



# The NRWA Connection

*Keeping Career Industry Writers Current*

August 8, 2014  
Vol. 8, Issue #8

## Executive Greeting

Good Day!

We all know, based on the résumés we see, that job seekers need our professional-writing services! However, even though I have been writing résumés for about five years, when I look at a résumé I wrote one year ago, I want to bury my head in the sand. As résumé writers, we improve our writing the more we educate ourselves. That's why I joined The NRWA, and that's why I am so excited to serve as the Marketing Chair. My goals are to support The NRWA's mission to increase the visibility of our organization and the résumé-writing industry.



As the new Marketing Chair, my main goal is to help to spread the word about all of the wonderful opportunities The NRWA offers, including the annual conference, monthly teleseminars, online training programs, and much more! My other major marketing goal is to develop a blog that will generate and direct traffic to our website. An NRWA blog will also offer members the opportunity to showcase their career-industry knowledge and writing skills. Shameless Plug-I am eager to create a list of members who are interested in contributing to the blog. Please shoot me an email at [marketingchair@thenrwa.com](mailto:marketingchair@thenrwa.com) if you would like to contribute!

One of the main ways we spread the word about all that The NRWA has to offer is through our social media platforms. The NRWA's social media channels are a great way to share interesting articles with your

### In This Issue:

[Executive Greeting](#)

[2015 Election Results](#)

[The Race to Denver!](#)

[Help, My Website Has Been Hacked!](#)

[What Language Does Your Résumé Speak?](#)

[What's Happening in the College/University Career Services Industry?](#)

[Teleseminar](#)

[New & Returning Members](#)

[Affiliate Spotlight](#)

fellow colleagues. The platforms are also terrific places to ask questions! You can connect with our organization through any of the following social media channels:

[Facebook](#)  
[Twitter](#)  
[LinkedIn](#)  
[Google Plus](#)  
[Pinterest](#)

I look forward to hearing more from all of you through our social media channels and meeting many of you at [The NRWA Conference in Denver](#).

**[Cassie Olson](#)**  
**Marketing Chair**  
**The NRWA**

---

## 2015 Election Results

Thank you to all members who voted in The NRWA elections and gave input for the 2015 conference location. And the results are:

President: Shauna C. Bryce

President-Elect: Steve Bouchard

Treasurer: Marie Zimenoff

Secretary: Mary Jo King

Experienced Business Owners Representative: Michelle Dumas and Ruth Pankratz

New Business Owners Representative: Gala Jackson and Debra Ann Matthews

College/University Career Services Representative: Juliet Murphy

Workforce, Military, or Community Career Services Representative: Suzette Jolly

**Ballots Cast: 97   Eligible Voters: 559**

The location for the 2015 conference will be announced during the 2014 conference in Denver and shortly thereafter on the e-list and in the newsletter.

Sincerely,

**[Marie Zimenoff](#)**  
Past President

---

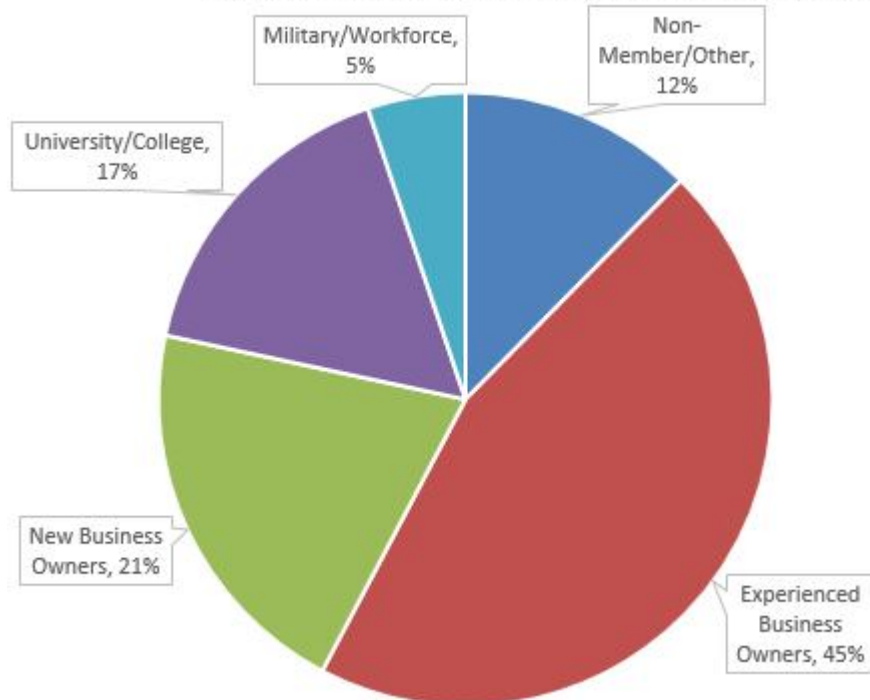
## The Race to Denver! Game On!

