



# The NRWA Connection

*Linking Our Members ... Keeping Them Current*

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## Quick Links

[The NRWA Website](#)



## In This Issue

[Executive Greeting](#)

[Answers to the US  
Resume vs.  
UK/International CV  
Conundrum--Part I](#)

[Conference Chatter](#)

[Stand Out from the  
Crowd with Podcasts](#)

[What's Happening in  
Region Six](#)

[New and Returning  
Members](#)

[Affiliate Spotlight](#)

## Executive Greeting

Hello ,

Thank you to all members who voted in The NRWA election for officers and gave input for the 2013 conference location. Drum roll please . . . .

And the new officers for The NRWA Board of Directors are:

First Vice President (Two-year term): Laura Smith-Proulx

Treasurer (Two-year term): Pat Criscito

Region 1 (One-year term): Suzette Jolly

Region 2 (One-year term): Jaushina Johnson

Region 3 (One-year term): Troy Johnson

Region 4 (One-year term): Mary Jo King

Region 5 (One-year term): Bob Janitz

Region 6 (One-year term): Jessica Dillard

Ballots Cast: 136 Eligible Voters: 457

The location for the 2013 conference will be announced at the awards luncheon during the 2012 conference in Charleston and shortly thereafter on the e-list, on social media platforms, and through the newsletter. Stay tuned!

[Patti Rock](#)

The NRWA Ethics Chair



[Answers to the US Résumé vs. UK/International CV Conundrum--Part I](#)

By [Sandra Ingemansen](#), Résumé Strategies, CPRW

As an American résumé writer who has previously lived abroad and currently resides in the UK, I've had the wonderful opportunity to work with clients from both sides of the pond, as well as from the four corners of the world. Clients who are relocating to the UK/EU from the US, or vice versa, frequently pose questions such as "What are the differences between US résumés and UK/international curriculum vitae (CVs)? Will I be required to provide a ten-page document with ALL of my personal and career history listed sans the kitchen sink?" Fear not! I'm going to shed some light on this topic from what I've picked up over the last few years.



Most Americans have the understanding that a CV is a multi-page (more than 3 pages) document used in academic, medical, legal, research, and media circles with in-depth content listing education credentials, certifications, licenses, awards, honors, presentations, publications, grants, patents, and affiliations. In the States, that is true. However, British and some other international professionals apply the term CV broadly to what we Americans (Canadians, Australians, and New Zealanders, Singaporeans, Japanese, and Indians) differentiate as résumés. Although, some of these countries use CVs and résumés interchangeably, depending on the job sector, and with varying lengths. I'll be covering this topic in Part II.

In the UK and other countries in the EU, CVs range from a one-page brief to an extensive career dossier; it all depends on the type of role or reason for which the document has been created. Other European countries accept slightly longer CVs than UK standards require.

For those requiring more information on UK/EU CVs, click this link (<http://bit.ly/MiIXWj>). This will lead you to 26 country-specific samples of the Europass CV--a more standardized CV format created for job seekers targeting jobs within the EU--based on the Europass job portfolio concept (<http://bit.ly/NIQRMf>). I have noticed that this format has been used more by recruiters.

Regardless, a job seeker should conduct a due diligence on country requirements first, before launching a full-scale job-search campaign in a new job market. Country standards and preferences can be, and most often are, quite divergent. For example, UK job candidates no longer attach photos to their CVs; whereas, if one is applying to a job in Germany, this practice is the norm. Additionally, the UK job market tolerates a more informal CV approach with a competency-based list of accolades. In France, however, more formalized CVs highlighting education and professional roles are a necessity.

Then we have CVs for emigration purposes, which are expected to detail a comprehensive personal and professional history. There is no mandated page limit to these. These types of CVs DO include more personal information (e.g., summary of personal details such as nationality, DOB, marital status and number of dependents, as well as a list of hobbies and interests). This practice is no longer used for general UK CVs due to antidiscrimination laws. The following link to the UK government website, Directgov (<http://bit.ly/NIRCF7>) provides some practical information, CV templates, and other links to immigration policies, career management tools/sites for job seekers looking for work in the UK. When using CVs for overseas applications, candidates MUST highlight Visa status--that is vital!

In Part II, I'll be breaking down styles and preferences even further into specific differentiators.

