

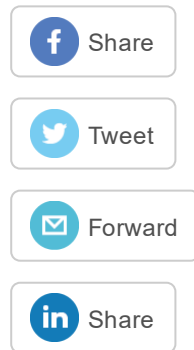
## The NRWA Connection

### In This Issue

- [Executive Greeting](#)
- [What's Happening in the Experienced Business Owners Industry?](#)
- [No More "Cookie-Cutter" Candidates](#)
- [How to Create an RSS Feed in Under 2 minutes!](#)
- [Teleseminar-No Teleseminar in April](#)
- [New & Returning Members](#)
- [Affiliate Spotlight-ZipAlerts](#)



### Share Your Favorite Articles:



### Website Refresh

Did you notice? We now have a member article section! View the [2015 Newsletter Article Library](#) here.

### Check out The New Members RSS Feed

#### The NRWA Member's Blog Feed

##### No Surprise To Hiring Attorneys: 3Ls Overestimate Th...

BARBRI just released their "State of the Legal Field Survey: Insights from BARBRI's first annual survey of law students, law school faculty and at..."  
Mar 24, 2015 10:00:21 AM  
[brycelegal.com](#)

##### Distinctive Career Services Adds Federal Resume Writ...

Government Career Experts Help Job Seekers Package Their Expertise for Placement in the Federal Job Market WAKEFIELD, N.H., (March 24, 2015) – Dist...  
Mar 24, 2015 10:00:21 AM  
[www.distinctiveweb.com](#)

##### Google Search Tips & Tricks For Your Job Search: Fin...

"Google it!" How often have you heard that? Whether it's to do some research, find directions, check show times or settle a bet, you've probably us...  
Mar 22, 2015 9:00:26 PM  
[RSS Feed Widget](#)



## Executive Greeting

Like a bad penny...I keep turning up. I served as treasurer for The NRWA from 2001 through 2005 and then agreed to take back the position in 2009 until 2015. My husband and daughter thought I had too much on my plate with the new 260-acre farm I'm managing after our move to North Carolina a year ago, so Marie Zimenoff agreed to become the treasurer in January 2015. I had about six weeks off when Marie called to explain that she had taken on the leadership of Career Thought Leaders and couldn't serve as Treasurer, so here I am again. You just can't get rid of me.

and commitment to its success. I don't want just anyone to volunteer to become the treasurer, but I would like to turn over the position sometime after the elections this summer. The position requires a strong sense of ethical business practices, a basic understanding of accounting principles, and a working knowledge of QuickBooks Pro.

The NRWA has established good separation of duties in financial processes, with the administrative assistant accepting and depositing checks and cash, the treasurer who pays bills and reviews every transaction, a contracted bookkeeper who reconciles all of the bank accounts, and an accountant who reviews the books and prepares tax returns. In addition, the board sees the treasurer's report and monthly financial statements at each board meeting and reviews the detailed profit and loss statement, which shows every single transaction each month.

The treasurer position requires about two hours per month plus the monthly board meeting. Each January, preparation of the annual budget requires about eight hours. Before May of each year, the treasurer sends the QuickBooks file to the accountant for preparation of tax returns. After he reviews the books, he usually has a few questions that take less than 30 minutes to answer, and the tax returns are done. Because we hire a bookkeeper to complete the detailed work, the treasurer position is not as time consuming as you might think.

If you have a desire to serve, please contact our president, Shauna Bryce, at [president@thenrwa.com](mailto:president@thenrwa.com) to express your interest in running for the treasurer position in July. I am a good trainer and am willing to serve as a resource for any questions you might have at any time, so don't be afraid. It's not a difficult job, and I would like to get back to my heritage cows, pigs, goats, sheep, chickens, ducks, turkeys, orchard, and acres of garden...in addition to my writing business, of course.

Regards,  
**Pat Criscito**, Treasurer

## What's Happening in the Experienced Business Owners Industry?



**By: Michelle Dumas**

**Director of Experienced Business Owners Representative**

I am always amazed and inspired by all the responses when I ask our Experienced Business Owners for news to report in this column. What an extraordinary group we have! Here is just a sampling of the many achievements and activities that The NRWA's Experienced Business Owners have been up to recently.

