



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 Kimberly Schneiderman

Hi, members! As I write this, I am in love. Yes! In love!

Okay, to be clear, I am in love with The NRWA (no offense to my husband; he still is in first place!). It's just that The NRWA is giving me sooo much right now that I can't help but to gush.

You see, I am at the annual conference and am getting a lot of great information, tools, and resources during the various sessions. Barbara helped me with social media tools, Louise helped with interview coaching, Alexandra opened my eyes to trends, Kim gave me a new product, and Deb educated me on assessment tools! And it's only Friday afternoon! Whew!

For those who are here with me, you know just how valuable all the sessions have been. I hope you have lots of notes and "to-do" items to take back to your clients and companies. My list is long, and I'm excited to get started!

As I look to the upcoming months, I see a lot of opportunities that will help me build my business. Giving teleseminars, expanding my service offerings, bringing new expertise and learnings to my clients, and ultimately building my clients' ability to succeed in their search! Oh, and as is the mantra: It is time to raise my prices now that I have gained all this new expertise!

So, what will you do to maximize your service for your clients? Will you sign up for teleseminars? Use your notes from the conference to try a new strategy with

clients? Sell a new product to your clients?

Most of us are in this line of work because we love it. I am definitely in love and cannot wait to get back to work to get going on all this!

Good luck to you in everything you do!

What's Happening in Region Three?

By J. Melissa Cooper, JMC Résumés, Naples FL

Representative for Region Three, which includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands.

A lot of us are just getting back from the 14th annual NRWA conference, which was held in Portland, ME, and included myriad programs, workshops, and other insightful networking events and activities to boost community, industry interaction, and business!

Robin Schlinger, RobinRésumés.com, Atlanta, GA, was one of the attendees and won a free membership.

Kathy Harber, Career Keys to Open Doors, Atlanta, GA, also noted that Region Three had 10 attendees at the conference and that the networking and programs were exceptional.

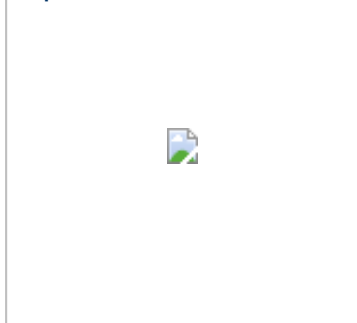
Alexia Scott, Alexia's Desktop, Montgomery, AL, was excited to learn that an accounting client of hers used his new résumé and was subsequently hired by one of Fortune's Best 100 Companies to Work For. He was the first graduate from his university to obtain a job with the firm, which was a reflection of the positive reputation of both the professors and university.

Lastly, as for me, J. Melissa Cooper, JMC Résumés, Naples FL, I just completed my rebranding from Jaime Cooper Consulting to JMC Résumés for marketing purposes and also finally bit the bullet and started selling résumés online. I am keeping busy with my existing white-label contracts and actively doing business development.



Featured Article

Implement to Succeed



Implement to Succeed

By Amanda Collins, The Grammar Doctors

Right about now, if you were lucky enough to attend last week's NRWA conference, you're probably high from your experiences and what you learned. That's how it is after a great gathering of minds, talents, and ideas. The real issue occurs when you get back home and reality sets in.

Reality can keep you from implementing the fantastic ideas you got while away at the conference. There are phone calls to return, emails to answer, and clients' projects to complete. The good intentions you had tend to end up in the back of your office desk drawer along with the notes you took.

But it doesn't have to be that way. A few simple tricks can make that time and money last longer than the few days you spent in Maine.

Schedule Time

You need to make time for yourself and your business. Even if it feels like you have 80 hours of work to fit into 40-50 hours this week, carve out a little bit of that for business development. It might be just 30 minutes, but that's okay! In your first block of time, go through your notes and great ideas you wrote down at the conference and start to schedule them. Will you implement one per week, one per month, or one per quarter? You need to devise a plan to take action on these ideas or they'll fall by the wayside.

Keep Track

Besides creating a schedule, keep all of your ideas in one central location. Whether that's a notebook, physical folder, or folder on your computer, if you have everything organized, you'll have easier access to them as you create your plan. It will also allow you to use those ideas as inspiration when you're having one of "those" days. And, last but not least, having your ideas organized allows you to enjoy the pleasure of checking them off your to-do list as they're implemented.

Give Yourself Credit

If you lose your way, don't beat yourself up. Remember that you have a group of colleagues who are here to support you and help you stay on track. Utilize them as accountability partners and reminders of what you're trying to accomplish. You started the ball rolling by attending the conference, and you can keep that momentum up with a little support and planning.

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 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 Iveyexec.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

"Success isn't permanent, and failure isn't fatal."

~ Mike Ditka ~

Thanks for reading this issue of The NRWA Connection!

Sincerely,

