



The NRWA Connection

Linking Our Members ... Keeping Them Current

In This Issue

[Executive Greeting](#)

[Sport and Shave Ken:
On the Interview Circuit
Again](#)

[Behavior Reports Solve
the Energy Crisis in the
Workplace](#)

[Technology Highlight](#)

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

[Upcoming Teleseminar](#)

[New and Renewing
Members](#)

[Affiliate Spotlight](#)

Quick Links

[The NRWA Website](#)



October 3, 2012
Vol. 6, Issue #19

Executive Greeting



Hello ,

The NRWA conference provided great workshops with helpful information. As a small business owner, I sometimes struggle with where to start implementing changes I gathered at a conference or other educational event.

Over the years, I've realized that making a few small improvements is my best approach. For example, my website is the first impression for many prospects. I've made sure that my phone number and email are visible in the upper right corner of my home page. This small adjustment has increased the number of phone leads in just a short amount of time.

Another improvement I'll be implementing will be to set a monthly web review schedule to monitor my web site metrics. Once I understand who is visiting my site, I'll be able to fine-tune my marketing efforts and ways to attract prospects who are ready to buy my services.

It's great to know there are helpful resources like The NRWA where members can support each other and focus on areas to improve skills, business, or service offerings.

Sincerely,
[Ruth Pankratz](#)
The NRWA Secretary

[Sport and Shave Ken: On the Interview Circuit Again](#)

By [Dr. Cheryl Minnick](#)

Last year was a tough one for Sport and Shave Ken -- he turned 51, and his successful career as a dreamboat, yachtsman, and roving reporter ended. The "boyfriend for every occasion" has been working since 1961, but he cannot afford to retire so he is on the executive job search. Ken is a total doll, and he owns a closet full of fantastically fashionable, yet dated, clothing and accessories, including some groovy formal outfits, vintage tuxedos, and a hip college letterman jacket. Regardless, he needs a more modern business wardrobe to complement his dimpled smile, muscular physique, molded plastic hair, and permanent underwear.



Like Ken, workers 55 and older make up 22.5 percent of large-scale layoffs, according to the U.S. Bureau of Labor statistics. Many of those workers are seeking employment or have returned to school to update their skills. Today, 38 percent of the 17.6 million undergraduates enrolled in higher education are over age 25 and more than one-fourth are over 30, according to the National Center for Education Statistics. Just as résumé writers provide vocational BOTOX® to more mature résumés by avoiding AOL accounts and eliminating fax numbers and left-justified dates, they also can provide fashion tips to silver foxes. For more mature job seekers, it is essential to wear contemporary clothing of muted yet sophisticated colors for a more youthful appearance. Career coaches should encourage Ken to ditch his turquoise mirrored glasses and select a modern acrylic frame to help distract from his receding hairline. If clothing makes the man, it can also break the man; yet with a little fashion help, even Sport and Shave Ken can make a sophisticated first impression.

Suit: Fitted is good; tight is dicey; velour is just wrong. Try a swaggering pinstripe, conservative black, or gray suit; a blazer or sports jacket is a casual choice. Sweatpants are for sick days and Ken's opera cape is for... ?

Neckwear: No novelty, bow, or stylistically inferior clip-on ties. A solid color or classic stripe is best, with stripes sitting higher on the right and lower on the left. Men 6'3" or taller should sport an X-long tie.

Shoes: No tennis shoes or clogs, unless interviewing for a gardener position. Lace-up leather shoes are most formal, with a solid shoeshine to show professionalism and attention to detail.

Shirt: Sports jerseys are for athletes. A white cotton button-down oxford works, as does a pinstripe or windowpane pattern.

Pockets: The rule of thumb is four: if you have more than four, you are wearing cargo pants. Oh, and just say "no" to nerdy cell phone belt clips.

Hair: No one wants to see a man's chest hair or nipples at an interview, so wear a white T-shirt under the dress shirt. Sport a conservative haircut and these grooming essentials: a clean shave, trimmed nose and ear hair, and divided unibrow, even if it is a sign of virility in some countries.

Regardless of age, a finely tailored suit with a great fit exudes great style and allows one to look clean, polished, and professionally prepared to re-enter the workforce.

