



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)
[What's Happening in Region Two?](#)
[Special Note](#)
[Featured Article](#)
[Affiliate Spotlight](#)
[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



February 22, 2011
Vol. 5, Issue #8

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 Kimberly Schneiderman, CLTMC, NCRW, CEIC, City Career Services
The NRWA 1st Vice President

One thing I love about my job (yes, I do consider my business a job) is that I hear from people years after I have worked with them or met them.

This week, I heard from a client I worked with three years ago! When she called, she excitedly informed me about her career accomplishments since our first meeting and also let me know how her résumé had played an important part in her career advancement. Apparently, everyone loved her résumé, and it landed her many interviews and accolades from managers. I do believe I will take credit for that! Part of her feedback was that it was easy to get in touch with me because of my monthly newsletters.

Last week, a potential client called for a consultation. She was referred by someone whose name sounded only vaguely familiar. After much researching and puzzle-piecing on my part, I figured out the referring person and I met at a BNI meeting in about 2006. She and I had a couple of conversations after that meeting, and apparently, I stuck in her mind. And, she was quickly able to give that potential client my information because all she had to do was Google my first name (all that she could remember) and "résumé writer."

In the summer of 2010, I got a call from a guy with whom I had tried desperately to



do business in 2006. He was the owner of a security-industry recruiting firm, and although I did a few small bio projects for him, things never got bigger than that. Little did I know that he would go on to sell his business and join a huge company that, lo and behold, needed to lay off some folks. When he contacted me, I was able to provide outplacement services for a few of the company's senior-level staff. He said he held my information all these years because he knew he would really need it at some point.

So, what is the moral of my story? It is simple. Your personal impressions and your digital impressions can serve you for a lifetime. Building relationships and maintaining a strong online presence are great ways to ensure people can find you when they want to. With that in mind, come to the 2011 National Résumé Writers' Association conference in Portland to learn effective strategies for executing these ideas! There are sessions on networking, personal branding, social media, and, of course, my session on boiling down years of experience into a powerful one-page résumé!

What's Happening in Region Two?



By Vandette Anderson, Your Social Résumé, Plymouth Meeting, PA

Representative for Region Two. States of: Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia, and the District of Columbia.

Elizabeth Cady Stanton is quoted as saying, "I am always busy, which is perhaps the chief reason why I am always well." If wholesome busyness has a correlation to wellness, I am pleased to report that Region Two is quite healthy indeed. Despite all the presentations, workshops, and appearances, Region Two members took the time to share a wealth of updates. So without further ado, here's what has been happening in Region Two.

First of all, Region Two has the honor of extending a warm welcome and virtual hug to the following new members: Gene Davis, Megan Haupt, Lynn O'Connor, and Vanerie Ramos. We're happy to have you on board!

Norine Dagliano, of ekm Inspirations, Hagerstown, MD, has made her mind up that 2011 will be her best business year thus far and has set the wheels in motion to make it happen. She recently teamed up with four colleagues who engage in weekly "roundtable" discussions about business challenges and strategies, industry trends, and more. As a result of these discussions, Norine has already hired a virtual assistant, begun critical updates to her website, picked up some new technology skills, and begun exploring ways to shift her mindset about pricing services.

Norine is also in the midst of preparing presentations on various career-management and job-search topics for students attending the University System of Maryland - Hagerstown. And in March, Norine will be co-presenting with Louise Kursmark and Lesa Kerlin at the Career Thought Leaders Conference in Baltimore. She, Louise, and Lesa will be presenting "case studies" of real clients and describing the strategies they used and tools they prepared to help each client manage and execute his or her job search.

Lois Gilbert, of The Résumé Word*Smith, Freehold, NJ, will be speaking at NYU School of Continuing and Professional Studies in March. The class is part of the Meeting and Conference Management Certification course. As a former meeting/event planner, Lois will be discussing résumés for career changers. And speaking of change, Lois will be relocating her household and business from New Jersey to Florida in April. Region Two will miss you, Lois!

Diane J. Irwin, of Dynamic Résumés, Cherry Hill, NJ, recently had the opportunity

to share her knowledge with the student chapter of SHRM, where she presented "Don't let your résumé stop you from getting a job."

Jane Roqueplot of JaneCo's Sensible Solutions, West Middlesex, PA, was recently quoted in the *Youngstown Ohio Business Journal* about the growing demand from job seekers for professional résumé-writing services that also include Internet job-search coaching. *The Business Journal* boasts that its special January 2011 edition is its most comprehensive reference guide published on businesses within the five-county areas of NE Ohio and NW Pennsylvania. JaneCo is featured in this unique reference guide as one of the local businesses experiencing a growth in the demand for services over the past year. As a professional behavioral consultant, Jane is recognized annually in this publication as an expert in her use of communication style profiling for developing résumés, cover letters, and personal branding statements, as well as her coaching on using online social networking as an effective job-search strategy.

