



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)
[Twitter Isn't Magic](#)
[What's Happening in Region Five?](#)
[New and Returning Members](#)
[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



May 7, 2013
Vol. 7, Issue #8

Executive Greeting



Hello ,

Exciting news from The NRWA! Hello members! I hope you are enjoying the Spring and that you are warm. We have had more than 30 inches of snow in my neck of the woods in the last 10 days!!

Communication:

We are excited to announce that *The NRWA Connection* will be produced monthly starting this month and will continue to provide valuable content to you and our potential members. We will use other notices on an appropriate schedule to get information to you about the association and you can always visit the members section of the website under [The NRWA Documents](#) for the latest Board Bytes and financial statements.

[The e-list](#) has become the premier "mixing" place for recruiting subcontractors and getting questions answered quickly, and we hope you will continue to use it. If you would like to change your frequency of emails or have a question about something you would like to post, just let us know.

Conference:

We are truly lucky this year to have a plethora of [keynote-quality speakers](#)! Kirsten Vernon (formerly Dixon) who has been with the Reach Personal Branding program for many years will be joining our lineup which already included Rich Feller (President of The National Career Development Association), Susan Whitcomb, Heather Wieslow, Laura Labovich, and Miriam Salpeter.

On the business side, a Chicago SEO expert will be sharing the latest updates about placement in search results. He will join Jason Alba, Ruth Pankratz, Melanie Lenci, and Bob Bronstein, who will all be sharing tips for marketing your business to larger organizations, setting up your business your way, and staying organized!

Leadership:

Are you looking for an opportunity to hone your leadership skills? Build YOUR résumé? The NRWA needs you! We are still looking for volunteers to help with our marketing and education committees and to get started on the 2014 conference (hard to believe, I know)! If you are interested, [please contact me](#).

[Marie Zimenoff](#)

President, The NRWA

Twitter Isn't Magic... But You Can Make It Magical

By [Dawn Rasmussen](#)

Twitter is an interesting "animal." Many people discount it as a frivolous social media platform full of over-puffed personalities or poisonous trolls sabotaging legitimate conversations.

From my own standpoint, I have found it as a valuable communications tool that has helped me expand my business in ways I never imagined possible.

As a frequent participant on many Twitter chats, having the opportunity to engage and connect with people from across the planet with whom, in all likelihood, I never would have crossed paths under any other circumstance, has been an amazing experience.

Therein lies the magic... making those connections. You never know where those, in turn, will take you.

For starters, you might want to "lurk" (lingo for hanging out to watch the goings-on before jumping in and participating) on some of these chats listed on <http://nisharaghavan.com/top-10-twitter-chats-for-hr-recruiters-job-seekers/> that are relevant to our industry.

It does take some time to get the hang of Twitter and understand the hash tag component of it. Simply put, hash tags are like the channel changer on your TV, and each hash tag is a different station (conversation) to watch. You can use a third-party application like Tweet Deck to set up different columns that are "tuned in" to specific hash tag conversations so you can monitor what people are saying/discussing. Believe me, having such an application is very helpful to help keep track of everything!

Being a passive learner at the start is a great way to learn the protocols, and also find out who the key players are that you might want to follow.

Then, it's time to step it up a notch and jump in. Many Twitter chats are moderated, and toss out a series of scheduled questions over the course of the chat itself (most run about 1 hour). As a career expert, you have the opportunity to offer up a helping of career advice to the participants or ask questions to learn from others in the field.

But the ultimate equation of social media platforms like Twitter is when you convert these virtual relationships into real-life meetings. As someone who does travel quite frequently to speak at conferences, I have been elated to send a quick Tweet out to someone in that destination city that I've gotten to know online, and suggest meeting for coffee. These in-person get-togethers have been incredible, and 100% of the



people I've met are, in person, exactly who they say they are online.

