

Hey <<First Name>>! In this edition of The NRWA Newsletter, recap of The NRWA's 2015 conference, ROAR Winners, and New Industry Hero Award.

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The NRWA October 2015 Newsletter

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Did you know? The NRWA will be celebrating it's 19th anniversary in Annapolis, MD. Will you be there?
#NRWAcon2016



**FREE MEMBER
WEBINAR**

In this webinar, Brie Weiler Reynolds, a career advisor and the director of online content at FlexJobs, will cover the following:

- The current nontraditional, or flexible, job market and trends in the marketplace.
- What counts as nontraditional, flexible work experience.
- Which tools and skills are most marketable for flexible work.
- Where to position nontraditional work experience on a résumé.

Register Today!

This month, we welcomed our 600th member into The NRWA family! What an amazing milestone and another fine reason to join us. We're bigger than ever before! Stronger than ever before! And excited to share best industry practices with you! Here's to you, the amazing members of The National Resume Writers' Association!!! [Check out our new members here](#)



Executive Greeting-Kimberly Schneiderman

Hello NRWA Members!

Every year at the conference, I get the distinct pleasure of reconnecting with colleagues and seeing the best of the best in our industry present the latest and greatest strategies for résumés and business! I remember my first conference – Stamford, Connecticut 2005 – I was in awe by all the talent in the room and the way everyone was so willing to share their experiences working with clients and running their businesses. I couldn't believe it. Weren't these people my competition? Didn't they want to protect their ideas?! It took me a couple of days to realize that this industry isn't built on competition and winning business, it is built on camaraderie and sharing. As Kim Batson once put it, we are in "co-op-itation" with each other. Sure, each person wants her business to succeed, but overall we want to make sure we all have the guidance and resources we need to build a strong industry as a whole.

As a new business owner, that first conference was an amazing experience. And every year

coach oneself on interviewing and job-search strategy! Whew!), and I am now the Practice Development Manager for RiseSmart, I come to the conference with a different set of needs and perspective.

Every member who attends the annual conference has experiences, ideas, and strategies from which we can all learn. Perhaps yours are from academia, or working with executives, or working in a particular region of the county, or working with clients from other countries. Whatever your expertise, I guarantee you have something to teach me. I'm excited to find out what that is!

Kimberly Schneiderman
Director, Certification Chair



Recognizing Outstanding Achievement in Résumés (ROAR)



Recognizing Outstanding Achievement in Résumés

The National Résumé Writers' Association



HUGE congrats to the winners of The NRWA's first annual Recognizing Outstanding Achievement in Résumés (ROAR) competition:

Michelle Robin, Ruth Pankratz, Barbara Safani, Sandra Ingemansen

Big Congrats also goes out to Brenda Cunningham and Mary Jo King who received the Vivian Belen Award.

Industry Hero Award 2015 Winner-Bridget Weide Brooks



Many people are involved in the career-services industry. They come from all walks of life and have different areas of expertise. The experienced can think back on how far this industry has come and who have been the most influential in promoting effective positive change.

In 2014, The NRWA created a new award to recognize our greatest leading-edge contributors. The first Industry Hero Award was presented at the Charlotte Conference in September.

The criteria:

The Industry Hero Award is awarded to someone within the career-services industry who has contributed significantly to the growth and advancement of the industry.

The nominator needs to describe why the nominee deserves the award and what the impact of that individual's work has had on the careers' industry.

Our first winner was Bridget Weide Brooks. She was nominated by Michelle Aiken. Here is her endorsement.

“Through her affordable yet high-value membership website, BeAResumeWriter.com, Bridget has transformed the résumé-writing industry. Through her business model, she not only empowers and advocates for small business owners, but also exemplifies successful small-business ownership. Her savvy entrepreneurship is balanced by her huge heart, so she is able to not only grow her thriving business, but also be a true servant and

Bridget helps resume writers start, grow, and elevate their small businesses by providing quality content, information, and support that can transform a solopreneurship with limited manpower and resources. Bridget also freely shares quality information with the public through her blog. Her experience and expert knowledge of the résumé-writing industry is invaluable. She could be very successful focusing her efforts on running a résumé-writing practice, but she chooses to help others thrive in this industry. For that reason, I am proud to nominate Bridget Weide Brooks for the Inaugural Industry Hero Award.”

Congratulations, Bridget!

What's Happening in the College & University Industry?



Hello The NRWA Members:

It's hard to believe that we are quickly approaching the end of the year. Where did the time go? September marked the last month of the third quarter of the year. Only one more quarter to go - let's finish 2015 strong!

One of my favorite motivators this time of the year was attending the annual NRWA conference. I am always inspired by innovative business ideas, best practices for writing, and productivity strategies. The support from colleagues is truly a blessing. I hope you will make plans to join us at a future conference.

