



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[Conference Chatter](#)

[What's Happening in Region Two?](#)

[How "Context and Complexity" Questions Can Transform Your Clients' Résumés](#)

[Top Five Errors Federal Job Seekers Make on USAJOBS.gov](#)

[Volunteer Opportunity](#)

[New and Returning Members](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



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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!

Marie Zimenoff
President, The NRWA

Executive Greeting

O*Net Online: A Career-Exploration and Job-Analysis Tool for Job Seekers; Career, Workforce, and HR Professionals; and More!

Provided by Marcia Baker

Most career professionals know that O*Net is a great tool for researching occupations and assisting job seekers. The following information will be useful for those who are new to the industry or may have forgotten about O*Net and all it has to offer.

When you're looking for information about an occupation that may be unfamiliar to you, don't forget the Occupational Information Network's free website, [O*Net Online](#). O*Net provides access to more than 965 occupations, including 153 new and emerging (N&E) occupations identified within 17 in-demand industry clusters and more than 100 occupations going green.

The [O*Net Resource Center](#) is your primary source for occupational information. You



can download the O*NET database, career-exploration tools, job-analysis questionnaires, employer guides, and technical reports from this location.

A number of search functions are available in O*Net including Crosswalks, which helps identify O*NET occupations that match to MOC, CIP, SOC, and other classifications. This can be very useful if you help military members transition to the civilian workforce. You can also search by industry, occupational descriptors, skills, or specific tools and technology.

The [O*Net Online Help Desk Aid](#) provides an overview of the key search features and content available in O*NET. Listen to the [podcasts](#) to hear how other career professionals use O*Net to help job seekers and others who need career guidance.

The [O*Net Academy](#) offers comprehensive information and tools with the most current and accurate information available for workforce-development professionals. This is the place to find podcasts, webinars, tools, and courses.

Regardless of your business model, most career professionals will find that O*Net is instrumental in helping with research and development, labor market information, transferability of skills, and guidance for your clients' career journey. O*Net also offers summary, detail, or custom reporting options.

Conference Chatter

The Historic Plantations of Charleston, South Carolina
By Kathy Sweeney

Over the next several weeks, we will feature some of Charleston's most beautiful and historical plantations. In this issue of "Conference Chatter," we will delve into the history of Middleton Place, whose owners were deeply involved in the early politics and wars of the United States.



Front View of Middleton Place House

Middleton Place was established in 1675 alongside the Ashley River. Its main crop was rice. However, the plantation is best known for its grand European Garden, which is still thriving today.

Henry Middleton acquired the plantation as a dowry after marrying Mary Williams in 1741. He served in the First Continental Congress and was elected as its second president. Henry's son, Arthur Middleton,

was given the plantation when he returned from school in England in 1763. Arthur was elected to the Continental Congress, and he was a signer of the Declaration of Independence in 1776. Arthur died in 1787 after being held prisoner during the Revolutionary War.



Tree at Middleton Place

The plantation was then passed to Arthur's son, Henry. He was governor of South Carolina, served in both houses of the South Carolina legislature, the US Congress, and as America's Envoy Extraordinary and Minister Plenipotentiary to Russia. Henry died in 1846 and left the plantation to his son, Williams Middleton. Williams was a signer of South Carolina's Ordinance of Secession (the first state to secede from the Union) in 1846.

In 1865, Union troops occupied the plantation. On February 22,



Back view of
Middleton Place
House

the plantation was ransacked; the main house and northern wing were burned beyond repair. Williams restored the less severely damaged southern wing of the house. He died in 1883.

A massive earthquake struck the Charleston area in 1886, destroying what remained of the main house and northern wing. Miraculously, the southern wing of the house survived and is able to be toured by visitors of Middleton Place. After the house had been passed down through several generations of the Middleton family, The Middleton Place Foundation was established and became a living history museum in 1974. Bridge at Middleton Place

One final fascinating fact: The scene in the movie *The Patriot* depicting The Battle of Camden was shot at Middleton Place in 1999.

Be sure to visit [The NRWA website](#) to register for the 2012 Conference, September 19-22, 2012 and click on this [link](#) to view all the great places to visit in Charleston, SC.

What's Happening in Region Two?

By Victoria Kidd, MBA, CPRW, Executive Director of OMP Consulting Group, LLC in Winchester, VA

Representative for Region Two: States of Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia, as well as the District of Columbia.

Clients need the guidance of skillful résumé writers and career coaches now more than ever, and members of The NRWA stand ready to provide that guidance. I encourage you to reach out to your own regional representatives to share your stories, triumphs, tips, and recommendations so we can feature them in upcoming newsletters. Here are a few updates from members in Region Two.

Victoria Kidd of OMP Consulting Group, LLC in Winchester, VA: It is an honor to be a part of this organization, and I am excited to serve Region Two this year. Since 2009, I have worked hard to build a successful business in the Northern Shenandoah Valley of Virginia. I believe that my success results from the fact that I seek to be both an incredible résumé writer and a skilled business owner. One of the unique ways I have found to promote my business is through the submission of contest entries related to entrepreneurship. Many business-focused organizations, magazines, and forums regularly hold such contests. Winning will provide you a chance to reach new customers and promote your business.

