



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## Greetings from Derby City!

Greetings!

It's that time of year when we start thinking about "the greatest two minutes in sports," and the place to be on the first Saturday in May! Of the thousands of thoroughbred horses, no more than 20 will reach the starting gate in the most famous of races, *the Kentucky Derby*. Each will have been bred, trained, and nurtured in hopes of outrunning the competition for a place in the winner's circle.



For those who know me, you know I *always* parallel horseracing to working with clients! During an interview with jockey Pat Day (8,803 wins), I asked "How do you run the race to win?" His account of racing aligned perfectly with the techniques and strategies for a successful career search. So, how can you apply what Pat learned about *winning* to find yourself, or your clients, in the winner's circle?

Follow your passion. "People need to do a lot of soul searching prior to the starting gate. When we find that which we are passionate about that dovetails with our talents...the circle is complete and our quality of life is decidedly better." Know *who you are* and what you offer to a prospective employer to get *in* the race.

Learn to recover. "The 'break' is very important, but if you don't get away from the gate in good shape, it's not the end of the race. There is time to recover, unless you *just pull up and stop trying!*" You might have to enter the starting gate numerous times before you get to the winner's circle.

Drive through the gap along the rail. "The inner rail (your network) saves ground and provides the shortest and quickest route home" (finish line).

Own the race. From start to finish, "there is not one part of the race more important than the other." Maintain contention with the field of candidates with a clear vision, well-written job-search documentation, a solid network, persistence, and keen behavioral interviewing skills.

Be patient. Be selective about job offers based on alignment with your passion and abilities. You can enhance your chances to succeed with the right mindset *on* and *off* the track by "planning the race, and racing the plan" toward your career goals.

See you in the Winner's Circle!

[Sharon Williams](#), M.Ed.,  
The NRWA Second Vice President

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ca·reer--French *carrière*, from Old French, *racecourse*

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## 10 Reasons Why You Can't Ignore Twitter for Job Search...Part II

By [Susan Britton Whitcomb](#), [Deb Dib](#), and [Chandlee Bryan](#)

In the last newsletter, Susan, Deb, and Chandlee shared five reasons why Twitter is a "must use" job search arsenal. Below you will find five more reasons to consider Twitter an important tool for your clients.

### 6. Career brands are brandished on Twitter.

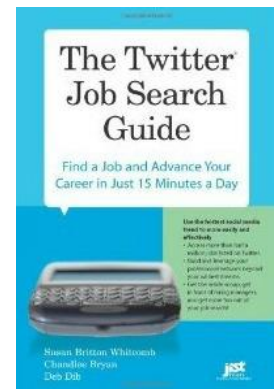
Employers don't hire résumés--they hire people! Beyond the fit of competencies and compensation, they also want good chemistry and cultural fit; Twitter is a great place to convey that. A Twitter handle (username) that is on-brand can attract attention, create interest, and induce desire on the part of employers. For example, see the following handles: @CIOintheKnow or @VisionMaker or @AdminExpert or @JaneDoeHRpro. On-brand tweets are also important--it confirms to hiring managers or recruiters that the job seeker is an "A" candidate.

**Twitter Tip:** On-brand tweets can include personal information. Be mindful to maintain an approximate 75:25 ratio for professional vs. personal tweets. Make sure those personal tweets aren't TMI (too much information) or OS (over-shares). Instead, personal tweets might read like this:

*CIOintheKnow: Just upgraded to iPhone 4G network; frankly, I notice big difference in speed. What are others finding?*

or

*VisionMaker: My hi-sch teen is considering college major. Any coaches out there who work w/ this age to identify STRENGTHS and PASSIONS and VALUES. {Sentences are shrunk to meet Twitter's character limit.}*



## 7. A vibrant careers community is on Twitter.

There are hundreds of experienced career coaches, job-search strategists, personal-branding experts, and résumé writers tweeting their insider secrets and deepening relationships amongst colleagues. Job seekers can search for hashtags such as #jobsearch, #resume, #interview, or #personalbranding for career wisdom and advice.

Twitter Tip: Looking for career experts on Twitter? We've compiled a list of contributors to The Twitter Job Search Guide here:

<https://twitter.com/#!/SusanWhitcomb/twitterjobsearch-contribs>. Here's another list of certified career coaches that you can find via Listorious.com:

<http://bit.ly/certifiedcareercocaches>.

## 8. "JobAngels" are on Twitter.

One hashtag (designated by the # sign) you'll want to check out is #jobangels. Founded by Mark Stelzner (@Stelzner), Job Angels is a grass roots volunteer effort where one person helps another person get a job. The result has been that thousands of "one persons" have helped. You can get help and you can also help someone else. Similar "helping" efforts have been started under the hashtag #HireFriday and #HFChat.

