



The NRWA Connection

Keeping Career Industry Writers Current

December 6, 2013
Vol. 7, Issue #15

Executive Greeting

People always told me that time goes by faster as you get older, and I never believed them. Now, as I look back on the past two years as President of The NRWA, I know what they mean! When I started in this role my goal was to continue to raise the bar that had been set by previous leaders in making The NRWA the leading professional association for career industry writers.



Thanks to the efforts of a large group of volunteers, I believe we have achieved this goal. Through the efforts of Sally McIntosh and the 2013 Conference Committee, this year's conference in Chicago, IL, had the second highest attendance of all NRWA conferences. Thanks to Membership Chair Bob Janitz, Marketing Chair Cheryl Cooper, the marketing committee, and the Region Representatives (Suzette Jolly, Troy Johnson, Mary Jo King, Brenda Cunningham, and Jessica Dillard), we've grown membership from around 430 when I started in 2012 to 495 today!

With Michelle Swanson at the helm of our Certification Commission, we've improved the process and welcomed new NCRWs and many more sample submissions. Through the efforts of Secretary Ruth Pankratz, the teleseminar program has flourished with more members and nonmembers taking advantage of this affordable education option. For many years, Pat Criscito has kept the organization moving forward financially, and through all the board's

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efforts, we have had a healthy net income that enables us to seek more ways to provide benefits for members.

None of this would be possible, however, without the steady efforts of our administrative team led by Stephanie Shaw. With a volunteer board, time is always limited, and Stephanie continues to make sure members get what they need and the board has what it needs to move the organization forward.

Overall, The NRWA is a growing, increasingly visible professional organization. I now believe--more than I did two years ago--that The NRWA will be highly important in making sure career industry writers remain credible and gain prominence internationally. The 2014 President, Bob Janitz, will undoubtedly keep the organization moving toward this goal, and I am excited to see the new ideas from the 2014 board.

Thank you for the opportunity to serve as The NRWA President and to all those who have supported my efforts, given their time for The NRWA, and served as mentors and friends during exciting and challenging times. I treasure each of these relationships and the opportunity to make more as The NRWA will remain an important part of my professional involvement. I look forward to seeing all of you in [Denver!](#)

[Marie Zimenoff](#)

President
The NRWA

Year-End Specials for New and Existing Members

By [Cheryl Cooper](#), Marketing Chair

Are you a professional résumé writer who has been considering membership in a professional organization to gain more credibility within your profession? If so, now is the perfect time to join The NRWA. The NRWA is offering a free teleseminar for new members who join The NRWA through December 31, 2013. [Join by December 31](#) to select from the organization's list of pre-recorded teleseminars covering a variety of topics, including résumé writing, client management, business development, and more. What better way to start off 2014 than with a commitment to expand your knowledge, gain access to business and writing resources, read shared information on various business topics, and improve your résumé writing skills?



With membership in The NRWA, you will have open access by e-list to fellow members who frequently share tips, answer questions, or provide strategy recommendations. In addition to this online network, members gather at the annual conference to listen to industry leaders and learn about new trends in the career services industry. With exposure for your business provided through

the organization's online directory and search engine and volunteer opportunities to promote leadership, your amazing membership benefits will assist you in becoming and remaining an expert in the industry.

Already a member of The NRWA? The organization appreciates your continued membership! Now through December 31, 2013, all pre-recorded teleseminars are available as buy-one-get-one free. Simply visit the [Teleseminar page](#) of the NRWA website to decide on your teleseminars, and then go to [this registration page](#). You'll see a spot to type in your two selections as you register, and then proceed to payment. The Admin Team will send download links to your selected teleseminars after receiving notification of your payment. Consider taking advantage of this offer to catch up on your CEUs and stay on top of your professional skills; or use them to kick off the new year. Whatever your purpose, this is a year-end benefit that you cannot let pass you by!

***Cheryl Cooper, MBA, CPRW** has been a writer for more than ten years and is the owner of Professional Best Writing Services outside of Atlanta, GA. She serves as the Marketing Chair for The National Résumé Writers' Association and is a member of the Georgia Career Development Association.*

Conference Update

Registration for the 2014 Conference is Open!



