



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 Marie Zimenoff

After a hot Colorado summer, I am looking forward to cool Maine weather, beautiful September colors, and a chance to see old friends and new colleagues at The NRWA Annual Conference in just a few short weeks! As the only nonprofit, member-run résumé-writing association, The NRWA is a place where we build a family of people who have the same passion for helping others achieve their career success through effective career-marketing materials. This time each year, I look forward to the conference where I can learn and share with colleagues. The event always refills my cup with energy, new ideas, and confidence to continue on this challenging mission.

As a volunteer-driven organization, we are also coming in to the season where we will be asking for more assistance in keeping the organization alive and valuable to members. Open positions on the governing board will be announced soon, and I sincerely encourage you to consider nominating yourself or someone you know who could bring energy and value to the board. If you have questions about board commitments, please visit the "Contact Us" page on the website (<http://www.thenrwa.com/contactus>) and connect with the person in the role you are considering, Charlotte Weeks, President of The NRWA, or me. Please feel free to also contact a board member if you have suggestions about how the organization could better serve members.

We look forward to seeing you in September and to continuing to increase the value The NRWA offers to members from all sectors!

What's Happening in Region One?

By Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

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.



Hopefully, I hope in the aftermath of Tropical Storm Irene, we are all safe and back to normal. It was like camping for a few days with no electricity, hot water, telephones (including cellular), Internet, or television. It brings one back to the reality of how we depend on technology these days and having the world in front of us through the touch of a finger. Now, another big event is approaching us with our conference just a week away. I am happy to report that the count for attendees from Region One is 20 and still growing. What a great response. I can hardly wait!

Please join me in a warm welcome to 14 new, renewing, and/or returning members in Region One.

- Svetlana Hussein, Brooklyn, NY
- Hope Stephens, Corona, NY
- Christine Richardson, Baldwinsville, NY
- Matthew Schmidt, Sauquoit, NY
- Linda Beaver, Lynnfield, MA
- Barbara Johnson, Springfield, MA
- Rosemarie Ginsberg, Franklin, MA
- Gymmetta Brantley & Tina Robertson, FutureWorks Career Center, Springfield, MA
- Meghan Oliver, Northfield, VT
- Loretta Peters, Competitive-Edge Branding, Glastonbury, CT
- Michelle Elder, Blended Solutions, A VTEC NH Company, Manchester, NH
- Mary Ellen Brew, "Anything Is Possible!" Merrimack, NH
- Bree Gurin, Creative Résumés and Business Writing by Bree Guri, Harwinton, CT

Now, for our Region One members, I am happy to report the following:

Barbara Safani, Career Solvers, New York, NY, recently completed the first Social Networking Career Strategist program for Susan Whitcomb and The Academies. Also, she was quoted in an Inc.com article about outplacement and quoted in *The New York Times* in an article about career change. Barbara also released a dozen career management "how to" videos that have been picked up by AOL and other media outlets.

Louise Kursmark President, Best Impression Career Services, Inc., Your Best Impression, Reading, MA, completed two book revisions over the past few months (*Expert Résumés for Managers and Executives*, co-written with Wendy Enelow, and *Best Résumés for College Students and New Grads*), and she also revised *Same-Day Résumé*, one of JIST's best sellers that was originally written by the late Mike Farr. Louise said it was quite a challenge to put her own spin on a classic!

Louise's press highlight of the summer was being interviewed for and quoted in the

Boston Globe Magazine's "makeover" issue providing tips on effective résumé strategies and job-search etiquette. In September, in addition to her pre-conference presentation on Advanced Résumé Writing and her conference presentation on Interviewing at The NRWA conference in Portland, she's headed down to the Maryland shore to do a day-long training at Indian Head Naval Station. Louise is also gearing up for the new Résumé Writing Academy certification class beginning on September 16.

Beate Hait, Résumés Plus, Holiston, MA, is looking forward to the conference. She reported that, since there are 20 or more members from Region One attending, she was asked (and agreed) to facilitate the discussion at one of the Region One lunch tables on Thursday. Remember, as I pointed out in an earlier edition of the newsletter, Beate kindly shared that in Portland, the local volkssport club has arranged to have two 5-km group walks during the time of our September conference. Details about that will be forthcoming soon. Bea looks forward to walking with all who care to participate in these walk-at-your-own-pace walks. Thanks, Bea, on all counts!!!

Kimberly Schneiderman, City Career Services, New York, NY, says that she is excited to be gearing up for the conference. She just paid for her headshots and already has an outfit all planned. Kimberly states that it helps that she will be speaking that day so she will have two great reasons to put a little extra pizzazz in her look!

Kimberly also reported that, in August, it was great to see several of her résumés published in the *Gallery of Best Résumés* by David Noble when the new edition landed on her desk! What a great accomplishment: her fifth book!

