



# The NRWA Connection

Linking Our Members ... Keeping Them Current

## In This Issue

[Executive Greeting](#)

[Conference Chatter](#)

[Words from The NRWA's "Old Timers"](#)

[10 Business Card Mistakes You Might Be Making](#)

[Technology Highlight](#)

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

[New and Returning Members](#)

[Affiliate Spotlight](#)

## Quick Links

[The NRWA Website](#)



September 5, 2012  
Vol. 6, Issue #17

## Executive Greeting

Hello ,

Last Thursday, August 30th, The NRWA held its first [Twitter Chat](#). This was also my first Twitter Chat and an eye-opener! What a great opportunity to connect with other industry professionals, promote The NRWA, and share expertise. This chat brought two things to mind -- how great it is to have colleagues with different strengths to stretch us and how we as career professionals need to practice what we preach.

The screenshot shows a series of tweets from a Twitter chat on August 30, 2012. The participants include The NRWA (@TheNRWA), Marie Zimenoff (@workwithpurpose), Ginger Korljan (@Ginger\_Korljan), Bridget Weide Brooks (@RWDigest), Camille C. Roberts (@CamilleRoberts), and Robin Schlinger (@robinresumes). The tweets discuss the importance of resumes, the value of conferences, and the role of content in both online and offline presence.

**The NRWA @TheNRWA** 30 Aug  
Welcome to The NRWA's 1st Twitter chat! We're excited to have our President, Marie Zimenoff @workwithpurpose on the chat #theNRWACHat

**Marie Zimenoff @workwithpurpose** 30 Aug  
From what I hear, traditional resume is important - HR still uses it to prove a candidate is qualified (EEOC). Disagreements? #theNRWACHat

**Ginger Korljan @Ginger\_Korljan** 30 Aug  
Your total internet presence is just as important as the resume, but all are needed. #theNRWACHat  
Expand ◀ Reply ↻ Retweet ★ Favorite

**Bridget Weide Brooks @RWDigest** 30 Aug  
@TheNRWA A2 Resume writers already are copywriters! Online or offline, content is still king! #theNRWACHat  
View conversation

**Camille C. Roberts @CamilleRoberts** 30 Aug  
A4. Yes #resume writing certifications make a difference! I am a fan of certs that require renewal. Important for us 2 keep up! #thenrwachat  
Expand

**Robin Schlinger @robinresumes** 30 Aug  
A5 My income increased 4x after attending 2 conferences. My product improved many times after conferences. #theNRWACHat  
Expand

Rosa Vargas, brainchild behind the Twitter Chat (use

#theNRWachat to search and participate), is one of those colleagues who constantly push the rest of us to be on the leading edge. She, and so many like her, are part of the reason I love this industry and The NRWA -- there is never a shortage of new ideas, mentorship, and friendship. Technology has increased our opportunities to connect, build relationships, and continue to learn from each other, but only when we know how it works!

Knowing about these technologies is of utmost importance to me as I try to help clients get a competitive edge. As I work with them to determine the best mediums for their job searches, now I can add seeking out and participating in industry chats on Twitter! Thank you to those of you who attended the chat, and I hope to "see" more of you there in the future.

Click here for Twitter Chat for job seekers: <http://bit.ly/PIDuVc>.

A Twitter Chat for entrepreneurs: <http://bit.ly/TmQBz3>.

And, finally, Twitter Chat for recruiters: <http://bit.ly/Q0wiqw>.

Also, we will be tweeting from the annual conference using #theNRWAconf -- so please chat if you are there and follow along if you aren't able to join us!

[Marie Zimenoff](#)  
The NRWA President

## Conference Chatter



Reception BINGO to Raise Money to Help Single Moms Find Better Careers

By [Sharon Williams](#), Second Vice President

With more than 40 percent living in poverty and 83 percent in the bottom quintile of earnings, single-mother families need a "hand up." At The NRWA conference reception on Wednesday evening, September 19, that is just what they will get!

Teaming up this year with [Mom's Closet](#), a 501(c)(3) organization founded by Sheila Day (wife of Hall of Fame jockey, Pat Day), The NRWA will hold a fund-raiser BINGO to generate money to help improve the lives of single moms and their children. Single mothers are trying to put food on the table while seeking an education to afford a better future for their families. As Mom's Closet already has Food Pantry and Life Plan programs, the best way The NRWA found to help is to invest in the creation of a career development program that will provide advice on résumé writing and career development.