Keeping with the theme of finishing strong, I would like to highlight a few of The NRWA New Business Owners who have recently achieved great accomplishments in 2015:

Dr. Heather Rothbauer-Wanish, Feather Communications, Colfax, WI

Feather Communications' website, www.feather-communications.com, has been voted as one of the Top Career Websites for 2015 by Career Igniter. The top 45 websites were chosen, with representation mainly from the United States and additional sites from Denmark and the United Kingdom. Selection factors included level of usable information,

“I’m honored to be a part of this listing and hope the information that we provide is helpful to job seekers, while propelling them further ahead in their job search,” Rothbauer-Wanish said. “Those seeking new employment opportunities have many options when it comes to developing their résumés, and I’m always excited to help clients polish their information to position themselves for today’s marketplace. The recognition from Career Igniter will help Feather Communications reach even more of those job seekers,” she concluded.

Madelyn Mackie, Activate Your Career Dreams, Oakland, CA

Résumé writer Madelyn just landed a contract to design and teach a résumé-writing curriculum and write résumés for the Contra Costa County Welfare to Work program.

Madelyn was a presenter at this year’s The NRWA conference and spoke on “How to Build Your Résumé Writing Business through Speaking”. Her session was Thursday, September 17.

Kiersten D. Troutman, M.A., Second Glance Résumés, Canton, OH

In addition to her successful writing business, Kiersten recently started teaching college writing courses. As such, in writing her syllabi, she designed one of her assignment sections centered around résumé writing. The theme will be: I am awesome...and I can prove it.

“Since College Writing II is meant to be more argumentative in nature, I am focusing on how a properly written and formatted résumé can be undeniably persuasive. Not only will these students see just how important language is, but they may even have a leg up when it comes to writing powerful résumés after graduation. They will also be surprised to learn how even a person who has a position as a server can write an impressive résumé.”

I am thrilled to share that in March 2015, I obtained my life coach certification. Adding to InterviewSnob’s list of robust career services for young professionals, I am offering life and career coaching to Millennial clients who are preparing for their first mid-to-senior level position. Coaching involves, but is not limited to, transitioning from front lines to leadership, effective communication strategies for new managers, working smarter not harder, as well as maintaining work-life balance. Please visit <http://www.InterviewSnob.com> to learn more.

In addition to coaching services, I am finding success with SlideShare as a career resource. Check out my most popular SlideShare “**Call Me, Maybe**” with more than 76,000 views. The SlideShare provides follow-up scenarios for interviewees who are wondering what to do after the interview. The presentation was completed in partnership with Southworth by Neenah. I serve as their brand ambassador for millennial jobseekers.

I hope you will find yourself reflecting on celebrating wonderful business success at the

Cheering for your success as you prepare to cross the 2015 finish line,

Gala Jackson, M.Ed., CLC

Director, New Business Owners Industry

The Marketing Corner



Check out The NRWA's top Social Media Posts:

5 Things College Career Counselors Wish Students Knew

50 Amazing Resources That Will Make You A Better Writer

How to Close The Job Interview To Get The Offer

New & Returning Members

Welcome to our **43 new and 60 returning members** for the month of **August and September!** Feel free to introduce (or re-introduce) yourself on our **Facebook page** or the **elist**.

You can also send your **Twitter** handle to **adminmanager@thenrwa.com**, and we will add it to our weekly tweet rotation.

Be sure to take this opportunity to network via our **LinkedIn Group** with other members of The NRWA and nonmembers who are career professionals.

43 New Members, Welcome!

Jada Willis, Willis Professional Services, Columbia, South Carolina
Stephanie Meehan, Cameron Smith & Associates, Inc., Rogers, Arkansas
Erica Jordan Rylander, EJRCareer Consulting Services LLC, Philadelphia, Pennsylvania
Joyce Hawkes, ER Associates, Rochester, New York
Lillie Herrington, Perfect Job Fit, APO, California
D Dorothy Keenan, FutureWorks Training Inc., North Vancouver, British Columbia
Lisa Maloney, Landed Design Solutions, Narragansett, Rhode Island
Meredith Forde, Jamaica, New York
Kim Kondak, Maplewood, New Jersey
Ken Diamond, Digital Career Services dba WinTheView.com, Plymouth Meeting, Pennsylvania
Lindsey Carr Jr., Tallahassee, Florida
Paula Scott, dba Paula Gross, Writing and Editing Consultant, Philadelphia, Pennsylvania
Robin Beale, Reynolds Community College, Richmond, Virginia
Renee Siemiet, Rochester Hills, Michigan
Gessika Dodson, Dauntless Career Solutions, LLC, Mechanicsville, Virginia
Bonita Borum-Sandy, Department of Veterans Affairs, El Cajon, California
Shaye Lee, FBI Recruit (Hong Kong), Hong Kong
Jennifer Livesey, West Sacramento, California
Diane Donnelly, Suffern, New York
Anya Pearson, Career Muse LLC, Seattle, Washington
Elizabeth Phillips, Raleigh, North Carolina
Angela Kinney, Venetia, Pennsylvania
Robin Burts, Perfect Words ...Resumes and More, Greenbelt, Maryland
Nikki Katz, San Diego, California
Cheretta Robson, Bronx, New York
Dwan Thomas-Flowers, HIM Professional Excellence, Inc., Jacksonville, Florida
Dana Pfrangle, DCP Administrative Solutions, Lakewood, Colorado
Lisa Ash, Northfield, Minnesota
Pablo Gonzales, AMYX INCO, Huntington, West Virginia
Emily Fox, Broomfield, Colorado
Emily Liou, Fullerton, California
Alexandra terHorst, Port Townsend, Washington
Bessie Willis, Hampton University, Hampton, Virginia
Kim Batson, The CIO Coach, Sammamish, Washington
Melissa English, Red Rocks Community College, Lakewood, Colorado
Courtney Cook, Grandville, Michigan
Kam Khare, CStarter LLC, Charlottesville, Virginia
Kari Borgmann, Bizzy B Resume, Washington, Missouri
Barbara Sedgwick-Billimoria, LaunchPad Career Counselors, San Diego, California
Alexis Martinez, Touched by Faith Resumes, Marietta, Georgia
Colleen Kilroy, Hockessin, Delaware

