



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

## In This Issue

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

## Quick Links

[The NRWA Website](#)



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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](#)



Since this is the start of a new year, I am introducing you to the Certification Commission.

First are the graders, and we currently have six. They are August Cohen, Norine Dagliano, Bea Hait, Abby Locke, Kathy Sweeney, and Kathy Warwick. Kathy Sweeney is our newest grader. All the others have been on the team for at least two years. Bea Hait is the longest serving grader.

Then there is the Advisory Board, which includes Pat Kendall, first Certification Chair; Michelle Dumas; Kim Isaacs; and Judy Friedler. They, too, have served for many years. Kim is the résumé expert at [monster.com](#) and has been for many years. Michelle is a great writer and has always been way ahead of the curve IT-wise. Judy is a founding member of The NRWA.

The rest of the team is Edie Rische who is our Certification Commission Administrative Manager and who keeps us all on the right track. She is also an NCRW. Me? Well, I am Sally McIntosh, current Certification Chair. It is a position I have held off and on since Pat Kendall resigned to become president back around the turn of the century.

We are all here to serve you. Our Certification Program is outstanding. Another member benefit is the Online Training Program. We hope to roll out five more segments next month. There is also the Study Guide Review that is free and can be found at the

website. If you have any questions, feel free to contact Edie or me.

## What's Happening in Region Six?

By [Cheryl Minnick](#), The University of Montana

*Representative for Region Six, which includes Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, Western Canada, and Wyoming.*



Vicki Walch of Impress Them! Résumés, Newcastle, WA, was cited in two e-articles, "How to Ace any Interview" and "Three Scenarios that Could Kill Your Next Job Interview," published in the e-magazine [www.investinganswers.com](http://www.investinganswers.com). Vicki posted the article links on her website, and they have been received favorably by her clients. She has begun to include interview preparation with her résumé service and finds that clients have been more successful in landing jobs.

Irene Marshall of Tools for Transition, Fremont, CA, launched a new website in October ([www.toolsfortransition.com](http://www.toolsfortransition.com)). She reports being extremely happy with the website designed by Web-Eze in Scottsdale, Arizona, and she encourages members to check out her new digital footprint! Just like a résumé, Irene considers her website a "work in progress."

Jennifer Hay of IT Résumé Service in Kirkland, WA, and a 2011 Tori Award nominee for IT résumés, is offering monthly résumé makeovers for IT professionals through [www.techrepublic.com](http://www.techrepublic.com). Several of her colleagues, experts in creating IT résumés, will be participating. She is excited about the opportunity, which will allow her to market her business and learn from other IT résumé writers.

Additionally, Jennifer is creating a website for IT career and résumé advice to counter misleading information on the web. She writes, "IT is experiencing such tremendous change: distributed services, cloud computing, 'do more with less' attitude, etc., so the new generation of IT professionals will see a very different industry within the next five years. It's an exciting time!"

Lora Benson-Pezzell of Women's Career Support, Elk Grove, CA, has been busy offering specialized résumé-writing and professional services to women who are new graduates, recently unemployed, career changers, or stay-at-home moms returning to work.

Anne Anderson, Medford, OR, is a full-time human resource manager for a cable company and is new to the résumé-writing business. She is preparing to build her business by creating a website and earning the NCRW designation. Anne attended the conference in September and enjoyed the presentations and meeting members. She looks forward to an exciting year of potential and possibilities.

Juliet Murphy of WOW! I Love my Career: Career Planning and Counseling, Tustin, CA, joined The NRWA in December and is excited to be a new member. Originally from Jamaica and now living in Southern California, Juliet holds an MBA and masters in career development and is passionate about helping others find their careers.

First Place Résumés, in South Australia, has a new owner ... Eifron Brimble! She is working on heaps of things this year as she assumed ownership of the business and reports business is doing well. Eifron was featured in a special segment about home-based businesses in her regional newspaper and has been making progress using a virtual assistant.

Kareem Soliman, HR Consultant and Founder of Fixurcv.com, Lomita, CA, has discovered that people seem to be ushering in the New Year with job-related resolutions. Tired of settling at current career levels, they wish to embark on new career paths requiring new, more strongly crafted résumés. Kareem counsels clients to find a career where they are pushed to deliver, and in order to deliver, live their work and lives to their truest potential. A final gem she shares with her clients: "Always remember, you get paid based upon your experience; if your experience speaks volumes, so will your pay check."