Additionally, the JaneCo staff is currently conducting research on the value of emphasizing a job seeker's interpersonal skills by including the job seeker's specific communication and behavioral strengths through visual aids on their résumés and/or cover letters. Because the personal strengths are determined using validated, accurate, and highly recognized, professional assessments, the résumé writer can easily add a bar graph or an illustration pulled directly from the client's DISC behavioral/communication style report as an attention-getting talking point.

JaneCo has been using quotes from the assessment results, which they have used as the first step in their information-gathering process with clients since 1995, with successful results, and more recently began using the visual aids. The outcome of the research is being implemented into the continuing-education process for ProfilingPro's authorized DISC administrators and behavioral consultants.

Debbie Shalom, of Amazing Résumés & Coaching Services, Baltimore, MD, has been busy updating her skill set. She got off to a great start by signing up for the first LinkedIn Certified Career Strategist course with Jason Alba and Susan Whitcomb, and will be attending the 2011 Career Thought Leaders Conference & Symposium in Baltimore.

As for me, 2011 has brought lots of excitement thus far. I received lots of support and encouragement as I assumed my new role as Region Two Representative, and I am looking forward to connecting with each member of our region in the upcoming months.

Also, my role as a social media strategist has generated several wonderful opportunities. In late 2010, while giving a presentation, an audience member raised his hand and commented that "this social-media thing" is like a whole new world. I was able to relate to this sentiment, as I felt the same way just a few short years ago. Realizing that there are many other digital immigrants out there who echo this feeling and want to find their way in this "new world," I created a series of presentations based on the theme "We're Not in Kansas Anymore." This series seeks to introduce and demistify what social media is in an interactive and fun way, while providing hands-on learning that participants can begin to immediately apply both personally and professionally.

The presentations are given with the backdrop of life-size Oz figures, and they are generating quite a buzz with very little promotion. And, I must say, I am truly enjoying introducing others to the new world of digital media (especially since I get to do so while donning my ruby red slippers).

So, on that note, Region Two concludes its report for now. Stay safe, healthy, and prosperous as you travel your yellow brick road of success.

From Sally McIntosh, NCRW
The NRWA Certification Chair

The Certification Commission would like to present a teleseminar in March that is free to all members. NCRWs would be on hand to answer your questions. To find out if there is enough interest in this, we would like any writing questions submitted to Sally McIntosh (certchair@thenrwa.com) no later than March 1, 2011. If enough questions are submitted, we may be able to provide more teleseminars. It could be a simple question, such as "What should be included in the contact information?" or something more difficult, such as, "What do you do when the client has held 12 jobs in the past 10 years?"



So put on your thinking caps and come up with some questions for us.

Featured Article

Reconnect to the World

By Amanda Collins, The Grammar Doctors

Working from the comforts of home has some distinct advantages. For instance, my son and I both contracted the "yuck" that's been going around and have been home sick this week. Because I work from home already, it only took a few emails and phone calls to postpone my in-person meetings on the days I've been home with him. Even though my time includes keeping him comfortable, I've been able to continue my work because all I really need is a computer. It's a great benefit of being a writer.

However, working from a home office also has some distinct disadvantages, primarily in the area of loneliness. If you work from an office, you have built-in expectations, a reason to get up and shower in the morning, and colleagues with whom to bounce off ideas or just share your thoughts on last night's episode of *Glee*. When it's just you and your computer screen, you actually have to work harder to create that kind of environment, especially if you plan to be successful.

Unless you're a true hermit who doesn't much like people, being home most of the day can drive you a little batty. I am a very extroverted person, and I know that being home all day would make me insane, so I have created a schedule that allows me time to have human interaction as well as complete my work. The way I incorporate my need for extroverted activities is through both in-person get togethers and social media.

Interact in Person

If you need to see a real-live person in front of you to have your needs met, you can do that through interactions with your family, of course, but there are a number of other ways to get out there. Try some in-person networking. You'll meet new people and also have the added benefit of marketing your business, which means these events are tax write-offs! If you work with clients in your area, you may choose to meet them in person as well. Although the phone and Skype are great alternatives, sometimes having that buzz of people around can really help. I meet many of my local clients at coffee shops, which affords me the opportunity to get out while also giving my clients some much-needed support. Many résumé clients have been holed up in their houses too, remember.

Interact via Social Media

What if you live in a remote area? Or what if the snow has made it nearly impossible to get out and meet with people? Then your other option is social media. Although not quite the same as meeting with folks face to face, social media does give you the opportunity to interact with people in real-time (or almost as fast). I am personally on Facebook almost all day long when I'm in my office, and I find that just knowing other people are around is helpful. I also use Twitter and LinkedIn for the same reasons. Again, these can all be included in your marketing efforts, but they also allow you to have conversations and break up your day a bit so you're not just draining your creative juices with no refills.

It all depends on what works for you. You know yourself better than anyone, so you get to choose what mix of working and playing fits best for you. The best advice I can give is to be true to yourself. If you know that you work best from 6 am to 9 am and then you have a slump from 9 am to noon, maybe you can plan to head out and be with people during that downtime. It will energize you and get you prepared for your next burst of creativity.

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

"There is only one success: to be able to spend your life in your own way."
~ Christopher Morley

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
