



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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February 1, 2011  
Vol. 5, Issue #5

## 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



### Board Bytes

By Donna Tucker, The NRWA Secretary

Attending the January 17, 2011, teleconference were Charlotte Weeks, chair (President), Kimberly Schneiderman (1st VP), Jean Whalen-Raymond (2nd VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), and Marie Zimenoff (Marketing Chair). Shauna Bryce (Ethics Chair) was not present.

Charlotte welcomed everyone to the first board meeting of 2011, and new board members Sally McIntosh and Kimberly Schneiderman were introduced. The board approved new affiliate applicant Brian Sampson of The Higher Education Network.

1st VP Kimberly Schneiderman reported that the region reps are making plans for the new year to keep in contact with the membership including LinkedIn subgroups. Kimberly suggested structured training to acclimate new board members and regional reps.

2nd VP Jean Whalen Raymond discussed the progress of the 2011 Conference, presenting the conference program (developed by Kathy Sweeney, Sally McIntosh, and Donna Tucker) to the board for approval; the speaker contracts will go out soon. Jean will check on the feasibility of promoting The NRWA to the 5th Annual New England Workforce Professionals Conference in Worcester, MA.  
<http://www.thecenter-hcc.org/conf/upcoming.htm>

Treasurer Pat Criscito submitted financial statements for The NRWA as of December 31, 2010, stating that we are financially stable. Pat has reviewed all of the bookkeeper's QuickBooks accounts to make sure everything is in its appropriate category. She has emailed each board member the 2010 budget versus actual with highlights for each area of responsibility and, with their input, will present the proposed 2011 budget at the February meeting for full board approval. Pat also will handle The NRWA trademark renewal due this year.

Secretary Donna Tucker reported that the December teleseminar sale was successful with 55 teleseminar purchased. Other teleseminars planned for the beginning of the year include:

- "Attract Employers with Magnetic Communications Tools for Technical and Engineering Professionals" by Marie Zimenoff on January 21.
- "Want to Book 4-Figure Résumé Packages? Learn to Write Career Case Studies!" by Kim Mohiuddin on Feb. 11.
- "Marketing Your Résumé-Writing Business on a Shoestring" by Charlotte Weeks on Feb. 25.

Donna is waiting for final approval of the 2011 conference schedule and then will ask some of the other people who submitted proposals if they would like to convert their proposed presentations to a teleseminar. She is also hoping that Sally, as Certification Chair, will help plan some NCRW prep or discussion sessions during the year. Sally suggested that some of the NCRWs might be interested in conducting a teleseminar on a specific topic.

Certification Chair Sally McIntosh reported that the Advisory Board is up and running and is composed of Kim Isaacs, Michelle Dumas, Pat Kendall and Judy Friedler. Acceptable CEUs have been expanded to include other types of writing, such as LinkedIn profiles. The Advisory Board and Sally are working on more. Sally has been working with the 2011 Program Committee to ensure there will be enough CEUs on the conference program.

Ethics Chair Shauna Bryce, in preparation for the full board vote in Feb, has prepared a board-approved standing rules amendment regarding gifts.

IT Chair Marcia Baker has been working on completing all outstanding requests including getting new officers' information on the website; sending LinkedIn information to new region reps and 1st VP for subgroups; and reviewing LinkedIn Group to ensure participants are active NRWA members. She reiterated that the whole website will soon be easier to navigate. Marcia will arrange a new affiliate account with Amazon to promote books recommended by the Certification Commission and for books written by our own members.

Marketing Chair Marie Zimenoff reported that the nSphere business directory agreement has been signed, and she will be sending out an "opt-in" message to members to see who wants to be included. She is checking on Video BIO to determine the feasibility of offering this opportunity to members. She has developed a 2011 conference marketing plan which will integrate postcards and e-blasts, as

well as social media, and will include messages to former NRWAmembers. As an overall marketing plan to complement the organization's strategic plan, Marie will rebuild the marketing committee and begin recruiting for proposed SIGs (special interest groups for college, workforce development, military). She also volunteered to look into the affiliation with SHRM.

Charlotte thanked everyone for their reports and adjourned the meeting. The next board meeting will be held on Monday, Feb. 21 at 5 pm.

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## What's Happening in Region Five?

By Ginger Korljan, NCRW, CCMC  
Take Charge Coaching, Phoenix, AZ

*Region Five includes the states of Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.*

Many Region Five representatives have seen business pick up since last year. I was grateful to hear from so many of you. Keep the news coming!

David Noble's Fifth Edition of the *Gallery of Best Résumés*, published by JIST, will contain the résumés of several members of our region: Sally McIntosh of Advantage Résumés, LLC, St. Louis, MO; Dan Dorotik, 100 Percent Résumés, Lubbock, TX (8 résumés!); Ruth Pankratz, Gabby Communications, Fort Collins, CO; Melanie Lenci, Résumé Relief, Denver, CO; and Ginger Korljan, Take Charge Coaching, Phoenix, AZ. I'm sure there were many others in The NRWA who are also included who may not have let me know yet!



