



The NRWA Connection

Linking Our Members ... Keeping Them Current

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January 3, 2012
Vol. 6, Issue #1

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](#)

All board members were present at the December 12th board meeting, and three of the new regional reps joined the board for the first 10 minutes to discuss the conference budget for 2012.

Ginger Korljan, outgoing 2nd VP and incoming 1st VP, reported for both positions. She offered some suggestions from regional reps to make their jobs more efficient and to maintain contact with more of the membership. The board did decide to reduce the frequency of the newsletter to twice monthly with some progressive enhancements.

Ginger also reported on the 2012 national NRWA conference in Charleston, SC, next September. She said that an email went out 12/8 to members asking for testimonials for the website and promotional mailings and that conference speakers had been solicited with a deadline of 12/12. Marcia added that the website would be up soon with the 10-pay option for registrations.

The conference committee for 2012 will be Sharon Williams, Troy Johnson, Laura Smith-Proulx, Deb James, Certification chair(s), and possibly Jill Evans. They will have their first meeting after the call for presentations is complete to discuss speakers, keynotes, and specific schedules.

Pat Criscito presented a treasurer's report of November 2011 financials including two profit and loss statements (by account and by detail), balance sheet, and a profit and loss comparison of 2010 and 2011. She says certification income continues to be up 19.8% from last year at this time; conference income was up 57% from 2010; and

interest income continues to be significantly lower than last year because of the low interest rates on all of our bank accounts. Membership income is up 15.9% for the year; teleseminars/webinars are up 17.8%; total income is up 27.6%.

Pat will present every board member with budget information after the books are closed for 2011. The board was asked to be prepared to get back with Pat during the first two weeks of January with proposed budget numbers for 2012. The board voted to make a change to the bylaws to this effect (changing it from November 1). The vote on the final budget will be on the agenda for the January board meeting. The board also discussed contractor agreements for the coming year.

Secretary Donna Tucker reported that Preptel's free ATS presentation was a resounding success with more than 100 people either on the call or downloading for later listening. Norine Dagliano has put together a related survey for members, which should go out soon. A Black Friday sale was offered this year that sold 12 teleseminars at half price; the discounted (\$10 off) 2010 teleseminars were on sale throughout the month of December.

Certification Chair Sally McIntosh said that the tenth segment for the online training should be finished soon. The certification commission had one submission in November. Due to a lack of volunteers for the mentoring program, it has been suspended until the commission can develop some new ideas to make it successful. Sally led a discussion regarding improved methods of presenting the study guide review.

Ethics Chair Patti Rock reported that there was little activity for the ethics committee in November. Patti is working on the procedures for the election process so that it will run more smoothly next year. She also mentioned that she is still working on a final resolution to an outstanding grievance.

IT Chair Marcia Baker has been monitoring, updating, and posting messages on social media accounts. She updated the website and assisted members as needed and requested. Marcia will pull together an IT committee to help with social media.

Marketing Chair Marie Zimenoff says the press release revealing the organization's expanded focus will go out on January 2nd and will also announce the new board. She presented some ideas about getting more people involved in the elist, which will be implemented immediately.

What's Happening in Region Five?

By [Melanie Lenci](#), Résumé Relief, Denver, CO

Representative for Region Five, which includes Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas and Utah.

Happy New Year to all and a warm welcome to our new region members JM Auron, QuantumTechResumes, Albuquerque, NM, and Brenda Cunningham, ROYAL Résumé Service, Phoenix, AZ.

In the spirit of the New Year, several Region Five members have shared their goals for 2012.

To start us off, the amazing woman responsible for coordinating the spectacular The NRWA 2011 Conference in Portland, ME, Kathy Sweeney, The Write Résumé, San Tan Valley, AZ, was once again selected by The NRWA board of directors to serve as the planner for the 2012 conference, which will be held in Charleston, SC, September



19-22.

While she led her business to a record year in 2011, Kathy has been working hard on planning the conference. She conducted site visits in Charleston, found a really nice hotel at a great rate, and went to several local area attractions to provide The NRWA members with first-hand information on what to see and do in Charleston. Since the conference committee received numerous fantastic proposals, the line-up of selected presenters is exceptional. Add to that two big-name keynote speakers, and this conference is bound to exceed expectations.

