



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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April 19, 2013  
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## Executive Greeting



Hello Marie,

I opened a piece of mail on April 1 that wasn't an April Fool's Day joke -- it was an invitation to join AARP (yeah, I'm THAT old). I know AARP is a good organization; I just take issue with the RP portion of the name. I'm not retired and don't plan to retire any time soon. I enjoy my résumé writing practice and plan to keep writing until my fingers

won't work.

HOWEVER...I'm going to join AARP, because I believe it affords many benefits to its members. And so it is with The NRWA. I openly admit that I first joined The NRWA in 2007 to give my practice credibility. The annual dues were affordable, and I could display The NRWA logo on my websites. All good. But I was content to pay the membership fee, display the logo on my websites, and read the newsletter. I didn't attend teleseminars or go to the annual conference. I was a spectator, not a member, and didn't benefit from my membership dues.

Well, in 2010, the annual conference was in Fort Worth, Texas, my hometown. How could I not attend? No airfare, no hotel costs -- I could sleep in my own bed and drive to the conference. So I registered and went to the conference.

Best professional decision I made.

I didn't know a soul when I walked in the first day, but I met many wonderful people. Everyone freely shared information about their practices and answered every question I asked. Amazing. The breakout sessions were informative, entertaining, and very beneficial. I (mentally) kicked myself for waiting so long to attend the conference and to become more active in The NRWA. I vowed to attend the conference every year and went to Portland in 2011 and to Charleston last year. Of course, I'll be in

Chicago this September. It's fun to re-connect with people I've met at past conferences and find out what's new with them.

I also became an active member, as the Region 5 Representative, presenting a teleseminar on federal résumé writing last November, and now serving as Membership Chair. I'm also working on the NCRW Certification.

Active membership and attending the conferences have enriched my personal and professional life. I encourage everyone to be an active member, not a spectator. If you have a colleague who's not a member, get them to join. Take advantage of the teleseminars and webinars; take the online training; post questions on the e-list; "like" The NRWA's [Facebook](#) page; utilize the resources found on our new website; connect with your peers; and attend the conference. Track me down in Chicago and introduce yourself. I'm eager to meet y'all (that's Texan talk!).

[Bob Janitz](#)  
First Vice President

## What's Happening in Region Two?

By [Jaushina Johnson](#)

*Representative for Region Two: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia*

Shauna C. Bryce, Esq., CPRW, Annapolis, MD, was recently interviewed for a podcast with Happy Go Legal, a firm that works with lawyers, law students, and law schools to help lawyers create successful and sustainable career paths. The link is here: <http://hgl.me/HGLPodcast013>



Norine Dagliano, NCRW, ekm Inspirations, Hagerstown, MD, has been contracted by CareerBuilder of Chicago, IL, to develop, implement and manage a quality assurance program for their résumé-writing services and team of independent résumé writers. Dagliano has been providing job-search coaching services to MBA graduates through an agreement between CareerBuilder and several online universities since October 2011. This new contract has her working closely the Client Solutions Team to enhance job-seeker services. To date she has rewritten the QA standards and developed a client intake questionnaire. Future tasks related to the project include developing and facilitating training for the résumé-writing team and coaching/mentoring writers.

Victoria Kidd, CPRW, CPCC, of OMP Consulting Group, LLC, Winchester, VA, was invited to join the Winchester, Virginia, chapter of Rotary International. With around 1.2 million members in more than 33,000 clubs worldwide, Rotary is the largest nonprofit humanitarian organization in the world. The Winchester chapter is comprised of exclusively local business and community leaders with significant professional experience and expertise in their fields. Victoria has found that membership has allowed her to network with local business owners and professionals from across a wide range of industries. This has already helped her land contracts for outplacement services and other freelance writing tasks. It has also helped her make connections between current clients and potential employers. Furthermore, Victoria was charged

with creating and promoting the club's marketing and public relations materials, an activity that has allowed her to connect with media representatives from all of the local outlets. This alone has opened the door for her to be called on by the media as a subject matter expert on matters related to career management.

