



The NRWA 2020 Board of Directors Get to Know the Candidates!

President-Elect (to serve as President in 2021)

Kathi Fuller
Founder/Owner
LinkedIn LifeSaver



What interests you about the role?

Over the past 3 years, I have collaborated extensively with NRWA board leadership, administrative support staff, and other stakeholders across the organization in multiple roles. In addition to 2 years as a new business owner representative, I currently serve as NRWA secretary and provide ongoing, project-based marketing support to advance the organization's mission and promote individual programs and services for members.

These diverse roles – combined with my experience as a solo business owner and my extensive background in marketing and nonprofit communications – have given me an understanding of the business challenges, industry pressures, and emerging trends that our membership faces as career professionals.

What is your vision for the role?

As President Elect, I will work closely with the NRWA president, other board leadership, and our administrative management team to help drive strategy and planning to advance the overall mission, individual goals, and public standing of the NRWA and the resume-writing industry.

How will you support the NRWA organization and its members?

As emerging technologies and automation drive rapid changes in our industry, our responsibility as NRWA leaders is greater than ever. Our members look to us to provide leading-edge education and certification opportunities, guidance, and informed leadership to enable their success as career professionals in an increasingly digital industry. I look forward to working with other board leaders to ensure our programs, events, and services continue to meet the current and future needs of our membership.



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Secretary

Nickquollette Barrett

**CEO / Founder and Chief Career Development Strategist
Development Solutions, LLC dba iRock Résumés**



What interests you about the role?

I had a chance to see the present secretary in action and believe I can do a great job. I would like to become more involved with the organization and being a board member will allow me to learn the function of the organization in a broader aspect. I am currently the DOI – Workforce, Military, Career Center and enjoy it.

What is your vision for the role?

To continue providing value by keeping accurate minutes and sending to the group in a timely fashion.

How will you support the NRWA organization and its members?

Learning all I can to help the organization grow. I am honored to be a part of such a great group of professionals.



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Treasurer

Sharon Stapleton Glennon Independent Résumé Writer



What interests you about the role?

I can leverage my accounting and financial degrees with my business and HR experience in this role of accountability to our organization. My past successful volunteer experiences include the treasurer role for my national sorority, local PTA and preschool board. This is a place where I can marry all of my experiences for the benefit of our members.

What is your vision for the role?

My vision is to bring transparency and timely accountability along with great stewardship of our members' funds. I will treat the funds as though they are my own and quickly understand the budget and expenses and ask questions accordingly.

How will you support The NRWA organization and its members?

I will oversee timely reporting, appropriate approvals, clear accountability and regular communication to our members regarding our members' funds. My objective is to additionally ensure that expenses are reasonable, approved in advance and necessary. Thank you for the opportunity!



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Director of Industry: Experienced Business Owners (EBOs) Representatives (Two Positions/Three Candidates)

Thomas Powner
CEO
Career Thinker Inc.



What interests you about the role?

I've been in this role in 2018; I'm now in full motion to make a difference in reaching out to EBOs with a passion for listening and sharing to support their business growth.

What is your vision for the role?

Assist in catapulting member's business growth and income while strengthening the NRWA's brand value to the public and within the industry. To be extra ears and eyes between the EBO members and the NRWA board to help ensure we continue to provide information services and programs that make a difference.

How will you support the NRWA organization and its members?

Provide EBO calls and webinars that tackle current industry challenges, encourage sharing/participation, and help build a robust exchange of ideas and information. I will also be available to take one-off calls when a member has a particular question about the NRWA or their business. Take an active role during board meetings, webinars, and yearly conference.



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Annette Richmond

Principal

Career Intelligence Resume Writing and Career Services



What interests you about the role?

I've enjoyed communicating with members in this role. I'm interested in continuing on the board, because the NRWA has given a lot to me. I've formed great friendships and learn from other members every day. I'm applying for this position because I personally enjoy the calls and would like to share what I've learned with other members.

What is your vision for the role?

To continue to be there to help other members whenever I can. To continue working with my co-director to come up with ideas and information to share.

How will you support the NRWA organization and its members?

Enjoyed working with Tom this year. Hope to continue sharing what I've learned and participating when I have the opportunity. I participate on the Public Image committee now and attended several NRWA conferences.



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Jason Stauffacher
Owner and Writer
RazorResume.com



What interests you about the role?

I have been a resume writer and considerate professional for some time—since 2007 and a few years before that, (part-time). As a main aside, I was very interested and keenly contemplative by the approach that Tom Powner took. The LinkedIn ProFinder class, I think. I thought, well, I could try my hand at this, couldn't I? And bit more about me, is: I have helped the likes of Ray Murphy, Eddie Murphy's cousin, a family member Vice President Joe Biden's (2020 US Presidential Candidate), Prince's (the Minnesota Artist) stage manager, Michael and Janet Jackson's Personal Assistant, and, a White House dignitary whom worked directly with the North Korean's and the Bush Administration for a humanitarian effort.

