



The NRWA Connection

Linking Our Members ... Keeping Them Current

Quick Links

[The NRWA Website](#)



In This Issue

[Executive Greeting](#)

[Get Creative with QR Codes and Your Branding](#)

[TAP: Why Veterans Struggle to Transition to the Civilian Workforce](#)

[Conference Chatter](#)

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

[Welcome to the Team!](#)

[Marketing: Increase Your Online Footprint](#)

[Affiliate Spotlight](#)

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Executive Greeting

Hello ,

Can you believe we are halfway through 2012?! It has been quite an exciting ride as president of an organization, experiencing tremendous growth, and serving professionals who are in demand more now than ever.



At the end of June, I had the opportunity to attend the National Career Development Association conference where The NRWA had a booth to promote the organization and where I presented about building work ethic in the American workforce. Professionals from a variety of career services settings were highly interested in the resources of The NRWA and I look forward to seeing some of them at our conference in September.

For more about the first and second quarter activities of the board, please review the quarterly reports on The NRWA website. They will be available by the end of the week in your "Members' Portal" under "The NRWA Documents."

Sincerely,
[Marie Zimenoff](#), NCRW
The NRWA President

Get Creative with QR Codes and Your Branding

By [Tina Nicolai](#), "The HR Lady"

In 2012, the peculiar stamps with patches of black lines increased in popularity as they were spotted popping up on products in the supermarket, advertising posters at career fairs, pharmaceutical brochures in doctor's offices, and T-shirts, to name a few places.

The savvy sister of the old-school bar code, the QR code (short for Quick Response code) is a two-dimensional code designed by DENSO in 1994. According to Wikipedia, the QR code was originally used to advance digital scanning in the automotive industry.



[Go ahead and scan each one of the stamps in this post. For a quick introduction on how to scan a QR code with your smartphone, check out this YouTube video: <http://bit.ly/dTSAyE>.]



Speed, accuracy, and broad functionality make these stamps universally convenient for businesses, ranging from inventory control to advertising. These sassy stamps are used now as thumbprints for your URL(s).

As career coaches, résumé writers, and entrepreneurs, we are able to take advantage of QR codes through free website converters. The seamless converter whips up a stamp-like image in under one second. (Yes, I timed it.)

Creating a code is easy. Copy the URL that you would like your client to visit. Paste the URL in the QR code converter and click the converter button. Your stamp will be ready to use!

Clients and customers will gain immediate access to the URL by scanning their smartphones over the image. (Free apps are available to support the smartphone.)

Top marketing uses:

1. On your business card, linking it directly to your website or social media sites.

2. On your website, driving traffic to additional pages that may include promotional items or special package deals.

3. On Chotchkies or swag, promoting your business. You can create bite-sized squares of chocolate with your QR code on the face of each piece!

4. On a car magnet. This is a great and unusual method, especially if you are trying to attract tech-savvy clients. Consider enticing them by creating a giant QR code on a car magnet and nothing else. Talk about increasing your traffic! People will be so curious to know who the QR code belongs to they will be scanning your car like crazy--of course, not recommended while car is in motion. [Note to self: Order car magnets tomorrow!]

5. On brochures, banners, career-fair flyers, and bags.





Interesting story: At the annual FIRST Robotics event in St. Louis this past April, a group of children from China built an 18" x 18" QR code out of Legos. While the tech tots and I had a language barrier, the walls diminished once I scanned their Lego code. Grinning from ear to ear, both the tech tots and I instinctively were communicating. I was astonished to see their robotic website displayed on my iPhone.

QR codes are limitless! What are you planning to do? I'd love to hear from you!

TAP (Transition Assistance Program): Why Veterans Struggle to Transition to the Civilian Workforce (Part 3 of 3)



By [Troy Johnson](#), CPCC, CPRW, CEIP, CFJST, CEMC, TAP

When helping those in the military who are considering separating or retiring, encourage them to schedule a pre-separation counseling session as soon as possible. Those retiring can start the transition process two years out and those separating can start one year out. The earlier the better to help minimize unemployment time.

Encourage them to sign up for the Department of Labor (DOL) TAP workshop, which is a three-day intensive program to get military personnel on the right track with an employment plan. Advise them that once the program is completed, they can expect to dedicate up to 40 hours per week job searching.

Although it is ideal to begin a job search by conducting a thorough personal assessment to determine a career path, most skip this step and go right to résumé development. Convey to your clients that an assessment is important because it will enable them to identify transferable skills and determine which industries are the best fit. They should review their military career in its entirety and extract information relevant to their career objectives. O*NET is a great resource for clients who are transitioning from a military to a civilian setting. Once career objectives and transferable skills have been identified, they will be ready to develop a winning résumé.

It is vital to reinforce the fact that networking is still the most effective technique for finding job leads. Encourage military personnel to develop a networking list before separation, using LinkedIn to identify contacts, follow companies, and join industry groups. Through building relationships, asking questions, and helping others, the newly separated will be well on their way to securing a new job.