Dr. Cheryl Minnick has served as a Career Advisor/Internship Coordinator at The University of Montana for 12 years. She has 25+ years' experience working in higher education at four colleges, eighteen of those years in the areas of career development and recruitment. She holds a master's and doctorate in counseling from The University of Montana, as well as a bachelor's degree in history (pre-law) and

physical education with secondary teaching credentials from Whitworth University in Spokane, Washington.

Cheryl is a Nationally Certified Resume Writer with her work published in "The Twitter Job Search Guide," "101 Job Seeking Tips for Recent College Grads," "Designing the Perfect Resume," "How to Pop your Resume," and "Gallery of Best Cover Letters" (4th edition). She has studied and grown her skills under the tutelage of distinguished career industry experts, authors, and resume writers, including Richard Bolles, Wendy Enelow, Louise Kursmark, Kathryn Troutman, Sally McIntosh, Susan Whitcomb, and Pat Criscito. She is a contributing author for CareerSparx, an on-line career magazine and her career advice and sample resumes and cover letters have been featured on AOL Jobs. She is also the owner of The Paper Trail, a small career consulting business.

Behavior Reports Solve the Energy Crisis in the Workplace



By [Jane Roqueplot](#)

Employees no longer use energy to adapt to a job when their natural strengths are matched to the job.

Cutbacks in the workplace have forced companies to ask employees for even higher levels of productivity in addition to taking on additional tasks previously handled by others. Employees find they need to perform in ways that differ from their natural behavioral strengths. They constantly struggle with being forced to adjust and adapt their natural behavior.

Maintaining adapted behavior takes energy; the person is stepping on their "mental gas pedal" to keep themselves in a forced behavioral pattern. This constant depletion of energy can express itself as irritability, poor morale, aggressiveness, shut-down, headaches, susceptibility to illness, and more.

Can résumé writers and career coaches pinpoint the causes in a manner that provides information for mitigating the stressed behaviors?

Behavioral concepts help in understanding why certain styles are a good match for certain jobs. Jobs requiring employees to use natural behavior patterns are a good match. A mismatch happens when the needs of a job require an employee to exert effort to adapt.

For example, a fast-paced, task-oriented, decisive person is told to move slowly and to be sensitive about including team members, an environment that induces major stress.

Or a fast-paced and relational person is removed from a team and placed on a systematic project to work alone. The employee feels rejected and views the new environment as a prison cell.

Consider the slow-paced, people-oriented, methodical person who receives a voice mail demanding a quick study to learn the gist of a project that is somewhere in the sales office in a greenish folder. The employee is told to decide how to resolve the issue and be ready to explain it to the sales manager on Friday at 11:15 a.m. This employee is likely to get physically ill at the thought of this assignment. The frustration builds, waiting to explode.

Or, the slow-paced, tasked-oriented, organized person is interrupted and told to get refreshments for a client meeting in conference room A, unless room B is better. Clients will probably be arriving between 10:00 a.m. and noon, so the employee should rearrange his/her schedule to be available. These requirements could cause this employee to want to completely shut down, but his/her natural tendencies are to avoid criticism and failure. Major stress ensues.

These exaggerated examples demonstrate how stress is created for various behavioral styles when asked to act in ways that are neither natural nor comfortable. When employees expend all their energy changing their natural tendencies, they don't have enough left to do the job.

Doesn't it make sense to find an accurate way to recognize the behavioral strengths demanded by the job, identify the natural strengths of people, and allow the right strengths to be applied to the right tasks?

Behavioral assessments are a key in seeing beyond the surface and recognizing any large gaps between adapted and natural styles. After diagnosing the situation, solutions can be tailored to the individual. With behavioral reports, the workplace wasted-energy crisis is solved, allowing employees' energy to be invested in productivity for overall success.

Certified Professional Behavioral Analyst, Jane Roqueplot, leads the team at her career advancement firm, JaneCo's Sensible Solutions, in delivering positive results by providing career-management materials and services. Since 1995, job-seeking and professional-development clients learn "people-awareness and -sensitivity" as a key to developing effective relationships while realizing their interpersonal strengths, their natural and perceived communication styles, and gaining an appreciation of the behavioral style preferences of others.

