..., (b) my supervisor has commented positively about my ability to..., (c) I've been positively recognized at work for..., (d) My supervisor or colleagues would say I need to work on..., (e) At work, I could be better at..., and (f) At work, I am really pretty good at and found success doing....

Come to find out, growing up to be a superhero or Barbie-princess-ballerina takes a lot more energy and thought beyond learning to read, write, walk in a line, take turns, and share, and a college degree is just the beginning. Finding a career that will bring you success AND happiness requires self-reflection, self-knowledge, and a pumpkin spice latté or two.

*Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to [newsletter@thenrwa.com](mailto:newsletter@thenrwa.com).*

### Affiliate Spotlight

This week, we spotlight WinTheView.com

www.WinTheView.com™ is a powerful interview preparation and presentation tool that is designed to help job seekers determine the critical hiring requirements and formulate the key points they wish to articulate during the interview. This step-by-step process features several content libraries to help the candidate generate accomplishment stories, personal success factors, personal branding terms, a 30- to 60-day action plan, and a "why hire me?" summary page. A PDF file may then either be emailed in advance or printed for distribution at the interview to impress the hiring team.



WTV enables the job seeker to prepare a private, online portfolio of interview presentations, follow-up letters, and accomplishment stories. This data is kept online and may be accessed at any time for future career opportunities. Career experts offering this innovative tool (at a very reasonable investment) are able to add value, increase revenues, and differentiate their client services. To learn more, please contact Ken Diamond at [kjdiamond@wintheview.com](mailto:kjdiamond@wintheview.com) or call 215-948-3722.

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

### Quote of the Week

"I didn't go to college at all, any college, and I'm not saying you wasted your time or money, but look at me; I'm a huge celebrity."  
~ Ellen DeGeneres, Tulane Commencement Speech 2009 ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

