



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

## In This Issue

[Executive Greeting](#)

[Top 10 "I Wills!"](#)

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

[Must Have Marketing](#)

## Quick Links

[The NRWA Website](#)



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## Greetings from The NRWA President



Hello Marie,

Can you believe it... 2013!! As we start the new year, I hope you have had time to rejuvenate and plan for a great year. Setting goals is always a topic for this time of year, and I wanted to offer my two cents. If you are in business, you probably set goals for sales or customers served. I have found it more

effective to also set goals around the "what" I will do to get those results (which, in some ways, are not totally in my control).

In 2013, setting goals means developing e-books, refreshing my website, and sending regular newsletters to my clients. Setting timelines and getting an accountability partner are necessities for me to make these goals a reality! Share some of your goals for 2013 as well as keys for accomplishing goals or keeping resolutions on our [Facebook page](#).

Also in the start of this new year, we welcome in our 2013 volunteer Board -- individuals within the organization who have committed to serving you, our members, by continuing and improving our training, networking, and certification programs. Please join me in thanking our returning Board members: Pat Criscito, Ruth Pankratz, Bob Janitz, Patti Rock, Michelle Swanson, Suzette Jolly, Jaushina Johnson, and Troy Johnson and extending a warm welcome to our new Board members: Tina Nicolai, Mary Jo King, Brenda Cunningham, and Jessica Dillard.

I look forward to interacting with you on the e-list, speaking with you on a teleseminar, or seeing you in Chicago at the 2013 conference. If at any time you have suggestions, questions, or concerns, please feel free to [contact me](#) directly.

## Top 10 "I Wills!"

By [Amy L. Adler](#), Five Strengths Career Transition Experts

Ten New Year's Resolutions for the Résumé Writer and Career Coach: Reminders to Remember Our Value

This is the time of year when we all start to promise ourselves we will do something to improve our lives or our businesses. These are all couched in the positive: "I *will* do X, Y, or Z." Sometimes, the goals we set for ourselves are so positive that they are unattainable. Rarely do we think of our resolutions as promises *not* to do something. I hope that you will take some time to think about resolving not to do something for yourself and your business that takes away from the incredible value you offer your clients as résumé writers and career coaches. To that end, here are ten new year's resolutions not to engage in practices that almost universally caused stress or harm in a business.



1. I will not accept résumé writing and coaching clients that drain me emotionally, not reward me financially, or inappropriately steal my valuable time. *I will accept projects that are rewarding and productive!*
2. I will not allow unfamiliar or untested résumé writing or coaching clients to tell me what they think my time and expertise is worth. *I will course-correct and recalibrate the conversation as necessary!*
3. I will not let paperwork overwhelm me. I will institute efficient systems that cut my desk clutter. *I will purge unnecessary paper and clutter (including email) daily or weekly!*
4. I will not miss important client deadlines; my clients will value my timeliness and efficiency. *I will stick to my calendar and commitment to the integrity of my time management!*
5. I will not participate in small business networking events that do not add to my business brand, because my time is better spent working with clientele that build my brand up. *I will just say "no!"*
6. I will not neglect to market my business in the right way to the right clients and about what I -- and no other résumé writer -- uniquely offer to the employment marketplace. *I will promote myself as the expert of my business!*
7. I will not choose to work with career-transition clients who do not fit my business model, because my expertise is too valuable to waste on clients who do not enhance my brand. *I will graciously decline and openly refer to a colleague better suited than I!*
8. I will not forget to develop daily, weekly, monthly, yearly plans for my résumé or coaching business; what I do not measure I cannot change. *I will consciously plan to reinvest in my business in an organized manner!*
9. I will not create impossible goals. I know that my business has good months and "less good" months, so if I find free time in my calendar, I will not stress about it. *I will take the time to plan a new program offering, reach out to former clients who might need new services, or create a sellable product that has lasting value and a strong return on investment!*
10. I will not forget that I provide an amazing service that fulfills me while giving back to clients who truly need and succeed with my services. *I will take time for daily or weekly self-recognition as a reminder of my own accomplishments! (I will even record them on my own résumé!)*

Amy L. Adler, MBA, MA, CARW, is the CEO of Five Strengths Career Transition Experts, headquartered in Salt Lake City, Utah. Amy is also a member of The NRWA marketing team.