By starting the process early, developing a plan, and utilizing all the resources available through the TAP office, transitioning does not have to be a stressful experience. Remind your clients of this: "If it is going to be, it's up to me." They need to take control of their future, be proactive, and after separation or retirement, move on and let it go.

Myths of TAP:

1. I can wait until the 90-day deadline to begin TAP.
FALSE: If you wait until then, you will have very little time to develop a transition plan and no time to execute the plan. The DOL workshop will most likely be full,

and if you are taking terminal leave, that will take away from the 90 days, possibly leaving only a few weeks to transition.

2. Pre-separation is the same as out-processing.

FALSE: Generally when you out-process, you will have orders, an out-processing checklist, and only ten working days to clear the unit and the military. Pre-separation is designed to give you time to prepare for the transition and develop an effective transition plan. By starting the process a year or two in advance, you will have time to execute the plan.

3. If I attend pre-separation counseling, I am obligated to leave the military.

FALSE: You can receive the counseling as many times as necessary but must receive counseling no later than 90 days prior to a separation or retirement. This can also be used as a retention tool.

4. Members should attend TAP at the location where they are planning to move in order to connect with local employers.

False: All DOL TAP workshops are standardized and teach the same core components. Although it is possible that there is an employer panel with a few local employers, it may not be the best strategy to connect with employers.

Conference Chatter

Are You a Pinner?

Member Bridget Weide Brooks created a Pinterest board for The NRWA Conference and she has invited The NRWA members to pin to the board. <http://bit.ly/LSJHkB>.

Please email Bridget at editor@rwdigest.com or DM her on Twitter @RWDigest if you would like to be given admin rights and start pinning!



Bridget has also shared her "Resume Writer's Guide to Pinterest." If you'd like to learn more about Pinterest, please download it here:

<http://rwdigest.com/ResumeWritersGuidetoPinterest.pdf>

Thank you, Bridget!

Note: Members, The NRWA has a Pinterest account, if you would like to pin to that one as well, please email marketingchair@thenrwa.com.

Pre-Conference Reminder



The NRWA 2012 Preconference Workshop
Wednesday, September 19, 2012
9:00 a.m. - 4:00 p.m.
Charleston, SC
Cost: \$249 (registered conference attendee) / \$349
(preconference only)
Two-pay plans available

Six Figures and Beyond: Starting and Building a Profitable Careers Business While Serving Your Clients With Integrity

- Struggling with how to launch or grow a career-services practice, generating

- income that will allow you to not only survive -- but thrive?
- Unsure how to incorporate operational best practices or successfully promote your services -- even though you have a passion for your craft?
 - Wish you had an insider's track on how to continually attract clients and position your business for long-term success?

If you answered yes to any of these questions, then don't miss this preconference workshop!

Presented by two of the career industry's most successful practitioners (with profitable businesses and 50+ years of combined experience in the field), this program will provide all the information you'll need to launch, grow, and maintain a careers-industry practice that reaches and grows beyond six-figures.

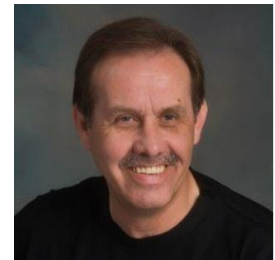
To learn more click [here](#).

Ready to register? [Register for the preconference](#).

What's Happening in Region Five

By [Bob Janitz](#), Résumé Writing and Career Services, Ft. Worth, TX

Region Five: Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, Utah.



It's hard to believe that summer is officially here, and 2012 is halfway over! Members in Region 5 have reported many changes and advances in their businesses in the past few months, and some members are preparing for The NRWA annual conference in Charleston in September. Here are some highlights from some of these talented members:

Sally McIntosh, Advantage Résumés LLC, St. Louis, Missouri: Sally reports that she has expanded her practice by offering interview coaching services. During The NRWA conference, she will be conducting a double session called "You Be the Grader." As one of two members who have attended 14 of the 15 previous NRWA conferences, Sally gave some excellent insights during the recent teleconference on the Charleston conference program to persuade other members to join us this year.

The St. Louis NRWA Résumé Writers' Group met for lunch on June 14th. Michelle Swanson, NCRW, Resume Results Online, gave a fantastic hands-on presentation on LinkedIn, including how to use it for clients and how to make it a profit center. She used *Join.Me* (<http://join.me>) for the webinar and really knew her stuff! Present were Michelle Swanson, Shirley Kuppinger, Michelle Aikman, Sari Neudorf, and Sally McIntosh. If you are in the area on any second Thursday of the month, come join the group!

Elaine Basham, The Résumé Group, Kansas City, Missouri: The Résumé Group is growing by leaps and bounds this summer and is actively looking for résumé writers who are interested in contract work. Writers can contact Elaine at elaine@theresumegroup.com.

Ruth Pankratz, Gabby Communications, Fort Collins, Colorado: Ruth has been very busy assisting clients and creating a new career curriculum. Business has grown every month this year through referrals and online marketing efforts. Ruth has been

enjoying The NRWA e-list posts (<http://finance.groups.yahoo.com/group/NRWA-List/>) and learning from fellow colleagues!

