



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[Regional Report](#)

[Important
Announcement](#)

[Featured Article](#)

[Affiliate Spotlight](#)

[Quote of the Week](#)

Quick Links

[The NRWA Website](#)



July 5, 2011
Vol. 5, Issue #27

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



The NRWA Board Bytes: June 2011
By Donna Tucker

Attending June board meeting: Charlotte Weeks (President), Pat Criscito (Treasurer), Donna Tucker (Secretary), Kimberly Schneiderman (1st VP), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), Marie Zimenoff (Marketing Chair), and Shauna Bryce (Ethics Chair), as well as incoming Ethics Chair Patti Rock. Jean Whalen Raymond (2nd VP) was not present.

1st VP's Report, Kimberly Schneiderman: The Regional Reps are excited about the activity they have planned for the welcome event on Wednesday evening before the start of the conference. They will be soliciting prizes and will coordinate with the conference committee.

2nd VP's Report, Jean Whalen Raymond: Charlotte informed the board that Jean has stepped down from her position as 2nd VP due to medical issues; Ginger Korlijan, Region Five Representative, was chosen as her replacement. Kathy Sweeney was appointed as Conference Chair. Charlotte went on to mention that she is pleased with the registrations for the conference thus far, as well as with news of two confirmed sponsors: Indeed.com and Jibber Jobber.

Treasurer's Report, Pat Criscito: Pat submitted financial statements for The NRWA as of May 31, 2011, including two profit and loss statements (by account and by detail), balance sheet, income and expense graphs, and a profit and loss comparison

of 2010 and 2011 as of May 31. She also stated that conference income is up 27.3% from this time last year; interest income is on track with last year; membership income is up 9.3% for the year; and teleseminars/webinars are up 84.8%. Total income is up 17.7%. Total expenses so far this year are down 6.6%.

Secretary's Report, Donna Tucker: Teleseminars are scheduled through the end of the year; this includes a free conference preview teleseminar on August 12. The board decided to implement a no-speaker-cancellation policy, going forward with all teleseminars regardless of the number of registrations. A change will be made to the speaker contracts.

Certification Chair's Report, Sally McIntosh: Sally reported that hundreds of hours were put in on Segments 1-5, which are now up and running on the new testing software. Sally thanked Edie Rische, Emily Bloss, and Stephanie Shaw. She informed the board that they are taking a month off before starting on the programming and beta testing of Segments 6-10. The Study Guide Test is up and running well.

Ethics Chair's Report, Shauna Bryce: Shauna is working with Patti Rock on a smooth transition; Patti will take over on August 1. Shauna mentioned two outstanding issues:

1. Change to July elections for a longer transition period. The board voted unanimously to change the date of elections beginning 2012.
2. The board is contacting an attorney to advise us on rewording our bylaws to handle certain recurring ethics issues. New and renewing members are required to confirm their agreement to the Code of Ethics by clicking a confirmation button on The NRWA website.

IT Chair's Report, Marcia Baker: Marcia continues to monitor The NRWA Facebook and LinkedIn accounts.

Marketing Chair's Report, Marie Zimenoff: Marie reported that the weekly countdown to the end of early registration for the conference has begun. A postcard has gone out to more than 1,100 résumé business owners, colleges, TAPS, and workforce centers. The board is looking into advertising on certain career websites; more discussion to follow.

Other Business

IvyExec: Was approved as a new affiliate member. IvyExec is an exclusive job board and recruiting service that only works with job seekers who meet specific academic and professional criteria.

Regional Report

By Kimberly Schneiderman

Hello NRWA members. Kimberly Schneiderman, your 1st VP, at your service. While I will never wish away summer, I am very much looking forward to The NRWA annual conference!

This is the time of year when a lot of people tend to "check out." Seriously, it IS summer. Many people are either too hot to work, traveling too much to focus, resting from a busy spring, or just sitting at the beach soaking up the rays (with sunscreen, of course!). Well, I did some calling around; that just doesn't seem



to be the case for our membership! Our writers are reporting an influx of clients and a bevy of projects that are keeping them tied to their computers (and theoretically standing in line to deposit money at the bank, to boot!).

And...many of those members are coming to The NRWA's annual conference in Portland, ME, September 22-24. Here are some quotes from members regarding what they are looking forward to most:

