



# 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* and greetings from The NRWA! As 2012 gets underway, you may have noticed a few changes in your communication from The NRWA. First, we have moved to bi-monthly newsletters that you will find in your mailbox on the first and third Tuesdays of each month. We have increased activity on The NRWA e-list, which is further explained in the member benefits section below. Rosa Vargas, our marketing chair, has recruited experts to share more information with you in this newsletter! Please enjoy these improvements and let me or any other board member know if you have suggestions.

Marie Zimenoff  
President, The NRWA

## Quick Links

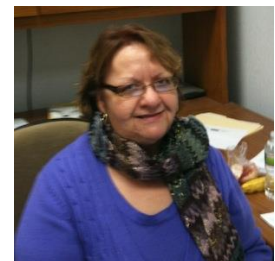
[The NRWA Website](#)



## What's Happening in Region One?

By [Suzette Jolly](#), MS, 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.*



As you read the contributions below, you will notice that our members are implementing changes and shifting focus to meet the needs of our changing economy. I encourage you to reach out to any of them to find more about how and why they have chosen these paths as you contemplate your own goals for 2012!

Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT. I have been busy teaching résumé techniques to clients with a variety of skills and experiences. I teach a class every other week where participants learn the basics of résumé writing. Along with this is a hands-on portion, so they can fill out a worksheet and complete a résumé on paper. By the end of the day, they leave with a draft

product. Class members are then invited to meet with me for individual appointments to fine-tune their résumés into professional documents. This approach helps take the stress out of résumé writing, and the participants feel more confident about expressing their skills during an interview.

At CTWorks, we have been concentrating on a higher level of manufacturing skills to meet the demands of employers. Our focus has moved toward STEM (Science, Technology, Engineering, and Mathematics) as well as Green Technology. It has been a challenge but an exciting change!

I look forward to serving Region One again in 2012 and welcome any questions, concerns, and suggestions you may have to help bring our region and The NRWA members together as a strong organization. Thank you for your continued support and contributions.

And now, from our colleagues...

Beate Hait, Résumés Plus, Holiston, MA, will be presenting workshops on résumé and cover-letter writing in February and March as part of the Libraries for Job Seekers program of events. These events are supported by a federal Institute of Museum and Library Services grant awarded to Bellingham Public Library.

As a reminder, Bea is on the ball when it comes to walking (and other areas of interest, I must add). She announced that there are two Volkswalks in Charleston, SC, where our next annual conference will be held: one in downtown and one at the Magnolia Plantation. Keep an eye on Bea's updates for the walks in South Carolina.

Kimberly Schneiderman, City Career Services, New York, NY, reported that her year is off to a quick start! Her phone is ringing and email is blazing! She is excited that she was recently able to bring on a subcontractor to help her meet client needs and is also refining her focus to ensure she is giving most of her energy to her target market and industry. Kimberly has recommitted to networking (by her own description, she is using a crowbar to get herself out of her house when necessary!) with individuals and groups. She has been invited to speak a few times in the upcoming months and looks forward to steamrolling ahead in 2012!

Louise Kursmark President, Best Impression Career Services, Inc., Your Best Impression, Reading, MA, was recently featured as a guest, along with Wendy Enelow, on Career Success Online Radio on the topic of career transition. The program will be broadcast in early February; check [here](#) for the schedule of broadcasts with a wide range of career experts.

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### Conference Chatter

There are so many historical places to visit in Charleston, SC, this year's location for [The NRWA's conference](#), September 19-22, 2012.

In this and future columns, we'll be featuring many of those places, in addition to other conference news.

Did you know that the city of Charleston and surrounding plantations have been used in several major motion pictures and television shows?



[Boone Hall Plantation](#), a must-see for all conference attendees, was the site of several scenes depicted in major films / television series, including "The Notebook," "Queen" (by Alex Haley), and the award-winning mini-series, "North and South."

In addition, the long driveway to "Twelve Oaks" in the movie "Gone with the Wind" was inspired by the beautiful "Avenue of the Oaks" at Boone Hall Plantation.