And the connections become stronger as a result. Probably the best example that comes to mind most immediately took place this past week. I had met a recruiter via Twitter (we hang out and contribute to one of the Twitter chats listed on the link above), and I noted that she lives in Sonoma, CA. I was traveling through that area and speaking in Santa Rosa -- just a short jaunt away, and sent her a quick message saying I was going to be in the area.

She replied and said she would love to meet me after my presentation. Even better yet: At the meeting, one of the attendees approached me to find out if I did placements/recruiting, and I said, no, I don't... but I am meeting with a recruiter right after this event and will be glad to pass your card on to her.

So not only did I cement a connection with her, but I also was able to hand off a red-hot client lead as well. I didn't think anything of it, but this recruiter has now posted on her blog and company page promotions touting my book. I couldn't have asked for such great marketing!!

The key is that I never look at as "what can I get out of this" -- instead, it's just great to start a conversation and get to know each other. I think that out of all the connections made, and chats I've been involved in, only one person directly contacted me on Twitter to work on their résumé. So you have to get away from the notion that if I spend X amount of time on Twitter, then I should get Y number of clients. It doesn't work that way.

The real value comes from connecting with people who can become advocates for you and your business, once they get to know you. In the time that I've been involved in Twitter, I can honestly say that because of my involvement on this platform, I can directly attribute establishing multiple recruiter relationships that resulted in their referring clients to me. Also, I've received several media exposure opportunities, numerous thought leaders have reviewed my book, and I've been able to expand my own mental envelope while bolstering my company image online.

Generating and sharing useful and helpful content has helped underscore my credibility, which definitely has factored into how potential clients view me and my knowledge, as well as expedited the growth of my company's brand exposure online.

Personally, I'm still marveling at how incredibly fun and exciting Twitter has become, and am looking forward to what the next new Twitter interaction will bring.

Dawn Rasmussen is the author of Forget Job Security: Build Your Marketability, a frequent careers industry speaker, and has been quoted in The Chicago Tribune, CBSMoneyWatch, The Christian Science Monitor, and Careerbuilder.com on career-related topics. When she isn't busy helping clients, she is off hiking in Oregon's beautiful mountains with her husband Brad and their two dogs.

What's Happening in Region Five?



By [Brenda Cunningham](#)

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

As anticipation continues to build for our [annual conference](#) in Chicago, Region 5 is certainly not sitting still. We're seeing great business growth and collaboration! Don't believe me? Take a look for yourself and see what a few of us have been up to.

Ruth Pankratz, MBA, CPRW of Gabby Communications (Fort Collins, CO), For Ruth, business has been as plentiful as the Colorado April snowstorms! While first quarter had continued steady growth, the start of the second quarter has been very busy with new clients and business opportunities. In addition to serving clients Ruth will also be co-presenting (with Melanie Lenci) at The NRWA conference in Chicago and presenting a résumé writing workshop in Denver. The NRWA teleseminar speakers continue to provide excellent information and Ruth's honored to be coordinating those program efforts too.

Rabbi R. Karpov, Ph.D., CPRW of Bespoke Résumés and Career Coaching, Inc. (New Mexico/Oklahoma), Rabbi bit the bullet and took the TORI (Toast of the Résumé Industry) Hot Seat Session with industry superstar Laura DeCarlo, together with three other participants, working specifically on the most sophisticated and also most problematic IT résumés thus far. Her advice to you is to learn from the best -- of which we certainly have a plethora at The NRWA. She is also continuing her professional growth by subcontracting for our The NRWA marketing chair Tina Kashlak Nicolai, and others. While in Oklahoma City, Rabbi spoke for the National Student Nurses Association at University of Central Oklahoma on what a résumé should and should not include and how they should tailor theirs as they graduate.

