



## The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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### Executive Greeting



Hello ,

It is the time of year that we all have a chance to slow down and consider all the wonderful people in our lives. As President of The NRWA, I wanted to take a moment to tell you all why I am thankful for you -- our members, volunteers, and leaders.

As members of The NRWA, each of you have dedicated your careers (or at least this phase of them) to helping others achieve their career goals. Your willingness to ask for help, share, and continually strive for improvement is an inspiration and something I am very thankful to have in my life. As Mary Jo King wrote recently on the e-list, I too am very proud to be a member of this association and grateful for all the new friends I have met through my involvement.

Like all nonprofit organizations, The NRWA relies heavily on volunteers and volunteer leaders who give countless hours to improve the organization and, therefore, the industry as a whole. Volunteers on the marketing and conference committees have been responsible for amazing gains in our social influence and coordinating 15 years of industry-leading conferences! Throughout the years, volunteers have served as Board members to lead the organization. I cannot express my gratitude for these volunteers enough; they are the foundation for all the success the organization has achieved.

Wishing you all a Thanksgiving full of gratitude, family, and restoring relaxation.

Sincerely,  
[Marie Zimenoff](#)  
President, The NRWA

[Giving Thanks to Our "Clients"](#)

Whether we run a business or work in military, workforce center, or college settings, we all have stakeholders who help us get our jobs done every day. Many times, we get busy and forget to recognize all these people do for us and say "Thank you!"



One of the best pieces of advice I have heard about thanking others is to be specific. Just like compliments, appreciation is strongest when it calls out what the person has done for us and why it meant so much. Whether it is your boss, your assistant, or your client, people will be touched by a message that is personalized. Isn't it funny how this parallels what we teach about cover letters? The more personalized, the better.

Here are a few ways we can let people know we appreciate them:

- A personalized e-card; there are many nice systems that will send animated cards for you.
- A hand-written card.
- A phone call.
- Lunch or coffee (bosses, assistants, etc.); you can say thank you and catch up.
- A small gift, something you know they will appreciate or would never get for themselves.
- A timely article or other assistance that speaks directly to their needs.
- Referral discounts or fees for clients or referral partners.

If you would like to share other ideas you have for giving "thanks," please feel free to share on The NRWA [Facebook page](#)!

### Call for Proposals Reminder - 2013 Conference



If your creative juices get to flowing after the turkey has settled, don't forget that the deadline to submit a proposal for The NRWA's 2013 conference in Chicago is November 27, 2012.

Proposals can be submitted at: <http://bit.ly/S0y4Zf>

We have also compiled the list of topics of interest from the e-list and LinkedIn group. Here are the topics of interest to your peers:

**Writing:** Generational differences; hands-on résumé writing or design workshop; addressing inconsistencies in résumé/job search best practices; layout and design elements; executive biographies; networking résumés; résumé strategies for blue collar and mid-level white collar professionals; résumés for baby boomers; affordable assessment instruments.

**Technology:** ATS systems and emerging trends/strategies; SEO, Twitter, and Web 2.0; LinkedIn profiles; staying ahead of the game with mobile devices; best practices in technological advances such as personal websites.

**Business:** Managing workload and subcontractors; passive income; marketing to our clients in the mobile app world; articulating the benefits of hiring a professional writer (overcoming price resistance); packaging (what a client really wants and needs); building a résumé business; attracting clients without knowing anyone in your area; dependable website hosts; intake, procedure, and pricing.

The registration website will be up by December 1st so you can take advantage of the 10-pay registration option!

Speakers will be determined by the conference committee and notified of selection status by December 15, 2012.

See all the details and submit today at <http://bit.ly/S0y4Zf>.

We look forward to receiving and reviewing more great proposals!

Sincerely,

The NRWA Conference Committee

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### What's Happening in Region Two?

By [Jaushina Johnson](#), Total Solutions LLC, in Chesapeake, VA

*Region Two includes the following: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.*

Jaushina Johnson, Total Solutions LLC, Chesapeake, VA, has partnered with Society for Human Resources Management (SHRM) to offer many different types of online assessments and testing options to help enable job seekers with assessments of skills for self development, career exploration, and IT skills assessments. She also offers related services to help organizations identify, hire and develop the best people, such as Custom Interview Guides, Job Analysis, and Assessment Validation.