Other notable films shot at various locations in Charleston include: "The Legend of Bagger Vance," "Dear John," "The Prince of Tides," and "The Patriot."

Further, the Lifetime television series "Army Wives" is primarily filmed at the old Navy base in the city of North Charleston, where they fabricated a town for the series.

Sign up today for [The NRWA conference](#) and plan a vacation that will take you "back in time"!

*Join the conversation on Twitter by following @TheNRWA and using the hashtag #TheNRWACnf.*

## Member Benefits

2012 is going to be a fantastic year for The NRWA and our members! We will be launching and reinvigorating many of our existing benefits.

One of those benefits is The NRWA List! This is a group e-list that allows you to tap into the minds of your colleagues and experts! This e-list was established to ignite communication and interaction. As a member-driven, nonprofit organization, we thrive on your participation! We are successful when you find value in our organization.



What can you expect from the e-list?

**Gain support!**

Post questions and receive experienced advice, often within a few hours.

**Network!**

Introduce yourself and become active in our wonderful community of career-minded professionals.

**Help others!**

You can share your ideas and best practices, in turn, helping others and strengthening your visibility as an expert in your domain.

**Information!**

Stay abreast of the latest resources and news in our industry (résumé writing, social media, marketing, interviews, client management, etc.).

**Vantage point!**

With hundreds of career experts at your fingertips, you will be able to leverage counsel to better inform your customers and audience.

If you are concerned about receiving too many emails, you can sign up to receive a daily digest (once a day) of the conversations, or you can choose to leave all messages online and log in to Yahoo! groups at your convenience. This is a great way to minimize the amount of emails being delivered to your inbox.

The NRWA is a wonderful and giving community of career professionals! We encourage you to take advantage of this member benefit. If you have not signed up, please contact us for assistance: [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com).

## Why Every Job Seeker Needs a Buddy (and How to Get One Pronto!)



By [Laura Labovich](#)

If you are a parent of a kindergartner, or if you can still easily serve up memories of your time running down the elementary school halls, you may recall having a "buddy" at your side. Whether you were dropping off a library book or returning a stapler to the teacher next door, your buddy went along for the ride. That "buddy system" that safely got us to adulthood is still in practice today, and there's a great reason why: it works. Job seekers can learn a lot from the elementary-school buddy system. A job-search buddy can provide much-needed support in a myriad of ways. Here are four great things your clients and their job-search buddy can do for each other:

### Provide Moral Support

Unemployment takes not only a financial toll but also an emotional one, making it more difficult for job seekers to remain confident and focused on the job hunt. By coaching your clients to join forces with like-minded job seekers, you will see your client more motivated to do the work you give him.

### Hold Each Other Accountable

"Friendly accountability" is a terrific reason to engage a job-search buddy: to partner with another in an effort to progress faster together. I encourage my clients to schedule a weekly Sunday evening or Monday morning check-in call to discuss goals (informational interviews with target companies, lunch networking meetings, etc.) and then another one on Friday to close the loop on activities completed and/or overlooked. Then, work together to get even more accomplished the following week.

### Offer a Second Set of Eyes and Ears

Perhaps your client made a few changes to his web résumé and wants a friend to take a peek. Or he needs to practice his 30-second elevator pitch for that alumni networking event on Thursday. Encourage your client to put it on the list of things to do with a buddy so she will get the support needed before it's needed.

### Partner at Networking Events

Job seekers can pair up with a buddy at job fairs or association meetings. Attending events with a buddy will make the event feel less intimidating. Then, they can head to the local coffee shop to debrief the event and make a task list for the week ahead. As for how to get one pronto? Encourage your client to:

- Post an ad to Craigslist that she is looking for support and is seeking a buddy.
- Join a job club and build rapport with the members; one of them is sure to want to be involved.
- Send an email to a community listserv.

Remember, they are not directly asking for support----only a buddy----and may be

surprised by the number of people who wish to join them!

