



# The NRWA Connection

*Keeping Career Industry Writers Current*

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## Executive Greeting

The other day I received this comment from a competitive business owner: "I can't believe the prospect selected you for his service needs." I responded with a smile. Providing quality results, happy clients, and constant business growth are my focus.



When talking with prospects, I carefully listen and address objections while communicating my strengths. Does this approach turn all prospect inquiries into clients? No. While I'm carefully listening to the prospect, I'm also evaluating if I want to work with them. When I have concerns that prospects have needs outside of my service offerings, or that we don't connect, I encourage them to consider other providers.

Competitive business owners do not operate effectively in isolation. My business thrives because I have competitors, and together we provide diverse support for all types of prospects. Variety also creates an interesting dynamic: One business owner's perceived PITA may be another business owner's ideal client.

[Ruth Pankratz](#)

The NRWA Secretary

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## Chicago

By [Charlotte Weeks](#), Weeks Career Services



As a lifelong Chicagoan, I'm thrilled that The NRWA's 2013 conference will be held here--and not just because I don't have to travel! Although the amazing lineup ([check it out here](#)) is enough of a reason to attend, being in this exciting city is a major bonus!

Even for those who have never been to Chicago, there are certain things everybody knows about the city. For example, *The Oprah Winfrey Show* was filmed here, Michael Jordan led the Bulls to multiple championships, and the city is on Lake Michigan. Still, there are some lesser-known -- though no less exciting! -- things to learn before your visit.

**Show Business:** Movies and television shows frequently are filmed in Chicago. Many are huge blockbusters -- *Transformers* and *The Dark Knight* are a couple recent examples. Chicago also holds movie premieres -- Vince Vaughn and Jennifer Aniston walked the red carpet for *The Breakup* in 2006 and George Clooney did the same for *Ocean's Thirteen* in 2007.

Regarding television, the one-hour drama *Chicago Fire* is a current hit, and *ER* filmed many downtown scenes during the show's heyday.

**Local History:** Our hotel, Courtyard by Marriott, Magnificent Mile Downtown, is in a section of the city known as Streeterville. It was named after George Streeter, a circus owner. Streeter also falsely claimed ownership of 186 acres in 1886, selling "his" land and collecting property taxes. He finally had to give up when he went to jail in 1902.

George Streeter lives on in Streeterville, both through his name and the land. You can see where he used to live -- the "property" where he kept his shanty is now the site of the John Hancock Center.

**Ethnic Neighborhoods:** Without even leaving the city, you can feel as if you've gone on a trip around the world. For those of you staying an extra day or two, consider venturing outside of downtown and visiting an ethnic neighborhood. To name just a few, you can go to Beverly to see a real Irish castle; walk down Milwaukee Avenue for authentic Polish food; or visit Chinatown to see the pagodas.

Remember, the weather is almost guaranteed to be beautiful in September -- which is not usually the case in Chicago throughout the rest of the year! If you've ever thought about visiting Chicago or attending [The NRWA conference](#), take advantage of the opportunity now (and don't forget to bring your autograph book!).

**Charlotte Weeks** is the owner of Weeks Career Services, Inc. specializing in career coaching and résumé writing services for executives and senior-level professionals. She is a Certified Career Management Coach, dual-certified résumé writer, and a past president of The NRWA.

## 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.*



Spring has finally sprung here in Region One after a cold and challenging winter, and our members have been busy with their businesses and lives. On behalf of Region One, The NRWA members, and myself, I welcome all our new members and urge all to spread the word about the value of membership in The NRWA. Here is what are members in Region One have to say:

**Gymmetta Brantley, FutureWorks Career Center, Springfield, MA**, works at a one-stop career center as a youth services coordinator. She assists youth ages 14-21 with employability skills and educational goals. In Springfield, a fortune 500 company hires high school and college students in the fall and summer through a grant. Gymmetta oversees the fall grant and assists in preparing students to apply for summer positions. She meets with students one-on-one to put together résumés and cover letters, and improve interviewing skills. During the recruitment stage for the summer 2013, she was able to assist five high school students with their résumés and cover letters. Three out of the five were granted interviews and two out of the three got the job. Both of the students who got the job said that the interviewer was impressed with their résumés.

When meeting with a high school student, Gymmetta usually goes over a series of question to pull out skills and experience necessary to build a résumé. For example: Have you ever worked or volunteered before; what are some academic or athletic achievements you would like to share; do you attend a trade school? If yes, what trade are you taking up; what computer programs are you familiar with? She said the average youth she works with comes through her door thinking they do not have enough information to put together a résumé. She helps them to see that they can have a résumé and she also shows them how/when to use it.

**Roger A Ford, A-Better-Resume-Now, Franklin, NH**, reported that he has been involved in continuous training in the field, which has contributed to the growth in his business. In February, he attended the Writing LinkedIn Profiles E-Summit by Wendy Enelow and Louise Kursmark and, in addition to attending, his LinkedIn summary and résumé were selected for inclusion in the program. In March, he attended and participated in the Career Thought Leaders Conference and Symposium (virtual conference) by generating the "Word Cloud" for each day's activities. Finally, he is participating in the CDI TORI Mentor Program with Laura DeCarlo.