Victoria Kidd, OMP Consulting Group, LLC, Winchester, VA, is happy to report that on November 5, 2012, Victoria's family welcomed their first child, a beautiful baby girl named Lydia Josephine Berghoff-Kidd. She weighed in at 6 pounds, 9 ounces.

Amy Schofield, Schofield Strategies, California, MD, was excited to have been chosen to partner with the National Military Spouse Network (NMSN) for its 2012 Annual Military Spouse Career Summit held October 25 - 27, 2012 in Alexandria, VA. The Resume Best Practices info graphic that she developed was featured in the summit's program. Amy also recently redesigned her own company's website, [www.schofieldstrategies.com](http://www.schofieldstrategies.com), which has earned rave reviews! In addition to the great feedback, Amy also received excellent client testimonials. One client even wrote a whole blog entry about working with Amy, describing how Amy served her from her point of view! See her testimonial at [welcometotheblogofanarmywife.blogspot.com/2012/07/polish-up-that-resume.html](http://welcometotheblogofanarmywife.blogspot.com/2012/07/polish-up-that-resume.html).

Neely Raffellini, Splash Resumes, Montclair, NJ, is excited to be launching a new website this month, [www.splashresumes.com](http://www.splashresumes.com). Neely's resumes are graphically designed and even though she typically works with clients in creative fields, her team can also design traditional resumes.

Laura M. Labovich, The Career Strategy Group, Bethesda, MD, has been enjoying the roll-out of her new website ([www.thecareerstrategygroup.com](http://www.thecareerstrategygroup.com)), which has recently been getting great feedback. In addition, her book (coauthored with Miriam Salpeter of Keppie Careers), *100 Conversations for Career Success: Learn to Network, Cold Call, and Tweet Your Way to Your Dream Job* (LearningExpress, LLC), was

awarded the prestigious Career Innovator Award last month. The book spent a full week in the top 100 Job Hunting books on Amazon, and Monster.com took notice and did this Q & A about the book: <http://bit.ly/Q5Mf16>. Finally, Laura will speak around the DC area over the next few months, at 40Plus of Greater Washington, Georgetown University, and more.

Dianne Irwin, DYNAMIC RESUMES, Cherry Hill, NJ, will be speaking about "Résumés That Get Results" for the Career Transition Partnership in Cherry Hill, NJ on December 6, 2012. On the same day, she is a guest speaker for the Transition Group of her local SHRM chapter (Society for Human Resources Management) on the topic of "targeted" resumes, and will attend a lunch meeting with local The NRWA members in the South New Jersey/Philadelphia area.

Carol Camerino, Job Seekers - Looking For the On Ramp™, Flemington, NJ, has earned two certifications: Certified Tough Transitions Career Coach and Certified Career Management Coach. Carol has presented at several venues within the last few months: the Women's Career Strategies Conference in Stamford, CT, the New Jersey State Federation of Women's Club's Career Institute for Girls, and at several local job seeker support groups.

MaryAnn Diorio, Top Notch Writing Solutions, Merchantville, NJ, has published a new book in the fiction realm entitled *A Christmas Homecoming*, published by Harbourlight Books--A Division of the Pelican Book Group. You can learn more and read the book trailer at [www.literaryvideocreations.com/book-trailers.html](http://www.literaryvideocreations.com/book-trailers.html).

## Affiliate Thanks



We would like to give special appreciation to our affiliates: JibberJobber.com, WinTheView.com, Fast Track Transition Career Research, ProfilingPro.com, CertifiedResumeWriters.com, Ivy Exec, Preptel, The Higher Road, and, in particular, [Southworth](#) who has continually supported our annual conferences.

You may think that [Southworth](#) is a paper company, and you're correct. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, [Southworth's](#) high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumé paper and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

[Southworth](#) is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on [Southworth](#) watermarked paper."

*To check out a complete listing of The NRWA [Affiliate Partners](#) and their descriptions, 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