Other things that are going on in Kimberly's business... She started teaching a Career Skills class to the graduating seniors at LIM College in NYC. So far, all of the topics are directly in line with her work with her clients, so she said that it is great to leverage another avenue to educate job seekers. Her monthly newsletter is going strong; last month, Kimberly interviewed *The Today Show's* Jean Chatzky on how to handle your finances when you have been fired; this month, she interviewed body-language expert Carol Goman and will be putting together a good article full of tips and insights for job seekers.

Kimberly reports that she has had an extremely busy summer so she (finally) set her reward for hitting her year-end goal... She seems focused by saying "WHEN I hit that revenue goal (notice the positive language!), I will buy myself a Herman Miller Aeron Chair as my reward." Further, she is so excited to sit in something that is comfortable!!! Kimberly, I agree, nothing is more comfortable than a Herman Miller product.

Lorraine Wright, 21st-Century Résumés, Claredon, Eastern Canada, states now that August is over, she is gearing up for a busy fall and winter season. She said that she really appreciated the quiet summer and needed the time to recharge her creative batteries.

Tropical Storm Irene hit her area surprisingly hard; her nearby daughter went four days without power and water and there were trees down everywhere. As it happened, she chose that very weekend to take a spur-of-the-moment road trip with another daughter to the spectacular area of Cape Breton Island, Nova Scotia, being sure to bring along her laptop (aka, Business in a Bag). Lorraine said she just loves the mobility of her business! So, although everyone here thought she was

taking a risk driving into the path of the oncoming hurricane, in the end, she was warm and dry, emailing her clients from the road while the people back home all sat in the dark!

Sadly, Lorraine finds herself passport-free at the moment, so she won't be able to attend the conference, but she sends best wishes to everyone there. She is confident that the lucky attendees are generous enough to share at least some of their new information with those who can't attend! (You can count on it, Lorraine.)

Bree Gurin, Creative Résumés and Business Writing by Bree Gurin/Director of Client Services at Oliver Staffing, Inc., Harwinton, CT, has been in the staffing industry for more than 25 years. Her experience includes writing and editing candidate résumés, cover letters, T-letters, business proposals, and all forms of business correspondence. As a recruiter, she is completely familiar with today's hiring landscape and the job-search process. This allows her to create influential résumés that will be identified in a keyword search and ultimately reviewed by those involved in the hiring process. Bree has been writing compelling résumés in the private sector for more than years. She has worked with a broad array of clients with varied skills and from multiple disciplines.

Mary Ellen Brew, "Anything Is Possible!", Merrimack, NH, a new member, recently decided to attend the annual conference in relatively "nearby" Maine. Her credentials include CPRW and CPCC (Certified Professional Résumé Writer through PARW and Certified Professional Coactive Coach through CTI). Mary Ellen also has an MBA. She was recently published in *Gallery of Best Resumes, fifth edition*, by David F. Noble, PhD, and is proud of that accomplishment! She looks forward to seeing everyone in September at the conference!

Holly Kobayashi, Job Corp Academy, Hartford, CT, reported that she just started working for Job Corp Academy in January 2011, so it was a real honor to be highlighted recently in her school's newsletter. She states that she continues to write résumés on the side to supplement her income, but she really enjoys working with youth. Holly said that she was planning on trying to attend the Maine conference; however, the funding may not be available through her school (they were planning on paying but with budget cuts, etc....), and she says that she is not in a position to pay for it herself. Holly said that if she does not see us there, she will certainly try to make it next year, even if she has to save for it herself.

Michelle Elder, Director of Education, Blended Solutions, Manchester, NH, teaches at a business school in NH and actively assists the unemployed in learning new job skills and getting back into the workforce. She states that, although she is primarily a computer trainer, the job skills classes, and in particular the résumé classes, are her favorite to teach. She is looking forward to picking up new skills to pass on to encourage students.

As for me, Suzette Jolly, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, I am speechless, and that's not typical of me. I cannot believe the response I got this past Labor Day weekend concerning news for Region One and the boost in membership during the past two months. Region One rules!!!

I have been busy as ever at work due to high demands for résumés and people needing jobs. At my job with the Department of Labor/State of CT, I am certifying

more people as "dislocated workers" and developing more job-search and training plans than I have in my 19 years with the agency.

On a conference note, I have been busy, as have our other region representatives, planning our reception for Wednesday night sign-in and welcome festivities. I have been shopping everywhere for decorations, and what a blast I have been having! As many of us, I love to shop and use my creativity in the process.

I hope those who are attending the conference this year will join us for reception night, Wednesday, September 21. I can't wait to meet all of Region One's new members and long-standing members whom I have not previously met in person.

Ask the Proofreaders



Those Born in an English-Speaking Household May Have the Optimal Advantage

By Donna Tucker and Norine Dagliano

The usage of some words confuses both Donna and me, and considering what we've been reading on résumés lately, other writers are confused too.

In a recent email, Donna asked the following:

Can *optimal* or *optimum* both be used as an adjective--and carry the same meaning?

My research says "yes," but with qualifications. *Optimum* is absolute and *optimal* is conditional.