Twitter Tip: Enter #jobangels in the Twitter search box. You'll find a wealth of job leads, help, and more. At the same time, think about how you can help someone else. Maybe you can help by making an introduction or passing on a job lead that you think would be appropriate for someone. Maybe you can help by retweeting (RT) others or sending a shout-out or #FollowFriday (#ff) recommendation for a jobseeker, networking contact, or target company. You get the picture? Be a blessing!

## 9. You can leverage other profiles on Twitter.

Do you have an existing online profile somewhere outside of Twitter? Use it to springboard into Twitter. If it's a blog, mention that you're using Twitter in a post and link to it from your profile and contact pages. If you're on Facebook use one of the numerous tools available to cross-post a few select tweets to Facebook (hint: do not cross-post everything!). Add it to your email signature, business card, mention it in interviews or guest posts... etc. The same applies with any online (or even offline) presence.

Twitter Tip: Link to your Twitter page and link to it often. For example, If you'd like to connect with me on Twitter, my feed is here:

[twitter.com/#!/susanwhitcomb](https://twitter.com/#!/susanwhitcomb) (substitute your Twitter name, of course).

## 10. SEO gets better on Twitter.

Tweets are permanently indexed by Google. The good news is it will boost your "Google juice" (results on Google), which is good news when recruiters and prospective employers research you online. The bad news is that everything you say is on permanent record. The Library of Congress is even keeping records!

Twitter Tip: According to Mashable.com, "the 'lead-in' of each tweet appears to be important for SEO as it will determine what appears in the tweet's title tag when it shows up as a search result on Google. Approximately 42 characters are factored into each tweet's title tag, including the account name, as well as the initial characters of each tweet. Keep in mind that your full tweet and all its characters are still being indexed by major engines, though."

There are many other reasons for job seekers to take advantage of Twitter in their job search. If they are unsure, encourage them to choose one of the items in this list and explore it further. Give them permission to possibly not like Twitter at first. For some, it can feel like moving to a foreign country and learning a new language-there will be some frustrations when they don't immediately understand all the words or customs, but that will pass.

When they stay with it, your job seekers will find they've seriously broadened their horizons, knowledge, network, and options!

Susan Britton Whitcomb (@SusanWhitcomb), Chandlee Bryan (@chandlee), and Deb Dib (@CEOCOACH) are the coauthors of *The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day*- for which they received the CDI Career Innovator Award. Chandlee and/or Susan teach the Microblogging Career Strategist program, while Deb and Susan teach the Certified Get Clear, Get FOUND, Get Hired! (G3) Coach program, both offered through [www.TheAcademies.com](http://www.TheAcademies.com).

## The South Carolina Aquarium in Charleston, South Carolina

By [Kathy Sweeney](#), Conference Planner

While conducting site visits for The NRWA's 2012 Conference, I had the pleasure of visiting the South Carolina Aquarium (<http://bit.ly/IpyLXc>), located right on the historic Charleston Harbor. I have been to many aquariums, and this facility offers fascinating exhibits that will delight both adults and children.



The three-floor, 93,000-square-foot building houses nine galleries and 100 exhibits featuring 6,000-7,000 amazing aquatic creatures and animals, including river otters, loggerhead sea turtles, alligators, sea horses, jellyfish, puffer fish, moray eels, horseshoe crabs, sea stars, sharks, pythons, great blue herons, hawks, owls, and a bald eagle.

The largest exhibit in the aquarium is The Great Ocean Tank, which extends from the first to the third floor of the aquarium, holding more than 385,000 gallons of water; it contains more than 300 animals. The aquarium also features a Touch Tank, where patrons are able to touch horseshoe crabs, Atlantic stingrays, and other marine animals.



In addition to extensive education efforts in support of a healthy Loggerhead Sea Turtle habitat, the South Carolina Aquarium utilizes its facilities to operate a Sea Turtle Hospital. The South Carolina Department of Natural Resources transports injured or stranded sea turtles to the hospital, after which aquarium staff and volunteers nurture the animals back to health.

Rehabilitated turtles are brought to a local beach and allowed to return to the ocean once they can live on their own. The average turnaround time for an injured turtle is seven to eight months. Since opening in 2000, the aquarium has rehabilitated and released more than 80 sea turtles!

Sign up today for The NRWA's 2012 Conference and put a trip to the South Carolina Aquarium on the top of your "things to see and do" list while attending the conference.

## Choosing = Losing to the Renaissance Personality



By [Ilona Vanderwoude](#), MRW, ACRW, CCMC

Yes, choosing is losing to the multi-passionate Renaissance Personality (RP). It means losing out on highly interesting opportunities, a part of themselves, their sanity...and their reason for being! It's in their DNA to want to explore and try out many unrelated subjects.