## What's Happening in Region Five?



By [Bob Janitz](#), Resume Writing and Career Services, Fort Worth, TX

*Representative for Region Five: Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, Utah*

Sally McIntosh, NCRW, Advantage Resumes, St. Louis, MO, reports that six members of the St. Louis Group met for lunch in the Italian section of the city, called The Hill (birthplace of Yogi Berra and Joe Garagiola). Michelle Aikman chaired a roundtable discussion which started with the history of résumés and ended with the résumé of the future. Sally was sure they were the loudest table there! Barring snowstorms, the group's next meeting will be on Thursday, January 10th at 1:00.

Ruth Pankratz, Gabby Communications, Fort Collins, CO, has been busy! She volunteered at the third annual Career Symposium, attended The NRWA Colorado luncheon, supported The NRWA with the new website and other projects, and secured 1st quarter teleseminars. Ruth has also maintained a full client schedule, and is excited to be a co-presenter with Melanie Lenci at the 2013 NRWA Conference in Chicago.

Brenda Cunningham, Royal Résumés, Phoenix, AZ, presented a career readiness workshop to young moms at the House of El-Elyon, a nonprofit life skills training center in Phoenix. She also shared career advice on the Positive Inspirations Blog Talk Radio program on 12/15. Her e-book called *How to Effectively Network Your Way Up the Corporate Ladder* will be released in January 2013. Finally, Brenda was elected to serve as Region 5 Representative for 2013.

Edie Riche, NCRW, Lubbock, TX, joined The NRWA in 2001 after running a résumé-writing business out of her home for many years, Write Away Résumé and Career Coaching. She later earned her NCRW, which kick-started a series of certifications, including career coaching, branding, and behavior analysis. She graded certification submissions for years to maintain the skills she learned as a NCRW. After retiring from writing résumés in 2007, she remained a subcontractor for The NRWA Certification Commission, tracking CEUs, receiving sample submissions, locating and training graders, administering tests, and updating the Study Guide and website. Edie recently decided to retire completely, joining her husband who has been retired for 10+ years. Edie treasures her friendships through The NRWA deeply, meeting members at conferences and getting to know members online.

Melanie Lenci, Résumé Relief, Denver, CO, recently revamped her website. She consulted with SEO expert, Eric Enge, spent many long nights updating the structure and features on her website, and ended up doing a content overhaul. Her hard work paid off right away, as her improved site at [www.resumerelief.com](http://www.resumerelief.com) has been ranking higher in Google and the improved content sells clients on her services before they even pick up the phone to set an appointment. Melanie is also happy to report that she was one of seven Colorado NRWA members who met on in November, including The NRWA President, Marie Zimenoff, A Strategic Advantage; The NRWA Secretary, Ruth Pankratz, Gabby Communications; Roberta Gamza, Career Ink, Louisville,

CO; Therese-Marie O'Sullivan, Cherry Creek Résumé Service, Denver, CO; Linda Graham, Office Helper, Colorado Springs, CO; and The NRWA Treasurer, Pat Criscito, ProType, Ltd, Colorado Springs, CO. Melanie was able to spend some social time with the members she now considers friends, and also obtained great advice from colleagues regarding the use of project agreements and securing interns. Finally, she is excited to report that she will be co-presenting with Ruth Pankratz at the 2013 NRWA Conference in Chicago!

Ginger Korljan, NCRW, Take Charge Coaching, Phoenix, AZ, shared that she passed the Tough Transitions Career Coach test and now is an official Certified Tough Transitions Career Coach through the Academies.