**Wendy Weiner, CPRW of The Writing Guru LLC in Miami, FL**, was recently nominated for *South Florida Business Journal's* 2015 Influential Business Women's Awards for "pursuit of excellence, innovative management and dedication to her own organization as well as the communities she serves." She was also quoted in *Business News Daily*, one of the largest media sources, for expert advice on top skills that should be listed in résumés as well as for expert advice on ways to make your résumés stand out.

**Jean Austin, CCMC, CJSS, MS of Talents Presented in Melbourne, FL** is pleased to report that she recently received her OPNS (Online Professional Networking Strategist-LinkedIn/The Academies) certification from The Academies.

**Lisa Parker, CERM, CPRW, CEIP of Parker-CPRW in Claxton, GA**, is excited to announce that she completed the Certified Executive Resume Master (CERM) credentialing program and was awarded the new credential in February. Lisa has also become an Associate of Career Thought Leaders and just this month completed training for "The FAVAR™ Method of LinkedIn® Profile Creation."

**Diane Irwin, CPRW of Dynamic Resumes in Cherry Hill, NJ**, reports that in February she was a speaker at the monthly Career Management Group meeting, a subgroup of

Diane is also planning to volunteer at the Tri-State HRMA Annual Conference, during which she will provide free résumé evaluations.

**Laurie Mortenson, CCMC, NCRW, CP-OJSRM, MED of LegWork Résumé and Career Services in Greensboro, NC**, presented "Setting Goals for Work and Life" at the January meeting of the Greensboro Professional Women's Network. She also volunteered by conducting mock interviews with eighth graders at the local middle school's career fair.

**Jane Roqueplot, CPBA, CWDP, CECC of JaneCo's Sensible Solutions and its ProfilingPro division in West Middlesex, PA** was recently interviewed on *VoiceAmerica*™ Talk Radio, the Business Network hosted by the Career Confidante, Marie Zimenoff. The topic for the interview was the use of DISC assessment for the benefit of the job seeker. Jane also delivered a two-hour presentation to students at Thiel College on the topic of developing effective résumés and career management. The audience was made up of students graduating in May 2015, plus professors from the education department, the Dean of Students, the Director of the Career Center and his assistant. Finally, Jane reports that ProfilingPro has a new strategic DISC partner and plans to announce a new website, a new online assessment account system, new reports, and support options.

**Melanie Lenci, MOTM, CPRW, CEIP of Resume Relief in Schoharie, NY**, has been busy crafting and adding articles, such as, "How to Turn an Interview Rejection into a Job Offer" and "Show Some Personality when Connecting on LinkedIn" to her blog, <http://resumerelief.com/blog/>. She also recently shared some of her LinkedIn expertise as a featured guest on Marie Zimenoff's radio show, The Career Confidante.

**Lois Gilbert of The Resume Wordsmith, Center for Career Communications in Delray Beach, FL**, has recently taken on manuscript editing and is doing more outside writing. Lois just published an article in the first edition of Dawn Penfold's Meetingjobs.com digital magazine. She also reports that she has added a bookstore to her website, with the goal of helping clients build their own business library.

business: **Michelle Dumas, NCRW, CPRW, CPBS, CEIP, JCTC of Distinctive Career Services, LLC in Wakefield, NH.** I am very excited to have formed an alliance with Ken Diamond, CEO and founder of <http://www.wintheview.com> online career tools, and will be working with Ken to help other career professionals expand their services, increase revenues and scale their business, all while helping clients gain a more competitive edge in the job search process. In an upcoming series of **webinars** I will be discussing options for career professionals to monetize the tools and will also announce some valuable special offers for The NRWA members. Additionally, I am proud to report that I recently won three Toast of the Resume Industry (TORI) awards from CDI. This included a 1st Place Award for Best Information Technology Resume, a 3rd Place Award for Best Executive Resume, and a 3rd Place Award for Best Healthcare/Medical Resume. I was also a TORI finalist in the category of Best Accounting and Finance Resume.

