



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## 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!

## What's Happening in Region Six?



By Jared Redick, Executive Résumé Writer, The Résumé Studio, San Francisco, CA

*Representative for Region Six: Montana, Wyoming, Idaho, Washington, Oregon, Nevada, California, Hawaii, and Alaska, as well as Asia, Australia, and Western Canada.*

As I look from my desk out over San Francisco's night sky, I wonder how many of my colleagues are also burning the midnight oil. Often, I live and work in balance. Lately, not so much. But that's the life of the solopreneur, isn't it? I'm reminded how grateful I am for the support of colleagues in Region 6 and beyond.

During Region 6's May 13<sup>th</sup> Shop Talk, I connected nine members to my computer via GoToMeeting.com and shared the tools and protocols I use in my own practice. Topics included technologies I love and how I use them, as well as my experience using a virtual assistant and integrating upselling as a natural part of client engagement. I'm looking forward to our next Shop Talk on July 8<sup>th</sup>, topic TBA.

Also, I'm delighted to welcome the following new members to Region 6: Charles Stratton, Brigham Young University, Laie, HI; Gillian Fairclough, Kendal, Cumbria, UK; Julie Inga, Santa Clara, CA; Keilani Briones, BYUH Career Services, Laie, HI; and Sandra Jackson, Monterey, CA. We're glad you're aboard.

Meanwhile, here's what some of our Region 6 members have been up to lately:

Bruce Sprague of RoadMap Résumés in Seattle, WA, was looking forward to

presenting a job-search workshop on Saturday, June 11<sup>th</sup>, in addition to the two hours he spends every Tuesday morning volunteering with the Job Club at Seattle's Asian Counseling & Referral Service. His work there includes helping job seekers polish résumés and cover letters, apply for work, and practice interviewing. Bruce is now considering the delivery of similar services to agencies who have learned about his work.

As another school year closes, Cheryl Minnick, NCRW, Ed.D of University of Montana-Missoula in Missoula, MT, reports placement of 800+ students in internships, representing an overwhelming number of résumés, cover letters, and mock interviewing assistance for students. In addition to "more 20-somethings than I could count," the year saw an influx of more non-traditional students than ever before, including people recently divorced or downsized from jobs, individuals wanting to re-tool skills, and students enrolling after earning a GED or serving prison time. It all added up to a calendar that regularly stretches three weeks out. Cheryl also wrote two articles for CareerSparx and contributed two sample résumés to AOL Jobs this year. She wishes everyone a glorious summer and sends a shout-out to The NRWA colleagues for their camaraderie at conferences, insightful elist posts, friendly emails, and Facebook messages.

Jeff Toffoli of RésuméWriter1.com in San Francisco, CA (now Denver, CO), will be a special guest on the "Personal Identity" episode of "Partially Examined Life" podcast. Jeff will bring his vast personal identity expertise, vis-à-vis résumé writing, discussing philosophical questions of personal identity issues ranging from metaphysics to normative and ethical questions. Jeff recently moved from San Francisco (Region 6) to Denver (Region 5), and looks forward to getting acquainted with all Colorado has to offer.

Jill Walser of IGotTheJob.US in Bellevue, WA, recently teamed with Region 6 member Yoko Maeda to present a résumé talk to Japanese nationals interested in working in the United States. Jill also presented twice about résumés and CVs to students at Bastyr University. She is now membership coordinator and president elect for the Puget Sound Career Development Association (PSCDA).

Paul Freiberger, President of Shimmering Résumés in San Mateo, CA, is working on a new book about using LinkedIn for the job search. He believes that many of the available books fail to meet the needs of job seekers. Paul has written several books in the past about business and technology, and he won *The Los Angeles Times* Book Prize several years ago. Paul welcomes suggestions for topics that members haven't seen covered sufficiently in books.

In addition to her regular client-coaching activities, Sally Cofer-Lindberg of The Career Lighthouse in Modesto, CA, has been busy training lately, most recently presenting "Interviewing with Skill and Power" for 30 young people about to graduate from Project YES. Funded by the Workforce Investment Act, Project YES helps at-risk youth, ages 17-21, overcome barriers, achieve academic and personal success, and find employment. The training supports the professional résumés prepared by Sally and colleague Leigh Ann Alameda for Project YES clients anticipating program completion. Sally also designed and presented a May 30<sup>th</sup> "Train the Trainer" seminar on résumé writing for Stanislaus County's Behavioral Health & Recovery Services. The organization's job coaches and job developers engaged Sally to help them better market their clients, leading to Sally's development of a set of relevant résumé templates.

As for me, I was recently the user research/test subject for two of my favorite technologies. The work is fascinating and has already contributed to my practice,

particularly my work for technology clients. Also, I continue to enjoy being part of my Tuesday morning accountability roundtable----an activity that has helped bring renewed sanity to my practice.