Here's how to be one of very few résumé experts that "gets" the multi-passionate Renaissance Personality.

RPs may be skeptical that you can meet their needs as they are usually misunderstood. When getting down to business, they'll probably ask you for a "general résumé" or various versions they can use for the next 12 directions they want to, simultaneously, pursue. Of course, you can create multiple focused résumé versions for them, but I've found that one or two really suffice. Here's how to make the relationship with your RP client work and provide them an effective résumé:

Make sure they feel understood:

- Level the playing field! If they know they're a multi-passionate RP--great! If not, but you suspect they are, you can send them over to [www.careerbranches.com](http://www.careerbranches.com) for a free report on this subject. If they are indeed an RP, you will forever be their hero for helping them discover this!
- Don't press them for a focus. Understanding RPs means you are not pressing them to pick one area of interest so you can write a one-focus résumé for them.
- Don't ask them to take a personality test. They can often tell you what it will reveal, as RPs are very good at almost everything and have talents across the board to back this up. They're also very intuitive, flexible, and adaptable.

Top Three tips to help indecisive RPs get to the next phase:

- Emphasize that they don't have to choose one passion. It's a matter of prioritizing "when" and "how." For instance, some passions are better entertained as hobbies. Other passions can be grouped to launch a successful job search. Only when RPs fully grasp that letting go of all their passions is not necessary, but prioritizing is, will it be easier for your RP clients to let go of their multiple résumé expectations.

Try to find the essence of what your RP clients want out of a certain career target. Often, the core of the experience is attainable. For instance, take someone who wants to become a rock star and travel the world. What about this goal is so appealing to your client? The fame? The freedom? Wealth? You can brainstorm alternative ways for your client to obtain this. Maybe in their current field? Perhaps they could be "on stage" in a different way. This exercise takes some brainstorming, but it's worthwhile when your RP clients realize they can still "live" the most important part of their dream.

- Be wary of planning long-term goals with RP clients. We've all been "programmed" that we should plan ahead. Listen to your clients; you'll be able to identify if long-term planning is something your RP clients think they must do or

whether they truly have a long-term vision.

Help them figure out what they desire short term instead and why. Do they need to secure some cash flow fast or is now the time to go after a long-lost dream? When they don't feel as if the rest of their professional life is riding on their decision, they tend to relax. Yes, there is a future out there waiting to satisfy their many passions. As long as they get a sense that they'll have enough time to pursue their different ideas, they'll relax.

- Test out ideas. If they want to venture out into a new field they have no experience in and they're nervous about it, suggest they test it out first. By shadowing someone or by volunteering in the position of their choice, they'll gain real-life experience that not only helps them decide but also gives them some hands-on exposure to include on the résumé!

Good luck with your Renaissance Personality client.

*Ilona ("rhymes with Fiona") Vanderwoude's passion is helping modern-day "Renaissance Personalities" fit a million passions into one lifetime--and make a great living. She is a 10+-year veteran in the careers industry and holds elite coaching and résumé-writing credentials including MRW, ACRW, and CCMC. In addition, she's a graduate of New York's FIT program for image consulting, and was trained by Margaret Lobenstine (author of The Renaissance Soul).*



## TAP (Transition Assistance Program) and Why Military Struggle to Have a Successful Transition

By [Troy Johnson](#), CPCC, CPRW, CEIP, CFJST, CEMC, TAP

### Part 1 of 3 (What is TAP)



With the older veteran population unemployment rate at 8.3% and young male veterans (ages 18 to 24) at 29.1% as of 2011, many can understand why there has been a big push for new veteran initiatives. So why is it still such a struggle to secure a good job or career beyond the military?

Many of those transitioning out of the military struggle to find a satisfying and rewarding career, because they don't understand the process, they believe that it is not going to be that difficult, and/or they don't properly prepare.

I retired in 2004 from serving 21 years in the U.S. Army (this was my first and only job). When I decided to retire, I thought to myself, I should be able to find a good-paying job for around \$40k--no problem. What a wakeup call! I found myself working as an armor vehicle driver for \$10 an hour. This is not what I had expected. Shortly after, I found a position as a veteran career manager with the local Work Force Board. It was a good job, but the pay was not what I expected. Now, as the current Transition Assistance Program (TAP) manager, I realized I had no idea what I was doing.

First, let me provide a quick overview of the TAP program, because many don't understand that there are several components. In the early 1990s, a national partnership was developed with the Department of Defense (DOD), Department of Labor (DOL), Veterans Administration (VA), and Department of Homeland Security.



With this partnership, they established a national Memorandum of Understanding (MOU) to assist the military personnel transitioning into civilian life understand their entitlements and benefits. There are four components that make up the TAP program.

