



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[Changing Your Perspective](#)

[What's Happening in Region One?](#)

[February Teleseminar](#)

[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



February 20, 2013
Vol. 7, Issue #3

Executive Greeting



Hello ,

I'm putting on my Treasurer's hat for this article. At January's board meeting a couple of weeks ago, we reviewed the year-end financials for 2012, and you will be pleased to know that the organization was in the black for the year. In fact, we ended the year in the black with net income of \$18,101 and \$78,000 in the bank accounts (some of which is set aside for the 2013

conference).

With your board's good fiscal management, we spent less than we budgeted for the year while still developing quality programs for our members. In fact, we spent every dime we brought in from conference registrations on the conference itself, and then some, which is our goal. The conference is our biggest expense every year, and we always plan to invest a lot of money in quality programs. The conference should never be a profit center for The NRWA, and we make sure it isn't.

The Certification Commission, under Sally McIntosh's leadership, invested every dime it made in 2012 into new and updated online training programs, so we encourage you to [check them out on the website!](#)

That's another new investment for 2012 and 2013. With the help of lots of volunteers, including many hours by our president, Marie Zimenoff, The NRWA launched [a new website](#). It is built on an association management software platform that makes the shopping cart much easier to use and allows all kinds of great additions to your member profile. Make sure you edit your profile to add all of the new information the software uses to search for members, which is how potential customers search for YOU!

Last, the board changed the format of the teleseminars and webinars. Teleseminar speakers compensation is now based

on registration levels, so we were able to lower the prices and increase participation. This is another member benefit that was never intended to be a profit center. Every dime collected is spent on the programs, so they break even. Ruth Pankratz, secretary for The NRWA in 2012, did an excellent job of broadening the topics and recruiting speakers.

Each quarter, the financial statements are posted on The NRWA website for member review. The NRWA is the only nonprofit, member-driven professional association for résumé writers in the world, and everything we do is transparent to our members. If you ever have any questions about the financial statements, don't hesitate to contact me at treasurer@thenrwa.com.

[Pat Criscito](#)

The NRWA 2012-2013 Treasurer

Changing Your Perspective

By [Marcia Baker](#), MOS Career Services

Despite rumors of its death, email marketing still serves as an excellent choice for staying in touch with prospects and customers. If you doubt the benefits of incorporating email marketing, here are five reasons to help change your mind:



1. Minimal or no cost - Email marketing offers an affordable way to stretch your marketing budget and measure results. Most email applications provide you (or your web administrator) with instructions for designing a sign-up form to capture contact information from prospects, not only on your website but also on your Facebook fan page.
2. Relationships can be built quickly and easily - Take the time to provide value in your communications, and prospects will be more willing to share their contact information. Having your prospect's contact information gives you permission to share and distribute the information they have requested.
3. Get a higher return on investment - Permission-based marketing opens the door for customer loyalty and repeat purchases. A deliberate and thoughtful communications strategy should result in increased repeat business and referrals.
4. A "call to action" solicits quicker responses - Tell your prospects what you want them to do and enable this functionality in your email. Examples of "call to action" include "Click here to order," "Join Now," or "Subscribe!"
5. Works well with other marketing methods - Send emails to your list before, after, and during marketing campaigns to reinforce your message. Statistics have shown that targeted email campaigns have a 30% to 50% chance of obtaining a new customer, a sale, or both.

Most email applications provide the ability to segment your list or track responses for certain products or services. What a powerful way to take your business up a notch without breaking the bank or spending valuable time needed for other aspects of your business! Use permission-based email marketing to build a community of followers to whom you can repeatedly promote your products and services.

What's Happening in Region One?



By [Suzette Jolly](#) , MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

Representative for Region One: States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey, as well as Europe and Northeast Canada

I am happy to announce that our membership is growing in Region One. In fact, I work very close to one of our new members, and another one is 20 minutes from my home. We are already arranging to meet in person very soon and that will be exciting. I would like to meet many more members; it will not be difficult since I live in the northeast corner of Connecticut, a few miles from Massachusetts and Rhode Island. If anyone wants to meet in person, please call me, and we will set up a time and place. Also, I would like to reach out to Region One to contact me if you have some topic you would like to cover in a group teleconference meeting (or just getting to know each other). Contact me at my new email: jolly.suzette@yahoo.com. I hope all members are successful in this 2013.

Terri Osborn, CPRW, Central Square, NY, became a new member in December. She said that she reads all the NRWA-related email she receives and that a trip to Chicago in September sounded like fun. I told her that the annual conferences are very informative and also a lot of fun. I hope she will meet us all in Chicago. Her website is <http://www.cnyresumes.com> and her blog is terrieosbornsresumes.blogspot.com.

Audra Lavoie, audrasresumereview@gmail.com, Warwick, RI, also became a member of The NRWA in December. She reported that she was just beginning her business. She spent the last few years working with college students and young adults on their résumés and providing career consulting. Audra further stated that she enjoys being in a position where she can help others. She hopes that having her own business will allow her to do that while providing her the flexibility to support her family.

Frost Krist, Datatype, Inc., Hebron, CT, said that she has been a member of all the associations at one time or another, and even though she just joined The NRWA in December, she has known about our association since her old PARW days. She also indicated that she is always happy to share and learn.