As for me, Cheryl Minnick, Career Counselor at The University of Montana, Missoula, MT, I am excited to serve as the new Region 6 Representative. I have been busy writing résumés as my small business, The Paper Trail, sadly grows due to Montana's poor job outlook. Additionally, I contracted with the county to train Job Service and Adult Basic Education staff in the basics of résumé and cover-letter writing and in the successful use of applicant tracking systems. I am excited to teach professional career development staff to stop using "objective statements," my pet peeve, and to start tailoring materials to the job and industry.

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### New and Returning Members

Welcome to our new members, and welcome back to those who have renewed their membership with The NRWA!

#### New Members

Christine Speno, Words Etc. Writing, Palm Coast, FL  
Lacey Cline, Jenks, OK  
Lisa Ollek, Semantics LLC, Egg Harbor Township, NJ  
Tina Nicolai, Résumé Writers' Ink, LLC®, Orlando, FL

#### Renewing Members

Emily Salazar, St. Edward's University, Austin, TX  
Danielle Savage, Paris, France  
Tanya Ramey, Ramey Career Solutions, Washington, DC  
Jennifer Smithee, Farmers Branch, TX  
Vandette Anderson, Your Social Résumé, Plymouth Meeting, PA  
Nancy Rozum, Moon River Writing, Commerce, MI

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### Featured Article



## Toot Your Own Horn

By [Amanda Collins](#)

At a networking event I recently attended, a presenter starting mentioning his accolades. He "apologized" for bragging, saying that he was told by his parents not to do so, but he has also learned that if he doesn't toot his own horn, no one else will. How true that statement is!

We spend our days working with clients, challenging them to uncover accomplishments for their résumés.

Some might call this bragging as well, but we assure our clients that, without accomplishments, the document will lack the needed oomph to draw attention. But what about us? How are we sharing our accomplishments?

Sometimes, as business professionals, it's challenging to toot our own horns. But it is possible! LinkedIn promotes this by posting recommendations right to our profiles. That's one great way to get at them: Ask past clients to write recommendations for you on LinkedIn. Then you can send prospective clients there, and you can also re-purpose those recommendations for your website or other marketing collateral.

Sometimes, though, you just receive a nice note of thanks from clients. This happened to me the other day. A client emailed to let me know he had sent out his résumé to six open positions and received five phone interviews. Five out of six?! Those are amazing odds! So I scooted right over to my company Facebook page and posted it up:

Just heard from a résumé client who sent it out six times and got five phone interviews. Great odds! Have you updated your résumé with The Grammar Doctors?

I also asked that client to write a recommendation on LinkedIn, since we're already connected there. I saved the email in a special folder (testimonials), and I may rotate his great comments into my website as well. This one comment can be used in numerous ways and may well lead to more clients. In fact, he already let me know he's sending his wife over and she has a few other prospective clients.

Another thing I do is add a "Bragging Rights" corner to my monthly e-newsletter. I let clients know where to find my latest online articles and press releases, as well as any recent television or radio appearances. Although I'm the one telling people about my accomplishments, I have outside support of them, which lends credibility.

So keep tooting that horn! If you win an award, put out a press release. Let clients know what you're up to through your newsletter, and post accomplishments online through your website, social media, or LinkedIn. As that presenter pointed out, if you don't, no one else will!

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### Affiliate Spotlight

This week, we spotlight Compass

Compass Coach Renee works with people who want more in life, whether it be work/life balance, interpersonal skill development, motivation, turning dreams into realities, tuning into their spirituality, career change due to job loss, or career derailment, fostered by setting goals and creating action plans that get positive results!



Perhaps you are frustrated that you are not feeling very powerful or maybe you are consumed by the economic depression? Maybe you just know you could be doing much more in your personal and professional life! Take a few moments from your hectic day and sign up for 10 days absolutely FREE with Compass to get the support you know you need and deserve.

To learn more, visit [MyLifeCompass](#).

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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

"A man's accomplishments in life are the cumulative effect of his attention to detail."  
~ John Foster Dulles

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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board

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