**Michelle Dumas**

**Director of Experienced Business Owners Representative**

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## No More "Cookie Cutter" Candidates



**Melanie L. Denny, MBA,** is a Certified Professional Résumé Writer, an International Protean Career Coach and holds an MBA from Nova Southeastern

*Melanie empowers dissatisfied working professionals, who feel stuck in a job they hate, to see beyond the limits of their current situation and gain the confidence and tools they need to create a rewarding career they love. Her "never settle for less" attitude inspires her clients to realize their true value and exude the confidence they need to stand out in today's job market so they can actually secure the role they've only dreamed of. She believes everyone is entitled to a rewarding career. Her true passion lies with helping others realize their true value and travel their respective career paths to achieve life fulfillment.*

## How to Create an RSS Feed in Under 2 Minutes

Hello Wonderful NRWA Members,

Last month I announced that The NRWA would be adding an RSS feed to The NRWA home page featuring our members' blogs. For those of you who have a blog, but do not have an RSS feed, I created a short 2 minute video to explain how simple and easy the process is, go ahead and take a peak...

The screenshot shows the FeedYes website interface. At the top, there are navigation links for 'careerconfidence', 'Create feed', and 'Account'. The main content area is titled 'Results for step 1' and includes the following information:

- We found 72 links in total, of which 56 passed our filter.
- In total 46 headlines were too short: [show short headlines](#)
- We found 20 links that qualify for the feed after step 1.

Below this, there are two options for the resulting feed:

- 1. Bad feed? Unwanted items scattered throughout the feed?** If the resulting feed is very bad, with unwanted items scattered throughout the feed, you can change the minimum and maximum length of items. Usually, newsworthy items are longer than 18 characters and shorter than 100 characters. If, for example, there are many short unwanted items, increase the minimum length. Minimum headline length:  Maximum headline length:  [Try again](#)
- 2. Feed looks straight?** If you think there is a good basis for your feed - even when there are still unwanted items - the next step is to take out all "static" links from the feed. Only dynamic links with newsworthy items should be in your feed. Click on the item in the feed below that looks like a good start of your feed. This is the item with the newsworthy value.

A red box highlights the instruction: 'Feed for <http://www.resumetof.com/blog/> after a 1p 1. (to step 1, it is not yet further increase quality)'. Below this, a list of links is shown, with a red circle highlighting the first item: 'linkedin: wonderland (rss link)'. Other links include 'How to Turn an Interview Selection into a Job Offer (rss link)', 'Show Your Best Self: Get a Pro Resume Writer (rss link)', 'What You Should Do After the Interview (rss link)', 'What You Can Expect to See in a Pro Resume Writer (rss link)', 'Make Us Your Career Coach (rss link)', 'National Resume Writers Association Conference Top Takeaways (rss link)', 'How to Spice Up Your LinkedIn Profile Headline (rss link)', 'My Interview as We Who Work Radio Show (rss link)', 'How to Back Out Your LinkedIn Background Photo (rss link)', 'A Published LinkedIn Life: A Conquered Client Conundrum (rss link)', 'LinkedIn Self-Promotion: A Conquered Client Conundrum (rss link)', 'Change a Good Habit? (rss link)', 'Prevent a LinkedIn Lockout: A Conquered Client Conundrum (rss link)', 'Send a Killer Interview Follow-up Letter (rss link)', 'Why LinkedIn & Your Resume Go Hand in Hand (rss link)', 'Free LinkedIn Communication Tips & Scripts eBook (rss link)', 'What Books Does a Career Expert Recommend? (rss link)', and 'Don't Miss LinkedIn Webinars for Job Seekers (rss link)'.

One more tidbit of information for those of you who have a WordPress website, you can generate a feed for any page simply by adding "/feed" at the end of any URL.

Lastly, The National Résumé Writers' Association is still seeking article writers for 2015.

will be scheduled into the 2015 newsletter cycle.

### **Cassie Olson**

The NRWA Marketing Chair

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## **No Teleseminar Scheduled for April**

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### **New & Returning Members**

Welcome to our **24 new and 36 returning members** for the month of January! Feel free to introduce (or re-introduce) yourself on our **Facebook page** or the **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 via our **LinkedIn Group**, with with other members of The NRWA and nonmembers who are career professionals .