The example given was this:

"The stereo was cranked to the optimum volume."

You can't use *optimal* here unless you think of one volume level as good and another bad. But you could say, "The *optimal* volume for the small room was at the '7' setting."

The words are both qualitative to mean "best," but one is an absolute judgment and the other is relative to circumstance.

Now, looking at use of these words in a résumé context, should we say, "Motivated team to [*optimal* or *optimum*] levels of performance"? I'll leave that to your judgment, 'cause I'm still a bit confused.

Well, Donna, being a grammar junkie like you (and a "splitter of hairs"), I felt challenged to dig into this a little further. Here's what I found:

Optimum is both a noun (according to my *Merriam-Webster*: the degree of something that is most favorable to some end) and an adjective (greatest degree attained or attainable under implied or specific conditions). By the way, the plural of the noun is *optima*.

On the other hand, *optimal* is always an adjective (most desirable or satisfactory). Both my dictionary and thesaurus list *optimum* as a synonym for *optimal* (also listed is prime and best).

It's no wonder that we are confused! It seems to me that, in Donna's example about motivating the team, whether the team reaches *optimal* or *optimum* levels of

performance hardly matters; the bottom line is that the team did its best!

We invite other hair-splitting grammar junkies to chime in on this subject. As for *optimum* as a noun, I'd love it if someone could send us a sentence using optimum (or even better "optima") as a noun. That one really stumped me! (D.R. and D.N., are you reading this?) Please email us at proofreaders@TheNRWA.com.

Featured Article

It's Always Time to Network

By Amanda Collins, The Grammar Doctors

Some of us schedule time to head out to networking events or do a bit of "virtual networking" via social media. During this set time, we have our game face on and are ready to make connections. But what about the other times you're out and about? Are you capitalizing on every opportunity to meet new people and share with them what you do?



There are so many ways to spark a conversation and share what you do. We have uninterrupted time to talk to people in elevators, on public transportation, and waiting in line to pay for groceries. That simple "Hi" could be an opener to generate more business! Here are just a few examples and suggestions of what you might do to break the ice:

Keep Business Cards Everywhere

It might seem like an obvious reminder to carry business cards, but I'm always amazed at how many people are out of cards, left them in a different purse, or something else. Put some in your car, wallet, gym bag, and laptop bag in addition to just in a business-card holder. I can't tell you how many times I've been happy to have cards in my wallet, since I often leave the house with just that for quick errands. Of course, those are the times I meet people who need me!

Carry a Pen

This is one of the most clever things I've heard an entrepreneur do. A fellow résumé writer was out somewhere and noticed that a nearby person was searching for a pen.

"Do you have a pen?" was the query.

"Of course I do; I'm a writer," this savvy networker responded.

They then had a conversation which turned into her writing a résumé for this person. Always carry a pen and paper with you, and when you pull it out, share WHY you have a pen at the ready!

Wear a Name Tag

A mortgage professional I know never leaves the office without his name tag on. Even at a group dinner recently, he was wearing it. Many people ask him about what he does and start talking to him because, by wearing his name tag, he's telling the world he's open to people talking to him.

Have a Wearable Gimmick

As The Grammar Doctor, I always wear a stethoscope necklace. I've received questions and comments on the necklace, usually something like, "Are you a nurse?" Then I can tell them, "No, I'm The Grammar Doctor," and explain what I do.

I know a networker who always has something with dogs on it (pin, bag, earrings). Another person wears a pink item all the time. These little things can easily be incorporated into your daily routine and can be that conversation starter you need.

Put Your Name on Your Car

If you own your own company, you're missing a huge opportunity if you don't have your business name on your vehicle. You can go all out and get the car completely wrapped (usually in the \$1,000 range), or you can just do the back window (closer to \$100). I have not only secured clients by having my back window wrapped, but people in town think I have a fleet of people running around and they've already heard of my business by the time I talk to them!

Eavesdrop

Okay, I don't mean you should make a habit of going around listening to other people's conversations, but they are happening all around you, and if you're just a bit tuned in, you can pick up nuggets. While at the local coffee shop, I've heard people talk about being in job transition...and I casually walk up a bit later and apologize for overhearing and then strike up a conversation and hand over my card. Sometimes, they've already heard of my company, which makes for a great way to discuss whom we know in common.

No matter what approach you take, whether some of these or one of your own, remember that opportunities arise every moment. Take advantage of these by always being on and networking, and you'll see an impact in your business and your attitude.

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 Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. Compiling information from the Internet can be overwhelming and extremely time-consuming. Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral business.



Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.
- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by

offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their resume in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- **Resale Program.** Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from \$150 to \$250 per campaign depending on the parameters of the client's search. We recommend a resale price of \$300 to \$500.
- **Referral Program.** Refer the client directly to us and receive a \$75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

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

Quote of the Week

"Position yourself as a center of influence, the one who knows the movers and shakers. People will respond to that, and you'll soon become what you project."
~ Bob Burg ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