Sandra Ingemansen, CPRW and Principal Résumé Designer at Résumé Strategies, has offered strategic career guidance to clients since 2000 as a career advisor and employment coach. Sandra is also a Toast of the Résumé Writing Industry (TORI) award-winning résumé writer, and her work has been showcased in several premier career management books: Gallery of Best Résumés, Gallery of Best Cover Letters, Résumés that Pop: Designs That Reflect Your Personal Brand, and Breaking the Code to Pharmaceutical Sales. She's part of a select 11-member team of résumé, job, and career guidance experts at JobExpertsOnline.com and additionally subcontracts for discerning professional- and executive-level résumé/CV writing companies both in the US and in the UK. You can reach Sandra via U.S. Skype # 312-212-3761, via email at [singemansen@gmail.com](mailto:singemansen@gmail.com), or through her website at [www.resume-strategies.com](http://www.resume-strategies.com).



## Conference Chatter

The Hat Ladies of Charleston  
[www.hatladies.org](http://www.hatladies.org)

Joining us at The NRWA reception will be The Hat Ladies of Charleston (beautifully *hatted ladies* and a dapper *hat man*)!

Each hat person will bring 10 hats of different colors for you to choose from to showcase your personality and class! The Hat Ladies are well-qualified to help those interested select the right hat and place it on their heads with the right "*hatitude*." These hats are on loan for the evening to electrify our reception! The color alone will make stunning reception pictures!

"HATPY" RECEPTION highlights include...

- Archie Burkel, Top Hat Founder/President, will briefly address the group with advice on how to properly wear a hat (*Hat Wearing 101*) and present a philosophy of life everyone can hang his/her (symbolic) hat upon!
- THE HAT LADIES will serve as knowledgeable ambassadors of Charleston, should attendees want sightseeing suggestions. You will *easily* recognize them!
- PHOTOS will be taken on *The NRWA veranda*! Choose individual photos and/or photos with friends! Top Hat Archie will provide parasols, a Charleston bench and, of course, HATS for photo-op props. Anyone have a *Gone With the Wind* book?
- BINGO with 15 PRIZES! Join us for The NRWA's "15th Anniversary Bingo" with proceeds going to this year's charity: Mom's Closet & Resource Center ([www.momsclosetinc.com](http://www.momsclosetinc.com)). Tim Moran, keynote speaker from Hallmark, is generously providing decorations. Donations are being gathered (cash; gift cards from restaurants, coffee houses, spas, etc.) conveniently *taken home in a suitcase and used across the U.S.*! If you would like to help gather donations, we "*thank you*"! Please let me know at [Sharon@JobRokit.com](mailto:Sharon@JobRokit.com).

## HATS OF CHARLESTON



Along with 1st VP, Ginger Korljan's and The NRWA regional reps' icebreaker, you are in

for a fun-filled, "getting-to-know-you," one-of-a-kind reception! So, *toss your hat in the ring* and [join us there!](#)

[Sharon Williams](#)

2nd VP, The NRWA

## Stand Out from the Crowd with Podcasts



By [Marcia Baker](#), Résumé & Career Strategies

Job seekers have many choices when it comes to selecting a career professional. How can you distinguish yourself when it's time to stand out from your peers? Is your message clear or are you struggling to differentiate yourself? Creating a podcast is one way you can get noticed and help educate and inform your audience.

### What Is a Podcast?

A podcast is a form of audio broadcasting on the Internet. They are usually created as a series and made available on your website, or you can add them to podcast directories. Podcasts, blog posts, and autoresponder series are similar in nature. The only real difference is that instead of reading the content, your audience will hear it.

### Why Podcast?

Currently, video is huge when it comes to increasing your Internet visibility, and people are consuming their content more often in the form of audio and video. Use your podcasts to educate and provide informational content to your audience. Other uses include promotional clips, interviews, case studies, and storytelling. Your audience can listen to your podcasts while working, driving, or exercising. Podcasts are easily accessible from mobile or other electronic devices, a great tool for reaching the visually impaired, and provide a quick way to learn while on the go.

Since podcasts are more readily shared, be sure to include and optimize your keywords (SEO) to help grow your audience. It's not uncommon to see improved search engine results when you have a podcast.

### Getting Started with Podcasts

If you are familiar with blogging, creating a competitive podcast isn't much different. Start with researching the information already out there and available for your prospective listeners. Don't forget to research keywords as well. Prepare a plan that includes a podcasting schedule and what information you will share.

Consider your goals for podcasting. Do you want to drive traffic to your blog or sell your products or services? Once you outline your goals, you can determine how you should use each podcast to achieve the goal. The more information you share, the more listeners you will attract.

Fortunately, it doesn't take a lot of expensive equipment to create a podcast. Podcasting software and editing tools are available for Windows and Mac users alike. You can even record your podcast on a cell phone (just make sure it is clear). Practice a few times before recording to avoid sounding scripted.