Civic club membership is a great way to elevate one's professional reputation locally while simultaneously expanding one's network. More importantly, membership demonstrates that you and your business are committed to serving the local community.

Laura M. Labovich, CFRW, CARW, CERW, MLRHR, of The Career Strategy Group, Bethesda, MD, is transforming her business to support outplacement clients in addition to individual job seekers and has been working with some great clients in the DC area who are in the midst of reductions-in-force. In addition, Laura was [featured on Fox 5 TV in DC](#) discussing "Internship Tips" and will be seen on NBC's 6 p.m. news show, "6 in the Mix," in Miami on 3/26. She is super-excited to be speaking about social media at The NRWA [conference](#) in September!

Amy Schofield, Schofield Strategies, California, MD, published an article on [LinkedIn profile optimization tips](#) on the National Military Spouse Network's site, in which she offered tips for both job seekers and entrepreneurs alike. Amy was also mentioned in an article about [professional associations](#) (of special note: Amy mentions The NRWA in this article). Amy continues to work with job seekers of all backgrounds but has seen a recent expansion of transitioning military veterans as her customers.

Trish Garcia, Business and Office Solutions, LLC, Norfolk, VA, was awarded 2012 Best of Norfolk in the small business category for Professional Résumé and Employment Training Services. The Norfolk Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the Norfolk, VA, area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value.

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## Time to Mobilize



By [Sophia Marshall](#)

When I was in college, I didn't know where the Career Services office was, let alone use it. Nor did I attend any of the job fairs that it painstakingly organized. Instead, I sought advice from everyone except "the career professional." Fast-forward many years, and we see that many of our clients are doing the same.

As members of The NRWA, we all know that it is important to stay on top of the latest and greatest job search trends. Why? This is because our job is to educate our clients on résumés, cover letters, LinkedIn profiles, and whatever else they need to put their best foot forward. Yet, no matter how passionate we are, there is no way to rid the world of misleading information. As an example, recently I was asked to review two versions of the same résumé -- one version written in French Script and the other written in Chiller. Then, the next day I was asked to give an honest opinion on a cover letter that actually included the following demand: "You had better call me or else." When I inquired about why those fonts and words were chosen, both parties cited a friend and the Internet. Well, I am glad that I was able to be of service and salvage their job searches. Wouldn't it be nice if everyone could recognize when they need help?

As a career professional, I feel lucky to belong to an organization like The NRWA, because it brings colleagues together who get to learn from one another. Let's mobilize together (maybe after popping a Tylenol) and continue to solve employment challenges for our clients--one at a time

## April Teleseminar

### Planned, Purposeful, and Productive Networking 5 Tips for Networking via Social Media Presented by Heather Rothbauer-Wanish

Date: Tomorrow, Friday April 19, 2013 1:00 pm ET  
Price: \$19.99 Members, \$29.99 Non-Members

[Register Here!](#)



Resume writers and their clients both need to understand the importance of networking via social media. Today's environment demands people who are tech-savvy, can easily make connections online, and understand the importance of an online identity. From joining groups on LinkedIn, scheduling Facebook posts, and participating in Tweet chats, online networking is an important part of marketing yourself.

If you are looking to build your resume business, enhance your online personality, or help clients brand themselves online, join Heather Rothbauer-Wanish as she provides concrete tips and methods you can implement immediately. In this one-hour teleseminar, we'll cover:

- Joining groups on LinkedIn (with suggested groups to join)
- Participating in Tweet chats (with suggested chat opportunities and participation guidelines)
- Following people on Twitter (how to find new people to follow and increase your own following)
- Commenting on blogs (why it is important and what you can get by commenting on other sites)
- Scheduling Facebook posts for your business (tips for effective posts and scheduling)

*Heather Rothbauer-Wanish is a Certified Professional Resume Writer and owner of Feather Communications. She enjoys working with clients to provide relevant, compelling, and industry-specific resumes and cover letters. Since 2008, she has worked with hundreds of clients before, during, and after their job searches. Heather speaks at local and national events on the topics of job searching, networking, resumes, leadership, and business communication. She holds a Bachelor of Business Administration in Management, a Master of Business Administration, and a PhD (ABD) in Organization and Management.*

## Back by Popular Demand...

By [Laura Labovich](#), MLRHR

Does your Facebook Page Create Relationships?

