



# 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!

## Executive Greeting

By Sally McIntosh  
The NRWA Certification Chair

As most of you probably know, I have been appointed certification chair. First, I want to thank Abby Locke, Cliff Flamer, and Kim Mohiuddin for the fine job they did as certification chair in the past. Every chair leaves his or her mark on the program.

The certification commission consists of the advisory board, which includes Kim Isaacs, Michelle Dumas, Pat Kendall, and Judy Friedler. The graders are also an integral part of the commission, and they are Bea Hait, Kathy Warwick, Norine Dagliano, August Cohen, Marie Zimenoff, Rosa Vargas, and Tessa Weeks.

The one who holds it all together is Edie Rische, who is the certification commission administrative manager. That's a mouthful! She keeps the communication flowing and keeps us all on track. She is the one who handles the sample submissions, distribution of materials to the graders, CEUs, and so many other things. She's the oil that keeps the wheels turning.

Since my return at the end of December, I have initiated some key changes to improve the certification program. The advisory board, the graders, Edie, and I have been hard at work analyzing the program and suggesting new ideas. A number of these ideas will be implemented when the new information is put on the website.



Our goal is to increase the likelihood of success for our certification candidates, and in so doing, increase member interest in the program. The first thing we did was to broaden the CEU base to include more writing topics.

It will now be easier to submit requests for CEUs from outside The NRWA. All you need to do is submit proof of attendance to Edie, along with the titles, presenters, and length of time for each topic. We offer one CEU for every hour of "class" time. You need 10 CEUs to begin the certification process and 15 CEUs every three years to maintain your certification. CEUs are good for only three years.

I look forward to seeing your samples come in for review.

Sally McIntosh, The NCRW Certification Chair

## 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.*

Region Six's March "Shop Talk" touched on website development components including niching, usability, design, and copywriting. The seven attendees and I felt like we had only scratched the surface by the end of the call, and we collectively expressed interest in continuing the conversation on future phone calls.

Also, Region Six's LinkedIn group is steadily growing with 16 members joining as of this writing.

Meanwhile, Region Six has lots of activity to report.

Yoko Maeda of Soft College (Soft-College.com), Bellevue, WA, works primarily with native Japanese speakers located outside of the U.S., and has retained an SEO consultant to optimize her website's visibility internationally.

Eigoresume.com launches this week. Yoko is also writing a series of articles centered on "Writing English Résumés as ESL" for a Pacific Northwest Japanese/English bilingual job listing company.

Eifron Brimble, CPRW of Port Augusta, South Australia, recently assumed the reigns and is reinvigorating the First Place Résumés website, having worked as a key writer for eight years with previous owner/writer, Carolyn Broomfield. Eifron is also developing the Career Choice Résumés website, growing increasingly comfortable with LinkedIn, and coaching a budding résumé writer.

Camille C. Roberts, CFRW/C, CPRW, CIJSE of CC Career Services (CCCareerServices.com), Idaho Falls, Idaho, recently tweeted a milestone 71,000+ downloads of her free eBook: *Create an Effective Federal Résumé*. Last week, she added the LinkedIn Certified Career Strategist (LICCS) to her credentials. Camille is known for making the daunting process of applying for a federal government position fun, exciting, and educational by leveraging social media and 25 years of experience helping clients transform their careers.

Emanuel Medical Center in Turlock, CA, recently retained Sally Cofer-Lindberg's Career Directions (TheCareerLighthouse.com), Modesto, CA firm to deliver outplacement services for a reduction in forces. Also, Sally consults with Stanislaus

County Office of Education's Career Education Division, interviewing career technical education instructors and students, and acting as editor of a two-county newsletter that highlights life-changing programs for high-school students preparing for the workplace and/or college entrance. Sally sits on the board of directors for Community Hospice Foundation and DRAIL (Disability Resource Agency for Independent Living), serving six counties. Along with her husband, she continues developing and presenting a four-week life skills class for Modesto's Family Promise program.

John Silver of J. Howard and Associates (JHowardAndAssociates.com), Santa Clarita, CA, is leveraging 20 years of professional experience and an extensive background assisting job seekers, college students, and people with disabilities in securing employment opportunities. The firm offers an a la carte interconnected program that includes résumé writing, career counseling, employment coaching, and personal branding, as well as support through the complexities of the job-search process.

