



The NRWA Connection

Keeping Career Industry Writers Current

**September 4, 2013
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Executive Greeting

This is an especially exciting time for me. In just a few weeks, many of us will gather in Chicago for The NRWA conference. After joining this organization in the summer of 2012, I had the pleasure of attending my first conference last year. As a new résumé writer, the experience was so valuable that I left wanting not only to apply the tools and techniques learned but to contribute to the organization by volunteering on some level. Never did I imagine that I would return to this year's conference as the marketing chair of our wonderful organization. I am honored to serve.



Last year's conference had a great impact on my writing and business and is the reason I am eager to return. I attribute a portion of my increase in business and client referrals to the information provided, which spanned résumé and cover letter techniques, business and time management tips, subcontracting insights, and so much more. Because the attendees ranged from aspiring to vastly experienced writers; and from subcontractors and part-time writers to full-time professionals who offered a portfolio of career services, each session I attended delivered in-depth discussions and multiple perspectives on the subject matter at hand. The amount of information given freely among the workshop participants and facilitators was

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amazing. I was completely enthralled by the camaraderie and the eagerness to help each member to either improve his craft or offer alternative strategies to consider. In my corporate and writing career, I have attended many conferences, but have never experienced the collective sharing as I had at The NRWA conference.

One interesting thing to note is that I went to the conference alone and knew no one. But that changed day one; the minute I stepped onto the elevator to go to the hotel lobby for breakfast. I met fellow conference goers before the opening session and immediately felt as if I was among friends. I have noticed that this industry is full of "people-persons" who are eager to welcome newbies into the fold and answer, or find an answer, for any question asked. I had the pleasure of meeting and networking with members from many localities, including my hometown area of Atlanta (and had the pleasant opportunity to attend an Atlanta get-together after the conference).

As you are reading this newsletter, I do hope that you are preparing to attend this year's conference. I can assure you that it will be a worthy investment. From the opening to closing session, the experience will present a wealth of valuable information for business and writing, stories of inspiration, great networking and volunteering opportunities, and the chance to explore a new city with your colleagues.

Hope to meet you in Chicago!

[Cheryl Cooper](#)
Marketing Chair, The NRWA

Time to Refocus

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

Can you believe that it's September already? Many of us are returning from summer vacations or modified work schedules and realize that we're quickly approaching the final quarter of the year. Are you on target to reach your goals? The following strategies are not new and will, for the most part, serve as a reminder as we prepare to focus on completing our goals and finishing off 2013 strong!



Plan Ahead

Plan your day before you start working, or even better, the night before to help you stay focused. Limit your to-do list to a few items each day to help ensure that you are focused on the most important things and that you do them well. If you're feeling overwhelmed by all that you have to do, write it all down to figure out what's really important to you and what isn't.

Schedule Your Time

Set aside specific daily or weekly times to focus on work and categorize your work by tasks and priorities accordingly. Block out everything except the task you need to get done. Eliminate distractions to help you get more done within a short span of time.

Set a Time Limit

Have you ever noticed that you work much faster when you have a time limit? Use a timer to allow yourself 20-30 minutes to complete specific tasks. You'll spend less time perfecting every little detail and more time just getting things done.

Get Away from Distractions

If you are working from a home office, it's easy to become distracted by the phone ringing, TV blaring, kids playing, etc. Sometimes you may need to get away and take your work to a coffee shop, the library, the park, or wherever you can regain focus.

Accountability Partners

Whether you need encouragement or just a sounding board when things get off course, ask for help. Without help, everyone would fail at something. An accountability partner can help you stay on track via scheduled phone calls, emails, or face-to-face meetings.

Reassess Your Game Plan

A goal is only as good as the plan behind it. Check long-term plans every three to six months to determine what needs to be tweaked or even eliminated. As things change, so do the steps in that plan.

Reward Yourself!

When you reach a milestone or complete a project or a goal, reward yourself for your accomplishments. You'll be motivated to do more.

These tips may not work for everyone, but you will hear them being recommended repeatedly simply because they work.

Remember, if you make the most of every day, it will lead you to the success you deserve.

Writing Résumés for the Military Spouse Niche Part II

By [Amy Schofield](#), Schofield Strategies

See Part I in the [August edition](#) of *The NRWA Connection*.