Attention NRWA members and conference guests. We are pleased to share that so far, 97 of you have registered for the 17th annual NRWA Conference. With capacity for 140

attendees, we have only 43 spaces left. Will you be a part of that number? Take a look at how many from YOUR industry will be in attendance:

Non-Member/Other: 12  
Experienced Business Owners: 44  
New Business Owners: 20  
University/College: 16  
Military/Workforce: 5

### Industry Breakdown of Conference Attendees



One lucky person (from the industry segment with the highest increase in registration) will be entered to win an amazing prize to be awarded at our Wednesday evening reception! So encourage your friends and colleagues to join you in Denver for another information-packed, networking-filled NRWA conference. Hope to see you there!

~Your Membership Team

**Help, My Website Has Been Hacked!**

By [Marcia Baker](#)

It's the experience you never want to have; however, it's probably just a matter of time before your website is compromised in some way. To minimize the chances of your website being hacked, incorporate the following tips.



1. Have strong passwords for your website. A strong password has a minimum of eight characters that are a combination of letters, numbers, and symbols. Avoid simple passwords that can make it easy for someone to break into your website. If you find that you have too many passwords to remember, consider using a password manager such as LastPass, Roboform, or 1Passwords. Free and paid versions of each password manager are available.
2. Do not assign "admin" as your user name in the administrative section of your website. Admin is the most common user name hackers use as they attempt to break into a website.
3. Use tools such as Neighbourhood Checker or Google Webmasters to help determine if your website is being associated with spammers.
4. Invest in a software solution to back up your website and use the service frequently. There are free and paid solutions available for any type of website. Make sure you understand what the software will do and under what circumstances. For WordPress, Backup Buddy is a great backup solution, and it is handy when you need to transfer your site from one host to another.
5. Set up a schedule to monitor and update your website manually or hire a website maintenance company.
6. Install a security plugin such as WordFence or All In One Security to help make your self-hosted WordPress site less appealing to hackers. You can also configure WordFence to alert you when plugins need to be updated.

A word of caution, especially if your website is built on the WordPress.org platform: you must keep your website updated. Updating is not an option. If your site was built or redesigned three months ago but hasn't been updated since, it is a target for hackers. Be sure to keep your website current, as WordPress frequently updates its core software and also updates hundreds of its plugins and themes daily. WordPress is great to use for blogging and for use as a content management system. There is a plugin available for just about any feature you would want to incorporate, but you cannot "set it and forget it."

So, what should you do if your website has been compromised?

1. Do not panic! If you have taken the time to prepare for the worst, you should be able to repair any damage and get your site running within hours.
2. Enlist the help of your website host. If you are on a shared server, other accounts on the server could be affected or could be the culprit of the attack. Your website host can determine the source and extent of the damage.
3. Subscribe to a service such as Sucuri, which will monitor, detect, and clean up malware, spam, blacklists, hacks, etc. on your website.

4. Change all website and business passwords. You will have no idea what information the hacker was able to access, so it's best to change all passwords assigned throughout the site and your business.

Take time to prepare a defense against a website hacker. Make sure your work is saved and backed up systematically to lessen the pain of a compromised website.

***Marcia Baker** is the founder of MARK of Success, a career, marketing, and training services company located in Maryland. For more than 10 years, Marcia has helped her clients craft career and business marketing communications to reach their target audience. Marcia is a former NRWA Board member, a recipient of the Vivian Belen Volunteer of the Year Award, and currently serves on The NRWA's marketing committee.*

## What's Happening in the College/University Career Services Industry?

By [Gala Jackson](#)

*College/University Career Services Representative.*

It's almost time to kick off a new academic year, and The NRWA wishes all college/university professionals the best as they begin a new term! Keep in mind that The NRWA is here to help. The NRWA Board is working on new resources and tools designed to help you serve your students and save time. Keep an eye out for the details during the fall semester!