Lynn Eischen, CPRW and Cliff Eischen, MBA, NCRW of Eischen's Professional Résumé Service (EischensResume.com), Fresno, CA, are working madly on the fourth edition of a college résumé book that will emphasize social networking, especially LinkedIn. The team is also preparing to hire a subcontractor and seeks sample contracts from NRWA colleagues. Reach Lynn or Cliff at [4resume@eischensresume.net](mailto:4resume@eischensresume.net).

As for me, I was recently inspired to update my website's homepage copy after digging into Simon Sinek's TEDTalk, "How Great Leaders Inspire Action," and companion book, *Start with Why*. The effort further niched my audience and secured an uptick in non-referral business. On February 17, I presented "The New Finance Résumé" to 70 members of CFA Society, San Francisco. Also, I am thoroughly enjoying my hosting duties for The NRWA's Region Six "Shop Talks," which occur the first Friday of every month. It's great getting to know colleagues around the world.

## Member Benefits

### Résumé Writers' Toolbox



<http://www.thenrwa.com/Members/ResumeWritersToolbox/index.asp>

### Circle of Knowledge.

Many members have said this one benefit with its two distinct sections is well worth their dues.

1. You will find a listing of many job categories. Click on the category you need, and you will find a long list of questions. This information is provided for your use in interviewing clients. The material is copy written, and as such, if you use any of the text verbatim in your writing, please give credit to the author. Also included are keywords to use on the résumé and links specific to the profession. Please note that all links were valid at the time they were posted. If you find a site that no longer exists, please let us know. Also, if you know of other links that would be valuable, let us know that too.

2. The second part of our circle is "ClipBullets™" provided for your use by Evelyn Salvador. These downloadable Word documents are designed to assist with the résumé-writing process. (Again, this is trademarked information that you are welcome to employ for your personal use.) Simply click on the link to be taken to the complete list.

## Featured Article

wonder woman logo



I'm Not Wonder Woman?

By Amanda Collins, The Grammar Doctors

I don't know about you, but sometimes I have a hard time saying no. Someone comes to me with a seemingly small job, or I just really support their cause...and I say, "Yes, I can help you with that!" Then I end up biting off more than I can chew and get buried.

Unfortunately, it's not always as easy as just saying the word: No. If it were, we Type A entrepreneurs and business professionals wouldn't have an issue with taking on too much. We'd just look at our calendars, see that we're too busy, and then not take on any more projects.

Part of the issue is time management, of course. For me, I am a single mom with my own business. When my son is with me, I only work 9 am - 3 pm, and much of that time is taken up with appointments. That leaves 8 pm until bedtime to actually write. That's not a lot of time for someone who's in bed by 10 pm!

For me, it really comes down to having to admit that I'm not Wonder Woman. I mean, I even have shelves full of Wonder Woman memorabilia! I want to be able to do everything: run a business, be an übernetworker, raise a five-year-old, and fit in some semblance of a social life. I want to be all things to all people. The truth, however, is that I can't be. And that means I sometimes have to step out of the picture after having said I would be able to complete a project for a client.

The trick is to do that cleanly and efficiently, with the ultimate goal of salvaging that relationship to be there later when the calendar is not so full and to ensure continued referrals. I'll admit I'm not so good at this. I hate to admit defeat. I hate to say "I can't." It makes me feel like I'm not living up to my potential. In my mind, I should be able to take on everything and put out a top-notch product on my first try. I don't write too many revisions.

Recently, I was talking to my business coach, and he made a few suggestions. First, I need to allow myself to not be perfect. Man, is that a hard one! He pointed out that, as we age, we need to make room in our lives to do things differently. Whereas I have always been able to churn out a writing project 98-100% on target the first time, I might need to create a few drafts or even start in the middle and just start writing.

With those suggestions, I have changed my process quite a bit. I am making better deadlines for myself, and I am giving myself some leeway. I still have a hard time telling clients I won't be able to help them, but I'm getting better at that every day. Learning IS part of the process, after all.

*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 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](#).

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### Quote of the Week

"There are no failures, just experiences and your reactions to them."  
~ Tom Krause

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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