Beyond volunteering, most military spouses manage a large portion, if not all, of the household matters and caregiving responsibilities. Military spouses can pack up, move, find a new place to live, research and enroll children into new schools, manage a budget, plan and organize meals, and host social events, all with relative ease. Why not tap into these skills when creating a résumé for a military spouse?



I remember speaking with one military spouse client who wanted to work for a prestigious Ivy League university; she'd found a product management position but had no idea how to break into that industry. During my consultation with her, I touched upon all aspects of her husband's military career and what she had done along the way each time they have had to move to a new place.

Come to find out, she actually created her own Etsy shop selling handmade prints. This involved working with customers on an ongoing basis, customizing prints per her customers' requests, maintaining business records, tracking invoices, and promoting brand awareness, all which could be directly translated to a product management position! Had I not asked her the right questions during our consultation, she would never have told me about her Etsy shop, because she wasn't aware she could include that as professional experience on a résumé!

In addition, most military spouses feel there is a stigma attached to being a military spouse, because they move around and are not able to stay in the same job as long as they would like. One of my military spouse clients actually held more than ten jobs (both paid and volunteer) in the past four years. With this, I try to point out that there are plenty of statistics out there that say the average length of time an employee stays at the same employer ranges but is not that different from the average length of a typical military duty tour. So, in reality, they shouldn't let this stigma get in the way of applying to their dream job.

In this day and age, many people, not just military spouses, bounce from job to job, so instead of placing attention on the fact that they are military spouses, I highlight their strengths and ensure that their résumés are well-written and relevant enough to make them stand out at the top of the résumé pile, whether they've held one job or ten jobs in the last several years.

Writing résumés for military spouses may seem daunting to some résumé writers who specialize in executive level clients because of the number of jobs

the "typical" military spouse has held throughout the years. Remember, the goal is to place more focus on their job accomplishments and to show what they can bring to the table to a potential employer and to focus less on the time spent at each previous employer.

Amy Schofield has been in the recruitment, career coaching, résumé writing, and volunteer management fields for the past several years. She has a Master Certificate in Human Resources Management from Villanova University. She is the founder of Schofield Strategies, a personal and professional branding company that works with individuals, nonprofits, and small businesses worldwide. Amy was featured on Army Wife Talk Radio, has served as an Employment Readiness Consultant with a national military-affiliated nonprofit, and is currently a finalist for the Military Family Member Community Heartbeat Award.

Membership Moments

[Marie Zimenoff](#), The NRWA President

We had a member ask about how to get listed in the "specialty" searches on The NRWA's website, so I thought I would remind you all that it is up to YOU how you show up on the site!

You have full control of your profile when you log in. You can put in a picture, how you work with clients, and mark the specialties for which you want to show up when people search.

Most people do search by specialty first, and you can show up in every one if you want!

When you go in to your profile (click on "View Profile" under your name on the left), make sure you are on the "Contact Details" page and hit "Edit". Then, you can select all of the check boxes under specialties.

Below is a picture of the check boxes you will be looking for on the page once you are in to edit your profile. If you have any questions, please send an email to our [Admin Team](#).

Do you want to be found on The NRWA website by job seekers? [Join today!](#)

← → ↻

Dashboard | **Contacts** | Web pages | Events | Members | Donations | Finances

Contact list | Import | Customize fields

Limit is 150 words.

Services

Limit is 25 words (155 characters).

Resume Specialties

- Accounting / Banking / Finance
- Administrative / Executive Support
- Agriculture
- Arts / Creative
- Blue Collar / Skilled Trade
- Career Change / Return to Work
- Executive / C-Level
- Education / Academia / Higher Education
- Energy
- Engineering
- Entertainment / Media
- Federal / State Government
- Healthcare
- Hospitality
- Human Resources
- Information Systems / IT
- International
- Legal / Law Enforcement
- Life Sciences / Forestry
- Manufacturing / Supply Chain / Logistics
- Marketing / PR
- Military / Military Transition
- Ministry
- Nonprofit
- Pharmaceutical / Medical Device
- Recent Graduate / Entry Level
- Sales / Sales Management

Primary Work Setting

What's Happening in Region Three?

