



# 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

### Board Bytes

By Donna Tucker, The NRWA Secretary

Attending the February 21 NRWA executive board meeting were Charlotte Weeks (President), Kimberly Schneiderman (1<sup>st</sup> VP), Jean Whalen-Raymond (2<sup>nd</sup> VP), Pat Criscito (Treasurer), Donna Tucker (Secretary), Sally McIntosh (Certification Chair), Marcia Baker (IT Chair), Marie Zimenoff (Marketing Chair), and Shauna Bryce (Ethics Chair), as well as Regional Representatives Suzette Jolly (Region One), Vandette Thomas-Anderson (Region Two), Violet Nikolicki Lowrey (Region Three), Travis Wilson (Region Four), Ginger Korljan (Region Five), and Jared Redick (Region Six).



Charlotte called the meeting to order, welcoming the Regional Reps to vote on a bylaw amendment regarding gifts. The amendment passed unanimously. Additionally, the 2011

budget was approved by all board members. The Regional Reps were then excused from the remainder of the meeting

**1<sup>st</sup> VP's Report - Kimberly Schneiderman:** Kimberly reported that there is some fun stuff going on with the Regional Reps. In the February Regional Rep meeting, some shared that they are trying to set up Facebook/LinkedIn groups. Some are setting up free regional teleseminars.

**2<sup>nd</sup> VP's Report - Jean Whalen Raymond:** Jean reported 2011 conference progress

(Portland, ME, September 22-24). The program line-up has been uploaded to the web and registrations are coming in. Jean is finalizing details of an all-day pre-con, which will be announced as soon as they are complete. She represented The NRWA at the 5<sup>th</sup> Annual New England Workforce Professionals Conference on March 3 to network and build our attendance.

**Treasurer's Report - Pat Criscito:** Pat submitted financial statements for The NRWA as of January 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. Membership income is up 20.1% and total expenses are down 38.5%.

**Secretary's Report - Donna Tucker:** Donna reported that teleseminars are scheduled into June with a good variety of topics including:

- Jason Alba on March 11: "Understanding LinkedIn for Business"
- NCRW Roundtable on March 25: "Are You Stumped? Ask the NCRWs" 1 CEU
- Edie Rische on April 8: "Commas, Clauses, and Caps-Oh My!" 1 CEU; NCRW related
- Norine Dagliano on April 29: "When to Include the Kitchen Sink" 1 CEU; NCRW related
- Patti Rock on May 6: "I Don't Want to Talk About It. How to Recognize Grief in Your Clients and Write Better Résumés."
- Travis Wilson on June 10: "Creating Presentations with Impact"

**Certification Chair Report - Sally McIntosh:** The Certification Graders and Advisory Board met January 27 to discuss, most importantly, creating a free *Study Guide Module* as part of the sample submission process. They also decided on no change to pricing. Sally noted that there will be no after-hours résumé review at the conference this year.

**Ethics Chair Report - Shauna Bryce:** Shauna continues to follow up with lists of expired memberships regarding unauthorized display of The NRWA logo. The board will explore expanded methods of member notification for membership renewal.

**IT Chair - Marcia Baker:** Marcia continues to work on outstanding requests, including updates to the certification section, conference updates/modifications, website modifications, e-blasts, LinkedIn updates, tweets, upgrading the shopping cart, and reviewing/researching requests or concerns.

**Marketing Chair - Marie Zimenoff:** Marie is moving forward with the nSphere agreement; 54 members responded to an "opt-in" message and the data is uploaded. She hopes to send link(s) soon to those opt-in members so they can see their information posted. Marie created a flyer for Jean to take to the conference in March and has planned a number of conference-promoting e-blast reminders as well as a postcard and social-media postings. She has developed a strategic marketing plan to complement the overall plan, is striving to rebuild the marketing committee, and is recruiting for SIGs (special interest groups).

In new business, an updated organizational chart was distributed and new wording for The NRWA website was suggested to make it easier to find members by geographic region.

Old business included follow-up to reduce the length of the board-meeting conference calls, keeping reports brief, and sticking to only necessary issues.

Charlotte also asked that all board members document their processes, which will assist with training of future board members. The next board meeting is March 21, 5 pm EST.

## What's Happening in Region Four?



By Travis Wilson, Rochester, MN

*Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.*

Greetings, NRWA colleagues!