Brenda Cunningham, Royal Résumé Services, Phoenix, Arizona: Brenda will be facilitating a workshop for the Résumé Writer's Council of Arizona in August titled "Sales Résumés that Sell!" She will also be giving a comprehensive community workshop at Faith Christian Center, Phoenix, AZ, on July 14th titled "The Stuff You Need for Your Job Search."

Laura Smith-Proulx, An Expert Résumé Service, Arvada, Colorado: Laura published a new e-book, *Linkedin For New Grads*, on www.job-hunt.org, with instructions on presenting a professional image and transitioning from a Facebook mindset into the business world. She also recently completed the Certified Job Search Strategist course with Career Coach Academy. She is excited to participate in the 15th annual conference in Charleston, presenting cover letter insights along with Sharon Williams, Marie Zimenoff, and Rosa Vargas, PLUS the pre-conference workshop. As Portland, Maine, was her first NRWA conference, she's looking forward to reconnecting with so many other writers and coaches!

Kelley Smith, CPRW, CJSS, Houston, Texas: Kelley recently completed the Online Professional Networking Strategist (focused on LinkedIn) and Social Networking Career Strategist (focused on Facebook) programs through The Academies, and is currently taking the third segment, Microblogging Career Strategist, concentrating on Twitter.

Ginger Korljan, Take Charge Coaching, Phoenix, Arizona: Ginger is grateful for all the support that she received from The NRWA members during her recent hospitalization and recovery from a bowel obstruction. She is slowly ramping up her business, and is excited to attend the upcoming NRWA conference, where she and Martha Rockwell, A+ Resumes and Career Coaching, will be presenting "Getting Ready: How to Prepare Your Clients for a Successful Job Search."

Donna Tucker, CareerPRO Résumé Center, Phoenix, Arizona: Donna reports she facilitated the Résumé Writers Council of Arizona's annual "Grammar Bowl" on Saturday, June 23, to polish grammar and punctuation skills. Participating were The NRWA members Ginger Korljan and Brenda Cunningham, along with other Phoenix-area résumé writers. Additionally, a number of the local NRWA members continue to provide résumé review services for the Career Connectors job club that hosts meetings in Phoenix, Gilbert and Mesa, Arizona.

Bob Janitz, Fort Worth, Texas: I've been busy expanding my local business through referrals, repeat clients, and members of the military stationed at the Carswell Joint Reserve Base transitioning from the military to civilian employment. I also have been contracted as a writer for a company specializing in federal résumé writing. In addition, I'm preparing materials to conduct a workshop on résumé writing at the Fort Worth Metropolitan Black Chamber of Commerce's Job Prep Series in August.

If you'd like your news to be included in an upcoming newsletter, let your regional representative know; we'd love to hear from you!

Welcome to the Team!

We want to welcome and thank [Sophia L. Marshall](#), [Tina Nicolai](#), and [Jason Stauffacher](#) for volunteering to contribute as part of The NRWA's Marketing Team where they will be joining Rosa Vargas, Ginger Korljan, Marcia Baker, and our president, Marie Zimenoff. If you have any suggestions or feedback for our team, please email marketingchair@thenrwa.com.

Sophia L. Marshall has been in student services, career counseling, and workshop facilitation for more than ten years. She is a military spouse who lives with her husband and two cats in Carmel, CA. Sophia is excited to get more involved within the career- services industry, and she is actively seeking the right road to take from employee to entrepreneur.

Tina Kashlak Nicolai, Certified Advanced Résumé Writer, 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!

Jason Stauffacher has more than 15 years of experience in professional résumé writing. In his current position at RazorResume.com, Jason leads résumé writing, interviewing, and job networking development for each client. Previously, Jason held positions in government, public relations, and legal training, including working overseas. Having lived in South Korea, India and Malaysia, he understands global markets and issues relating job seeker skills to modern globalization. His experience in South Korea and Malaysia included dealing with Samsung engineers on a daily basis and cultural exchanges with many global business professionals.

Marketing: Increase Your Online Footprint

Are you an avid blogger? One of the best ways to enhance your website's SEO and fortify your personal brand is to guest blog. A link back to your site from a prominent website/blog is valuable and holds a lot of weight with search engines.



CAREER
DEVELOPMENT
CARNIVAL

With that said, here is an opportunity for you to blog for Career Development Carnival! For details link here: <http://www.careerdevelopmentcarnival.com>. The deadline for this month is 07/18/2012 and they encourage submissions by expert bloggers only who are also social media savvy (you will be expected to help promote your post). So if you are a newbie at blogging, you might want to wait just a little bit.

Good luck!

The NRWA Marketing Team

Affiliate Spotlight



This week, we spotlight JibberJobber.com

Jason Alba designed JibberJobber.com as a website to replace the job search spreadsheet. Since then, he has written *I'm on LinkedIn -- Now What???* and developed the LinkedIn for Job Seekers DVD. All of these resources are available to you and your clients to enrich their career-management strategies.

To learn more, visit JibberJobber.com.

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

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