By [Troy Johnson](#)

Representative for Region Three: States of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee; and the territories of Puerto Rico and the Virgin Islands.

Troy Johnson, CPCC, CPRW, CEIP, CFJST, CFCC, CEMC, of MacDill AFB Florida and the Transition Program, now



known as the Transition (GPS) program, received an "Outstanding" rating during the Commanders Unit Inspection (CUI) in November 2012 -- the only program in the squadron to receive this high rating. This was instrumental in the Airman & Family Readiness Center receiving "Best Center" of the 6 FSS Squadron.

The MacDill Transition Program is one of the few programs in the Air Force that has created a group on LinkedIn "MacDill AFB Transition Program" so Transition Service Members (TSM)s can network with other veterans, career coaches, résumé writers, and employers; the group has over 1,200 members and continues to grow.

Virginia Franco, CPRW of Virginia Franco Résumés, Charlotte, NC, says her cover letters were recently featured in the following:

- *Professional Cover Letter Examples for Managers & Executives* by Teena Rose, CPRW, CEIP
- *E-Note E-Summit* presented by Résumé Writing Academy's Wendy Enelow, CCM, MRW, JCTC, CPRW and Louise Kursmark, MRW, CCM, CEIP, JCTC, CPRW

Alexia Scott, CPRW, A Winning Résumé, Montgomery, AL, has an eye toward abandoning the 20th-century term of "desktop publishing" and more accurately reflecting her brand. Alexia is changing her business name from "Alexia's Desktop" to "A Winning Résumé." She looks forward to providing the same fabulous service and good humor to those competing in today's challenging job market.

Cynthia Funkhouser, CPRW, Résumé-Editor.com, St. Petersburg, FL, says she's pleased that, despite updating her meager blog ("The Résumé Writer's Blog") only monthly, even that little bit of persistence has produced results. One of her posts was recently referred to as a teaching tool by a university professor on social media, and Cynthia also acquired a new client who signed on after visiting the blog. Cynthia adds, "Although I don't always include art in the posts, I am seeing graphics work to bring visitors. I had a drawing inexpensively rendered on Fiverr.com, which continues to draw traffic."

Kathy Harber, Career Keys to Open Doors, in Atlanta, has had an "unusual" summer but a good one. She put her business on hiatus in July while having/recovering from extensive foot surgery. But June yielded six workshops/presentations, including a new one on how to write your own performance review for maximum benefits. It was delivered to the International Association of Administrative Professionals' regional conference and four more opportunities to present to individual chapters have resulted. Individual client work remains at an even pace, although she is noting an increase of "rush" needs. Kathy is eagerly anticipating her sixth conference of The NRWA to reconnect with known colleagues and add to her circle with new ones.

Dawn S. Bugni, CMRW, MRW, CPRW, The Write Solution, Atkinson, NC, was invited to speak at the "2nd Annual Minority Leadership Conference" in October. This conference attracts community college and university students from around the region. Dawn agreed to help them out last year by filling in for a last-minute cancellation in their vendor space. The conference organizers heard a positive response from the participants about the information she shared.

"Just by interacting with the students out of my booth, they invited me to host a workshop, with pay. A year ago, I agreed to help, with no ulterior motives other than 'spreading the gospel' of good job-search techniques to emerging professionals, and this year I'll be paid to do what I was more than willing to do last year for free. Amazing is the power of doing something to 'give back' and how it always comes back to you.

Marsha Leap, of Leap Ahead Professional Development of Lakeland, FL, is currently working on certification through Career Academies as a Certified Job Search Strategist (CJSS). The 12-week tele-class is being led by Beverly Harvey, Director of Job Search Academy. Marsha is also the current president of the Lakeland Metro Chapter of National Association of Women Business Owners (NAWBO).

Teleseminar

There will not be a teleseminar presented in September due to [The NRWA Conference](#). Be sure to look out for more information coming soon on our October teleseminar:

How to Get a Rush of New High-Paying Clients in Your Area

Leeza Byers

Friday, October 18, 2013 - 1 pm Eastern

[**Register Today!**](#)

One hour live teleseminar is \$19.99 for members and \$29.99 for non-members.

New & Returning Members, NCRW Renewals

Welcome to our **61 new and returning members** for the month of August! 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@thonnwa.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](#).