The BINGO will begin at 8:30 p.m. EST, September 19, with prizes including \$100 cash, Alaskan chocolates, gift cards from Texas Roadhouse, Starbucks, Olive Garden, Logan's Roadhouse, Kohl's, Chili's, Outback, and JC Penney; baskets from Desert Harvest, a Taste of Kentucky, Massage Envy, BeautiControl, and Southworth; additional items from Hallmark, a signed book by Pat Day about the 20th Anniversary of Lil E. Tee's Derby Win, and more!

PLEASE BRING YOUR CHECKBOOKS!!! You have an option of receiving a snail-mail receipt for checks made out to Mom's Closet that may qualify as a tax-deductible donation (please

confirm with an accountant or tax advisor). This is not a requirement; cash works for entry to the BINGO! Our goal is to raise \$3,001 from the BINGO (\$10/1 card - \$20/2 cards - \$25/3 cards), photographs (\$5 per individual per picture), and cash donations! As approximately 75 members are registered to attend the reception, we will show our organization can not only do well, it can also do good!



See you there!

## Words from The NRWA's "Old Timers"



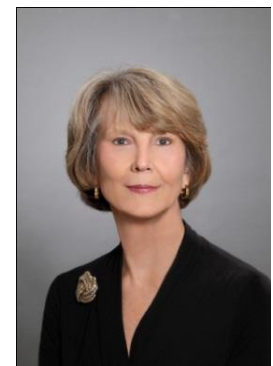
In celebration of our 15th year anniversary, we reached out to some of the members who been with us since the infancy of our organization. We asked them to share why they have continued to renew their memberships for so many years and what they most enjoy about our organization, including attending the annual conferences.

Before we share with you what they have said, we want to thank them and you! Thank you all for helping us keep this thriving nonprofit organization going for so long! We are as strong as our membership and volunteers!

Betty H. Williams, NCRW, CPRW, CEIC  
Former member of The NRWA Certification Committee

*"I've been a member of The NRWA for longer than I can remember! I continue to renew my membership each year for many reasons, including the long-time dedication of people like Sally McIntosh, Kathy Sweeney, and many others who give so freely of their time to provide professional development opportunities for the rest of us.*

*The NCRW program is one of the best there is, and many people have worked hard to keep the program strong and current. I like the fact that the organization is nonprofit and has been able to sustain itself over the years because of its strong volunteer base. I treasure the friendships I have made with other writers and the opportunity to deepen those friendships at conferences."*



Betty Humphries Williams is a seasoned résumé writer who specializes in helping executives, managers, and career professionals identify, articulate, and market their unique strengths. Her clientele ranges from CEOs, COOs, CIOs, and college presidents to sales managers, account executives, pharmaceutical sales representatives, education administrators, and organizational consultants. She works with clients throughout the United States as well as with clients working for U.S. companies in global locations. She has over 20 years of experience. Website: [www.customresumes.net](http://www.customresumes.net) | Blog: [bwcustomresumes.typepad.com/](http://bwcustomresumes.typepad.com/) | Linked In profile: [www.linkedin.com/in/bettyhwilliams](http://www.linkedin.com/in/bettyhwilliams) | Twitter: [@BettyHWilliams](https://twitter.com/BettyHWilliams)



Dr. Cheryl Minnick  
Region Six Representative

*"For six years, I have been a member of The NRWA, for three years a NCRW, and since 1995, a career counselor. While I received a strong education in counseling and career development in my master's and doctoral coursework, my technical education and résumé writing skill-level rocketed through The NRWA webinars, conference presentations, Study Guide, and on-line résumé-writing prep course. I renew my membership each year, so I may continue to expand my competencies, stay current on career development, résumé writing, talent sourcing AND ... bonus ... join my dear NRWA-friends and mentors at the annual conference to laugh, whine, share success stories, and learn together."*

Dr. Cheryl Minnick, Career Development Advisor and Internship Coordinator at The University of Montana-Missoula and owner of The Paper Trail Career Consulting, specializing in helping entry-level college graduates find career success. Email: [Cminnick@mso.umt.edu](mailto:Cminnick@mso.umt.edu) | Office: (406)243-4614

