



The NRWA Connection

Keeping Career Industry Writers Current

February 6, 2014
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Executive Greeting

I have two questions for you. Why are you here? Did you join The NRWA to advance your skills? Perhaps you're here to learn more about the industry, to add credibility to your practice, or to increase your professional visibility.



My motivation was simple. I had recently restarted my résumé-writing practice after a couple of decades of working in marketing and business development. Yes, my experience as a writer was current, but my experience as a *résumé* writer was dated. I researched options for updating my skills and found The NRWA. The organization had reasonable dues, and it offered the continuing education I sought.

After joining, I discovered additional benefits in my membership that are valuable today. Every teleseminar teaches me something, even on subjects I know well. The annual conferences ramp up my skills, keep me current, allow me to create new relationships, and connect me with adjacent industries. I find that other members gladly share their expertise through the e-list and provide valuable feedback. I use the member resources section of the website to fine-tune my marketing, business forms, pricing, product packaging, and job-search savvy. My membership in the organization enhances my credibility with clients and in my community. Indeed, it is no exaggeration to say that joining The NRWA is one of the smartest things I did for my business.

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Whatever reason you have for being here, I encourage you to reach out, dig around, stretch yourself, and *participate*. As a member-driven organization, we empower each other with every interaction we make. The best thing about The NRWA is *you*.

Thank you for being here and for affording me the opportunity to serve as your Secretary in 2014. I hope to greet you all in Denver!

[Mary Jo King](#)

Secretary, The NRWA

New NCRW Spotlight, Ruth Pankratz

[Ruth Pankratz](#) is a professional and published résumé writer, marketing professional, and entrepreneur. Through her company, [Gabby Communications](#), Ruth strives to help professionals and organizations communicate clearly through written words. Some people call her the “word wrangler” or the “word whisperer” because of her auspicious writing talents. Prospects seek her out because of her ability to quickly understand situations and career aims to create a unique brand and write compelling documents. To accomplish this, Ruth draws upon a 15+-year background in marketing and management.



Ruth served on the board as Secretary of The National Résumé Writers' Association (The NRWA) from 2011 to 2013 and for 2014, she is the Conference Co-Chair. In addition to having a CPRW certification, she is also a 2009 recipient of the IWA Web Technologies Certification and has completed a Killer Web Content Certification in 2014.

To validate her writing expertise and to expand her skills, Ruth started the NCRW process in 2007. “I’m not an overnight success,” she says. “I failed miserably on my first attempt and Sally McIntosh, the Certification Chair at the time, was lovely in providing guidance, feedback, and support.”

After taking a break from the certification process and having a beautiful baby girl, along with leasing an office outside of her home, Ruth decided to continue her quest for certification. But being in the last two months of her term as Secretary of The NRWA and having accepted the position as Conference Co-Chair, things were still hectic. “I worked on the certification process while insanely busy -- a strategy that paid off because it forced me to carve out time to dedicate to the NCRW certification process. That made me realize that I could have obtained my NCRW certification years ago.”

Ruth states that she uses her NCRW certification to promote her services and differentiate herself from other providers. “I’m proud of myself for continuously

improving my writing techniques. I want the best documents for my clients, so it's my responsibility to make sure that I am expanding my skills."

For other résumé writers who are considering testing for the NCRW Certification, Ruth believes that the process will require time and dedication. "I'm very glad our industry has certification options so we can all grow, learn, and improve," she says. "When you take the NCRW testing journey, appreciate that your peers are trying to help you improve. A big slice of humble pie will be served, and it can be a rough meal. If there are failures, take a moment to understand the area(s) where you may need to make some adjustments or improvements. The certification process is simply a writing performance measure and not a judgment of you as a person."

Congratulations to Ruth Pankratz!

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

By [Gala Jackson](#), M. Ed., Interview Snob, Atlanta, GA

College/University Career Services Industry Representative.



Dr. Cheryl Minnick, Career Counselor & Internship Coordinator, University of Montana, Missoula, MT, shares with the membership the new national information and federal guidelines for internships. The National Association of Colleges and Employers (NACE) Student Survey of 2013 found **63.2% of seniors graduating in 2013** participated in an internship during their pursuit of a bachelor's degree. Previous years' rates have never exceeded 57%, so the increase represents growing demand for internships and more seniors holding professional experience upon graduation. Of internships completed in 2013, nearly 73% of the experiences WERE PAID and the media has tagged internships the "new entry-level job."

With this increase in internships, it behooves all college career counselors to review and honor federal guidelines. The Department of Labor [Fair Labor Standards Act \(FLSA\) Fact Sheet #71](#) outlines the federal government's **six-prong test** that helps college career counselors and employers determine whether interns must be paid minimum wage and overtime under the Fair Labor Standards Act for the services they provide in "for-profit" sectors. Good luck to all college career counselors and internship coordinators as we try to fulfill the graduating class of 2014's desire to gain experience through an internship and guide them toward graduation and their next step... the world of work!