Community in social media goes beyond blog comments or Twitter followers. It goes beyond "likes" on your Facebook page or connections on LinkedIn. Community is about



a dialogue and shared sense of purpose. Before you begin to actively build a community on your blog or FB page, you have to determine the purpose and direction you hope to foster in your readership. What role do you want your ideal member to play on your site? How often would you want them to engage and interact with you and your team?

In our book, *100 Conversations for Career Success: Learn to Network, Cold Call and Tweet Your Way to Your Dream Job*, Miriam Salpeter and I conducted a good deal of research on power-users of the various social media sites, and we found an exciting best practice that really works.

We tapped Laurie Baggett, social-media consultant to the medical community and a self-proclaimed "promoter." As a "natural promoter" of people, products, and services, Laurie has become a go-to resource for her Facebook friends and a significant ally to her local businesses. Although articulating a specific strategy eluded her ("It's just authentic for me, so it's hard to outline a plan"), she did recognize that her intention is to help other people succeed.

This strategy landed Laurie strong support and friends in the community and a job with a medical practice in Norfolk, Virginia. "I am constantly staying on top of what's out there--reading blogs and frequenting local, lesser-known establishments. I'm curious by nature; when I go into a place, I talk to people, I survey the environment, I become curious, and I parlay what I learn on Facebook. I'm always out there looking for the next great thing, person, company, product, or talent. If I find a great web programmer, I'll promote her, period, and not because I expect anything in return, but because I believe in her ability and want the world to know about her."

Using Laurie's strategy, here are a few fabulous tips to garner similar support, recognition and, overall, a loyal following:

1. Recommend an event you attended.

*Absolutely the best thing I've witnessed all year! SO glad I didn't miss out on this great event! Next time I'll be sure to participate.*

2. Endorse a local, favorite establishment. Start by making a list of every business you want to target. And remember, when you like a page, it is almost as good as "liking" an individual person. Targets could include:

- Your clients' businesses.
- Your business vendors.
- Your family's businesses.
- Your friends' businesses.
- Local businesses you frequent.

3. Identify and "like" pages associated with any person or organization you have on your target networking list. Keep in mind, if you create a business page on Facebook, these companies may choose to reciprocate and "like" your page!

*Love this place! Every woman needs a visit here! @TheFullCupVirginiaBeach.*

*Have you eaten at @TheGrill? If not, you are missing out! It's my go-to, favorite place for lunch or dinner.*

4. Share a job opening that isn't a fit for you.

*Don't miss out... and don't forget to submit your cover letter: Grow Interactive is looking for an interactive developer (front-end focus).*

5. Give a shout-out to a new contact.

*So excited to finally have met Drew Ungvarsky of Grow Interactive! Yes, it's true. I'm a "stalker" of game changers, and Grow Interactive is one of those companies that creates brilliance and inspires me daily! Keep up the great work, Grow Interactive!*

*Laura M. Labovich, MLRHR, Job Search Makeover Coach, and Founder of Aspire! Empower! Career Strategy Group. Co-author, 100 Conversations for Career Success: Learn to Tweet, Cold-Call and Network Your Way to a Dream Job (published by LearningExpress, LLC - Fall, 2012) [www.aspire-empower.com](http://www.aspire-empower.com)*



### Affiliate Spotlight

This week, we spotlight [ZipAlerts](#).

ZipAlerts specializes in helping resume-writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity.



Our email job alerts pull jobs from leading sites like Monster, Careerbuilder, Beyond, and about 30 others. Our technology ensures that your clients receive the most relevant jobs in their inbox each day -- from you! Our alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing our solution can be done with our full API suite (for larger companies) or by simply using our "widget" on your web page (three lines of code installs a registration form directly on your site). In addition to all of this, partners like you earn revenue every time one of your clients clicks on a job listed in the email alert. The bigger your list -- the bigger the checks.

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

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board