The weather outside may be frightful but the accomplishments of the Region Four members are most certainly delightful! Read below to see what we have been up to!

First, I would like to welcome Steven Provenzano of Executive Career Services, Streamwood, IL, to our region! Happy to have you, Steven!

Connie Hauer of CareerPro Services, Sartell, MN, was notified that a résumé she submitted will be included in the 5<sup>th</sup> edition of the *Gallery of Best Résumés*. She also started a free, informal networking group for job seekers and was invited to participate as a judge and mock interviewer at a DECA invitational at a local community college.

Kim Herrera of Navitas Human Capital Consulting, LLC, Oak Park, IL, just completed writing a series of seven eLearning modules for career seekers. They will be released on May 1, 2011, by an independent consulting company that provides outsourced career services. She also recently received her CPRW!

Angie Jones, CPRW, CEIC of Haute Résumé & Career Services, LLC, Lincoln, NE, recently learned that a prospective client called Adam's Inc. Financial Recruiters to verify the legitimacy of her business. After being told that 100% of clients who have worked with Haute Résumé & Career Services were placed in a job, the prospect booked business with Angie.

Jasmine Marchong of The Right Résumé, Farmington Hills MI, is looking at having her website revamped and updated and would most definitely appreciate any advice or web-designer referrals. She is also excited to hear that many of her clients have been successful in landing jobs.

Charlotte Weeks, CCMC, NCRW, CPRW of Weeks Career Services, Inc., Chicago, IL, continues work on her book *I Want to Work in an Association----Now What??*, which she hopes to finish by the end of March. She also recently spoke to DePaul University's Kellstadt Marketing Group on maximizing job search strategies.

And last, but most certainly not least...

Michelle P. Swanson, CPRW, of Résumé Résultats, Edwardsville, IL, will be going on maternity leave! Congratulations on your upcoming bundle of joy!

As for me, I finished creating résumé and cover-letter samples for the Gale-Cengage *Career Transitions* product and continue to write weekly blog posts over at the *Daily Leap*. I am also meeting with an attorney and an accountant to get my business off the ground in addition to continuing my current position as director of career

services at a career college here in Rochester, MN!

## Member Benefits

Manage Your Membership



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

You can also sign up for the Speakers' Bureau online. Many times, program volunteers with organizations come to our website to find someone to speak at their events. They can't call you if you are not listed.

## Featured Article

Leverage Your Connections

By Amanda Collins, The Grammar Doctors

Unless you work in a group that includes other résumé writers and career professionals, the probability is that you're on your own most of the time. Whether you're a novice or expert in the field, that solitude can sometimes be lonely, even making you question your talents. When that happens, remember that you have a collection of talented colleagues who are eager to help.



Such a situation happened with me recently. I had a client who blasted the first draft of a résumé I sent him, telling me it had grammatical errors (Can you believe it? Me?) and was completely off target. He said he'd shown it to trusted professionals who also believed it missed the mark. As you might imagine, I took that response personally. Although I've been writing for quite some time, my ultimate goal is my clients' happiness, and I take their feedback to heart.

So I reached out to my network: The NRWA membership.

Luckily for me, I belong not only to The NRWA but also to the Résumé Writers Council of Arizona, and Donna Tucker is a member of both. I sent her a copy of the résumé and asked for her honest criticism. She gave me a few suggestions based on what I had shared about the client's situation, but, overall, she believed the résumé was well written. I passed on her thoughts to the client, and it eventually came out that he was concerned with his recent lack of accomplishments in a dead-end position and how that would read on his résumé. We are now working to improve the document.

It's times like these when having a network of professionals is invaluable. Are you reaching out to your colleagues for feedback to help you overcome those unavoidable

obstacles you'll encounter from time to time? If you have direct access to another NRWA member, certainly that's one way to reach out, but what about using the e-list? This tool is designed for us! It's an instant lifeline to the membership and allows you to receive expert feedback and advice, regardless of your situation.

This week, I want to remind you that you are not alone. You have a wealth of experience right at your fingertips and you need to leverage it. It's as easy as clicking your mouse.

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

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## Affiliate Spotlight



This week, we spotlight JibberJobber

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).

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

"Designing your product for monetization first and people second will probably leave you with neither."

~ Tara Hunt

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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