



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)
[What's Happening in Region Two?](#)
[Calling All Bloggers!](#)
[Featured Article](#)
[Affiliate Spotlight](#)
[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



April 12, 2011
Vol. 5, Issue #15

Welcome!

Hello ,

Welcome to this week's edition of *The NRWA Connection*.

The intent of this newsletter is to keep you current about both our association and our industry. We hope you enjoy this membership benefit!

Executive Greeting

By Marcia Baker, IT Chair

Social media plays an important role in the ability to build brand awareness and credibility and drive traffic to our presence on the web; it's not something that can be implemented and then forgotten. If you haven't considered incorporating social media into your marketing plan, it's not too late. A good way to measure your return on investment is to develop a social-media marketing plan that is evaluated regularly. A quick sprucing or a major overhaul could be warranted if you've already implemented a plan that has since been abandoned.



One thing's for sure: social-media technology is constantly changing to meet the demand. We have seen Facebook evolve from a personal social-networking gathering place for young people to how businesses engage with past, current, and prospective clientele.

Take a look at some of the recent changes The NRWA has made to improve engagement with our members:

- The NRWA's presence on Facebook has been revamped to keep up with the recent changes to "Facebook Pages." You can now "like" our page when you visit [The NRWA's official business page](#). Your old bookmarks will no longer work, so be sure to use the link in our newsletter, website, or any invitation you may receive from us. We look forward to interacting with you when you visit.

- It's been exciting to watch the increased activity on [The NRWA's LinkedIn group](#), particularly in most of our recently created regional subgroups. If you're not participating, you're missing valuable networking opportunities with fellow members. Kudos to our regional representatives for taking over as "managers" of their assigned regions. If you haven't joined your region's group yet, please be sure to join The NRWA Group first. You can also follow The NRWA under companies now!
- Our [Twitter](#) following has been steadily increasing over the past year, and if you have résumé- or career-related news you'd like us to tweet or re-tweet, just let me know at adminmanager@thenrwa.com. To keep up with or share news on this year's upcoming conference, use #NRWA2011.

Whether it's LinkedIn, Facebook, or Twitter, find the platform you're most comfortable with so we can network with you. Just use the links above or in the left column to get started.

What's Happening in Region Three?



By Jaime Cooper, Jaime Cooper Consulting, Naples, FL

Representative for Region Three, which includes Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands.

The job market seems to be steadily improving, but the myth that our business goes down when recruiters are doing well is just that---a myth. Region Three reports myriad new business opportunities, professional development opportunities, and change initiatives this spring.

Cynthia Funkhouser, [Résumé-Editor.com](#), Tallahassee, FL, has been hard at work compiling packages for information technology, sales, education, and management clients, many of which have been career changers. Last month, she had T-shirts printed with her logo. She has also participated in Meetup.com to gain business, offering a \$10 discount to the Atlanta Professional Career Women Group.

Lois Gilbert, The [Résumé Wordsmith](#), Delray Beach, FL, just joined our region and recently spoke at the NYU School of Continuing and Professional Education to present "Résumés for Career Changers" to the Meeting and Conference Management class. Both the January and February newsletters "Words from the WordSmith" generated a lot of buzz on her word-of-the-month feature, *Positivity*, *Mandala*, *Serendipity*. Plus, the January newsletter discussed creating a WILL-DO list rather than making New Year's Resolutions, which resulted in eight new clients for Lois by the third week of January.

Kathy Harber, Career Keys to Open Doors, Atlanta, GA, is gearing up to expand her résumé- and interview-workshop business, and is off to a fantastic start. In the upcoming five weeks, she has four workshops scheduled, three of which are at her former corporation and another at a local technology group. She has proposals in at other companies and is awaiting review!

Sarah Jewell, A Remarkable [Résumé](#), St. Augustine, FL, just completed the

LinkedIn Certified Career Strategist (LICCS) program with Jason Alba and Susan Whitcomb and is looking forward to putting what she learned to use to help her clients. She has also secured a contract for outplacement services, résumé writing, and interview coaching, which is keeping her very busy, in addition to her regular clients.

Debra O'Reilly, RésuméWriter.com, Brandon FL, recently attended the Career Thought Leaders conference in Baltimore, MD. She particularly enjoyed the résumé-writing presentation of fellow NRWA member, Norine Dagliano. Next, she headed north in anticipation of meeting grandchild #1, Ember Rose.