**Lynn Walker Levy, WLW Career Counseling, Milton, MA**, is very pleased to announce to the group that she has recently graduated from the Résumé Writing Academy and received the ACPW certification. She is very anxious to get going on her

achievement and would love referrals. Lynn reported that her business is budding and hope to soon start a blog to further her business. She also said she would love to get together with others in the region and is happy to sponsor and event at her house in Milton, MA as she is looking forward to hearing from others in the area to see what great things they have been doing.

**Jan Melnik, Absolute Advantage, Durham, CT**, remarked that it has been a busy spring! In addition to presenting a three-part Boot Camp for job seekers at Bristol Public Library in March and April, she was tapped by the Middletown (CT) Board of Education to present a 75-minute session on résumé development to high school seniors in April, which she said is always a fun audience. Her biggest accomplishment, however, was participating in Amazon's Breakthrough Novel Award contest where her first work of fiction, "Telling Tales: On Merlin's Island," was selected as one of 100 quarter-finalists out of 10,000 entries. She said it was an agonizingly sweet journey watching each month (from January to April) as Amazon progressively narrowed down the pool of candidates. Now on to securing a publisher!

**Danielle Savage, Director of Career Development at The American University of Paris and founder of Paris Résumés, Paris, France**, was happy to announce that she was invited to participate in a panel discussion entitled "Polishing Your Personal Brand: How to Build and Promote It at Every Stage of Your Career" last December organized by the French chapter of the International Association of Business Communicators (IABC). A well-known French blogger and recruiter who specializes in communications professionals and an independent career coach, fielded questions on visibility, authenticity, and focusing on strengths. Claudia Vaccarone, President of IABC France, tweeted during the lively session that she wished she had Danielle Savage as a career advisor when she was in college!

**Kimberly Schneiderman, City Career Services, New York, NY**, reported that she is having a great launch to summer, and has four major speaking gigs scheduled for summer. In May, she spoke at the NYC chapter trade show for ASIS International. In June, she will be in Las Vegas with the ACFE coaching members during the annual conference. In July, Kimberly will be in Orlando to address the career needs of the FBI National Academy Associates. Finally, in September she will be in Chicago (the week following our NRWA conference) for the International conference of the ASIS organization, where according to Kimberly, she will have the chance to address up to 20,000 attendees, but adds, "OK, truth be told, more like 100 or so will attend my session."

**Deb Dib, Executive Power Brand, Medford, NY**, announced that her new book on becoming "influential, indispensable, and incredibly happy at work" released on April 23. Entitled *Ditch. Dare. Do! 3D Personal Branding for Executives*, and written with co-author William Arruda (with a forward by the iconic Dick Bolles), the book is both a quick read and deep dive into what is needed for career success today. In a marketplace where every working person has to think and behave like a free agent with portable value, "*Ditch. Dare. Do!*" is the guide to maximizing effectiveness and visibility inside organizations and in the employment marketplace. Designed for fun reading, new knowledge, and planned actions, it's the evolution of personal branding (and personal branding tools) for people who know that laying the foundation for being

found is far more effective than scrambling for a network, a job, or clients. "Ditch. Dare. Do!" is available in print on Amazon and Barnes & Noble and a Kindle version will be available soon. A launch party will be held on the evening of June 27th in New York City. If you'd like to attend, contact Deb for details at [debdib@executivepowerbrand.com](mailto:debdib@executivepowerbrand.com) and use the words **3D LAUNCH INFO** in the subject line.

As for me, **Suzette Jolly, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT**, I have been very busy at the Job Center scrambling to get résumés completed and giving advice on effective interviewing techniques to desperate unemployed individuals who are having difficulty landing jobs in our state, which has an unemployment rate higher than the United States' average. I keep plugging away to encourage my clients to keep trying because there are jobs out there in the hidden job market. Trying to keep clients hopeful and motivated are two of the many challenges I face every day. As a reward, though, I have been receiving feedback from my clients that the résumés I write are getting them interviews. That's good news, at least. The rest is up to them to 'talk the talk' and prove their worth to the companies they apply.

As always, I wish to thank all of the members in Region One who shared their news with The NRWA. Keep up the good work!

## Job-Search Strategies for Your New Graduate Clients

By [Kris Plantrich](#), ResumeWonders

It's June, and again that time of the year when new graduates receive their diplomas and launch themselves into a career search. For many new graduates who didn't begin preparing for their job searches while still in school, the question they ask is, "I've graduated...now what?"



Some students might have taken advantage of their college career centers, and they probably received counseling and valuable career tools to get their job search started right. A college career center is a great place to learn about career fairs and internships. It is estimated that 60% of interns are asked to stay on permanently after graduation, so it is well worth looking into the assistance that career centers can provide. Plus, internships give students an opportunity to experience what it will be like to work in their chosen profession. Internships can also provide opportunities for impressive references after graduation.