Don't forget to register for The NRWA Conference! The college/university industry already has 16 individuals registered. Will we see you there? We're pushing to be the most represented industry at The NRWA conference this year – join us!

Already registered or can only attend part of the conference? Consider the pre-conference workshop targeting Millennials clients, "Bridging the Gap: Helping Millennials Transition from the Classroom to the Boardroom." Visit The NRWA pre-conference site [here](#) for more details.

Here's what's new with our members in the college and university industry.

**Jamie Wheeler, Clinical Site Facilitator at Frontier Nursing University, Lexington, KY**, presented a webinar entitled "Résumé Hints and Tips: Building a Better Résumé." The webinar was well received by her students, who needed résumés for both competitive clinical practicum and job searches after graduation.

Jamie is a brand new member of The NRWA and cites the organization as a critical element in her preparation for the workshop. "I was excited to present my webinar and felt very confident with my information because I completed several of the online training segments through The NRWA. I also accessed the articles that are available to members. These resources assured me that I had a lot of valuable insight to offer our students, and that I was up-to-speed on the latest résumé trends. After just a short time in The NRWA, membership has already been very valuable to me. I look forward to

continuing to grow and learn from The NRWA!"

**Kim Matteson, St. Ambrose University, Davenport, IA**, received her Nationally Certified Résumé Writer certification and became The NRWA's newest NCRW. Congratulations! Way to go Kim!

**Gala Jackson, M.Ed., Career Management Consultant at InterviewSnob, Mableton, GA**, served as an expert contributor to CAREEREALISM's The Happy Grad Project, an online resource designed to support college graduates as they transition from college to the workforce.

Gala facilitated a free webinar, "How to Write a Sharp Résumé that will Take You to the Top." She also wrote an article, "How to Activate Your Network as a Recent Grad" for a project to support the graduating class of 2014. To review these tools, click [here](#) to access the webinar and [here](#) for a link to the article. Gala will return to CAREEREALISM in September 2014 with a new webinar to help young professionals who are seeking career success.

## Teleseminar

### Helping Clients Manage Career Change

Freddie Cheek

August 15, 2014 - 1pm Eastern



Do you dread (or reject) working with clients who want or need to make a career change? Not sure how to position them or even how best to collect resume content? This seminar offers strategies and materials to help you guide career-change clients in focusing their job search and providing appropriate information for documents. In addition, the session will cover approaches to helping clients deal with changes in their career, self-image, and personal marketing, as well as keys for evaluating new job opportunities.

In this teleseminar, participants will learn:

- How to help clients focus on a new career field (and job titles) and articulate their basic qualifications and appropriateness.
- How to help clients build a new brand based on their core values, career goals, and transferable skills and training.
- How to help clients identify accomplishments (CAR) that best suit the new career in terms that relate to the new job area.
- How to construct the career-change resume to optimize the clients' experiences while avoiding having past careers disqualify their candidacy.

**Freddie Cheek, M.S. Ed., CCM, MCD, CPRW, CARW, CWDP**, has 30+ years' experience in résumé writing, job search training, career coaching, adult education, and human resources. During that time, she has written thousands of résumés for individuals in nearly every career field and job level. Freddie has administered federal and state job placement contracts, worked for nonprofits, school districts, and recruitment firms, and taught journalism and English in NY and NC. Her writing samples and job search advice are published in 20+ books.

[Register Today!](#)

*One Hour Teleseminar is \$19.99 for members and \$29.99 for non-members.  
The teleseminar will be recorded.*

## **New & Returning Members**

Welcome to our **57 new and returning members** for the month of July! 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](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](#).