## Upcoming Teleseminars

Hey, Résumé Writers!

Have you checked out the great lineup of webinars and teleseminars The NRWA has planned for you in the coming weeks/months? You know the old saying that knowledge is power, and your board of directors is striving to present topics that will help you grow both personally and professionally.



Webinars coming this month:

### Creating Presentations with Impact

Presenter: Travis Wilson

Date: June 17, 2011, 1:00 pm ET

As résumé and career professionals, giving presentations to community or professional organizations is commonplace. What are also commonplace are the signs of poor presenting:

- Visuals that lack aesthetics and emotional appeal.
- Poor presentation mechanics, including lack of practice and not using a remote to advance slides.
- Failure to establish an emotional connection with the audience, or even an understanding of what the audience's needs

This session will address these issues through creating awareness of where participants struggle in their presentation style, breaking down the elements of a strong presentation, and applying methods honed by master presenters. Selected sources for this session include Presentation Zen by Garr Reynolds and videos from the TED archive.

### Facebook Fan Page Basics

Presenter: Laura Orsini

Date: June 24, 2011, 1:00 pm ET

With 500,000,000----that's 500 MILLION----users, Facebook is no longer an option for promoting your business; it's a must. One of the best ways to use the most popular social network in the world is by building a Fan Page. In this teleseminar, you will learn:

- The definition of social media.
- Why Facebook is important to your business.
- It's all about the relationships.
- What a Fan Page is.
- How a Facebook Fan Page differs from a Facebook group.
- Why it's important to get over your fear of coding and use HTML to stand out.
- What to put on your fan page.
- How to promote your page and increase your "likes."
- A quick overview of Facebook ads.

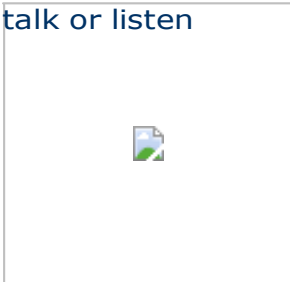
Laura Orsini is a skilled editor and marketing consultant who uses social media to

promote her clients' businesses as well as her own. Working primarily with self-publishing authors, Laura specializes in teaching her clients low- to no-cost ways to increase their exposure, promote their books, and stand out as the experts they are. Laura has been successfully using Facebook, LinkedIn, Twitter, and blogs for the last five years and continues to immerse herself in this rapidly advancing technology.

Check out all the scheduled [webinars and teleseminars](#) scheduled through the end of the year.

## Featured Article

talk or listen



Clear Expectations Make for Fewer Misunderstandings  
By Amanda Collins, The Grammar Doctors

No matter how hard you try to be clear with people, there's always going to be a point of miscommunication. No two people communicate in the same way, and they sure don't hear things in the same way. That's why it's always a good rule of thumb to say things a couple of times and then actually ask people what they heard. Not surprisingly, great communication is the basis of developing amazing results.

Last week, I attended a seminar on how to create high-impact teams. The short story is that there is a triangle that starts with development of trust through vulnerability, ability to create debate in the face of conflict, instilling a sense of commitment through forced clarity and closure, and building accountability by confronting difficult issues, all of which build up to results that focus on collective outcomes. As you see, you cannot garner results without that clarity, which leads to an understood commitment and a sense of accountability.

Whether you work in an office environment with a real team, or you create a new team with each client relationship, these rules apply. Even in a family, this triangle is applicable! During the seminar, I kept thinking of my interactions as a single mother with my five-year-old son. We have established that trust so that, when I work too much, he holds me accountable by reminding me that I said I wouldn't work when he is around. We have better results as a family (including great quality time) because of improved communications.

So start looking at your dynamics with your team. Are you establishing trust? Do you ask for honest feedback and evaluate options when people are dissatisfied? Are you asking for everyone to commit to a shared goal, and then ensuring that they understand their role in the process? Do you create an accountability avenue in case someone slips up along the way? All of these will help you and your coworkers or your clients to develop long-standing results, and that can only help everyone to grow.

*Do you have suggestions for a topic in an upcoming featured article? Please send your ideas to [newsletter@thenrwa.com](mailto:newsletter@thenrwa.com).*

## Affiliate Spotlight

This week, we profile JibberJobber.com

Jason Alba designed JibberJobber.com as a website to replace the job search spreadsheet. Since then, he has written *I'm on LinkedIn - Now What???* and developed



the *LinkedIn for Job Seekers* DVD. All of these resources are available to you and your clients to enrich their career-management strategies.

To learn more, visit [JibberJobber.com](http://JibberJobber.com).

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

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### Quote of the Week

"The single biggest problem in communication is the illusion that it has taken place."  
~ George Bernard Shaw

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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