Students who choose not to take advantage of early preparation can still get ahead of other graduates by taking time now to prepare before launching their job search. They first need to decide on the direction they will focus their career search. Many students are still unsure even after graduation. Making a list of potential industries and positions and conducting preliminary research is a good way to find out where their interests lie.

If your client is very unclear in his focus, I suggest he hire a career coach. Career coaches are very effective and have wonderful tools and exercises that help graduates

realize their strengths and weaknesses, their likes and dislikes. Tools such as behavioral assessments, and job search plans help graduates and all job seekers move forward and get organized in their search.

Ask your client to dig deeper by researching companies, industries, and even managers, giving him a better feel for the work environment, and company expectations as well as a feel for what the daily job will entail.

Advise him to check out local industry newspapers and magazines, develop contacts that can provide information and insight, and even look at the competition as a valuable source of information to help in narrowing his decision.

Expanding his contacts and developing a network that he can rely on may be his most critical move in finding a job in the field you've he's chosen. Coach him to utilize both professional and social networking forums to expand his contacts; look up old friends, alumni and employers; join organizations and associations and get connected! He should make use of online networks too, such as LinkedIn and Facebook, as well as local groups such as his chamber association to make connections in the right places.

For those fresh out of college, the job market can be an exciting, competitive arena, offering great promise and opportunity for those who take the time to prepare for the launch of their careers. The above will not only help your clients focus enough so they provide you with the information needed to write a great résumé, cover letter, thank you letter, and references sheet--but, ultimately will help them find the right job!

*Kris Plantrich is a Certified Career Coach, Résumé Writer and the owner of ResumeWonders Writing and Career Coaching Services. In her 10th year as a coach and writer, Kris helps candidates understand their current goals and works with them to create a job search plan and self-marketing materials, that help them reach those goals quickly. Certifications include CCMC, CPRW, CEIP, and CISJE with current work toward ICF's ACC coaching credential. Visit [www.resumewonders.com](http://www.resumewonders.com) for additional information.*

## New & Returning Members

Welcome to our **33 new and returning members** for the month of May! 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](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](#).

**16 New Members, Welcome!**

Zina King, New York, NY  
Brenda Dilts, The NExt Step CC, LLC, West River, MD  
Gulnar Mewawala, The Emphatic Résumé, Voorhees, NJ  
Jaleela Amatullah, Operation Résumé, Jersey City, NJ  
Katrina Brittingham, VentureReady LLC, Upper Darby, PA  
Dr. Monica Hardy-McCray, Résumés & Beyond, Inc., Jacksonville, FL  
Stacie Moore, Power Résumé Services, Roswell, GA  
Kendra Thomas, Raeford, NC  
Edward Collins, Lake-Cook Résumé Services, Deerfield, IL  
Michelle Robin, Brand Your Career, Buffalo Grove, IL  
John Abner, RN Job Shop, Lexington, KY  
Tim Windhof, Windhof Translations LLC, Delaware, OH  
Karen Kaplan, Expert Résumés, LLC, Phoenix, AZ  
Cassandra Olson, Ogden, UT  
Shaletny Miles, Long Beach, CA  
Virginia Lundgren, San Marcos, CA

### **17 Renewing Members, Welcome Back!**

Judy Friedler, CareerPro International, Mississauga, Ont  
Natalia Xiomara-Chieffo, Employment Resource Team LLC, New Haven, CT  
Shauna C. Bryce, Bruce Legal Career Counsel, Annapolis, MD  
Shareem Kilkenny, Veteran Career Counseling Services, Charlottesville, VA  
Norine Dagliano, ekm Inspirations, Hagerstown, MD  
John Weiss, Atlanta Résumé Service, Atlanta, GA  
Drew Roark, DrewRoarkCPRW.com, Cedar Hill, TN  
Arlene Gregory, Delaware, OH  
Kelley Smith, Résumé GhostWriter, Sugar Land, TX  
Laura Gonzalez, Masterwork Résumés, Plano, TX  
Kathy Sweeney, The Write Résumé, San Tan Valley, AZ  
Robyn L. Feldberg, Abundant Success Career Services, Frisco, TX  
Linda Graham, Office Helper, Colorado Springs, CO  
Dorian Arnold, Auguste Escoffier School of Culinary Arts, Boulder, CO  
Rabbi R. Karpov, Bespoke Résumés and Career Coaching, Inc., Oklahoma City, OK  
Irene Marshall, Tools for Transition, Fremont, CA  
Coach Sally, [www.ResumesbyCoachSally.com](http://www.ResumesbyCoachSally.com), Las Vegas, NV

If you have any questions or concerns about The NRWA, please [contact us!](#) As a member-driven association, we welcome your feedback and participation.

Ruth Pankratz  
Secretary, The NRWA

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