Beyond Kathy's admirable commitment to The NRWA, in 2012 she will continue to expand her services into different areas, such as writing various business documents, including press releases. Her most recent press release project was for a really unique website, ProspectSites.com, which helps high-school athletes get noticed and recruited by college coaches. On top of that, Kathy was quoted in an *AOL Jobs* article, "Flying High: Jobs in the Aviation Industry," due to her specialization in this field after working in the airline industry for 16 years. The article caught a great deal of attention; it's now on 516 websites!

In other member news, Barron's has asked Pat Criscito, ProType, Ltd., Colorado Springs, CO, to continue the *Interview Answers in a Flash* series with a book for entry-level job seekers, including recent graduates (college, trade school, high school) and those returning to the workforce. They are anticipating that it will hit bookstores before the end of the year.

And even though Pat splits her time between managing her own business and her husband's, she is determined to carve out whatever time it takes to make 2012 the year that she earns the industry's premier certification, the NCRW.

Laura Smith-Proulx, An Expert Résumé, Arvada, CO, is also planning to make 2012 the year that she earns the NCRW credential, and she is looking forward to seeing all of her great NRWA friends at the conference in Charleston in September.

The NRWA's new secretary, Ruth Pankratz, Gabby Communications, LLC, Fort Collins, CO, will increase her industry knowledge by finding a great business mentor and by attending at least one teleseminar, workshop, or conference each month in 2012.

The NRWA's new First Vice President, Ginger Korljan, Take Charge Coaching, Phoenix, AZ, will focus on supporting the regional representatives in their duties while also revamping her website, starting a Mail Chimp campaign for people who sign up on her website, and developing monthly workshops on various job-search topics in 2012.

New region member and IT specialist JM Auron, QuantumTechResumes, Albuquerque, NM, has recently migrated his website to WordPress, and in 2012, he will continue the work he started in building a strong online presence through his new blog. JM also plans to reach out to other career professionals and to create strategic relationships with key technical recruiters and with résumé writers and career coaches who don't enjoy, or feel comfortable with, highly technical projects. He sees this as a win-win approach: increased, prequalified business on his end and a steady passive income stream for his partners.

In 2012 Ellie Vargo, Noteworthy Résumé & Career Services, LLC, St. Louis, MO, aims to research and write two articles, start a job seekers' networking group, and transition to a 75:25 ratio of résumé writing to coaching clients. Ellie plans to accomplish this latter goal by reaching out through social media, upgrading her website to include a newsletter sign-up, and promoting her coaching services through bundled services and a concerted follow-up program with résumé clients.

Therese-Marie O'Sullivan, Cherry Creek Résumé Service, Denver, CO, has revenue goals tied to tax brackets. Since Teri doesn't plan on adopting any babies in 2012, her goal is to continue to earn just what she has been earning. If 2012 should be a record-breaking year, Teri will simply take an additional month of vacation. Don't we all wish we had this concern!

As part of her goal to expand her business presence this year, Teri is already signed up to give a couple of presentations to local area groups and will finally join LinkedIn in 2012 to see if it suits her. In addition, the gestational period for those books she's always wanted to write is well overdue, so she will likely give birth to a couple of kicking and screaming tomes dealing with her experience and advice.

Christine Brugman, Résumés Right Away, Colorado Springs, CO, is hoping to make a handful of changes within the upcoming year while continuing to serve the professional career seeker and career-focused military member. Shortly after the New Year, Christine will prepare to earn her résumé writer certification and will begin work polishing up her current marketing materials, pricing schedule, educational resources, and website, adding self-paced webinars and online tutorials and creating a more refined look for her business.

Since Christine will be moving to the East Coast some time in the late spring/early summer, she'll be working diligently on building a new network within a civilian-based and Air National Guard Reserve community as well as getting to know The NRWA Region Two members. But before she goes, Christine hopes to be able to capitalize on the opportunity to assist a local organization in preparing transitioning and wounded military members for careers in Homeland Security. This partnership could potentially triple her company's quarterly revenue, yet it is contingent upon how long Résumé Right Away stays local, so stay tuned for an update from Christine in the next report.

Bob Janitz, Fort Worth, TX, Region Five's new Region Representative, is planning to expand his marketing strategy to target government agencies, colleges, and universities in the Fort Worth-Dallas area. Bob is also planning to begin the NCRW certification program and to attend more résumé and career-focused conferences to expand his industry knowledge. Most importantly, he's excited about serving the region's members and The NRWA in the New Year.

