

The NRWA Connection February 2017



In This Issue

[Board Member Greeting](#)

[Board Bytes](#)

[What's Happening in the College & University Industry](#)

[Call for Speakers!](#)

[Flashback Facts](#)

[Upcoming Webinars!](#)

[Certification Corner](#)

[Volunteer of the Month - Norine Dagliano](#)

[New and Renewing Members](#)

Board Member Greeting



Donna Tucker

Why is history important? Knowing and understanding our history keeps us from making the same mistakes time after time. History shows us how far we've come and serves as the gateway to our future. Pearl Buck said, " If you want to understand today, you have to search yesterday."

As The NRWA Secretary, I am excited about my new "assignment" for The NRWA— the History Committee (I've recruited a couple of members, but how about YOU?). With this being a milestone year—our 20th anniversary—it will be fun to look back to our roots. Many of our members are new to the business and new to The NRWA and don't remember the early struggles and triumphs of the industry.

I'm asking those of you who have been around for a while to look through your files and see if you saved anything of interest from the old days. Did you keep photos of you and your friends at past conferences? Do you have conference handouts, agendas, or affiliate marketing pieces from prior years? Do you recall interesting tidbits about what was new way back when?

What do you remember about the early years? Who in the industry made an impression on you? Can you name all The NRWA founders? Do you have a story to share about bonding with another member at a conference, through the elist, or via a referral? How about the introduction of technology and how it affected your business (a bit before 1997, perhaps, but the transition to computer from the typewriter was earth-shattering!). How did you get started in the business and how did The NRWA play a part?

I've set up a dedicated email where you can send your stories, photos, and scanned materials: TheNRWAHistoryProject@gmail.com. It will be fun to gather and share these memories.

And keep in mind that this is not a one-and-done project. We'll continue to welcome photos, articles, anecdotes, etc. going forward so we can keep our history file up-to-date.

Board Bytes

Donna Tucker, Secretary

Although the hustle and bustle of The NRWA annual conference was over in the 4th quarter of 2016, many exciting organizational changes were already in the works.

President Steve Bouchard updated the board on the following activities:

Beginning November 1, Bower Management Services officially began an engagement with The NRWA. Andrea Bower was appointed as The NRWA's Executive Director. With the

extensive knowledge of best practices in the association management profession, Bower's team will help maintain continuity of association operations as The NRWA leadership changes from year to year. The Board met with Tim and Andrea Bower at the conference in Annapolis and is confident that this affiliation will help us increase our level of member service, boost membership growth, and save administrative costs, among other benefits.

The second major change will be the transition in 1Q-2017 to StarChapter, a member-friendly association management software to accompany the launch of our new website. StarChapter is designed to manage and increase the efficiency of our organization and will help us grow membership and attain financial stability while contributing to lasting board productivity, even when the board changes. The Bowers are familiar with association management software, so this addition will work synergistically with our goals.

Steve also presented, and the Board approved, a plan to develop a web-based, online version of the *Writing Excellence* program. This will be based on the same curriculum as the live *Writing Excellence* program, but will allow students to complete the training in a self-paced, online environment. "We anticipate launching this in 1Q-2017," Steve said.

Each of our Board chairs were also working diligently with new ideas and benefits for our members.

President-Elect Michelle Dumas introduced the Board to Teamwork Projects, a cloud-based platform that will help the organization manage and track projects and initiatives through the many officer and volunteer transitions, ensuring the communication flow is efficient and reliable.

Treasurer Pat Crisito reported that our finances are stable and that our new bookkeeper is working out well. She prepared Board members for budget development in 1Q-2017.

Certification Chair Kimberly Schneiderman shared her enthusiasm for the uptick in new samples and exams since the conference and the positive feedback from the first *Writing Excellence* class presented by Norine Dagliano.

Education Chair, Beth Colley is excited about offering an exclusive two-part Microsoft Word training course to be presented by Holly Genser, who has developed this program specifically for résumé writers. Beth also began putting together a schedule of topics and presenters for 2017.

Sponsor Relations Chair Lorraine Beaman collaborated with other board members to adjust affiliate benefits to guarantee better value in 2017. She also proposed that The NRWA sever connections between conference sponsorships and affiliate memberships for both logistical and equitable reasons; the Board agreed and passed her motion unanimously.

reach out to their specific communities in 4Q-2017 with scheduled group telecalls, as well as initiating communication with lapsed members. The 2017 membership team met to set goals for the new year.