Donna Tucker, CareerPRO Resume Center, Phoenix, AZ, reports that a number of NRWA members in Arizona shared the holiday spirit in December at the home of outgoing 1st VP Ginger Korljan. Ginger, Donna Tucker, Brenda Cunningham, and others from the Resume Writers Council of Arizona enjoyed a good lunch, a white elephant gift exchange, and holiday trivia. Donna recently delivered a presentation titled "*10 Tips for a Dynamic Resume - High School Edition*" to a large group of career and technical education teachers from the Buckeye (AZ) Unified School District and "*10 Tips for a Dynamic Resume - College Edition*" to the Arizona State University chapter of the American Business Women's Association.

Therese-Marie O'Sullivan, Cherry Creek Résumé Service, Denver, CO is heading into her 29th year running a profitable résumé writing service. For the most part, business is just as good today as when she started. Changes in technology notwithstanding, her business practices have been consistent over the years, so she thought she'd share some important tips:

- **Rule #1: *Spend less than you make.*** Since she never actually knows how much she is going to make, she doesn't spend money unless she actually HAS it.
- **Rule #2: *Listen to your customers.*** Her customers have taught her so much that she has to say, "thank you" again and again. She has learned to appreciate even the PITA clients -- who have taught her that there are other ways of doing things and that, by being more receptive to what they need, she can continue to learn from them, rectify problems, and turn them into satisfied clients.
- **Rule #3: *Trust your gut!*** She just has to step back a bit, discern what a person really wants, and decide if it's something she can deliver. There's a big difference between the PITA and a *thief*, who wants you to work for nothing, or a *sadist*, who wants to make your life miserable; by listening to your gut instinct you can recognize avoid these "types" altogether.
- **Rule # 4: *Aim for happy clients.*** Despite the fact they are not the "audience" for whom she is writing the résumé, her clients have to love it. (Obviously the *real audience* is the person who wants to throw the résumé in the trash). Happy clients send their résumés blissfully into cyberspace with the expectation of great results -- and this tiny frisson of positive energy is often transformational! Happy clients often result in referrals and positive online reviews, generating more positive energy.

Why has Therese-Marie stayed in business after so many changes, so many years, and so many clients? She likes to help her clients achieve success. She likes to play with words. What other business offers so much in return for thinking? She likes working at her own pace, seeing clients Monday through Wednesday and completing projects the rest of the week. She also gains satisfaction when she influences clients

not to sell their souls to the devil -- to *not* work at companies where their values might be compromised.

Angela Russell, AIM Resume & Career Coaching, LLC, Edmond, OK, a former staffing company employee, had a successful first year as a professional résumé writer. During this year, she has written résumés, increased community awareness of her company, and networked with college professors who asked her to give presentations on résumé writing, interviewing, and social networking etiquette. Angela's business goals for 2013 are to expand her marketing initiatives and to become a certified résumé writer and career coach. Most importantly, she wants to continue to learn from established professionals in The NRWA.

Marie Zimenoff, A Strategic Advantage, Fort Collins, CO, has been asked to speak at the Colorado Association of Legal Assistants annual meeting in January and at a business marketing event in Denver in April. She continues to enjoy coaching and writing resumes for clients, and shortly will be going through the final processes to earn her Licensed Professional Counselor (LPC) credential.

Rabbi R. Karpov, Bespoke Resumes and Career Coaching, Inc., Oklahoma City, OK, attended the CDI Summit in October, and the SourceU for The Sourcing Institute (she is Editor-in-Chief for the SourcingKB website: [www.sourcingkb.com](http://www.sourcingkb.com)) in Atlanta, December 2012. She contributed to Michelle Riklan's e-book, *101 Great Ways to Skyrocket Your Career: A Collaborative Effort from CDI Empowerment Summit 2012 Career Experts* and the *Gallery Book* by Teena Rose.