Marie Zimenoff, M.Ed., NCRW of A Strategic Advantage (Fort Collins, CO), Marie is putting the final touches on a half-day professional development institute on starting a career business/practice for the National Career Development Association conference. She is also working on a big project localizing a curriculum for the Ministry of Education in a middle-eastern country and just finished reworking an outplacement curriculum for a national firm. Marie is most excited to have just delivered a half-day leadership workshop for the key leadership of a global corporation and to be adding leadership coaching to her career and résumé business. She still works one-on-one with job seekers, and will be celebrating her 5th year of freedom (starting her business and leaving academia) in July!

Donna Tucker, CPRW of CareerPRO Resume Center (Phoenix, AZ), Donna was excited to get a call from the local ABC-TV affiliate to tape a segment for the weekend morning news on job search, specifically applicant tracking systems. Job seekers were watching! She received a number of calls the following week from people who mentioned the segment.

Brenda M. Cunningham, CPRW of ROYAL Résumé Services (Phoenix, AZ), As for me, I'm excited to announce the official release of my very first e-book, titled *Your Résumé Is Not Enough: How to Network Your Way Up the Corporate Ladder*. In it, I outline specific strategies job seekers can use to build a powerful network whether they are a job seeker or an entrepreneur looking to keep new business rolling in. I will also be presenting a webinar on using social media to dozens of members of the Greater Phoenix Black Chamber of Commerce about a month after I present a career-planning workshop to about 40 youths at my home church, Faith Christian Center. I've found giving workshops is a great way to validate your expertise; hopefully you all are submitting proposals to get out in front of your future clients. I've also started

officially working with virtual assistant as a means to get my workday back under control. I'll share more about this strategy in my NRWA teleseminar on August 16th. Hope to talk to you all then!

New and Returning Members

Welcome to our 31 new and returning members for the month of April! 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, 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](#).

12 New Members, Welcome!

Amy Lasher, Keene, NH
Steven King, Resume USA, Phoenix, AZ
Ashlee Skrapke, Autry Technology Center, Enid, OK
Pamela Young, Richardson, TX
Marsennia Wells, First Impression Resume Services, LLC, Merrillville, IN
Wynter Love, Scottdale, GA
Andrea Cano, New Leaf Resumes, Fayetteville, NC
Lutrica Gethers, Centura College, N. Charleston, SC
Michael Huh, Centura College, N. Charleston, SC
Tess Taylor, Content Write Now, Summerville, SC
Sonja Bennett, Elite Manufacturing and Professional Services, Kingsport, TN
Boris McLaughlin, ANMIJO Communications, Randallstown, MD

19 Renewing Members, Welcome Back!

C. Sampson, Regal Resumes, Boston, MA
Lynn Walker Levy, LWL Career Counseling, Milton, MA
Barbara Safani, Career Solvers, New York, NY
Christine Moor, Camden Heights Career Services, Yorba Linda, CA
Judy Robbins, My Essential Resume: resumes for today, Camano Island, WA
Pat Kendall, Advanced Resume Concepts, Tigard, OR
Shannon Volpe, The Branded Resume, Phoenix, AZ
Amy Adler, Five Strengths Career Transition Experts, Holladay, UT
Gregory W. Bridgeman, Military Resume Exchange, Hopkinsville, KY
Nicole Faulkner, Chicago, IL
Douglas Kiracofe, Galen Michaels & Associates, Ortonville, MI
Lynn Green, Brand-You Resumes, Akron, OH
Mark Hageli, DeVry University, Alpharetta, GA
Aisha Taylor, TAYLORmade ~ Professional Career Consulting, Lithonia, GA
Danny Huffman, Education Career Services, Altamonte Springs, FL
Kristi Seamon, The Resume Lab, Winter Garden, FL
Chandra Russell, Polished, Positioned and Powerful Career and Life Coaching, Atlanta GA
Jessica Willard, J & S Resume Services, North Huntingdon, PA
Nichole Brownlee, New Vision Consulting Partners, Franklin Park, NJ

Affiliate Spotlight

This week, we spotlight [ProfilingPro](#), 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