Conference Logistics Chair Katrina Brittingham has begun her research on conference hotels for future years and hopes to work closely with Bower Management for the most effective contract negotiations. The 2017 conference hotel will be the Westin Lombard outside of Chicago. The Board voted to hold 2017 conference rates the same as they were for 2016.

What's Happening in the College & University Industry

Juliet Murphy, Director, College & University Industry

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

Jamie Wheeler, Clinical Site Facilitator at Frontier Nursing University, recently developed and presented a webinar entitled "Résumé Tips and Hints: Writing a Better Résumé for Clinicals and the Job Search."

Dr. Cheryl Minnick from the University of Montana reports that at NACE's invitation, she hosted a webinar in October on "Applicant Tracking Systems: What Career Advisors Need to Know." Cheryl co-presented with Columbia University's Assistant Dean of Career Services to a listening audience of nearly 300 career professionals. Cheryl also reports that the snow is finally melting in Montana, which is probably her best news!

Billie Jordan of Advantage Résumés has been providing professional interviewing and critiquing for vocational rehabilitation clients who are preparing to return to the workforce. She works through the Division of Vocational Rehabilitation, North Carolina Department of Health and Human Services.

Jan Melnik, Master Résumé Writer and owner of Absolute Advantage, was recently invited to weigh in as an expert on the question "Is College Worth It?" by John Kiernan, a senior writer/editor with Evolution Finance/WalletHub. Along with the shared sentiments from the presidents and chancellors of top-ranked universities, Jan is quoted in Kiernan's article published on February 3. Here's the link:

<https://wallethub.com/blog/is-college-worth-it/31935/#jan-melnik>

Workforce Learning of Pittsburg State University, Kansas, is pleased to have 29 students in its HRD Graduate Program earn designation as a Certified DISC Communication Consultant (CDCC) under the direction of Dr. MeLisa Rogers, Assistant Professor and a Professional Behavioral Consultant with ProfilingPro, affiliate partner of The NRWA.

My Happenings: My biggest news is that during November and December, I took some well-needed time off from round-the-clock work to spend time with family. At the urging of my sister, I made an impromptu visit with her to our homeland, Jamaica, to celebrate my stepfather's 85th birthday. This was exhilarating and just what I needed to rejuvenate, as I had not gone there to visit for years! I also spent some time with my mom in New York, celebrating Thanksgiving. Now I'm back in the trenches, thankfully serving my clients.

Thank you for being a member of the College & University community.

Call for Speakers!



Accepted through March 6, 2017

The National Résumé Writer's Association is accepting speaking proposals focusing on best practices and trends in the résumé writing industry for its 20th anniversary conference. Presenting at the conference is a great way to showcase your expertise and your business and generate interest in your services among potential partners and clients.

We invite you to submit your proposal online through the link below.

<https://www.surveymonkey.com/r/NRWA2017CallforSpeakers>

(You may wish to download this MS Word version of the Call for Speakers form, so you can take time and draft your response before filling out the online submission.)

[NRWA2017ConfCallforSpeakers.doc](#)

[NRWA2017ConfCallforSpeakersFAQ.pdf](#)

Conference date: **October 4-6, 2017**

Conference location: **The Westin Lombard Yorktown Center, Lombard, Illinois**

Deadline for speaking proposals: March 6, 2017, 10 pm (EST)

Flashback Facts

Bridget (Weide) Brooks

Director of Industry – Experienced Business Owners

The NRWA Flashback Facts, No. 2

This is the second article in a series celebrating the 20th anniversary of The NRWA. In each article, we look back at key moments in The NRWA history, as well as the résumé writing industry.

Here are some snippets from the Spring and Fall 1998 issues of *"Résumé Writers Resource."*

Is It Time to Throw Out Your Fax Machine?

It's hard to believe, but 20 years ago, this article in The NRWA newsletter wasn't about giving up your fax machine entirely, but instead throwing out your old one in order to buy a newer model, which would "cut the sending time by an average of 25% to 30%."

Résumé writers who were around at that time remember the significant time advantage faxing offered over mailing the "snail mail" résumé and cover letter, although an article by Judy Friedler in the same issue mentioned that "From our clients' perspectives, faxing résumés is not the optimal way to present these important documents." Further, she noted the expense of faxing for those who didn't own a fax machine: "Faxing ten résumés a week can become quite an expense for those who do not own a fax, as charges can run anywhere from \$3 to \$5 a fax."

The NRWA Website Offers a New Feature

Back in 1998, The NRWA was in the midst of a website upgrade (not unlike the one that is happening now, 19 years later). One of the highlights of the new site was this announcement by The NRWA President Marty Weitzman: "Within the next few weeks, a complete database will be placed on the site to provide the world with a directory of our members, all of whom will be accorded the same exposure, with no preferential treatment shown."