The super early-bird special, only nine payments of \$47, ends December 31, 2013! We are thrilled to announce that Louise Kursmark will be our keynote for the event and that a program chosen from more than 30 submissions will be announced by mid-December.

Watch for more details and [register today](#) to take advantage of the nine-payment deal!

[Sharon Killenny](#) and [Ruth Bankatz](#)

The NRWA Conference Co-Chairs

What's Happening in Region Six?

By [Bob Janitz](#)

Region Six includes: Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, and Western Canada.



Dr. Cheryl Minnick, NCRW, CCMC, Missoula, Montana

earned the Certified Career Management Coach (CCMC) credential from Career Academies. In addition, her work was published in the *New Accountant*, October 2013; issue 756/757--a special double issue. Cheryl and an accounting professor co-authored an article aimed at new accountants graduating from college titled, "Résumés: Does Yours Meet Current Standards?"

Irene Marshall, Tools for Transition, Fremont, California completed 10 years in business in September 2013 and still loves what she does!

New & Returning Members, NCRW Renewals

Welcome to our **36 new and returning members** for the month of November! We would also like to take this opportunity to recognize **our NCRWs** that have renewed their certificates. Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or [e-list](#).

You can also send your [Twitter](#) handle to 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](#).

November NCRW Renewals

Gregory W. Bridgeman, Military Résumé Exchange, Hopkinsville, KY, since 1998

12 New Members, Welcome!

Eric Alberto, Somerset, MA

Kandice Kidd, Oak Park, IL

Elizabeth Frye, Chicago, IL

Erin Camp, Spring Arbor, MI

Suzanne Dubois, Lewiston, MI

Leslie Toth, Toth Résumé Consulting, LLC, South Lyon, MI

Nelly Crinfeld, Top of the Stack Résumé, Mason, OH

Elizabeth Chaparro, Sunland Park, NM
Edwin Escobar, MD, Dallas, TX
Dawn Li, Singapore
M. Ravinthiren, Singapore Workforce Development, Singapore
Joseph Perez, Seattle, WA

24 Renewing Members, Welcome Back!

Jeanne Knight, Career and Job Search Coach, Tyngsboro, MA
Freddie Cheek, Cheek & Associates, Amherst, NY
MJ Feld, Careers by Choice, Inc., Huntington, NY
George Zeller, JVS Boston, Boston, MA
Debra Mills, Pro-CV Writing Service, Livingston, UK
Holly Kobayashi, Newington, CT
Tanya Ramey, Ramey Career Solutions, Washington, DC
Adelle Dantzler, Dantzler Solutions LLC, Washington, DC
Jane Roqueplot, JaneCo's Sensible Solutions, West Middlesex, PA
Bruce Benedict, Intelligence Résumés by CI & HUMINT TTP LLC, Stafford, VA
Betty H. Williams, BW Custom Résumés, Manakin Sabot, VA
Melanie Lenci, Résumé Relief, Charlotts, NC
Shekia Taylor, Rightfit Résumés, Marietta, GA
Kimberly White, Résumés, Letters & More, LLC, Jackson, MS
Pat Redman, Orlando, FL
Erin Kennedy, Professional Résumé Services, Inc., Lapeer, MI
Laura Smith-Proulx, An Expert Résumé, Arvada, CO
Brenda Cunningham, ROYAL Résumé Services, Laveen, AZ
Frank Mintken, Update Your Résumé, Arizona City, AZ
Pat Criscito, ProType, Ltd., Colorado Springs, CO
Eifron Brimble, Career Choice Résumés & First Place Résumés, AUS
Pearl White, A 1st Impression Résumé & Career Coaching Services, Irvine, CA
Madelyn Mackie, Activate Your Career Dreams, Oakland, CA
Dawn Rasmussen, Pathfinder Writing and Career Services LLC, Portland, OR

Affiliate Spotlight

This week, we spotlight ZipAlerts.

[ZipAlerts](#) specializes in helping résumé writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity. Their email job alerts pull jobs from leading sites like Monster, Careerbuilder, Beyond, and about 30 others. Their technology ensures that your clients receive the most relevant jobs in their inbox each day -- from you! The alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing the ZipAlerts solution can be done with the full API suite (for larger companies) or by simply using their "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

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