## Recognizing the Renaissance Personality Client

By [Ilona Vanderwoude](#)

Renaissance Personality. I may have coined the term, but the concept is Barbara Sher's. With *Refuse to Choose*, she became the authority on what she calls "scanners": folks with lots of diverse interests who focus on breadth, not depth. They often self-describe as a Jack-of-all-Trades or a dabbler. Basically, they're the opposite of the specialist typically heralded in our society. Although changes are visible around us and the Renaissance Personality is slowly making a comeback, pretty much anyone with whom you come into contact has grown up with the idea that specialization is key to ensuring financial security, career happiness, and, well, pretty much anything worthwhile pursuing.

The thing is, Renaissance Personalities often fall "under the radar." Most coaches are not familiar with the "scanner" concept, and therefore, they do not recognize individuals who have lots of passions as Renaissance Personalities. What they see is a person with many interests and talents, and then they try to get them to focus by having them pick one direction or career. After all, these clients have so many from which to choose that this should be fairly simple! Except... that's exactly what Renaissance Personalities (RPs) can't stand hearing...not even one more time. They've heard it over and over their entire life.

Or coaches quickly label RPs as ADD. It's a very slippery slope. Barbara Sher herself is a "scanner" AND has ADD, and she says that the difference between the two is very clear. The whole concept of RPs and "scanners" is NOT a way to "de-medicalize" ADD people. The two simply should not be confused, yet they can be difficult to tell apart. People with ADD could probably benefit from seeing a doctor and taking meds. RPs just need the right tools and guidance.

To make matters even more complex, there are many different types of "scanners"; some even seem like specialists. However, underneath, they truly are Renaissance Personalities. I'm one of those; I've specialized in résumé writing (for 10+ years and have earned many credentials), but what makes me an RP is my love of several completely unrelated fields and my strong desire to work on different, unrelated projects during any given week.

That's not all, though...

Most "scanner" clients will not come knocking on your door introducing themselves as such. This is because many people are not aware that that's what they are. If that's the case, and if you are able to correctly identify them as such, you can be ensured of their eternal gratitude for finally assuring them there is nothing wrong with them. But then the real work starts.

By the way, estimates say that Renaissance Personalities make up at least 10% of the general population.

In another issue, I will go over the different types of "scanners" in more detail.

*Ilona ("rhymes with Fiona") Vanderwoude's passion is helping modern-day "Renaissance Personalities" fit a million passions into one lifetime----and make a great living. She is a 10+-year veteran in the careers industry and holds elite coaching and*

*résumé-writing credentials including MRW, ACRW, and CCMC. In addition, she's a graduate of New York's FIT program for image consulting, was trained by Margaret Lobenstine (author of The Renaissance Soul), and recently went on a one-week retreat with Barbara Sher and fellow "scanners" in France. Ilona's passions include salsa dancing, animal welfare, '80s and classical music, organic cosmetics/healthy living, and, in the broadest sense, helping people help themselves. After spending a decade in the Big Apple, Ilona now lives in the Netherlands with her fiancé and their combined family of six.*



## Through the Eyes of the HR Leader

By [Tina Kashlak Nicolai](#)



Today's job candidates are tasked with becoming a covetable asset, a standout and added value amidst a sea of swimmers in a very fluid economy. This we know!

So how does the job candidate gain attention of HR leaders (gatekeepers, talent-acquisition teams, recruiters, or headhunters)? Confusion, anxiety, frustration, and hopelessness are often the final drivers bringing clients forward, asking for help in producing a résumé with staying power.

So what does an HR leader look for? Leadership competencies or "soft skills"! P.S. There is nothing soft about these skills.

The leadership competencies, or "soft skills," approach can make a ho-hum candidate sparkle, becoming as attractive as a "bright shiny object." This baseline identification of skills will catch the eye of the HR gatekeeper when appropriately marketed on a candidate's résumé. Once the gatekeeper realizes the candidate has the leadership skills that match both the company culture and position, the odds increase exponentially toward an in-person interview.

Identifying leadership competencies/soft skills can be done through job postings and the website. As an example, let's review a job posting to identify the leadership competencies, via the Lominger/Korn Ferry identification system.