As I teased in last month's "Flashback Facts" article, however, you won't be surprised that in the same column was a notice that "Complete membership directories will be mailed within the next few weeks." Oh, how the world has changed though. Weitzman added, "While accessing info on the web is easy, not all members are on the internet, and we like to be able to reach across the desk, find our friends, and find them fast."

Anyone remember the last year that The NRWA membership directories were mailed to members? I'll keep digging through my archives to see what I can find.

Finally, just to show that some topics are *always* of interest to members, I want to share the results from the "Pricing Panel" at the 1998 NRWA Conference. The late Vivian Belen, NCRW, CPRW, wrote up a summary of the session entitled, "Everything You Wanted to Know About Pricing and Weren't Afraid to Ask." The program featured panelists Pat Kendall, Kim Isaacs, and Louise Kursmark and was moderated by Phyllis Shabad.

Belen wrote, "It became obvious through the sharing of experiences that our members use a wide range of pricing and sales strategies. Some standards that were established by a simple show of hands include the fact that approximately 50% of members use free consultations to close a sale, as opposed to quoting a fee over the phone." (Wouldn't it be interesting to ask that same question at this year's conference?)

And, "the median range of hourly rates for résumé production ran between \$50-\$75/hour. Fees for other career-related services, such as interview training, were higher." Interestingly enough, as recently as 2012, résumé writers providing input into the *Résumé Writers' Digest* Annual Industry Survey were reporting hourly charges not far off from those amounts — in 2012, the most commonly cited hourly rate was \$75.

Next time in "Flashback Facts": Recruiter Survey (1999) – Then vs. Now (including the surprising answer to the "one-page-or-two?" question), highlights from the 1999 NRWA Conference, one NRWA program that started in 1999 that's still impacting members today, and remembering Y2K.

Bridget (Weide) Brooks is the editor of the Résumé Writers' Digest newsletter and the founder of BeAResumeWriter.com. Her NRWA membership dates back to 1999, the year she attended her first industry conference. Coincidentally, Bridget's company, Image Building Communications, also celebrated 20 years in business in 2016. She and her now-husband, Jon, founded the business after their graduation from the University of Nebraska at Omaha.

Upcoming Webinars!

The NRWA Recruiter Study Webinar - March 3, 2017

Did you miss The NRWA conference last fall? Well, now you can see one of the great presentations from the comfort of your own office.

Get answers directly from statistics gathered from recruiters such as:

- 1) Should job seekers personally reach out to recruiters?
- 2) Which online resources do recruiters frequently visit to source talent? And many more...

Friday, March 3, 2017

11:30a.m. ET

Price: \$19.99 member; \$39.99 nonmember

For more detail please visit: <http://www.thenrwa.com/education>

Save these dates!

- **April 7, 2017**, "Résumés Around the World: Working with Executives & International Clients Outside of the U.S." with Tim Windhof, 11:30 a.m. EST
- **June 9, 2017**, "Building Business with Social Media" with Wendi Weiner, 11:30 EST

Certification Corner

Kimberly Schneiderman, Certification Chair

We have 3 new NCRWs. Congratulations to Denise Hemphill, Rhonda Roehrig, and Tim Windhof.

We are in the midst of updating the materials and tools our members use in the certification process. Watch for a new Style Guide in the coming weeks!

Volunteer of the Month - Norine Dagliano



Norine Dagliano
Written Communications
Winchester, VA

February's Volunteer of the Month is Norine Dagliano, The NRWA Director of Written Communications

this is what she had to say.

Tell us how you first got involved with The NRWA.

I honestly can't recall! I have a membership certificate dated 2004 and a binder from the 2004 conference in Nashville, TN, so I assume that is when my involvement started. I may have "hid in the shadows" the first couple of years, but in 2006 I gave a presentation at the conference in Savannah, GA; I also became an NCRW that year. With these two achievements to add to my "résumé," I was hooked!

I think my first volunteer gig was working with Ilona Vanderwoude, The NRWA newsletter editor at the time. She would gather, edit, and format the content in Constant Contact; email me a link; I would print the pages; proofread and mark them up; and then fax them back to her. It was crazy!

I also joined the NCRW Commission's grader team, started grading samples and tests, and critiquing résumés during a breakout session at each annual conference. At some point, I earned a reputation of being the "detail person," and suddenly I was being asked to proofread and edit The NRWA communications. This morphed into bigger projects, including reviewing materials and presentations for the annual conference and overhauling the NCRW study guide.