August NCRW Renewals

Kathy Keshemberg, A Career Advantage, Appleton, WI, certified since 1998

28 New Members, Welcome!

Liza Hess, LJH Consulting Services, New York, NY
Jerry Stametelos, Athens, Greece
Michael La Framboise, Calgary, Alb., CAN
Sandra Jackson, Monterey, CA
Dick Bolles, Danville, CA
Thelma Vance, GCG Inc., Santa Cruz, CA
Dennis Fitzgerald, San Francisco, CA
Cortney Schwalbe, Peak Career Services, San Diego, CA
Jennifer Owenby, ONB Professional Résumé Services, Aloha, OR
Greg Wood, The Hire Challenge, Phoenix, AZ
Vicki Oehring, ClimbingHire, Littleton, CO
Gary Altergott, St. Peters, MO
George Slagle, Allen, TX
Sara Garska, Lake Jackson, TX
Teresa Danner, Collin College, Plano, TX
Melissa Barberree, El Paso, TX
Graham Caulfield, ExpertRésuméMan, Pottsboro, TX
Joane Davis, Collin College, Plano, TX
McKenzie Lawyer-Davies, Brigham Young University, Provo, UT
Catharine Craig, Lamoni, IA
Lela Kwiatkowski, Greenfield, WI
Nathan Fischer, Write Stuff Resources, Glendale, WI
Michael Fox, Expert Résumés, Greensboro, NC
Kathy McGee, Aiken, SC
Katina Bass, Nashville Career Advancement Center, Nashville, TN
Jamil Sameen, Nashville Career Advancement Center, Nashville, TN
Judy Vince, DeAnjo Coaching, LLC, Oakland, NJ
Cristina Knapp, Ashburn, VA

33 Renewing Members, Welcome Back!

Linsey Levine, CareerCounsel, Ossining, NY
Meghan Oliver, Northfield, VT
Michelle Dumas, Distinctive Career Services, LLC, Somersworth, NH
Wendy Gelberg, Gentle Job Search/Advantage Résumé Services, Needham, MA
Lynn Wiley, Résumé Solutions by Wiley, Cobb, CA
Sophia Marshall, Carmel, CA
Kim Batson, The CIO Coach, Sammamish, WA
Marjorie Rocha, San Leandro, CA
Cliff Eischen, Eischen's Professional Résumé Service, Fresno, CA
Deleta Fowler Vasquez, Wordbusters Résumé and Writing Services, Fillmore, CA

Lori Barnes, ACCU-WORD, Bakersfield, CA
Martha Rockwell, A+ Résumés & Career Coaching, Scottsdale, AZ
Charlotte Abel, Abel Résumés, St. Louis, MO
Fred Coon, Phoenix, AZ
Charlotte Weeks, Weeks Career Services, Inc., Chicago, IL
Jeanne Hanks, Visual-Career-Guides, LLC, Dublin, OH
Kristin Johnson, Profession Direction, LLC, Madison, WI
Tim Suddeth, timinggreenville, Simpsonville, SC
William Mitchell, The Résumé Clinic, Antioch, TN
Robin Schlinger, Robin's Résumés, Atlanta, GA
Troy Johnson, Airman & Family Readiness Center, MacDill AFB, FL
Robert Prock, A Preferred Career & Résumé Service, Greenville, SC
Tanya Gwinn, Greenville County WIA, Greenville, SC
Sheletha Champion, Striving Higher Enterprises, LLC, Clarkston, GA
Dawn Bugni, The Write Solution, Atkinson, NC
Marsha Leap, Leap Ahead Professional Development, LLC, Lakeland, FL
Louis Gilbert, The Word*Smith, Delray Beach, FL
Don Goodman, About Jobs Career Management, N. Caldwell, NJ
Jennifer Fishberg, Career Karma Résumé Development & Career Services, Highland Park, NJ
Dennis Sparks, KAS Résumés and Career Services, Lorton, VA
Neely Raffellini, Splash Résumés, Montclair, NJ
Angela Zimmer, All Write Résumés, Jackson, NJ
Diane Irwin, Dynamic Résumés, Cherry Hill, NJ

Affiliate Spotlight

This week, we 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

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