- Keynote speaker Alexandra Levit! As someone who has worked a lot with college students, I am eager to hear Alexandra's thoughts and insights on how the workforce will be changing and will continue to change, as well as how résumé writers can better prepare for and help our clients.
- The *Trademarks and Copyrights 101: How to Protect Your Business Name, Logo, and Intellectual Property* session with Kathy Sweeney! She was a favorite of mine from last year's conference, so I'm looking forward to hearing her speak on another business-development topic!
- Getting to know the vendors a bit more. Many of the sponsors have valuable products I use with clients in my business, so I like to take the time to understand how their businesses and products can help me help my clients!
- My number-one reason for going to The NRWA conference is to take the time to get to know the best résumé writers in the industry personally, hear what the diverse speakers have to offer during the sessions, and learn new ways to grow my business. This year, I am particularly interested in learning résumé-writing strategies for executives, as I would like to increase my work in that area.
- The whole conference "wows" me every year. The information I walk away with is so valuable. The job seekers I work with are definitely at an advantage because I attend and learn from so many experts in the career field.
- As a speaker at the conference, I am especially excited to attend this year. It is a great honor to have my topic proposal selected for presentation. It has been a great deal of work perfecting the talk to be sure it hits home for our members, so I look forward to getting feedback on it!
- I work from home almost exclusively, so for me the conference is like a three-day party! I get to see old friends, make new ones, and exchange ideas with the best-of-the-best writers in our industry! Can't wait!
- When my clients call me, they want to know that I am at the top of my game. To prove that, I talk about how I invest in my professional development and expertise. It really sells them that I go to the conference and bring back new trends, best practices, and fresh ideas for them.

What is your reason for going to the conference? Whether it is about wanting to learn more, gain insight, get motivated, or reconnect with colleagues, you will be well rewarded for your investment. Hope to see you there!

Important Announcement

By Charlotte Weeks, The NRWA President

Our 2nd VP Jean Raymond has had to step down due to personal reasons. However, I'm happy to report that we'll still be seeing her as a speaker at our conference! Thanks for your service as a board member, Jean, and we look forward to seeing you in September!

Please join me in welcoming our new 2nd VP, Ginger Korljan. Ginger is an NCRW and recent representative for Region 5. There's no doubt she'll do a fantastic job in her new role. Welcome Ginger!



Featured Article

Social Media: Engage!

By Amanda Collins, The Grammar Doctors

June 30th marked the second annual Social Media Day, the day we celebrate all that has changed and been enhanced through social media. Events occurred around the country, including right here in my hometown, Phoenix, AZ.

Attendees here estimated that at least 600 people gathered for an informal happy hour, sharing the experience through Foursquare and Gowalla check-ins and Twitter and Facebook posts and pictures. According to Mashable.com, more than 600 meet-ups were scheduled across the US to honor the day.



The gatherings offered online "friends" the opportunity to put faces to the Twitter handles and exchange hints and suggestions for maximizing online presence. As an avid tweeter (@grammardocs), I learned that many people have been following my posts to commiserate on the lost art of writing and using proper grammar and spelling. I also heard about many great bloggers and other writers I have already begun to follow.

The question for you is this: Are you leveraging social media in your business?

Many business professionals are wary to embrace this "fad" (which, I assure you, is here to stay) and don't understand how it can have any effect on their business. But if you are not using social media, you are missing a wonderful opportunity to create communities among your clients, prospective clients, and raving fans. In case you're not quite sold on why you and your company **MUST** be involved in social media, here's a 30,000-foot view of the top three: Facebook, Twitter, and LinkedIn.

Facebook

There's a difference between having a personal presence on Facebook and a professional fan page. Your page is where you can drive your customers to get them talking about your services and see what's new with your company. Facebook is more of a way to get your current customers engaged; you're less likely to generate new customers here. However, you can definitely spread word of mouth and top-of-mind recognition when your followers comment on your page and their connections see it.

Twitter

I sometimes describe Twitter as a CB radio: You can talk all you want, but unless people are tuned in to your station, they're not going to hear you. To keep them

tuned in, share value! Connect with like-minded people and create communities that will retweet (RT) your content. Also, be sure to tell your followers about great Twitter users on Follow Friday (#FF); they'll definitely return the favor.

LinkedIn

Sometimes called the "grown-up Facebook," LinkedIn is where you can connect with job seekers, recruiters, and other career/résumé professionals. Link your blog, Twitter account, and even book list to let your connections know what's going on in your life. Create a page for your business and get others to follow it. Ask and answer questions. Join groups. The options are nearly limitless as this dynamic social-media outlet continues to expand.

Although some people sell constantly through social media, a better approach is to share information. Think of yourself as being at a big party; you would be an outcast if you just sold all the time. Instead, try a few approaches and see which one resonates with your audience. Although I share a number of different things through social media, I've found that readers are most interested in my grammar tidbits (e.g., "Ado or adieu? Just saw 'without further adieu'----WRONG. Ado is a fuss; adieu is goodbye in French.")

Find out what moves your community to action, and remember to add videos, pictures, links, and regular posts to keep readers engaged.

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

Affiliate Spotlight

Fast Track Transition Career Research

This week, we spotlight Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign.

Compiling information from the Internet can be overwhelming and extremely time-consuming. Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral business.

Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.
- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their resume in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- **Resale Program.** Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from \$150 to \$250 per campaign depending on the parameters of the client's search. We recommend a resale price of \$300 to \$500.
- **Referral Program.** Refer the client directly to us and receive a \$75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

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

Quote of the Week

"I like to say that Twitter is like a bar, Facebook is your living room, and LinkedIn is the local chamber of commerce."

~ Brenda Stoltz, @BSStoltz

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