As the amount and types of communications expanded and more members began contributing, proofreading and editing for the organization (along with NCRW grading) became a nearly daily activity. With the support and guidance of Michelle Dumas, I developed a "job description," for my current title, developed an SOP for managing written communications, co-developed with Donna Tucker The NRWA Style Guide, and put together a team of proofreaders (Cheryl Milmoie, Anne Anderson, Michelle Swanson, Georgia Adams – and of course, Donna) to assist me.

What do you enjoy most about volunteering as the Director of Written Communications for The NRWA?

Besides the fact that I can play an active role in supporting an organization that has done so much to support me as a business owner, I love how I have been able to grow and nurture a huge network of virtual friends and industry experts. Every day I learn something new and feel validated!

And (I hope our readers don't take this the wrong way) I am a bit of a grammar junkie and get a rush when I am reading something and find an error a writer missed. (I overlook errors in my own work and welcome having them brought to my attention). I also love to be "in the know" and being a point of contact for outgoing communications makes me privy to information not yet available to the public.

lined notebook paper), which I would then circulate among my classmates who would add their personal critiques (I still have these in a box in my basement!). My first "real" job was at a Workforce Development Center, where I not only wrote client résumés, but also developed training programs/curriculums, and wrote grants. That was more than 32 years ago, and here I am!

What do you wish others knew about the benefits of getting involved with The NRWA?

I wish everyone knew how The NRWA community is comprised of the most generous, collaborative, and hardworking professionals in the career services industry. Unlike other professional organizations, those of us who are involved volunteer our time and talents, which in some way makes us feel as if we are among family and friends. Sure, we have awesome conferences, an industry-leading certification program, professional development activities and resources, webinars, social media groups, and the e-list, but the sense of community is a priceless benefit for all those who are involved.

What might someone be surprised to know about you?

When I lost my job in 1999 and realized that self-employment was my only real job security, I had hoped to transition out of the career services industry. I was certain that I would kill myself if I had to write résumés for a living! I didn't really know what kind of business I would have, but I knew that my children would be my inspiration (they always have been). So, I decided on a business name comprised of their initials (ekm Inspirations) and for the first year tried on many hats (caterer, seamstress, grant writer, house cleaner, and more) until I finally settled on what services my business would provide.

I learned (and life-changes frequently remind me) to never say never!

New and Renewing Members

Welcome to our **new and renewing members** for the month of January! Feel free to introduce (or reintroduce) yourself on our **Facebook page** or the **elist**.

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

New and Renewing Members

- Anne Anderson - Medford, Oregon
- Jeff Berger - TopResume.com in New York, New York
- Tiffany Bitting - University of Houston in Houston, Texas
- Krista Bogertman - Eastern Nazarene College in Quincy, Massachusetts

- Crystal Buck - Missoula Job Service in Missoula, Montana
- Terrence Carter - Carter Innovations LLC in Huntsville, Alabama
- Stephanie Gammon - Career Vantage in Milford, Ohio
- Bob Janitz - Bob Janitz Resume Writing and Career Services in Euless, Texas
- Sarah Jewell - A Remarkable Resume in St. Augustine, Florida
- Anne Kern - ReachHire Resume Service in Waterford Works, New Jersey
- Milton Kiang - Channel Resume in Vancouver, Canada
- Frost Krist - Datatype Inc. in Hebron, Connecticut
- Lauren Markon - Career Connections in Livingston, New Jersey
- Kris McGuigan - Professional Courage, LLC in Broadview Heights, Ohio
- Jan Melnik - Absolute Advantage in Durham, Connecticut
- Kevin Morris - Naples, Florida
- Theresa Neal - Orlando, Florida
- Annette Richmond - career-intelligence Resume Writing & Career Services in Norwalk, Connecticut
- Patti Rock - Hoff Resumes & Career Counseling Services in Clinton, Iowa
- Nancy Rozum - Moon River Writing & Resume Services in Commerce Township, Michigan
- Emily Salazar - St. Edward's University in Austin, Texas
- Amy Schofield - Schofield Strategies, LLC in Jacksonville, Florida
- Scott Singer - Insider Career Strategies in Hallandale, Florida
- Stephanie Staff - Resumes With Results in Glenmont, New York
- Donna Tucker - CareerPRO Resume Center in Phoenix, Arizona
- Gordon Walter - ReliableResumes.com in St Charles, Missouri
- Mary Beth Weiss - Mason, Ohio

Find colleagues in your area by [searching here](#).



[Subscribe](#)

[Past Issues](#)

[Translate ▼](#)

[Past Issues](#)