



# The NRWA Connection

Linking Our Members ... Keeping Them Current

April 4, 2013  
Vol. 7, Issue #6

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## Executive Greeting



Hello Marie,

Are you missing out on business opportunities?

With the new changes to The NRWA website, we are starting to see big gains in our traffic and inquiries via email and phone directly to The NRWA admin team. This is good news for those of us who run businesses!

Based on the emails going back and forth on the e-list, I am worried that some of you might be discounting legitimate business opportunities, so I wanted to share a few insights on how the new system works.

1. It is a secure system that does not list your email! A prospect must click through to your profile after finding you on <http://www.thenrwa.com/findaresumewriter> and use the "Send message" button.
2. Most prospects will use the "Specialties" to search, so if you haven't gone in and updated yours, you will want to do so! You can mark them all if you work with all of them.
3. You will most likely be contacted if you complete your profile, including uploading a picture!
4. Unfortunately, the system is not random sort. That will hopefully come by the end of the year as WildApricot (the host for the site) upgrades their system. We do go in and manually change how the results appear every few weeks to "spread the love."

Here is what the email will look like when it comes to you. Many of you saw this one, and some thought it was spam. Although perhaps over-zealous, this was a real prospect who seemingly went through and contacted everyone who had "Finance" marked as one of their specialties! I have removed the client's contact information.

### Sample Email:

Subject Line: [Contact via [www.thenrwa.com](http://www.thenrwa.com)] Client's Resume Enhancement

From: The National Resume Writers' Association <thenrwa.com>  
Date: February 26, 2013 5:05:28 PM MST  
To: "You" <youremail@server.com>  
Subject: [Contact via [www.thenrwa.com](http://www.thenrwa.com)] Client's Resume Enhancement  
Reply-To: Prospect <clientsemail@server.com>

This message was sent via The National Resume Writers' Association: [www.thenrwa.com](http://www.thenrwa.com)

Prospect clientsemail@server.com  
sent you the following message from your profile page at:  
<http://thenrwa.com/Content/Members/MemberPublicProfile.aspx?pageId=1462885&memberId=8776005>

=====

Hello [Your First Name],

I hope the day is treating you well.

I am contacting you today because I feel you will be able to change my life. I found your company through my research and found it to be very interesting and I feel I can learn a lot from you. I am seeking your knowledge and advice as to how to position myself into making my dream come true as a Merger & Acquisition Analyst.

I would like your opinion or critique of my resume and how I can enhance it.

My name is Client and I can offer:

- \* 5+ years of experience in raising more than a million dollars in capital (combined)
- \* 4+ years knowledge and experience in Finance and Investment products
- \* Trilingual (English, Spanish and French)
- \* Assisted in Pre-IPO and IPO Valuations
- \* Double major: Marketing and International business
- \* A lot more...

I am perfect match for a position as a Merger & Acquisition Analyst (M&A). I possess sharp analytical abilities that help me make intelligent informed decisions as well as exceptional communication skills to interact with clients, to understand their needs, and to advise them appropriately.

I would like someone specialized in writing this type of resume so that I can be the most impactful resume in the job market. Is there an email where I can send you my resume?

I would like to thank you for taking time out of your day to lending a hand and making a difference in my life. I hope to hear from you soon and I wish for you to have the best day that god can bless you with.

Wish you all the best,

Client

M: Phone  
E: clientemail@server.com  
L: LinkedIn Address

=====

You can reply to this email by clicking "Reply" in your email application or by sending a new email to clientemail@server.com

You can turn off these emails by changing the 'Send message form' setting on the 'Privacy' tab on your profile at <http://thenrwa.com/Content/Members/MemberProfile.aspx?memberId=8776005>

### *End of Sample Email*

Please feel free to [contact me](#) or the [admin team](#) at any time with questions about the site or an email you believe may have come from The NRWA.

Best wishes for a great start to the second quarter!

[Marie Zimenoff](#)  
President

## What's Happening in Region Four?

By [Mary Jo King](#)

*Representative for Region Four: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin*



Mary Jo King, Alliance Résumé & Writing Service, is serving as president of her regional business network this year, and is currently preparing to submit the résumé sample that will begin the process for her NCRW certification. Her article, *Essentials of an Effective Résumé*, was published in Racine's *Journal-Times* in January and subsequently used for Pro-Tech training at Workforce Development.

Michelle Swanson, NCRW, CPRW, Resume Results Online, has partnered with the owner of an IT consulting firm to offer résumé and CV writing services to his 300+ project managers. She recently joined Toastmasters International and will be speaking at a career workshop offered by her mentor. Michelle has joined BlueSteps and RiseSmart to provide résumés to clients of those organizations and was honored to be mentioned in the Acknowledgements of Paul Freiberger's book, *When Can You Start? How to Ace the Interview and Win the Job*.