What is your vision for the role?

My vision for this role is simple: to communicate with other established business leaders, pending thought-leaders and brainstorm ourselves into a better place to formulate ideas and concepts for exceptional business growth. (As for a major aside, to have a private sub elist (established business leaders) as I see that most convos' of the MAIN elist are very baseline questions. Very elementary in nature, if anything. There needs to be more of a shared knowledge-base for established business folks on elist or direct email campaign. Some professional mechanisms beyond a monthly video eclass.

How will you support the NRWA organization and its members?

How will I support The NRWA org as a whole in this role you are asking? That is a very good question. I feel that I have the industry know-how at this stage in my career to contribute strong creativity, an enthused demeanor for newer ideas. I would scope and challenge what has been done, and see if there are other best-practices we can implement. And I would be passionate about the role.



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Director of Industry: New Business Owners Representatives (Two Positions/Five Candidates)

Melanie L. Denny
President, Certified Resume Expert
Resume-Evolution



What interests you about the role?

I have a passion for helping new and up and coming business owners step into their entrepreneurial journey with confidence. Since I have traveled this road over the last 8 years, there were many times I wish I had someone to support and encourage me. Now, I take any chance I get to mentor new resume writers and share my industry knowledge, access to resources and business tools. This position would allow me the opportunity to take on a formal role in supporting, encouraging and teaching new resume writers how to run successful businesses.

What is your vision for the role?

I would love to see more opportunities for new business owners to access experienced members outside of just the listserv. It can be intimidating for a new member to blast a question to an entire list of veterans, so giving them more 1-on-1 support could prove to be beneficial. Perhaps implementing a more proactive approach like a new business owner buddy system or assigning mentors for 1 year would make it easier for the new writers to get the support they need to grow their business when just starting out.

How will you support the NRWA organization and its members?

If I am offered to stay in this position, I will continue to support the organization by following through with any task I am given, being proactive in executing new ideas. I'll work collaboratively with other members of the board to ensure projects are complete while maintaining the NRWA's code of ethics. More specifically I will do all I can to serve as a resource and help new business owners with marketing strategies, finding their niche and monetizing their knowledge.



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Paul Bennett
Principal
NOVA Career Strategies



What interests you about the role?

Of the several careers industry organizations I've been a member of, the NRWA feels the most like "family," and since joining eight months ago I've been warmly welcomed by everyone on the Board. I enjoy participating on teams and believe that boards are only successful if their teamwork is functioning well. I see the Director of Industry role as a great opportunity to play both leadership and supporting roles, to meet my own goals and contribute to collective success. I want new business owner members to feel fully supported and to realize the tremendous value afforded them by an NRWA membership.

What is your vision for the role?

The amount of resources offered by the NRWA can seem overwhelming, and new members often need a guiding hand. They should be only a phone call (or an email message) away from someone who's truly interested in them, their business, and their success – someone who wants to know their obstacles and aspirations, and can connect them with the just the right NRWA resources to help them surmount those obstacles or realize those aspirations. They need to feel that they are valued, heard, and understood, and that everyone else in the organization is excited that they've come on board.

How will you support the NRWA organization and its members?

I'll support the NRWA and its members by performing all the activities listed in the Director of Industry job description to a high standard, offering improvement ideas, liaising frequently with other board members and helping them on special projects, and asking for help before minor obstacles become major problems. Because 2019 was my first year as a Director of Industry, I'm keen to do a better job in 2020. I plan to critically evaluate my 2019 performance (both through self-analysis and by soliciting feedback) so that I can identify what's worked well and what hasn't, and then make improvements.



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Cathy Lanzalaco
Owner
Inspire Careers



What interests you about the role?

I am interested in this role because I am so grateful for the opportunities that the NRWA has provided me, the knowledge I have gained being part of this organization, and the people I have met and learned from who I want to give back to. Being part of the NRWA and winning the ROAR award in 2018 changed everything for my business and I want to share that excitement and the gratitude I feel by helping other members and contributing to the long-term success of the NRWA.

What is your vision for the role?

My vision for this role is to provide the perspective of a new business owner (2.5 years) and help drive new membership, retain current members, and promote the involvement of other new business owners. I want to help communicate the significant value of membership both to advance personal business success as well as to better serve the needs of our clients.

How will you support the NRWA organization and its members?

I will support the NRWA by becoming a more visible leadership presence and serve to advance its mission through active participation in governance, education, membership development, and events.



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Ebony Joyce

Owner

Next Level Career Services, LLC



What interests you about the role?

Starting a business is a journey. When I launched my first business several years ago, I was unaware of the resources and communities available to me. I have a passion for helping new business owners find their way along with this journey. I want to help others and this position would allow me the opportunity to support, encourage and guide other new business owners as they achieve success.

What is your vision for the role?

My vision is to be a liaison between the NRWA board and our members. I will work to provide resources and best practices to help new business owners build successful businesses. In addition, I'll collaborate with other industry directors to ensure that we are sharing information as to how we can improve on the services that we provide our members and help grow our membership.