Jan Melnik, Absolute Advantage, Durham, CT, will be delivering a four-hour pre-conference workshop entitled "Top Trends for Today's Résumés" at 27th annual Careers Conference 2013 in Madison, Wisconsin, on January 28. The conference is sponsored by the University of Wisconsin and attracts more than 1,000 attendees each year, many of whom represent academia and workforce development sectors. Jan is teaching "Strategies for Personal and Career Development," a class she created, in the spring semester at Bay Path College, where she is an adjunct professor. In March and April, she will present Boot Camp 2.0 to Connecticut job seekers in a series of three biweekly sessions focusing on résumé/collaterals, social media/networking, and job-search/interviewing. Jan is celebrating 30 years as a private practitioner this year: She founded her company, Absolute Advantage, in Durham, CT, in 1983.

Jeffrey Metzger, Your Résumé Consultant, Newington, CT, was recently featured in two articles in Black Enterprise Magazine. November 2012's article covered résumé-writing strategies, and December 2012's article covered LinkedIn profiles. This year, Jeff will continue teaching the Going Places Network Program (presented by Wal-Mart) at Dress for Success Hartford. This is a program designed to help unemployed and underemployed Dress for Success clients gain professional skills, accelerate their job search and build confidence through weekly training sessions, one-on-one career

coaching, and networking in a supportive environment. In December, he presented a workshop called "Crafting Winning Cover Letters" at the Russell Library in Middletown, CT. Jeff continues to work on building his résumé-writing clientele and offering additional services, such as LinkedIn profiles and interview coaching.

Roger A. Ford, A-Better-Résumé-New, Franklin, NH, reported that he was hired by Wendy Enelow and Louise Kursmark to conduct Résumé Writing Academy (RWA) tours for self-paced students. He also joined Career Directors International (CDI). He is about to complete the CDI TORI Master Mentor Program with Laura DeCarlo to increase his formatting skills. Finally, Roger said that he quit his "day job" as assistant manager at a retail store to work full time writing career-search documents (résumés, LinkedIn profiles, cover letters, etc.).

Kimberly Schneiderman, City Career Services, New York, NY, wrote that her husband and she bought a house -- Kimberly said that she officially crossed the river to NJ! A big deal if you are a New Yorker! She said that she has more bathrooms than people and a backyard to play in and claims it is heaven.

Professionally, Kimberly is doing outplacement work for two companies and is having fun gaining exposure to all types of industries and fields. In her private practice, she still focuses on transitioning law enforcement and security and investigation professionals. She reports she is living vicariously through the dangerous work these men and women do on a daily basis! Kimberly is looking forward to another great year of work, revenues, and client fun!

As for me, Suzette Jolly, Willimantic CTWorks, Willimantic, CT, I have been busy at the One Stop Center. With the increase in unemployment every month, I have been very busy, along with my colleagues, writing résumés and facilitating Job Readiness Workshops. Sometimes, it can be very challenging writing résumés for people coming off the street. I feel like I am pulling teeth to write résumés for clients who cannot remember where and when they worked, let alone express their skills. Others, however, are rewarding because they are right on the ball. I have 20 years now with the state of Connecticut Department of Labor, and I will turn 66 years young in August, but I don't know how long it will be when I retire from my current position and start my own business. People always tell me that I will know when that day comes.

I look forward to serving my third year as Region One Representative. I'll be reaching out to more Region One members and hope to meet them in person before the annual conference in Chicago. I have only missed two conferences since I joined The NRWA eight years ago.

February Teleseminar

Standing Out To Be Outstanding
5 Tools to Help Your Clients Achieve Critical Differentiation

Presented by:
Greg Wood, CCMP
February 21, 2013 - 1pm EST
[Register Here!](#)



As a member of the NRWA you're keenly aware of the many challenges your clients face in their search for employment. Their biggest challenge is differentiation. In other words, how do they separate themselves from all others in a highly competitive job market? Since there are more job seekers than jobs in today's

new economy, companies often have the luxury of a large pool of talent to choose from when filling positions. Now you can help your clients achieve their differentiation which is critical to their success.

Job seekers need NEW tools and a NEW approach to this NEW economy. This seminar will introduce five tools that will boost your client's confidence during the entire job search process while helping them clearly stand out from the competition.

Gregory Wood is a Certified Career Management Professional, author of TheHireChallenge™ Book Series and creator of TheHireRoad™ Job Search Tutorial. His corporate background includes domestic and international experience in a variety of industries including executive search, outplacement, publishing, high-technology, and healthcare. He has held senior management positions with mid-size as well as major Fortune 500 corporations.

Affiliate Spotlight



ProfilingPro.com, services provided by JaneCo's SENSIBLE SOLUTIONS.

Add another income stream to your career business by becoming a DISC Administrator. JaneCo's Sensible Solutions provides The NRWA members with a highly useful and revenue-generating online behavior assessment tool. Used in more than 40 countries, the DISC module is founded on the fact that people with similar styles tend to exhibit specific types of behavior. Being made aware of this is an advantage for the individual as well as career-development professionals and prospective employers.

Résumé writers, career and interviewing coaches, and job-search consultants can all use one or more types of the DISC profiles to assist individuals or groups. DISC profiles help you write better résumés, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients.

Assessment results, customized to display your company information, are delivered to you and your client's mailbox within minutes, then clients are returned automatically to your website for follow-up action.

Visit www.profilingpro.com or call Jane Roqueplot at 888-526-3267 regarding administrator registration. Once registered, you'll be introduced to validity studies, marketing flyers, suggested uses, coaching worksheets, online help, and your customized Internet Delivery Service System to provide these widely recognized assessments to your clients.

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