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The NRWA Connection Newsletter

Keeping Career Industry Writers Current

October 2016

Board Member Greeting

Kimberly Schneiderman

Certification Chair

Certification is getting a lot of attention right now. Writers are contacting me to ask questions about the process, get an understanding of how they can best prepare, and figure out the advantages of being certified. And, I'm happy to answer every single question.



Representing The NRWA is a point of pride for me. This organization helped shape my professional identity – not to mention my skills – and serving as the Certification Chair, gives me the feeling that I'm repaying an organization that enabled me to improve my craft, develop strong friendships, and learn skills beyond “just” résumé writing that I use in my work today.

Perhaps you are reading this, nodding along in agreement, and relishing the ideas and strategies you learned at the conference this year. Or, perhaps, you are navigating your way through The NRWA, trying to find your connection to the industry and to the people. Maybe you know you are on the right path and have begun sharing your expertise with others.

for a [webinar](#), or simply buy a book that includes work contributed by many of our [members](#). Interested in giving back? Join a committee, offer your marketing ability, lend a hand with our IT needs, or raise your hand to help plan the next conference (in CHICAGO! Whoo-hoo!). Are presentations more your thing? Pitch a webinar to offer to our members, write an article for the newsletter (Yes! This one!), or create a session proposal for next year's conference. Involvement in The NRWA is possible in many different ways – and each contribution is valuable! Tell me, what ideas do you have?

And, in case you are curious:

- Certification is not a license or state-mandated designation. It is a recognition by our industry that you have achieved a level of expertise in your writing.
- Yes, you do have to submit a sample résumé and cover letter as the first step in the process.
- We do track your attendance at conferences, but it is also smart for you to keep track of your own continuing education (CE) credits.
- No, the NCRW exam isn't easy. Not even for some people.

Thank you, all. Your membership in our great organization keeps volunteers like me pressing forward each day to serve your needs. Looking forward to the next time we get to connect!

The 2016 Awards Luncheon

Shauna C. Bryce

Immediate Past President



The NRWA selected Diane Hudson as the 2016 ***Industry Hero*** for her contributions to the integrity of the career services industry, worldwide. In nominating her for the award, Don Orlando stated, "Diane Hudson showed me what being an industry hero is supposed to be. Others serve clients. Some mentor colleagues. Some improve

building a first-time career-development industry for an entire foreign nation.”



It was an honor to lead the ROAR Committee with the assistance of The NRWA President Steve Bouchard, in reviewing more than 60 entries to the second-annual **ROAR** competition. Five NCRWs formed the committee: President-Elect Michelle Dumas, President Emeritus Bob Janitz, incoming President-Elect Mary Jo King, Certification Chair Kimberly Schneiderman, and incoming Conference Program Chair Jean Austin.

We revised the categories for 2016, creating four new categories — two for experienced résumé writers and two for new résumé writers. To our surprise, after the anonymous review process was completed and the winners revealed, we learned that we had two sweeps on our hands...

2016 Award Winners:

Vivian Belen Award: Norine Dagliano

Industry Hero Award: Diane Hudson

ROAR Writing Contest: Sandra Ingemansen & Lucie Yeomans

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What's Happening in the College & University Industry

Juliet Murphy

Director of Industry, College & University

I am proud to support The NRWA's College & University Industry and am happy to share some exciting happenings from our colleagues...

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The NRWA Annual Conference - Can you afford not to attend next year?

Virginia Franco

Director of Industry, Experienced Business Owners



The idea of professional development may seem superfluous to many, and for others a luxury that is unaffordable—not just financially, but also from a work perspective.

I know there are many times I've said to myself, "I can't afford to take the time off from work or life to attend training," or "I just can't swing the price of the conference right now."

Having just returned from this year's conference in Annapolis, I can tell you with absolute certainty that should those doubts ever resurface again, I will have several strong rebuttals...



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Stay tuned for a photo gallery from the 2016 Conference in Annapolis when our new website launches later this year!

Featured Affiliate Partner

Lorraine Beaman

Sponsor & Affiliate Relations Chair



Today's online job search and application process is a nightmare and hasn't undergone any real innovation since the onset of job boards.

smarter, not harder – to be more effective, while at the same time save, on average, 40 hours per month in job search and application time. [View a brief video on how Fridayd works.](#)

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Welcome to our new and renewing members!

- Lisa Auston (*Orlando, FL*)
- Suzann Bain (*Orlando, FL*)
- Julie Baxley (*Lumberton, NC*)
- Sheryl Bernardo (*Pacifica, CA*)
- Rhonda Fannin (*Hillsboro, OH*)
- Fabiola Fajardo (*San Antonio, TX*)
- LJ Gallagher (*Annapolis, MD*)
- Naomi Lambert (*Raleigh, NC*)
- Renee Missikos (*Portland, OR*)
- Antonio Patterson (*Lumberton, NC*)
- Tiffany Roberts (*Sandy, OR*)
- Susan Shafer (*Oakland Gardens, NY*)
- Erin Seals (*Savannah, GA*)
- Aisha Taylor (*Lithonia, GA*)
- Michael Torres (*Orlando, FL*)
- Michelle Tullier (*Atlanta, GA*)
- Sarah Wade (*Forest, VA*)
- Denton Williams (*Wilmington, NC*)
- Jennifer Wilson (*Kalamazoo, MI*)

[Click to find a colleague!](#)

Education and Professional Development

Learn about our LIVE instructor-led Writing Excellence program and sign up to be notified for our [next session](#) in Winter 2017.

Members have access to professional and business development webinars at a reduced price and [new webinars](#) are offered throughout the year!

Members also have access to self-guided training modules and writing resources at a reduced price. Learn more [here](#).



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