



The NRWA Connection

Linking Our Members ... Keeping Them Current

May 10, 2011
Vol. 5, Issue #19

In This Issue

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

Quick Links

[The NRWA Website](#)



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

Without getting into a political debate, the news that is emerging of Osama Bin Laden's life ending as I write this has made me reflect on our world since September 2001. Today, my thoughts are going out to everyone and anyone who has been affected by the attacks and the impact on our economy since then. If you are one of those people, I wish you happiness and the gift of perseverance as our world continues to struggle against those who are not focused on freedom and peace.



Transitioning from that thought to my work with The NRWA is no easy feat. There isn't a clear way to move eloquently from such a heart-wrenching topic to one that is all about progress, helping job seekers, and advancing our own professional development, so please allow me to simply move on.

Preparations for The NRWA's 14th annual conference in Portland, Maine, in September are heavily under way. I am honored to be on the speaker list and look forward to talking to each of you about how you can take that masterful two- or three-page resume you created down to a one-page marketing document that will serve your client in a concise, hard-hitting way. So many of the other speakers on the docket promise to be motivating and informational as well.

Have you ever thought about the future of the workplace and how it is going to change? Alexandra Levit has and is going to share her predictions for future best practices for all of us. And, since networking is the best strategy for a job seeker or

a business owner, Laura Labovich's session promises to have fresh ideas and new insights for each of us as we seek to build our businesses and help our clients. For those of us who work with the "20-something" crowd, we know the career conundrums they face and the writing issues we face because of them! Sharon Williams' workshop is going to help us strategize around those stumbling blocks!

Whew! That sounds great! And that is only the first part of the first day of the conference! The rest of the conference just gets better and better! I look forward to seeing each of you there! And if, by chance, you want to ask a question about the conference, please contact me---I welcome the chance to connect with you! kimberly@citycareerservices.com

What's Happening in Region Six?



By Suzette Jolly, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

Representative for Region One: States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey, as well as Europe and Northeast Canada.

The sun is shining; it is spring...who can ask for anything more??!! From the responses I received this month, members have been busy, business is booming, and some are taking vacations. Our membership is growing a few at a time, and that is good news all around. I am reaching out to members in Region 1 to join our subgroup on LinkedIn and share their ideas, concerns, thoughts, and information from recently attended workshops.

Please join me in welcoming a new member, Gene Rinker, Acushnet, MA. I am sure you will enjoy all of the support and valuable information that you will receive from The NRWA members. Congratulations and welcome.

Kimberly Schneiderman, City Career Services, New York, NY, spoke to the graduating class and alumni of the School of Visual Arts during a day-long seminar titled "Career Management---From Résumés to Relationships." Later this month, she will be at a major international bank for part one of a four-part lunch-and-learn series on positioning oneself for a promotion. On May 17th, she will present to the NYPD's Captains Endowment Association on résumé strategies. In addition, Kimberly was quoted last week in a CBS MoneyWatch article: <http://tiny.cc/jdjs2>.

Kimberly is also looking forward to returning to Dream Job Radio as the guest expert in June, speaking about LinkedIn strategies. And, on top of all of that, she is having fun writing résumés and coaching people on how to search for a job! Let's not forget the great job she is doing as first vice president of The NRWA and the assistance she is providing for me and our other region representatives. Wow, Kimberly, way to go!!

Louise Garver, Career Directions, Broad Brook, CT, is authoring a book on job-search strategies. She is inviting members to submit how-to articles for every topic within this broad umbrella of job search. The following are examples of topics she plans to include in the book: how to network (what to do, what to say, etc.), how to approach employers, how to find target employers, how to research companies, how to work with recruiters, how to use job boards more effectively, how to find target recruiters, how to build your contacts, etc. Literally any aspect of how to find a job will be covered. Members may submit as many articles as they wish; each article can be 3-6 pages in length and full credit will be given to each person who

contributes. For specifics on writing contributions, you can contact Louise directly at louise@careerdirectionsllc.com.

Lorraine Wright, 21st-Century Résumés, Claredon, Eastern Canada, reports that business has been very busy for her since January, and it shows no sign of slowing down. Last week, she finally got the confidence to raise all the prices on her website. Meanwhile, she has been working on becoming a Certified Interview Employment Coach. Lorraine is also planning on writing an interview ebook to sell on her website, along with her services. Eventually, she would like to add coaching services.