Karl Jahnke, The Hire Road (THR), Phoenix AZ, reports that Q4 2012 was a watershed for The Hire Road. The parent company, The Hire Challenge, with Peterson Publishing, will publish a series of eBooks and pamphlets based on The Hire Road aimed at all branches of the military, starting with the Marine Corps. This venture will provide THC with the additional capital to update The Hire Road to make it even more viable to The NRWA members. Following the conference in Charleston, they added three new NRWA partners: Bob Janitz (TX), Eifron Brimble (AUS), and Victoria Kidd (VA). In February, Greg Wood will present another free teleseminar to NRWA members.

As for me, Bob Janitz, Résumé Writing and Career Services, Fort Worth TX, I revised my website to offer package pricing and more information for clients. I also have been selected as the exclusive in-house résumé writer for a national recruiter. Starting this month, I am excited for the challenge and opportunity to support The NRWA as 1st Vice President. It has been an honor to serve Region 5 as your representative to The NRWA Board in 2012.

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### Must Have Marketing -- Easy & Free

By [Tina Nicolai](#), Resume Writers' Ink

Get More (marketing mileage that is) out of SMORE.com

Because "images speak a thousand words" and "less is more" try the easy single-page website called SMORE! The drag-and-drop editor is no-fail and fun to navigate. Launched in August of 2011, SMORE is increasing in value for those needed visuals to market your special business promotion, product, or campaign. It is SEO optimized and FREE! Get started today building your flyer! To learn more...click on:







## New and Renewing Members

Welcome to our 31 new and returning members for the month of December! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or on our [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.

We would also like to take this opportunity to encourage you to network with other The NRWA members and non-members who are career professionals via our [LinkedIn Group](#).

### 9 New Members, Welcome!

Frost Krist, Datatype Inc, Hebron, Connecticut  
Terrie Osborn, Central Square, New York  
Audra Lavoie, Warwick, Rhode Island  
Charlotte Hanna, Hanna Marketing MoJo, Franklin, Pennsylvania  
Chad Loving, Plant City, Florida  
Christine Dennison, Dennison Career Services, Lincolnshire, Illinois  
Bernard Noel, Career Mentors, LLC, Columbus, Ohio  
Stan Washington, Naperville, Illinois  
Tara Roddy, Tara Roddy Professional Resume Writing Services, Soquel California

### 22 Renewing Members, Welcome Back!

Freddie Cheek, Cheek & Associates, Amherst, New York  
Arnold Boldt, Arnold-Smith Associates, Rochester, New York  
Anne Kern, ReachHire Resume Service, Waterford Twp., New Jersey  
Jack Mulcahy, Jack Mulcahy Resume Services, Ambler, Pennsylvania  
Tammy Chisholm, Mechanicsville, Virginia  
Marcia Baker, MARK of Success, LLC, White Plains, Maryland  
Leeza Byers, Byers Workforce Solutions, Inc., Marietta, Georgia  
Christine Speno, Words Etc. Writing & Editing, Palm Coast, Florida  
Tina Nicolai, Resume Writers' Ink, LLC, Orlando, Florida  
Bridget Weide-Brooks, Resume Writers Digest, Omaha, Nebraska  
Heather Rothbauer-Wanish, Feather Communications, Colfax Wisconsin  
Janet Wampuszyc, JLW Resume Solutions, Clinton Township, Michigan  
Jeanne Hanks, Visual-Career-Guides, LLC, Dublin, Ohio  
Mary Ann Victor, Shelby Township, Michigan  
Judith Pratt, A Better Resume, Overland Park, Kansas  
Donna Tucker, CareerPRO Resume Center, Phoenix, Arizona  
Gregory Unck, Diplocon, Evanston, Wyoming  
Juliet Murphy, WOW I LOVE MY CAREER, Tustin, California  
Bruce Sprague, RoadMap Résumés, Seattle, Washington  
G Marquis Ouattara, Marquis Resume Services, Everett, Washington  
Robyn Cline, Alliance Worknet, Modesto, California  
Jeanne Boulet, Alliance Worknet, Modesto, California

## Affiliate Spotlight

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



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 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