### Distribution

One of the easiest ways to begin distribution of your podcast is on iTunes. Archive your podcasts on your website and submit them to directories like [LearnOutLoud.com](http://LearnOutLoud.com), [PodcastDirectory.com](http://PodcastDirectory.com), and [PodBean.com](http://PodBean.com), which can be instrumental in increasing web traffic and communications with your listeners. Make sure you include and optimize your keywords to make the content easy to find.

Include podcasting as part of your marketing strategy when you want to increase online credibility and visibility. Consistency and staying on topic will help establish your expertise and develop a loyal following.

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## What's Happening in Region Six

By [Cheryl Minnick](#), Region 6 Representative

*Region Six includes: Alaska, Asia, California, Hawaii, Idaho, Montana, Nevada, Oregon, Australia, Hong Kong, Japan, Washington, and Western Canada*

Jennifer Hay, IT Résumé Service, Kirkland, WA, a 2011 Tori Award nominee for best technology résumé, launched a new website (<http://www.itresumeexpert.com>). Her goal is to provide practical advice that can be easily implemented in the IT careers industry and résumé advice for a new generation of IT professionals. She will also feature résumé-writing tips for students and recent graduates.



Anne Anderson, Medford, OR, is a full-time human resource manager who is new to résumé writing and is preparing to earn the NCRW credential. She attended the 2011 conference and wants to encourage other new members to attend the September [conference](#) where they can meet colleagues and learn and share valuable information with other NRWA members. Anne learned a lot at the last conference, including new ways of thinking about résumé writing, ways to tailor résumés for specific professions and levels of experience, and best of all, she established a strong network of colleagues. Anne stated, that The NRWA is a very valuable resource and that she intends to take very good "care" of her membership.

Cheryl Heil, Career Possibilities, Fullerton, CA, was invited to critique student résumés at a networking and career fair sponsored by the State University of California, Fullerton. Students were graduating seniors completing education degrees and looking forward to joining the ranks of professional educators in Orange County, California.

Business "surged" the first quarter of the year reports Pearl White, A First Impression Résumé & Career Coaching Services, Irvine, CA. The surge is a good sign for her business, which she started in 1979 and illustrates how her business has developed a strong reputation and is still growing.

Over the pond in Australia, Eifron Brimble reports business is "going well" and that her business, Career Choice Résumés, was nominated and became a finalist in the *Home-Based Business* section for the city's business development organization. Congratulations to Eifron--well done!

Bruce Spraguen, Roadmap Résumé, has been volunteering once weekly with the *Job Club at the Asian Counseling and Referral Center* in Seattle, WA. He is helping clients navigate the complicated world of online job applications and providing interview coaching, as well as résumé and cover letter assistance. Props to Bruce-- he won their "Volunteer of the Month" award for January. Congratulations to Bruce for his



success and for proudly representing the profession and The NRWA!

Sophia Marshall facilitated a workshop for college seniors as a part of the STaMP (Statistics, Technology and Math Professionals) group at California State University-Monterey Bay. The two-hour session covered business etiquette at job fairs, at networking events, and in correspondence. Students lauded the workshop as highly successful and continue to follow up for one-to-one career advising. Sophia is the ITCD MIST Program Coordinator in the School of Information Technology and Communication Design at California State University-Monterey Bay. She also joined The NRWA marketing team--thank you and congratulations!

Christine Moore, a CPRW and owner of Camden Heights Career Services based in Southern CA, has been a member of The NRWA for a short time. She has already found our organization to be highly valuable and professional, and she is glad she joined! Christine also works as a career coach for Pepperdine University's Business School. She earned her MBA from Duke University and has nearly ten years of brand marketing experience at multiple companies, including E&J Gallo Winery and MarketWatch by DowJones. Christine leverages her brand-building background to help clients successfully position and market themselves throughout of their job search.

Irene Marshall, President of Tools for Transition, Fremont, CA, remains busy in her professional life and reports experiencing an excellent recovery from hip surgery in February. We wish her a speedy recovery and hope to see her at the conference in September.

As for me, Dr. Cheryl Minnick, Career Counselor/Internship Coordinator at The University of Montana, each week finds me writing one to two résumés for clients who sought my services through my small business, The Paper Trail Career Consulting; assisting 25-30 students on campus with résumés, cover letters, interview skills, and internship search; and testing 40+ students for their GED two times a month--I'm just doing a patchwork of activities.

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### New and Returning Members

Welcome to our 59 new and returning members for the month! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or on our [elist](#).

You can also send your Twitter handle to [adminmanager@thenrwa.com](mailto:adminmanager@thenrwa.com), and it will be added to our weekly tweet rotation.