Stan Washington, Career Coach Office, joined The NRWA this year and is now working with Scott Air Force Base to support transition counselors with a database that enables them to access client information, track progress, collaborate with other counselors, and much more. We'll have the opportunity to meet Stan at The NRWA conference in September, and you can learn more about Career Coach Office [here](#).

Brenda Bernstein, CMRW, the Essay Expert, just published the 6th Edition of *How to Write a KILLER LinkedIn Profile*, and reached the 100-review mark on Amazon. She has an affiliate program that offers 50% earnings on the price of each book, and you can buy a copy for

yourself [here](#). Brenda is about to release her next title, *How to Write a WINNING Resume...50 Tips to Reach Your Job Search Target* with easy-to-follow strategies and formatting tips. In February, Brenda earned her CMRW (Certified Master Résumé Writer).

Michelle Aikman, Skilled Assets, is preparing to move her business to Spokane, WA. She notes that the change brings a lot of challenges but is taking advantage of the opportunity to reevaluate her business model. She is working on her NCRW certification and was recently featured on FOX 2 news in St. Louis. Watch the story [here](#)!

Kristin Johnson, CCMC, CARW, COPNS, CG3C, Profession Direction, became vice president of public relations for the new Madison Achievers Toastmasters Club in February. Kristin is one of several founding members who formed this accelerated club to provide speaking and leadership opportunities for job seekers. The introductory meeting set attendance and sign-up records as a result of successful social media outreach. Kristin would be happy to share what she has learned with anyone interested in starting a similar group, and you can email her [here](#). She was a guest speaker for the UW University of Wisconsin mini-course, *Rock Your Resume*, and earned her Certified Job Search Strategist designation from The Academies.

Bridget Weide Brooks, Resume Writers' Digest, will present an NRWA teleseminar on July 19th, entitled "Ask Better Questions; Write Better Resumes." Her seminar is designed to help us deal with the frustration of getting "stuck" while writing a résumé. Watch for registration information in future communication from The NRWA!

## Membership Benefit Review



Just as a reminder, as a member of The National Résumé Writers' Association, you get great benefits! Here are a couple of benefits that you should look into today!

[Deep Discounts at OfficeMax:](#) New for members of The NRWA! Preferred pricing on copying, printing, binding, finishing and more with the Preferred Plus Program, through OfficeMax®. [Download the Retail Connect card here!](#)

[Renewal Certificate by mail or PDF:](#) Do you prefer to have an electronic version of your certificate when you renew your membership with The NRWA? You can select to receive your renewal certificate as a PDF by logging into [www.thenrwa.com](http://www.thenrwa.com), selecting "View profile" on the left side menu, selecting the "Edit Profile" button, and scrolling all the way to the bottom and selecting your preference. Don't forget to hit the "Save" button when you are finished!

Also don't forget to [Update Your Info and Get Found:](#) While you're choosing which version of your membership certificate you would like to receive, update the rest of your profile!

Again, you can update your profile by logging into [www.thenrwa.com](http://www.thenrwa.com), selecting "View profile" on the left side menu, and selecting the "Edit Profile" button.

Edit any of the fields you would like (you can click on "My Directory Profile" at the top of your profile page to see what the public will see). Please note that the public will not be able to see your email but can email you through the "Email" button! We hope this will cut down on spam. You will be able to see other member's emails when you are logged in.

### Your Profile Checklist for Optimal Visibility:

- Make sure your email and phone are up to date.

- Add your social media links.
- Add any certifications that might be missing (these were imported from the old site).
- Tell clients about your services (150 characters) and how you work with clients (150 words).
- Mark the specializations that fit for you (this will be used in the public directory and the subcontractor areas).
- Upload your picture!
- Mark if you are interested in being in the speaker database searchable by the public and include your description of topics.
- Mark if you are interested in subcontracting for other members.

If you need any assistance or have any feedback about the process, please email [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com).

## New and Returning Members, NCRW Renewals

Welcome to our 46 new and returning members for the month of March! We would also like to take this opportunity to recognize our [NCRWs](#) that have renewed their certificates in the first quarter. Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or [elist](#).

You can also send your [Twitter](#) handle to [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com), and it will be added to our weekly tweet rotation.

Be sure to take this opportunity to network with other members of The NRWA and non-members who are career professionals via our [LinkedIn Group](#).