I submit written essays to several contests per year and was recently honored as the first-place winner of the [My Startup Story](#) contest presented by Hiscox Business Insurance. In addition to being awarded a \$10,000 cash prize, I was given international publicity through the business's press releases and social media forums. The notoriety serves to increase awareness of my business and the services I offer.

I urge you to find creative ways to increase awareness of your business. Thinking creatively will certainly help you expand your business and garner more opportunities. As your representative, I look forward to serving you in 2012, and I hope you will contact me to share the ways you have expanded awareness of your business.

Anne Kern of ReachHire Résumé Service in Atco, NJ, has successfully served her

clients for more than seven years. Having gained a reputation for offering exceptional service and quality, she finds most of her clients through referrals, but she also has had success with a variety of online forums through which clients have found her. One such forum is Yelp.com, a website that helps connect people with service providers and businesses that are based in their local area. Anne has recognized that a growing number of people are interested in doing business with local professionals instead of large national establishments. To capitalize on such opportunities, one must simply create and maintain a profile on sites such as Yelp.com, Manta.com, or Thumbtack.com.

Lisa Ollek of Semantics, LLC in Egg Harbor Township, NJ, has recently joined The NRWA. She is getting everything ready to launch her business this spring. She reports that her first order of business is to become a Nationally Certified Résumé Writer. Lisa, we welcome you to the organization, and we cannot wait to hear about your successes!

Tanya Ramey of Ramey Career Solutions in Washington, DC, has spent almost her entire professional career as a federal employee. During that time, she has developed a unique understanding of what government agencies are looking for in new employees. Recognizing that the federal hiring process is a mystery to most people, she has recently opened her federally focused résumé-writing business. She expresses excitement to be a part of The NRWA, and she is looking forward to finding new ways of getting involved with the organization. Tanya, we cannot wait to hear of your achievements!

How "Context and Complexity" Questions Can Transform Your Clients' Résumés



By Abby Locke

We have all been there. You have diligently prepared a résumé questionnaire and sent it to the client only to get back a sparsely completed document. You are interviewing the client by phone and are pulling your hair out to get any information that would differentiate him on paper. When you are dealing with a client who is uncomfortable sharing career successes, it can put a real damper on your résumé-writing process.

As a résumé writer or career coach, you will encounter clients who have a very narrow view of career achievements. However, you and I know that it's often the seemingly "routine" efforts that would make our clients very attractive to other employers.

Solution? Get them to think differently about their jobs. While their everyday tasks are never as important as the results, it's helpful to have the clients relate the specific challenge, context, or complexity of the business situation that existed when they assumed the position. This perspective helps you as a résumé writer to place achievements in the right context and, consequently, increases the résumé's impact.

Use questions like the following to get your client talking:

- When the company hired you, what immediate plans, goals, or objectives did you need to address?
- What type of problems were you solving over and over again?
- What were some changes in processes, systems, and/or technology that you

implemented?

- What was the hardest part of your job? Did you do anything to change that?
- What constraints seemed to always be working against you in your job (time, resources, money, etc)?
- What seemed out of place or chaotic in your job when you first joined?
- Did any of your improvement ideas, programs, or solutions get adopted by other employees or divisions?
- When you look back on your last position, what are some things of which you are most proud?

Once you have extracted these nuggets of information, you can create compelling, attention-getting statements for your client's résumé like:

- Hand-picked by CEO to spearhead critical turnaround assignment for Adtranz, the second-largest rail systems company in the world.
- Recruited by board member to orchestrate rapid and profitable makeover for leading online recruiting firm following its recent IPO.
- Retained to drive revenue performance, raise brand awareness, and build market presence for internet technology (software production) company during a decline in the "dot.com" industry phenomenon.

Abby Locke is a nationally certified résumé writer and career-marketing architect who helps senior-level executives to achieve career success through cutting-edge, brand-focused career documents, innovative job-search tools, and proactive career management strategies.

www.premierwriting.com | 

Top Five Errors Federal Job Seekers Make on USAJOBS.gov

By Camille Carboneau Roberts



1. Submitting a private-sector résumé instead of a federal résumé.

When I troubleshoot a USAJOBS profile for someone who has been applying for federal government positions on www.usajobs.gov with no luck, I learn they have been using a private-sector résumé instead of a federal résumé. A private-sector résumé does not contain the details required to get qualified for a federal position. Federal job seekers need to carefully read the vacancy announcement to determine the specific information required on the résumé. The best way to initially begin a federal résumé is by using the résumé builder on USAJOBS.gov. All of the fields that make up the builder include the required information that make the difference between a federal résumé and private-sector résumé. It is critical they be addressed. With that said, that still does not help the job seeker with the actual writing of the résumé to position himself for success. Many job seekers believe they can upload their Word résumé into the additional information section and bypass the builder.