We would also like to take this opportunity to encourage you to network with other The NRWA members and non-members who are career professionals via our [LinkedIn Group](#).

#### 23 New Members, Welcome!

Jody Gray, Technical College of the Lowcountry, Beaufort, SC

Kimberly Spicer, University of the Ozarks, Clarksville, AR

Pam Sopall, Ashland, VA

Stephanie Butler, Precision Revisions, Frederick, MD

Tracy Chase, Alexandria, VA

Janice Joustra, Toronto, ON, Canada

James Bruhl, Pelton Percai & Co., Inc., Downers Grove, IL

Julian Corles, Career Solutions, Phoenix, AZ

Fabiana Morris, Stafford, TX

Lynne Lombardi, Orlando, FL

Colleen Jones, MyHRDirector, Trabuco Canyon, CA

Lynn Walker Levy, Milton, MA  
Jason Stauffacher, Minneapolis, MN  
Lynne Weatherholtz, Alvernia University, Reading, PA  
Kehau Martinez, The School to Work Alliance Program, Grand Junction, CO  
Sherry Lowe-Cooke, COACHNWORKS, LLC, Woodstock, GA  
Monica Page, Valdosta State University, Northfield, VT  
Gala Jackson, Austell, GA  
Bill Hampel, HRO - Total Career Services, Jacksonville, FL  
Ellen Steverson, Summerville, SC  
Andrew Pearl, Precision Resumes, Inc., Deltona, FL  
Kelly Hibbs, Precision Resumes, Inc., Deltona, FL  
Cheryl Cooper, McDonough, GA

#### 36 Renewing Members, Welcome Back!

Billie Jordan, Advantage Resumes and Career Services, Maysville, NC  
Rexene Picard, FutureWorks, Springfield, MA  
Joan M Browne, Ph.D., CPRW, Browne Consulting Group, LLC, Riverdale, MD  
Michelle Dumas, Distinctive Career Services, LLC, Somersworth, NH  
Anindo Ray, Resume Factor, Nasik, Maharashtra, India  
Brenda Smith, Resume & Career Services, Baltimore, MD  
Carol Bergman, Santa Clarita, CA  
Erin Cambier, Sioux Falls, SD  
Susan Barens, Career Matrix Group, Cleveland, OH  
JoAnne Stadnicar, Schoolcraft College, Northville, MI  
Kathy Warwick, Confident Careers LLC, West Collingswood, NJ  
Carl Peterson, CJ's Quality Résumés, Kansas City, MO  
Joan Murrin, University of Iowa, Iowa City, IA  
Dr. MaryAnn Diorio, TopNotch Writing Solutions, Merchantville, NJ  
Elaine Basham, The Resume Group, Kansas City, MO  
Christine Wunderlin, Wunderlin Consulting, Las Vegas, NV  
Anne Patterson, Portsmouth, VA  
Fred Coon, Stewart, Cooper & Coon, Inc., Phoenix, AZ  
James White, Resume Creations, LLC, Chester, VA  
Marcia Metcalf, Flagstaff, AZ  
Cathy Alfandre, Easton, CT  
Nadine Franz, APEX Career Services, Overland Park, KS  
John Silver, ITT Technical Institute, Sylmar, CA  
Sue Montgomery, Resume Plus, Dayton, OH  
Angie Fields, Airman and Family Readiness Center, Tampa, FL  
Mary Bowers, Northern Arizona University, Flagstaff, AZ  
Rodney Lumpkins, Career Solutions USA, Stone Mountain, GA  
Meghan Oliver, Northfield, VT  
Lois Gilbert, The WordSmith, Delray Beach, FL  
Lynn Wiley, Cobb, CA  
Troy Johnson, Airman and Family Readiness Center, Tampa, FL  
Sherrie Lewis, Compass Education Solutions, Prince George, VA  
Daniel J Dorotik, 100PercentResumes, Lubbock, TX  
Laurie Mortenson, Julian, NC  
Constance Reece, Lock Haven University, Muncy, PA  
Betty Geller, Apple Resume & Career Services, Elmira, NY

#### Affiliate Spotlight

This week, we spotlight Preptel

Preptel is the first candidate-optimization service to provide online résumé optimization, interview guides, and other tools to career-development professionals, résumé writers, and coaches. Preptel's Resumeter service helps to create fast and easy customized résumés for each job, enabling career-development professionals to provide better résumés, expanded services to their clients, and an increased success rate. With an 80% hit rate, Resumeter makes online job searching effective and removes any effort in identifying keywords, résumé formatting issues, and job-specific tailoring. Try Preptel today at [www.preptel.com](http://www.preptel.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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Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board