Fred Frazier, Nashville Career Advancement Center and Nashville College Connection, Nashville, TN, has been conducting professional-development workshops to prepare young adults for employment, as well as serving as an intermediary to direct them toward resources for college admission, financial aid, and outreach training. He sees his early-phase career work with youth as a way of "sowing seeds for a harvest," or doing things correctly now for future career returns.

As for me, Jaime Cooper, Jaime Cooper Consulting, Naples FL, I landed a contract with a job board, which has been keeping me very busy. I have just been recently appointed the NRWA Region Three representative, and my upcoming tests/certifications in the next two months are for the NCRW and the GPHR designations.

Calling All Bloggers!



Gain Exposure to 2 Million Annual Visitors with Southworth Paper's Blog

In May, Southworth is launching its new corporate website, which is designed to be more community-oriented. As part of this initiative, they are introducing a blog.

The subject matter will be varied as weekly topics will be rotated to encompass each of their product categories and will feature guest bloggers. The articles will discuss topics associated with business, legal, specialty, certificates, social stationery, and of course, résumés. Southworth is reaching out to The NRWA as the experts in the field.

This would obviously be a great help for Southworth, but it would also be a wonderful opportunity for individual contributing members and for The NRWA as a whole. In the past four years, Southworth.com has attracted an average of 2 million visitors annually, and they only expect the numbers to increase. This is great exposure for The NRWA and would benefit members with another opportunity to get published.

Southworth would like to develop a pool of bloggers that they can rotate. They are planning to start with two entries per month and would like to review sample blog articles in April.

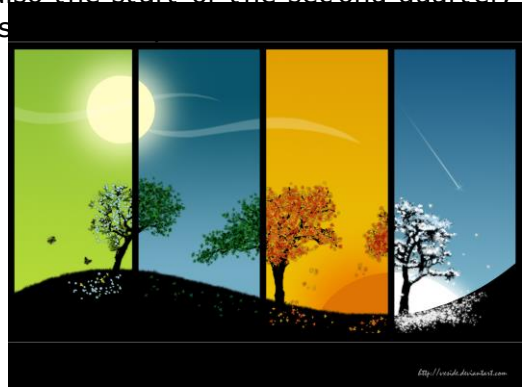
If interested, contact Susan Martin at Southworth at smartin@southworth.com.

Featured Article

Changing with the Seasons

By Amanda Collins, The Grammar Doctors

April marks so much for me and for many business professionals. It's the first full month of spring, so the weather is starting to turn. It's also the start of the second quarter, and a time when we assess how well we're doing so far. As summer begins to creep up, people start to come out of hibernation and think about what's next. That can mean increased business. If you're in a school setting, it's just that much closer to graduation, and the students will start thinking about getting résumés together for that first job. Either way, you may see a boost in your busyness during this month.



The start of the second quarter is a great time to reevaluate where you are, both professionally and personally. Did you meet your revenue targets in the first quarter? How about those New Year's resolutions? A quick check-in can help you get centered and focused on what you might need to change moving forward. You may discover that you're right on track!

You may also have noticed that the unemployment rate is going down in many parts of the country. This can be a good point to consider moving forward in 2011. Do you need to do anything different to attract the right clients? Should you add different focus areas to your product and services menu?

Although you should consistently be reviewing both where you're headed and what you've accomplished, if you're quite busy with clients' work, you may find that your own to-do list falls to the end of your priorities. It may be a good idea to schedule in one day each quarter (on the change of seasons?) just for yourself. Call it a retreat, and take yourself out of your office and away from your phone. Spend the day evaluating and planning. Large corporations do this all the time, so why not give yourself the same consideration? Whether you own your own firm or are an employee of an organization, you have goals and benchmarks that should be considered. Take time for yourself; it will be time well spent.

Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to newsletter@thenrwa.com.

Affiliate Spotlight



This week, we spotlight Southworth

You probably think that Southworth is a paper company. And you'd be right. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumés and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.

You may wonder: with pervasive electronic correspondence these days, what is the

future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

To check out a complete listing of our [Affiliate Partners](#) or for more information on becoming an Affiliate, [click here](#).

Quote of the Week

"The greatest accomplishment is not in never falling, but in rising again after you fall."
~ Vince Lombardi

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