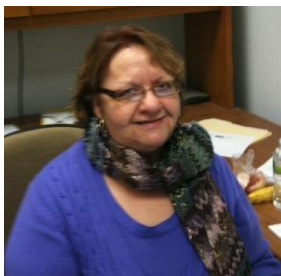
1. **Pre-separation Counseling:** This is mandatory of all military personnel who have served 180 days of continuously active duty. They must attend and receive a DD2648 no later than 90 days of separating or retiring. The DD2648 is a transition checklist and helps them prepare an Individual Transition Plan (ITP), which is a critical component of a successful transition.
2. **The DOL TAP Workshop:** This is an employment workshop that focuses on personal appraisal, career exploration, résumés, interviewing and salary negotiations. This workshop is delivered by a certified TAP facilitator, generally, a veteran career manager from the local Workforce Board / One-Stop Center or by a contractor.
3. **The VA Benefits Briefing:** Covers benefits they may receive based on their active-duty service. Topics include: disability benefits, educational benefits like the Post 911 GI Bill, home and burial benefits. This portion is delivered by a Veterans Administration representative.
4. **Disabled Transition Assistance Program (DTAP):** Is delivered by a VA representative, covering the benefits of those being retired or separated for medical reasons. They cover the VR&E (Veterans Rehabilitation & Employment) program which assists veterans who have service-related injuries with education and employment benefits.

In addition, most TAP offices offer one-on-one career counseling and individual skills-development workshops, such as résumé writing and interviewing. They also sponsor quarterly career fairs, with more than 70 employers attending, to assist in linking veterans to employers.

Stay tuned for my next article that explains why.

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## What is Happening in Region One



By [Suzette Jolly](#), CDS, CPRW, JCTC, MBTI

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

Spring is officially here. The sun is shining, the temperature is rising, and, of course, rain is inevitable. Unfortunately, it has been a sad time for some, and I understand that many of us have been "under the weather." On behalf of myself and Region One, I would like to take this time to share our deepest condolences with Evelyn Salvador, Region One member, who recently lost a family member due to a tragic automobile accident.

Moving forward, our colleagues in Region One have been busy. Congratulations to all members for your success stories and new endeavors as your businesses grow.

Jan Melnik, M.A., Absolute Advantage, Durham, CT, was one of seven featured speakers selected to deliver a program at the annual Careers Conference in Madison, Wisconsin, on January 31, 2012. Her topic was "Powerful Strategies for Writing Branded, Accomplishment-rich Résumés." This conference attracts more than 1,000

career professionals, primarily in academia. One hundred and twenty five sessions are offered in addition to the seven featured programs. Jan was also hired as an adjunct professor at Bay Path College, teaching "Strategies for Career and Personal Growth" using the Educator Coach model.

Arnie Boldt (CPRW, JCTC), Managing Partner of Arnold-Smith Associates, Rochester, NY, is currently presenting webinars on résumé development for incoming MBA students at the University of Rochester's (NY) Simon Graduate School of Business. This group of 14 students is part of a special program through the Consortium for Graduate Study in Management (CGSM). CGSM is the country's preeminent organization for promoting diversity and inclusion in American business. Arnie has been a contract consultant with the Career Management Center at The Simon School, ranked in the Top 50 MBA programs globally since 2009, facilitating workshops and conferring individually with students in preparing résumés that advance their business careers.

Ilona Vanderwoude, Career Branches, Riverdale, NY, relaunched and rebranded her website. Ilona said that it is still very much a work in progress, but it features her shift into working more with the multi-passionate among us ([www.CareerBranches.com](http://www.CareerBranches.com)). She added that she still works with "regular folks" as well, but has been moving slowly towards this niche over the past few years.

Kimberly Schneiderman, City Career Services, New York, NY, is working hard! She is on a long-term assignment with an outplacement firm and is enjoying seeing a totally different side of coaching. Working with folks that are forced into a job search is requiring a whole host of new coaching skills and approaches. She is really enjoying tapping into these new skills! In other parts of her business, Kimberly continues to work with security and law enforcement professionals and is preparing to give a seminar to transitioning military and law enforcement job seekers through the New York City chapter of ASIS spell out in May.

As for me, Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, I have been busy assisting unemployed and underemployed clients with résumés and job-search strategies. I have been teaching classes that show participants how to write résumés from start to finish. Of course, I am available to tweak résumés so that their works-in-progress become professional documents. As a Department of Labor employee, I will be starting to meet with individuals who are collecting federal unemployment compensation to see if there are any services that they may need to assist them in becoming employed again. This should be productive since many people are not aware of the services that are available at the One Stop Centers in Connecticut.

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### Affiliate Spotlight

This week, we spotlight [Ivyexec.com](http://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 [Ivyexec.com](http://Ivyexec.com) to learn more.



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

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board