2. Applying for everything and not targeting the audience on the résumé.

I have always said: "A 'generic' résumé will get generic results. Who wants that?" Write a targeted résumé that demonstrates value. For many government positions, the résumé will be submitted via the online builder. Thus, the first audience is the applicant tracking system which uses keywords and requirements from the announcement to sort the résumé to the next step, to someone in human resources, who qualifies candidates according to the announcement requirements. The human resources official decides which résumés to send to the hiring official. Therefore, the résumé needs to clearly demonstrate why the applicant is the best candidate for the

position by using requirements and qualifications from the announcement without embellishment and beyond keywords.

3. Missing the opportunity to "sell" the applicant.

Another common issue is that 9.5 out of 10 times, clients are not using the "additional information" section on USAJOBS application form to their advantage. There is not a place in the builder to put what we normally write at the top of a modern résumé: the key marketing. I advise my clients to take advantage of this section and put the content from the professional profile/summary into the additional information section.

4. Not qualified to apply for the job.

Read the announcement thoroughly, especially the "qualifications and evaluations," to ensure the client meets all requirements. Then read the "duties" tab on the announcement to further determine if the position is the right fit. Ensure the candidate can perform the duties, and incorporate this into the selling sections of the résumé.

5. Not providing narratives or answers to the online questionnaire.

When narratives are required, they are required! Narratives are equally important in the hiring process as the federal résumé. They must tell a story about the applicant's experiences that relate to the position. They need to capture the hiring manager's attention quickly. I use a combination of the STAR (Situation, Task, Action, Result) and CCAR (Content, Challenge, Action, Result) methods, along with others that will demonstrate the value of the client. If there is a questionnaire section, ask the client to answer the questionnaire because this is another method to ensure the client is qualified.

Stay tuned for more ways you can help your clients understand the federal hiring process!

Camille Carboneau Roberts is passionate about helping federal job seekers land their dream jobs. She has been helping clients get promotions and jobs in the federal government for 25 years. She has currently earned 10 industry certifications. Camille is an award-winning résumé writer and partners with senior-level, executive, mid-level, and transitioning military job seekers to assist them throughout their career. Camille@ccCareerServices.com



Volunteer Opportunity

The National Résumé Writers' Association is supporting the Multicultural Forum on Workplace Diversity Career Management Center. We are seeking volunteers to provide career coaching, critique résumés, conduct mock interviews, and provide job-search coaching. The Center will be open on March 20-21, 2012 at the Minneapolis Convention Center in Minneapolis, MN.

This Career Fair is expected to attract more than 700 candidates and over 50 corporate and academic exhibitors.

To learn more about the conference, coach volunteer opportunities, benefits, and more, click on the following links:

<http://www.stthomas.edu/mcf/>

<http://www.stthomas.edu/mcf/fair/career-candidates.html>

To volunteer or for additional information, contact Murray A. Mann or Rose Mary Bombela-Tobias at mcf@globaldiversitysolutions.com or 312-404-3108.

New and Returning Members

Welcome to our new members, and welcome back to those who have renewed their membership with The NRWA! Feel free to introduce yourself on our [Facebook page!](#)

New Members

Gordon Walter, ReliableResumes.com, St. Charles, MO
Stacie Moore, Power Résumé Services, Roswell, GA
Hassen Baydoun, Dearborn, MI
Fred Olson, Palm Desert, CA
Melanie Greenwood, Solution Consultants, Inc, Jefferson City, MO
Kendra Walters, Wauwatosa, WI
Gayle Viersen, New York, NY
Carmen Velazquez, Best Résumés in Town, Casselberry, FL
Kenetta Pierce, Midlands Technical College, Columbia, SC

Renewing Members

Dilshani Senaratne, Résumé Tokyo Translations, Onomichi City, Hiroshima
Teauna Upshaw, Workforce Initiatives, Murfreesboro, TN
Fred Frazier Jr., Nashville Career Advancement Center, Nashville, TN
Evelyn Salvador, Creative Image Builders, Inc., Coram, NY
Jessica Dillard, Dillard & Associates, Anaheim, CA
Jasmine Marchong, The Right Résumé, Farmington Hills, MI
Cliff Flamer, BrightSide Résumés, Oakland, CA
Ilona Vanderwoude, CareerBranches
Dana Conway, Conway Career Consulting, Indianapolis, IN
Kevin Morris, Naples, FL
Kris Pilarski, Medina, OH
Vicki Walch, Impress Them! Résumés, Newcastle, WA

Affiliate Spotlight

This week, we spotlight JibberJobber.com

Jason Alba designed JibberJobber.com as a website to replace the job search spreadsheet. Since then, he has written *I'm on LinkedIn - Now What???* and developed the *LinkedIn for Job Seekers* DVD. All of these resources are available to you and your clients to enrich their career-management strategies.



To learn more, visit JibberJobber.com.

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

One Quote of the Week

"Success is the ability to go from one failure to another with no loss of enthusiasm."
~ Sir Winston Churchill

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