According to Lorraine, so far her biggest obstacle seems to be finding time for both the course and writing the booklet, since she already seems to be spending all day at her computer working for clients and keeping up-to-date within her field. (Perhaps some of our members can help her with this issue.)

Lorraine's big fear, when starting her business last year, was that she would never get any clients. She states that she can hardly complain, as now she has too many clients! Further, Lorraine finds that as time goes by, she has been finding that she depends on The NRWA site and elist more and more, rather than less and less. She says the reason for this is that she always seems to have questions that need answering.

Good for you, Lorraine; that's what The NRWA is all about!!

As for me, Suzette Jolly, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT, I have been busy writing resumes, facilitating workshops at Willimantic CTWorks on basic and advanced résumé writing as well as MBTI. Also, I have been critiquing résumés at my office and at the Heroes for Hire job fair in East Hartford, CT, in April. Last month, I also attended Windham High School to represent the Department of Labor at a "Dress for Success" event for sophomores, juniors, and seniors.

I have attended two teleseminars: "When to Include the Kitchen Sink: Résumé Strategy---What to Put in and What to Leave Out" by Norine Dagliano, and "Commas, Clauses, and Caps-Oh My!---What certification candidates need to know about punctuation and grammar" by Edie Rische, NCRW. Both teleseminars were very helpful and I would recommend them. The seminar by Edie Riche encouraged me to purchase the latest edition of *The Gregg Reference Manual* and come closer to working toward my NCRW credential. That's a big step for me, and I have been receiving encouragement and confidence from The NRWA in reaching that goal.

Ask the Proofreaders

By Donna Tucker and Norine Dagliano

Well-placed, properly used adjectives are the BFFs of the good writer. But not all adjectives were created equal. There are gradable adjectives and absolute adjectives. And we do need to know the difference. As we've said before, how we speak is not necessarily how we should write.

Take the words *large* and *perfect*. The italicized words are both adjectives.

- His business is *large*.



- His report is *perfect*.

However, *large* is scalable; it can be used in comparative sentences.

- His business is *larger* than mine.

But we can't compare *perfect*; it is absolute.

- ~~His report is *more perfect* than mine.~~

Here's a list of adjectives to test your understanding of scalable and absolute adjectives. Remember, an absolute adjective cannot be intensified or compared. Which of these adjectives are absolute?

- Essential
- Unique
- Green
- Necessary
- Distinctive
- Identical
- Pregnant
- Healthy
- Preferable
- Fatal
- Unanimous
- Straight

Find the answers elsewhere in this newsletter.

Please let us know where you have problems, questions, and concerns. We'll try to address your specific résumé-writing issues as well. Contact us at proofreaders@TheNRWA.com.

Featured Article

overwhelm



Are You Courting Your Clients?

By Amanda Collins, The Grammar Doctors

The other day, I came across a call-out for contributions for a story entitled, "Is Your Husband Your Boyfriend?" I was intrigued and read the pitch to learn a little more. The reporter was pointing out that a woman may have a husband who does chores, helps with the kids, and fixes things, but does she have a boyfriend with whom she goes on dates and shares all that pre-marriage excitement? While that certainly is fodder for a more relationship-based blog, it also got me thinking about

business relationships. Are we courting our clients?

The idea of dating your spouse can easily be applied to dating your clients (no, not in the unethical way). It seems that we often spend so much time getting clients that we forget to stay in touch with them or nurture that relationship once they've signed the contract. The thing is, it's much easier to keep a client than to secure a new one. It follows, then, that we should be spending time wooing those people already in our database.

By the way, this isn't just for the business owners. When I used to work in college

admissions, we developed a number of programs to help students once they started school, instead of just in the application process. The idea of maintaining communications can apply to any industry, whether you're in charge or not.

So how do we court our clients? In my world, it's called drip marketing. Send a regular newsletter, interact through social media, drop a direct email, or mail a cute card. I met one business owner who sent smiley-face stickers to random clients just to brighten their days. If that works for you, I'm pretty sure the people on the receiving end would be appreciative.

I encourage you to schedule time into your week to reach out to your current customers and say hello. It certainly can't hurt and it may turn into some wonderful benefits.

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 CertifiedResumeWriters.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 and join today!

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

Quote of the Week

"The most important single ingredient in the formula of success is knowing how to get along with people."

~ Theodore Roosevelt

Ask the Proofreaders: The Answer

There are three adjectives listed that are NOT absolute: green, healthy, and distinctive.

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