### February NCRW Renewals

Dr. Cheryl Minnick, The University of Montana, Missoula, MT, certified since 2010  
Charlotte Weeks, Weeks Career Services, Chicago, IL, certified since 2010

### March NCRW Renewals

Cliff Flamer, BrightSide Résumés, San Francisco, CA, certified since 2007  
Dan Dorotik, 100PercentResumes, Lubbock, TX, certified since 2001

### 22 New Members, Welcome!

Jennifer Conole, San Diego, CA  
Chuck Stratton, ImTheNet LLC, Laie, HI  
Molly James, High Desert Vocational Consulting, Powell Butte, OR  
Karen Osborn. Houston, TX  
Rosa Marie Salinas, Bright Future Resume & Writing Services, Corpus Christi, TX  
Alicia Reynolds, Chicago, IL  
Chonce Maddox, Dekalb, IL  
Marsennia Wells, First Impression Resume Services, LLC, Merrillville, IN  
Deborah Osborne Moore, Louisville, KY  
Kerry Gustafson, Simply Great Resumes, Plymouth, MN  
Mindy Johnson, Southwest Tech, Fennimore, WI  
Stephanie Foster, Fennimore, WI  
Karen McCauley, Juno Beach, FL  
Wendy Steele, BluePrint Resumes & Consulting/BluePrint Executives, Atlanta, GA  
Laura Hosid, Vinik Educational Placement Services, Inc., Bethesda, MD  
Sandy Feldman, Top Quality Resumes, Baltimore, MD  
Tabitha Jones, Glenn Dale, MD  
Joel Quass, Good Management Is Not, LLC, Lakewood, NJ  
La-Shanna Henry, LD Henry Consulting, Bloomfield, NJ  
Janet Lentz, Janet Lentz & Associates, Conshohocken, PA  
Jamala Johnson, csaccac Inc, Newport News, VA

Debra Keel, Career Resources, Inc, Bridgeport, CT

## 24 Renewing Members, Welcome Back!

Aryn Mayor, AM Career Marketing, San Diego, CA

Kathy Kritikos, BEST IMPRESSION RESUMES & CareerPower Workshops, Aptos, CA

Cheryl Heil, Career Possibilities "Your Key to Success", Fullerton, CA

Sophia Marshall, Carmel, CA

Robert Linderer, RJI Resume Writers & Career Advisors, Crystal City, MO

Jennifer Smithee, Farmers Branch, TX

Deanne Arnath, Career Wizards, Inc., Mansfield, TX

Sally Morrison, MorCareers, Addison, IL

Brenda Bernstein, The Essay Expert LLC, Madison, WI

Clayton Cerny, AAA Targeted Writing & Coaching, Chicago, IL

Tammy Shoup, Breakthrough Resume Writing Service, Decatur, IN

Colleen Reyerson, Access Resumes, Acworth, GA

Betty Corrado Career Authenticity, Naples, FL

Laurie Smith, Creative Keystrokes Executive Resume Service, Gastonia, NC

Gail Frank, Frankly Speaking - Resumes That Work!, Tampa, FL

Sonja Heck, Spot-On Consulting, Atlanta, GA

Nichole Brownlee, New Vision Consulting Partners, Franklin Park, NJ

Jean Abrecht, The Document House, Dover, PA

Karl Jahnke, KT&T Associates/The Hire Road, Northampton, PA

John Hornyak, Middletown, MD

Lisa Jones, Specialized Resume Services, Somers, CT

Roger Ford, A-Better-Resume-Now, Franklin, NH

Mary DeLuca, Preferred Resume Group, LLC & New York Resume Services, Manhasset, Long Island, NY

Kimberly Schneiderman, City Career Services, New York, NY

## Affiliate Spotlight

This week, we spotlight [The Hire Road](#) Job Search Tutorial.

Job search success in our new economy requires creativity, a willingness to think outside the box, and innovative approaches to effectively meet the challenges of finding new employment.

Things have changed, times have changed, and times are tough. No longer can job seekers rely on their professionally prepared resume to get them in the door and in front of the hiring manager. They need more. To separate them from the competition they need a career transition program that provides new tools, new strategies and a new approach to this new reality. That program is TheHireRoad™.



TheHireRoad™ CD-based Job Search Tutorial offers NRWA members a unique opportunity to give their clients a significant competitive edge in their search for employment. Members receive the following benefits:

1. Increased revenue as a reseller - through individual sales of TheHireRoad™ tutorial, or as part of a resume preparation package.
2. Adds significant value to the professional resume preparation services members provide.
3. Gives members a considerable edge over their competition.
4. Enhances the member's current coaching efforts.
5. Members receive increased referrals from satisfied clients

To learn more about TheHireRoad™ please visit [www.thehirechallenge.com](http://www.thehirechallenge.com).

To become a reseller for TheHireRoad™ please contact:  
Karl Jahnke  
National Sales Manager  
(877) 439-5590 toll free ▪ (623) 203-0781 cell  
[karl@kttassociates.com](mailto:karl@kttassociates.com)

*To check out a complete listing of The NRWA 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

The NRWA | 3380 Sheridan Drive, #263 | Amherst | NY | 14226