So, in writing this last article as your Region Representative, I've taken the opportunity to reflect on my own business, Résumé Relief, Denver, CO. 2011 was a banner year. As crazy as it seems, when I plugged the numbers into my tracking spreadsheets, the figures revealed that my annual revenue increased by 50.35% while serving 13.95% fewer clients.

This made me start to think about how much more money I wanted to make in 2012, and then it occurred to me: In 2011, I put an amazing amount of time into growing and nurturing my knowledge and my business, so much so that at times I lost sight of

taking better care of myself. Besides tossing aside my traditional office chair for a core strengthening yoga ball chair so that I could spend 8-14 hours a day passively exercising as I work at my desk, I often skipped yoga or rejuvenating walks in order to read one more career-related article or discussion board posting.

Don't get me wrong; I find immense value in much of what I read from our continuously growing professional community and never want to stop learning, but in 2012, I am committed to softening the information overload that I often feel. My business goal in 2012 is to walk away from my computer and into the sunshine more often to allow myself more time to reflect on what I love about what I do, and then to gradually transform my business model to include more of those services.

A healthy, fresh me is also one who is able to give more to my clients in terms of patience, empathy, and creativity, so I look forward to seeing how my efforts of improving myself personally will help to improve my business as well (or if I'll just go broke). Wish me luck, just as I wish you all an abundant 2012.

Feature Article



A Letter to Yourself By [Amanda Collins](#)

From December 26th to January 15, we typically start to think about our New Year's resolutions. We'll lose weight, eat better, exercise more, spend more time with family and friends, be more focused on our business.... Everything we resolve becomes an exercise in reflection and often helps us to get on the right path. But what if you could go one step farther?

Cruising through my Facebook wall the other day, I saw that a friend mentioned reading his 2011 letter to the universe, noting that he had received everything he had requested, albeit not always in the way he expected. That got me thinking: Why not write a New Year's letter to yourself? It's a great way to get in the right mindset to achieve excellence, and it will serve as a reminder of how far you've come when you reflect back on it next year.

Last year, I created a series of 3x5 cards with daily affirmations: I'm a great friend, I am loving, etc. This year, however, I'm going to follow my friend's lead and create a letter to myself. Whether you believe in a higher power, the universal law, or just your ability to have a say in how your life progresses, there are some basic guidelines when writing out these kinds of things:

Write it in present tense.

This isn't a planning exercise; this is an "I am" exercise. Write your letter as if what you are saying is happening now. There is much more power in "I weigh 120 pounds" than there is in "I will lose 15 pounds in 2012."

Be specific.

I know a writer friend who believes in the Law of Attraction, and when looking to attract a man into her life, she wrote on her affirmation list: "I am dating a man who is rich." She got him all right: a penniless, car-less, unemployed man with the NAME Rich. She got what she said she wanted because she wasn't specific. Reread your list looking for loopholes. If there are any, clear up your language.

Write it in longhand.

This is a tough one for me because I type much faster than I write, but there's

something to be said for the power in putting pen to paper. Draft it up first, if you need to (especially to work out the kinks), but then copy it on a sheet of paper with your own hand. This is a similar exercise to writing down what you need at the grocery store on a scrap paper. You always tend to remember handwritten notes better than those you keep in your head.

Be thorough.

Just as you should be specific, you should look at your life as a whole. Is this the year in which you'll kick up your business to the next echelon? Will you buy that second home you've been wanting? Will you complete a new degree or certification? Don't silo your life into just work or just personal; look at the whole package. You are a complete person with different goals, and you never know how they'll overlap.

Be open to the results.

By nature, I'm a positive cynic. I don't believe in much mysticism, but I figure it can't hurt either. My house has some feng shui components because it's a better way to decorate and organize. I follow Law of Attraction because I would rather think positive thoughts than negative ones. And because of my willingness to receive, things appear. That's the approach you should take as well.

There's a story about a man who is in a flood and lets a number of saving devices pass him by, asserting that his god will save him. When he shockingly dies, he is upset with his god, but upon meeting him is reminded that many people and devices were sent to save him. Don't mistake a golden opportunity because it doesn't present itself exactly as you thought it might.

Be grateful.

No matter what you have or don't have, be thankful for it. I don't have an abundance in the bank, but I have what I need, including a wonderful son and supportive friends. Focus on the positive results and you'll soon see that you probably already have everything you've ever wanted, so you're just opening yourself to have more in 2012!

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."

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

One Quote of the Week

"Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man."

~ Benjamin Franklin

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