60 Returning Members. Welcome Back!

Dick Bolles, What Color Is Your Parachute, Danville, California
Sandra Jackson, JobTown Resumes, Monterey, California
Michelle Dumas, Distinctive Career Services, LLC, Sanbornville, New Hampshire
Rob Ahrendsen, BYU-Idaho, Rexburg, Idaho
Judy Monaco, Monaco Writing & Consulting Services LLC, Pottstown, Pennsylvania
Robert Prock, A Preferred Career & Resume Service, Greenville, South Carolina
Billie Jordan, Advantage Resumes and Career Services, Maysville, North Carolina
Betty Geller, Apple Resume & Career Services, Elmira, New York
Diane Irwin, Dynamic Résumés, Cherry Hill, New Jersey
Jennifer Owenby, ONB Professional Resume Services, Salem, Oregon
Michele Angello, Advance Your Career Resume, Aurora, Colorado
Anindo Ray, Resume Factor, Nasik, Other
Lois Gilbert, Center for Career Communications, Delray Beach, Florida
Cliff Eischen, Eischen's Professional Resume Service, Fresno, California
Thomas Powner, Career Thinker Inc., Rego Park, New York
Lisa Parker, Parker-CPRW, Claxton, Georgia
Julia Holian, Concord, California
Nancy Bertholf, Ithaca, New York
Jennifer Fishberg, Career Karma Resume Development & Career Services, Highland Park, New Jersey
Maureen Bagues, San Francisco, California
Charlotte Weeks, Weeks Career Services, Inc., Chicago, Illinois
Roleta Fowler Vasquez, Wordbusters Resume and Writing Services, Fillmore, California
Carol Camerino, Job Seekers - Looking For The On Ramp, Flemington, New Jersey
Kristin Johnson, Profession Direction, LLC, Madison, Wisconsin
Lori Barnes, ACCU-WORD, Bakersfield, California
Carmen Garcia, Hispanic Unity of Florida, Hollywood Florida
Robin Schlinger, Robin's Resumes, Atlanta, Georgia
Margo Flores, Writing With A Flair, LLC, Middleburg, Virginia
Martha Rockwell, A+ Resumes & Career Coaching, Scottsdale, Arizona
Dawn Bugni, The Write Solution, Atkinson, North Carolina
Graham Caulfield, ExpertRésuméMan, Dallas, Texas
Melissa Cardin, Rochester, New Hampshire
Wendy Gelberg, Gentle Job Search/Advantage Resume Services, Needham, Massachusetts
Fred Coon, Stewart, Cooper & Coon, Inc., Phoenix, Arizona
Steven Starks, Phoenix, Arizona
Carol Bergman, Create Write Solutions, Newbury Park, California
Gill Thompson, Pickens Technical College, Aurora, Colorado
Joyce Harold, Resumes By Joyce, Norcross, Georgia

Coordinator, Missoula, Montana
Robert Wamsley, See Vita, Golden, Colorado
Capricia Turner, Operation Job Ready Veterans, Indianapolis, Indiana
Leena Zachariah, Novi, Michigan
Peter Lavelle, Rez Builder, Minneapolis, Minnesota
Karla Abrantes, North Bergen, New Jersey
Alexander Gordy, ExecutiveResume.com, Highland Park, Illinois
Sari Neudorf, SDN Consulting, St. Louis, Missouri
Patti Tomashot, Williston, Vermont
Frank Grossman, Philadelphia, Pennsylvania
Liz Doyle, Your Career Forward, Forest Park, Illinois
Lisa Hibner, Baton Rouge Community College, Baton Rouge, Louisiana
Cindy King, Career Strategies, Sunnyvale, California
Debbie Lipton, Lipton Career Management, Norwood, Massachusetts
Saresa Pleasant, Baltimore, Maryland
William Mitchell, The Résumé Clinic, New Orleans, Louisiana
SueB Bracksieck, Eastern New Mexico University, Portales, New Mexico
Kelly Donovan, Kelly Donovan & Associates, Lake Elsinore, California
Barbara Safani, Career Solvers, New York, New York
Michelle Swanson, Swanson Career Solutions, Edwardsville, Illinois
Joshua Waldman, Career Enlightenment LLC, Tigard, Oregon

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