*The position demands the ability to schedule tasks and coordinate with various team members (CROSS COLLABORATION) to accomplish the goals (DRIVING RESULTS). The completed project may require different layers to be performed by different teams (LEADING LEADERS and ORGANIZATIONAL AGILITY). The incumbent is charged with keeping the projects on track (PROJECT MANAGEMENT) and possessing the ability to foresee the entire project as a whole at all times while sustaining 360-degree communication with key stakeholders (TIME MANAGEMENT, VISION and PURPOSE, EXECUTIVE PRESENCE).*

This snippet minimally produced seven leadership competencies that are "call-outs" on the résumé. Pressing your client to fully extract the leadership competencies further will extract information, netting added information on the often-forgotten soft leadership skills.

Remember, the HR leader wants to see that the candidate is aware of his/her behaviors and understands how these behaviors are used to further enhance "how" the work is accomplished. This also tells a story that the candidate is a good fit with the culture of the organization.



With a little practice, identifying leadership competencies will become second nature. If you are still unsure after analyzing the job posting, you can always analyze the website for further descriptors.

Next month: Emotional Intelligence and the job candidate.

*Tina Kashlak Nicolai is a 23-year talent-management expert, full-cycle recruiter, and human resources behavioral coach with a legacy of contributions with Fortune 500 companies. Tina is the career architect and owner of Kashlak Ink and Résumé Writers' Ink, LLC ®. Known as the "HR Lady" with moxie, Tina engages her fans with wit, humor, and intelligent solutions for the evolving careerist!*



## New and Returning Members

Welcome to our new members, and welcome back to those who have renewed their membership with The NRWA! Feel free to introduce yourself on our [Facebook page!](#)

### New Members

Tina Nicolai, Résumé Writers' Ink, LLC ®, Orlando, FL  
Wendy Mann, Career Goals, Inc., Lake Charles, LA  
Stephanie Staff, Résumés with Results, Glenmont, NY  
Carol Adams, The Résumé Specialist, Lafayette, LA  
John Lyman, Puyallup, WA  
Jodie Saunderson, Saunderson and Associates HR, San Clemente, CA  
Angela Lanneau, South Lyon, MI  
Leimomi Lane, iRésuméBiz, Boca Raton, FL

### Renewing Members

Ann Baehr, Best Résumés of New York, East Islip, NY  
Melanie Noonan, Peripheral Pro, LLC, Woodland Park, NJ  
Cynthia Funkhouser, St. Petersburg, FL  
Valerie Ramos, Upscale Résumé Services, Woodbridge, VA  
Terri Kent, Brookhaven, PA  
Colleen Reyerson, Access Résumés, Acworth, GA  
Sarah Jewell, A Remarkable Résumé, St. Augustine, FL  
Steven Provenzano, ECS: Executive Career, Streamwood, IL  
Traci Thompson, Résumés by Traci, Orlando, FL

## Affiliate Spotlight

This week, we spotlight Southworth

You may think that Southworth is a paper company, and you're correct. But they're much more than that. They're a leading consumer retail brand offering indispensable solutions for business and personal communications. For professionals, Southworth's high-quality specialty papers provide essential usage choices and business panache. For personal use, their résumé paper and invitations allow individuals to express their unique style. No other brand offers as wide a selection as they do, nor is any other brand as readily available.



You may wonder: with pervasive electronic correspondence these days, what is the future of paper? And what of the so-called "paperless office?" Good questions. Fact is, the need for suitable paper is in great demand for the burgeoning small-office/home-

office market. And for the decision-driving communications at individual, entrepreneurial, and corporate levels, the need for the best paper is flourishing as much as it always has. And, well, so are they.

Southworth is the #1 résumé paper resource, providing distinctive colors, textures, and cotton quality. Matching folders, envelopes, and other accessories lend job seekers sophistication across the board. Tell your clients: "Be prepared at your next interview. Bring résumés printed on Southworth watermarked paper."

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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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### One Quote of the Week

"Never say no when a client asks for something, even if it is the moon. You can always try, and anyhow there is plenty of time afterwards to explain that it was not possible."  
~ Richard Nixon

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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