### **26 New Members, Welcome!**

Courtney Steward, Fresno, CA  
Alison Spann, Résumé That Work For You, Carrollton, IL  
Liz Willis, Minneapolis, MN  
Rob Ahrendsen, BYU-Idaho, Rexburg, ID  
Jen Shaffer, BYU-Idaho, Rexburg, ID  
Joshua Becker, Landmark Industries, Inc, Romeoville, IL  
Gloria Lodge, Peterborough, NH  
Donna Mikol, Wind Gap, PA  
Rhonda Bird Roehrig, Moraine Park Technical College, Fond du Lac, WI  
Marianne Striedl, Freelance Office Services, Keansburg, NJ  
Linda Channing, Channing Résumés, Horsham, PA.  
Jeannie Williams, Upward Career Services, LLC, Atlanta, GA  
Jennifer-Lynn Keniston, Ansel Résumé Resolution Services, Concord, NH  
Darcy Maloney, Long Branch, NJ  
Niya Allen, Hollis, NY  
Shaundra Burch-Sanchez, Rochester, NY  
Kate Madden, Philadelphia, PA  
Anita Chastain, Chattanooga, TN  
Edward Balfour, Harden Consulting, Alexandria, VA  
Marilee Fox Cichon, Orinda, CA  
Sakultai Pearson, Love Your Life Company, Monrovia, CA  
Margaret Decker, Acton, MA  
Dianne Millsap, Executive Résumé, Oceanside, CA  
Marilyn Maslin, Résumé Footprint, Denver, CO  
Camille Carboneau Roberts, CC Career Services, Idaho Falls, ID  
Kim Nowlin, Nowlin Résumé Service, San Angelo, TX

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

Christine Wunderlin, Wunderlin Consulting, Las Vegas, NV  
Kara Varner, A Platinum Résumé, Colorado Springs, CO  
Joyce Pleier, Regal Résumé, Cheyenne, WI  
Carol Lucas, The Write Résumé, LLC, Columbus, OH  
Kalindi Garvin, Career Communication Strategies, Cedar Rapids, IA  
Jacquelyn Small, Southeastern University, Lakeland, FL

Kimberly Spicer, University of the Ozarks, Clarksville, AR  
Heidi Zahner, The University of Iowa, Iowa City, IA  
Victoria Hill, Independent, Reston, VA  
Kathy Warwick, Confident Careers LLC, West Collingswood, NJ  
Michelle Riklan, Riklan Resources, LLC, Marlboro, NJ  
Kelly Hibbs-Massey, Precision Résumés, Inc., Longwood, FL  
Anindo Ray, Résumé Factor, Nasik, India  
Irma Rojas, Lakeworth, FL  
Virginia Franco, Virginia Franco Résumés, Matthews, NC  
Patricia Garcia, Business and Office Solutions, LLC, Chesapeake, VA  
Posey Salem, Radiant Résumé Services, Beulaville, NC  
Carol Camerino, Job Seekers - Looking For The On Ramp, Flemington, NJ  
Carol Montgomery, Custom Résumé Services, Woodstock, GA  
Leslie Chisholm, Charlottesville, VA  
Bonita Borum-Sandy, Department of Veterans Affairs, El Cajon, CA  
Jamil Sameen, Nashville Career Advancement Center, Nashville, TN  
Erin Cambier, Superior Résumé & Career Services, Sioux Falls, SD  
Cherie Heid, Competitive Edge Résumé Service, Carlsbad, CA  
Nadine Franz, Apex Career Services, LLC, Overland Park, KS  
Taunya Covington, The Brane Company, Redmond, WA  
Kim Robb Baker, Movin'On Up Résumés, Chicago, IL  
Tiffany Benitez, Placerville, CA  
Fred Coon, Stewart, Cooper & Coon, Inc., Phoenix, AZ  
Jennifer Owenby, ONB Professional Résumé Services, Aloha, OR  
Milan Truong, Hire Me 101, Sacramento, CA

## Affiliate Spotlight

This week, we spotlight [World Wide Web Solutions Inc.](#)



Résumé Writers and Career Coaches – the easiest way to increase revenue is to sell more to your existing customers. Subscribe to our platform and add résumé-website sales to business operations immediately. Résumé websites don't replace résumés; they get them online.

In today's job market, an online presence is mandatory and job seekers who use the latest technology will maintain a competitive advantage. A personal branding strategy is essential to grow a career, but until now, people have relied only upon social media. A Résumé Website with YourName.com takes personal branding to a new level.

As a reseller, you can resell our solution as your own because the platform is branded under your company's name.

Résumé websites are setup automatically, and our platform is as easy to use as a word processor. Sites include an "About" page, "Accomplishments" page, multiple résumé pages with cover letters, and a contact page. After you set up a client's résumé website, he or she can password-protect résumé pages, add images and videos to showcase accomplishments, use social media tools to share résumés, and do much more. For more information, visit <http://bit.ly/1zXEA7K> or call 800.307.1132



*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

Copyright © 2014 The National Resume Writers' Association. All rights reserved.  
Contact email: [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com)

 [Facebook](#)

 [Twitter](#)