Technology Highlight

LinkedIn Introduces Skills Endorsement Option

By [Amy L. Adler](#)

Recently, LinkedIn launched a skills endorsement system that allows individuals to recognize their connections for their talents and expertise. When visitors view a connection's profile, they are offered the chance either to click an existing skill or to compose an original one, both of which recognize their understanding of that person's capabilities. Additionally, connections may scroll down to the Skills and Expertise section in the profile and click directly on the skill to give a personal endorsement.



Unlike its counterpart, Recommendations, which requires composition of text and might be more general overall, the Skills Endorsement option is a one-click method of honoring a connection's experience and expertise in a focused area.



LinkedIn members will know they have received a recommendation if they view the Skills and Expertise section in their own profiles; they then have the option to keep the endorsement or clear it from their profiles. In some cases, the recipient also will receive an email indicating that a connection has endorsed one or more skills.

For more information from LinkedIn on the new Skills Endorsement Option, visit

<http://bit.ly/O40Fg1>.

Amy L. Adler, MBA, MA, CARW, is the CEO of Five Strengths Career Transition Experts, headquartered in Salt Lake City, Utah. Amy is also a member of The NRWA marketing team.



What's Happening in Region Five?



By Bob Janitz

Region Five includes the following: Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, and Utah.

Amy Adler, Five Strengths Career Transition Experts, Holladay, UT, has rebranded her business during the last six months to more fully describe her broad offering of career-search services. She is also proud to have been nominated for the Best Executive Résumé in the annual TORI Award competition and is humbled to be recognized among such a talented group of veteran résumé writers.

Kathy Sweeney, NCRW, CPRW, CEIC of The Write Résumé and Résumé Writers Resource, San Tan Valley, AZ, conducted the pre-conference session, *"Six Figures and Beyond: Starting and Building a Profitable Careers Business While Serving Your Clients With Integrity,"* with Laura Smith-Proulx at The NRWA's 15th annual conference. The pre-conference was a huge success and the attendees were thrilled with the information they received on how to start and/or grow their businesses.

Angela Russell, AIM Careers, Edmond, OK, has been staying busy with clients and now has a new website, www.AIMcareers.net. Angela is also the current president of a local Toastmasters group in Oklahoma City, where she networks and hones her speaking skills for presentations at colleges, nonprofit groups, professional associations, and workshops. Her next goal is to start the NCRW certification process.

After attending The NRWA conference, Ginger Korljan, Take Charge Coaching, Phoenix, AZ, is planning on reevaluating her service offerings, revising her website, and improving her résumé-writing skills. She and Martha Rockwell, A+ Résumés and Career Coaching, Phoenix, AZ, presented a session during the conference on how to prepare résumé clients for a successful job search. She enjoyed seeing old colleagues, meeting new members, and learning from the best in the business.

Melanie Lenci, CPRW, CEIP, Résumé Relief, Denver, CO, is thrilled to report that she achieved her main objective (and then some) while attending The NRWA conference. Her colleagues' generosity in sharing their expertise and resources enabled Melanie to expand her list of experts. She now has a broader list of colleagues to whom she can refer résumé work. Knowing which writer(s) to recommend based on a potential client's needs and experience has provided Melanie with a great sense of relief and helps her feel that she has even more to offer those seeking guidance and professional service from within our industry.

Marie Zimenoff, NCRW, NCC, A Strategic Advantage, Fort Collins, CO, thoroughly enjoyed meeting all the members who joined us at the 15th Annual Conference in Charleston. As president of The NRWA, she has already started working with the board to plan next year's conference in Chicago! Marie was also asked to give three workshops for small business owners and job seekers at Bixpo -- the Northern Colorado Business Expo on the 26th of September. Lastly, Marie is putting final touches on the

3rd Annual Career & Business Symposium in Northern Colorado, which she founded. It attracts more than 100 small business owners, job seekers, and HR professionals each year and this looks to be the largest yet!

Laura Smith-Proulx, An Expert Résumé, Arvada, CO, enjoyed presenting at the conference, both for the pre-conference seminar on multi-six-figure revenue and business building and on cover-letter writing. She always comes away with a strong value-added experience by learning how other writers build strategy into their documents. She is also preparing to speak at the CDI Career Summit on résumé writing topics and continuing to contribute content to major sites such as www.Job-Hunt.org on the subject of LinkedIn.