Teleseminar

LinkedIn Best Practices for the Savvy Résumé Writer Boost Your Confidence, Serve Your Clients

By Brenda Bernstein
February 21, 2014
1pm Eastern



[Register today!](#)

Writing LinkedIn profiles has become a must-have skill for every résumé writer. If you want to serve your clients well--which we all do!--it is essential to understand best practices and potential pitfalls as you approach writing each client's profile. Some of the topics we'll cover:

- What's the ONE most important thing to keep in mind when writing a LinkedIn profile?
- How should I approach writing a profile for a "stealth" job seeker?
- How do I decide what keywords to put in the headline?
- Is there a way to use all 2,000 characters in the summary without putting the reader to sleep?
- Do I write the summary in the 1st person or 3rd person?

We will review all of these topics and more--complete with sample headlines and summaries to make the knowledge practical and concrete. If you write LinkedIn profiles for your clients, you will gain confidence and the ability to build your LinkedIn profile practice!

Brenda Bernstein left a public interest law career to become a résumé writer in 2009. Several years later, she authored [How to Write a KILLER LinkedIn Profile](#) - a long-time #1 best-seller on Amazon that has now been featured in Forbes and Fortune magazines. Her newest books, [How to Write a WINNING Resume](#) and [How to Write a STELLAR Executive Resume](#), are tailored to both job seekers and résumé writers and have already been credited with job search success. Brenda is a Certified Master Résumé Writer with a thriving writing practice, The Essay Expert LLC; she is a Senior Law School Admissions Consultant with Kaplan, Inc. and worked for one year at the University of Wisconsin Law School's Career Services Office. She holds a B.A. in English from Yale University and a J.D. from the NYU School of Law. Brenda's clients reliably obtain sought-after job interviews and admission to top schools. Her website is www.TheEssayExpert.com.

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

New & Returning Members, NCRW Renewals

Welcome to our 36 new and returning members for the month of January!

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@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](#).

Congratulations to our Newest NCRW!

Ruth Pankratz, Gabby Communications, Fort Collins, CO

January NCRW Renewals

Barbara Safani, Career Solvers, New York, NY, since 2005

14 New Members, Welcome!

Donna Heintz, Valor Christian High School, Highlands Ranch, CO

Matt Lashley, Kuna, ID

Scott Mills, TheGoalDoctor.com, Kingwood, TX

Charles Kandrach, ResumeInsights.com, Tampa, FL

LaShanda Jones, 527 Proofed LLC, Waldorf, MD

Monica Milano, North Brunswick, NJ

Yllka Daci, Top Staffing Services, Toronto, ONT

Diane Hamm, Austin, TX

Betty-Jo Lascurain, Literacy Volunteers of Greater Waterbury, Waterbury, CT

Jackie Trepanier, Putney, VT

Jennifer Miller, NeedSomeoneToBlog.com, Fountain Valley, CA

Christy Flyntz, The Howard Group, Inc., Overland Park, KS

Victoria Andrew, Orlando, FL

Barbara Kiernan, Irvine, CA

22 Renewing Members, Welcome Back!

Gordon Walter, ReliableResumes.com, Saint Charles, MO

Stephanie Staff, Résumés With Results, Glenmont, NY

Steven Bouchard, SRB Consulting Group, Milford, CT

Paul Freiberger, Shimmering Résumés, San Mateo, CA

Ryan Ulm, A + Résumé, Waukesha, WI

Nancy Rozum, Moon River Writing & Résumés Services, Commerce Twp., MI

Lorraine Beaman, JLB Career Consulting, Davis, CA

Mindy Thomas, Thomas Career Consulting, Media, PA

Louise Kursmark, Résumé Writing Academy/Career Thought Leaders, Reading, MA

Jan Melnik, Absolute Advantage, Durham, CT

Cynthia Funkhouser, Resume-Editor.com, St. Petersburg, FL

Valerie Ramos, Upscale Résumé Services, Woodbridge, VA

Ross Harrison, Newport News, VA

Tawana Wood, CountryBestResumes.com, New York, NY

Lauren Markon, Career Connections, Livingston, NJ
Ann Baehr, Best Résumés of New York, East Islip, NY
Anne Kern, ReachHire Résumé Service, Waterford Twp., NJ
Carol Adams, Ideal Résumés, LLC, Lafayette, LA
Christine Speno, Words Etc Writing & Editing, Palm Coast, FL
Frost Krist, Datatype Inc., Hebron, CT
Emily Salazar, St. Edward's University, Austin, TX
Danielle Savage, ParisRésumés, Paris, FRA

Affiliate Spotlight

This month, we spotlight [Southworth Paper by Neenah](#).



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](#).

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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