Pat Criscito, ProType, Ltd., Colorado Springs, CO, author of 15 career book for *Barron's*, is working on the second edition of her *Interview Answers in a Flash* book and a new series of *Interview Answers in a Flash* for various types of job seekers and industries. Her most recent book, *Résumés that Pop! Designs that Reflect Your Personal Brand*, hit bookstores in late November. Pat wants to thank all of The NRWA members for their exceptional contributions, including a number of Region Five members. Pat reports that it was exciting to blend the *Designing* book with the e-*Résumés* book and the 12-step writing process of the *How to Write Better Résumés and Cover Letters* book into a large book that is more comprehensive than any other résumé book Pat has written. Help The NRWA by purchasing it through their Amazon.com affiliate link at [www.thenrwa.com](http://www.thenrwa.com).

Ruth Pankratz, Gabby Communications, Fort Collins, CO, shared that her company is on track for another good year. She is a full-time mom to her young daughter and divides her work time between her business and serving as both transitions coordinator for the Education & Life Training Center and marketing consultant for the Trebuchet Group. How does she do it?

Amanda Collins, The Grammar Doctors, Phoenix, AZ, was quoted in an article titled "9 Ways to Ace a Job Interview" (<http://tinyurl.com/6jm35af>), which made it from a local website all the way to Yahoo! Finance. She was thrilled that her mention resulted in four new leads!

Janet Fagan, Fagan Coaching, Sedona, AZ, has been concentrating on renewing her ACC credentials with the ICF and enjoys working closely with a mentor coach.

As for me, I thoroughly enjoy working closely with members of the Résumé Writers Council of Arizona ([www.rwca.org](http://www.rwca.org)), which meets monthly on various résumé-writing topics. During our lively meetings, we all come away full of new ideas and strength to tackle the next big challenge. Many of the members of our group are volunteering by reviewing résumés for [www.CareerConnectors.net](http://www.CareerConnectors.net), an initiative to help put Arizonans back to work. The organization sponsors six networking meetings a month throughout the Phoenix area. I am also proud to report that my résumés were included in both *Résumés that Pop! Designs That Reflect Your Personal Brand* and the fifth edition of *Gallery of Best Résumés*.

Several regional members have confided that they are working hard to pursue the NCRW credential but didn't want to "jinx" their chances by letting me publish their names! We are proud of all of you to take the next step toward certification, so I am sure this year we will be reporting on many new NCRWs!

## Featured Article

### Get Out of Your Box By Amanda Collins

When it comes to writing résumés, not every client needs the same approach. It's easier when they all fit into a standard chronological format, but from time to time, we get those doozies that require us to get creative. Sometimes they're at the executive level, but more often than not, it's that stay-at-home parent, laid-off employee, or career changer who presents the biggest challenge.

The question then becomes: What do we do about these atypical clients? I just met with one today. My first question for every client I see is always, "What position are you looking to target with this résumé?" This poor guy was at a loss. He's been laid off three times in 10 years---from three different industries. As you might imagine, his mood was a little less than jolly. But I persisted. It took us about 15 minutes to explore options and for me to push back and repeat the question, but he finally settled on something in project management.

Given that this client hasn't actually been a project manager before, my mind went to work. Chronological wouldn't be the best approach because it just highlights the fact that he's been in three distinctly different fields. A traditional functional wouldn't be a great strategy because he is at management level. So I did something I've never done before and usually don't like: I created an accomplishments section after the summary and before the experience section. I'm tying the accomplishments to specific positions so they don't look so random, but this is the first time I've employed such an approach on a résumé.

Of course, this isn't the first time I've had to think outside the box and write a résumé that doesn't jibe with the way I've been writing them for so many years. I have recently had a few clients who've come to meetings primed with evaluations---and I have added text boxes with quotes from supervisors. Not only were they visually appealing, but they also added instant testimonials to the document.

Sometimes we get in our own worlds and prefer to do things as we've always done them, but sometimes that can be a disservice to our clients. As I always tell people, "If what I write for you reflects me, then I've not done my job." Shake it up a bit and



see what kinds of benefits you can create for your job seekers. They'll thank you for your creativity, attention, and, eventually, for helping them land a great interview.

### Affiliate Spotlight of the Week



This week, we spotlight CertifiedRésuméWriters.com

CertifiedResumeWriters.com is established as an essential resource for serious job seekers wanting to connect with résumé-writing experts. We are happy to be a supporter of The NRWA by leading these potential clients to your business.

CertifiedResumeWriters.com is the only independent website promoting and strategically marketing diverse certified résumé-writing professionals. We serve as a dynamic marketing vehicle for credentialed writers, while also being an educational resource to the public and our listed member writers.

We offer you vast opportunities to continually expose your writing and industry expertise, build your credibility as a professional résumé writer, and attract clients who appreciate and understand the significance of working with a credentialed career professional.

Providing you with the tools and opportunities to get in front of your target audience and access qualified client leads is our objective. Thousands of monthly visitors - YOUR potential clients - come to our website in need of résumé-writing help, and we can point them in your direction!

Website visitors search our database of member writers by specific criteria to gain immediate access to YOUR website link, phone number, email address, personal and business profiles, résumé articles, and sample work. It's all at their fingertips!

Learn more about the lifetime membership benefits and read testimonials here: <http://tinyurl.com/5nzuhq>.

Visit us at [www.CertifiedResumeWriters.com](http://www.CertifiedResumeWriters.com) and join today!

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

### Quote of the Week

"To be normal is the ideal aim of the unsuccessful."  
~ Carl Gustav Jung

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board