Donna Tucker, CPRW, CareerPRO Résumé Center, Phoenix, AZ, met some wonderful new people at the 15th annual NRWA conference in Charleston -- and learned a lot about the following topics, which will help her better serve her clients: using LinkedIn, writing better cover letters, and teaching the art of résumé writing. Donna is planning now for Chicago in 2013. She says, "See you there!"

Rabbi R. Karpov, Bespoke Résumés and Career Coaching, Inc., Oklahoma City, OK, reported that she is featured in 100 Conversations for Career Success: Learn to Network, Cold-Call and Tweet Your Way to Your Dream Job (Coauthored by Laura Labovich and Miriam Salpeter, published by LearningExpress, LLC). Rabbi is also editor-in-chief of Sourcing KB (Knowledge Base).

As for me, Bob Janitz, Fort Worth, TX, I attended my third consecutive conference for The NRWA in Charleston. I learned so much from the excellent lineup of speakers and have begun to apply that knowledge to my business. I'm proud of the great representation Region 5 had at the conference, and I'm looking forward to attending the 2013 conference in Chicago. I also would like to thank everyone who supported me for another term as the Region 5 Representative. My business is great in the Fort Worth-Dallas area; on Monday, September 24, I wrote my 200th résumé of 2012!

Upcoming Teleseminar

Are you certified yet? Start today by earning your CEUs through approved teleseminars and webinars!

You can always see the next available teleseminar or webinar on the front page of The NRWA's website (www.thenrwa.com), or you can [just follow this link](#).



This Friday, Rosa Vargas will be presenting, "The Resume is Not Dying -- It is Evolving!" at 1:00 p.m. ET. By participating in this teleseminar, you will learn how to:

- Integrate your client's online presence (Twitter, Facebook, LinkedIn, Google+) into the résumé you create in MS Word.
- Write LinkedIn profiles without re-hashing the résumé online, thus creating another tool for your client and service offering for your business.
- Add color to your résumé, tastefully, so that your traditional résumé gets a facelift in today's visually-rich digital world.
- Insert QR codes on résumés and blend seamlessly into the format.

This teleseminar is approved for 1 CEU credit.

Learn more, and register for the low membership price of \$19.99 [here](#).

New and Renewing Members

Welcome to our 29 new and returning members for the month of September! 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, 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](#).

8 New Members, Welcome!

Brian Almquist, Trident Technical College, North Charleston, SC
Wendy Coltharp, Anchors Aweigh Coaching, Olive Branch, MS
Darlene Dassy, Dynamic Resume Solutions, Sinking Spring, PA
Joyce Harold, Resumes By Joyce, Atlanta, GA
Victoria LoCascio, Boston, MA
Monica Manns, Lanmarc Group, Inc, Decatur, GA
Amanda Rens-Moon, Lunar Literations Resume Service, Grand Lake, CO
Christopher Taylor, Saint Louis, MO

21 Renewing Members, Welcome Back!

Beth Colley, Chesapeake Resume Writing Service, Crownsville, MD
Eva Desmond-Lugo, EDL Coaching Services LLC, Davie, FL
Kelly Donovan, Kelly Donovan Professional Resume Writing, Ontario, CA
Lynn Eischen, Eischen's Professional Resume Service, Fresno, CA
Jennifer Hay, Information Technology (IT) Resume Service, Seattle, WA
Karen Hughes, Jewish Family Services Columbus, OH
Cindy King, Career Strategies, Sunnyvale, CA
Holly Kobayashi, Newington, CT
Laura Labovich, A & E Consulting, LLC, Bethesda, MD
Karen Lashley, Fort Irwin, CA
Lynda Lucas, Resumes By Tammy, El Paso, TX
Linda Matias, Brentwood, NY
Dr. Cheryl Minnick, The University of Montana (Internship Services), Missoula, MT
Sari Nuedorf, St. Louis, MO
Therese-Marie O'Sullivan, Cherry Creek Résumé Service, Denver, CO
Jason Parry, Shriver Job Corps, Devens, MA
Deborah Pein, Idaho State University, Pocatello, ID
Carrie Pinsky, Fort Collins, CO
Maureen Provost Ryan, MPRCC, Smithtown, NY
Alexia Scott, Alexia's Desktop, Montgomery, AL
Lynda Tan-Shen, The CV Workshop, Hong Kong

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 percent 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.

To check out a complete listing of The NRWA [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