#### **24 New Members, Welcome!**

Alice Dickow, Portland, Oregon

Lynn Kavcsak, Wake Technical Community College, Raleigh, North Carolina

W. Dean Rutland, Fairfax Renaissance Development Corporation, Cleveland, Ohio

Bridget Cunningham, Allenhurst, Georgia

Sara Lensch, DFW Resume, Garland, Texas

Lisa Mahar, Dianella, Washington

Michael McCarthy, Bakersfield, California

Hayley Shelton, Park Avenue Career Services, Nashville, Tennessee

Babette Gonzales de Garcia, Chowchilla, California

Wendy Steele, BluePrint Resumes & Consulting, Atlanta, Georgia

Sarah Wade, Blue Ridge Resumes, Forest, Virginia

Milenis Johancsik, Hispanic Unity Of Florida, Hollywood, Florida

Aleida Rivas, Hispanic Unity Of Florida, Hollywood, Florida

Marie Genard, Tampa, Florida

Sabrina Leroe, Penelope's Quill, Silver Spring, Maryland

Dodie Thompson, Peak Résumés LLC, Colorado Springs, Colorado

Elena Camp, Southfield, Michigan

M. Justin Keaton, Jewish Family Services, Columbus, Ohio

### 34 Returning Members

Juan Pena, Bayamon, Puerto Rico

Susan Geary, 1st Rate Résumés, Surprise, Arizona

Kerry Gustafson, Simply Great Resumes, Minneapolis, Minnesota

Edwin Colon, Planned Systems International, Inc., Hampton, Virginia

Doretha Jamison, Peoria, Illinois

Tammy Shoup, Breakthrough Resume Writing Service, Decatur, Indiana

Hampton Smith, CareerSource Brevard, Rockledge, Florida

Brian Holihan, Brian Holihan, Sunnyvale, California

Deborah Olson, Match Resumes and Careers, Redmond, Washington

Rosa Marie Salinas, Bright Future Resume & Writing Services, Corpus Christi, Texas

Gail Frank, Frankly Speaking - Resumes That Work!, Tampa, Florida

Christy Donner, Innovative Strategies Coaching & Resume Services, Grain Valley, Missouri

Lisa Jones, Specialized Resume Services, Somers, Connecticut

Sophia Marshall, SLM collaborations LLC, Manassas, Virginia

Rosa Garza, Savage, Minnesota

Sally Morrison, MorCareers, Addison, Illinois

Paul Freiberger, Shimmering Resumes, San Mateo, California

Colleen Reyerson, Executive Resumes Atlanta, Atlanta, Georgia

Linda Woodard, LDW Group LLC, Cleveland, Ohio

Joel Quass, Good Management Is Not, LLC, Lakewood, New Jersey

Betty Corrado, Career Authenticity, Naples, Florida

Karen Springer, Spring Forward Resumes, Johnston, Rhode Island

Deanne Arnath, Career Wizards, Inc., Mansfield, Texas

Brenda Bernstein, The Essay Expert LLC, Madison, Wisconsin

Pat Kendall, Advanced Resume Concepts, Portland, Oregon

Laurie Smith, Creative Keystrokes Executive Resume Service, Gastonia, North Carolina

Daniel Chahbazian, MBA, Your Résumé Services, East Norwich, New York

Tess Taylor, Content Write Now, Endicott, New York

Sandra Anthony Bray, Workforce Investment Network, Memphis, Tennessee

Corelyn Diaz, Unlimited Integrated Professional Services LLC, Orange Park, FL

Kimberly Schneiderman, City Career Services, South Orange, New Jersey

Evelyn Salvador, Creative Image Builders.com, Coram, New York

Michael Fox, Expert Resumes, Mcleansville, North Carolina

Christine Fleming, Diamond Resumes, Scottsdale, Arizona

Brianna Koucos, David Eccles School of Business, University of Utah, Salt Lake City, Utah



ZipAlerts specializes in helping résumé-writing and other job-seeker services companies provide their customers a valuable resource and offers a tremendous new revenue opportunity. Their email job alerts pull jobs from leading sites like Monster, CareerBuilder, Beyond, and about 30 others. Their technology ensures that your clients receive the most relevant jobs in their inbox each day -- from you!

The alerts are optimized for mobile users -- more than 50% of users read job alerts on their mobile devices. Implementing the ZipAlerts solution can be done with the full API suite (for larger companies) or by simply using their “widget” on your web page (three lines of code installs a registration form directly on your site). In addition to all of this, partners like you earn revenue every time one of your clients clicks on a job listed in the email alert. The bigger your list -- the bigger the checks.

*To check out a complete listing of The NRWA Affiliate Partners or for more information on becoming an Affiliate, click here.*

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