How will you support the NRWA organization and its members?

My goal if elected is to build the 3 C's: community, connections and collaboration. I want to help others in the industry by building a community through connecting members with individuals and resources needed. I'll also collaborate with members as a means to exchange ideas and information as to how we can continue to strengthen the mission of the organization.



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Kate Williamson
Owner
Sciencetech Resumes LLC



What interests you about the role?

I'm excited about the possibility of learning and experiencing, first-hand, the operations of the NRWA at a higher level, and what it takes to run a successful organization. I also see this as an experience to develop my leadership skills and gain exposure to new areas that I wouldn't otherwise gain at this stage of my career, such as making decisions on governance, financial/budgeting practices, and ethics and legal issues. Finally, I'd be proud to support an organization that provided me with the confidence to succeed in my own business.

What is your vision for the role?

I bring a variety of experiences and perspectives to the role. My perspective as a millennial, and ability to relate well to young people, will be valuable as our potential customer base grows younger and the world of work, as we know it, evolves. I also offer the unique experience of having made a complete career change from science and engineering to the resume writing industry—with no job lined up—to target a niche of clients that most people in our industry rarely go after (STEM).

How will you support the NRWA organization and its members?

I'm excited about the idea of contributing to the NRWA's future direction by connecting with people whom I may not have gotten to know or meet and ensure that we're meeting the needs of our members. I want to know what's working and what isn't and create more opportunities for collaboration with our members to share new ideas that continue to evolve the organizational culture and set our members up for success.



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Director of Industry: Workforce, Military, or Community Services Representative (One Position)

Brandi R. Muñoz, PHR, SHRM-CP, CPRW
Principal and Lead Workforce Development Consultant
People Culture Consulting



What interests you about the role?

I think workforce development, military, and community services are areas where members leverage their current service offerings and expand their network. New writers and coaches especially could use the insight into how these areas are and can be instrumental to our industry.

What is your vision for the role?

If I am selected for the Workforce, Military, Community Career Services role, I would be a SME and promotor of how to expand the scope of services in these areas. I have many contacts in each area and will be able to contribute great resources and advice.

How will you support the NRWA organization and its members?

I would like to see this role be the voice for new entrepreneurs, as well as Workforce, Military, or Community Career Services personnel in this profession. I think there is more that can be done to support these groups and focal points and have many ideas for ways that the NRWA could provide such support that are cost efficient. Much of this has to do with capturing the heart of volunteers and “paying it forward” as so many of us have done in our careers.

Another key is providing access to networks. I have already started a group on LinkedIn to help career coaches and resume writers connect with recruiters. I see this topic come up quite a bit and feel there is more we can do to help our members make these connections and advice on how to create effective partnerships.



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Director of Industry: College / University Career Services Representative (One Position/Two Candidates)

Eileen Davis

Director, Business Career Services

University of Louisville College of Business



What interests you about the role?

I am looking forward to connecting with members providing career services at other colleges and universities to discuss solutions to common challenges and share success stories. In this arena, we often work with a wide variety of clients, both students and alumni, who range from teenagers to seasoned professionals. Because of this, assisting with marketing pieces (mainly resumes and LinkedIn profiles) for this diverse population can be difficult, yet rewarding. I look forward to hearing from and serving colleagues working in the same space.

What is your vision for the role?

I would like to initiate a database of resume samples to be included in the member resources on the NRWA website to guide career services practitioners in colleges and universities. One day in the future, I would like to create and provide resume-writing training to this group of professionals through the NRWA. Of course, I will be completing my NCRW certification first.

How will you support the NRWA organization and its members?

I know how challenging it is to provide effective resume services to college and university students, particularly since they get resume advice from the internet, their friends and families, fellow students, professionals in many functions, as well as professors. Because there is so much advice available without much consensus, we need to establish ourselves as resume/LinkedIn/marketing experts so our clients know they can rely on us for current, effective guidance. I want to help our members in this area.



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Kalindi Garvin
Director of Career Services
Mount Mercy University



What interests you about the role?

According to the CliftonStrengths assessment, I excel in the areas of Harmony, Intellection, Relator, Learning, and Positivity — strengths which are focused on strategic thinking and relationship building. I would love to use these strengths to bring new and existing members together for discussions about different industry topics, to share resources and ideas, and to strengthen community ties among the NRWA members who work in colleges and universities.

What is your vision for the role?

I believe that the most important aspect of this role is creating a space where members feel welcome, included, and excited. When we take the time to reach out to new members, inviting them to be a part of communities of like-minded professionals, it can have a powerful impact. In addition, when members are engaged through regular touchpoints and meetings, they feel like they are truly part of something bigger and that their voice and contributions make a difference. I want every member to feel that sense of belonging and encouragement to get involved in the NRWA.

How will you support the NRWA organization and its members?

As industry director, I would support the NRWA and its members through regular meetings about relevant topics, active participation in webinars and events, and fostering community among members.