Michelle Dumas, NCRW, CPBS, JCTC, CEIP, and CPRW

*"I joined The NRWA shortly after it had been formed at the invitation of a couple of the founders. I was fairly new in business at the time and had to count every penny, but I also realized that if I were to succeed, I had to seize on any and every opportunity to learn from my colleagues. I scraped together the money for my dues and travel costs and attended the very first NRWA conference in Chicago. I remember to this day my amazement at the level of camaraderie and sharing that went on among the members and other conference participants. Those were truly a pivotal few days for me and my business."*



*The professional relationships and friendships that I formed at that first conference in Chicago and that I have continued to form at conferences and on The NRWA elist since, played a central role in my success as a professional résumé writer and businesswoman. I learned so much from observing the veterans in the business. But even more importantly, those veterans were always there to provide me with professional advice and guidance, mentoring and coaching, and when I went through challenging times, encouragement. I have absolutely no doubt that without the support and friendship of my NRWA colleagues I could not have built my business from the part-time, shoestring operation it was when I joined into the successful, thriving, multiple-six-figure business it is today. Thank you to all my incredible colleagues who are fellow NRWA members and thank you The NRWA! Congratulations on your 15th anniversary!"*

Michelle Dumas is the founder and executive director of Distinctive Career Services, LLC, and one of the pioneers to offer her professional résumé-writing services on the Internet in 1996. She is a Nationally Certified Résumé Writer (NCRW); CPBS, JCTC, CEIP, and CPRW. She has served as a regional board member for The NRWA, has presented at The NRWA conferences, and for more than a decade, served on the NCRW Certification Commission and more recently, the NCRW Advisory Board. She's the author of *Secrets of a Successful Job Search* and *101 Before-and-After Résumé Examples* and has contributed to more than a dozen career-related books.

Websites include [www.distinctiveweb.com](http://www.distinctiveweb.com), [www.100kcareermarketing.com](http://www.100kcareermarketing.com), and [www.before-and-after-resumes.com](http://www.before-and-after-resumes.com). Twitter [@DistinctiveDocs](https://twitter.com/DistinctiveDocs) | [www.linkedin.com/in/michelledumas](http://www.linkedin.com/in/michelledumas)



Pat Kendall, NCRW

*"I joined the NRWA because I believed that a nonprofit industry association would better serve the interests of the résumé-writing community.*

*At the time (late 90's), the only available credentialing process for professional résumé writers was mediocre at best--not even requiring a résumé-writing sample. As The NRWA's first certification chair, I was determined to create a certification process with "teeth" and led the*

*Certification Commission in developing the NCRW Program, the NCRW Study Guide, and The NRWA's first online training program. I am honored to have played a role in "raising the bar" in the industry and am grateful for the lessons I learned along the way!*

*While I've been unable to attend conferences in recent years, I have participated in many NRWA conventions and have always come away with great ideas, fresh perspectives, wonderful new connections, and a renewed sense of purpose. Very worthwhile!"*

Pat Kendall, NCRW is a nationally published author and principal of Advanced Résumé Concepts ([reslady.com](http://reslady.com)) and [careerfolios.com](http://careerfolios.com). A seasoned e-résumé consultant with 25+ years in the business, Pat specializes in keyword-based résumé writing, electronic résumés, and résumé 2.0 design. Twitter [@thereslady](https://twitter.com/thereslady) | Pat Kendall ([pat@reslady.com](mailto:pat@reslady.com))

Beate (Bea) Hait, CPRW, NCRW

*"I started my business as Word Processing Plus, offering office support services, which today comprises 55% of my business. I joined The NRWA in 1997 with the goal of refining my résumé-writing skills.*

*The first NRWA conference I attended was in New Orleans in 1999. The wealth of information -- not only in the formal sessions but also through discussions at breakfast and lunch tables with fellow attendees -- is what keeps me coming back. Since that first NRWA conference, I have attended nine others, missing only four (including, alas, this year) due to family commitments."*



Beate (Bea) Hait, CPRW, NCRW, president of Résumés Plus in Holliston, MA, has been writing résumés for individuals in all industries -- from entry level to executive -- since 1992 and is the only résumé writer in Massachusetts to earn both the CPRW and NCRW credentials. [www.Resumesplus.net](http://www.Resumesplus.net), [bea@Resumesplus.net](mailto:bea@Resumesplus.net)

## 10 Business Card Mistakes You Might Be Making

Guest Article by Tim Tyrell-Smith of [www.timsstrategy.com](http://www.timsstrategy.com)



To write this post, I grabbed ten random business cards from a stack I received last week. Pull out your business card, lay it on the desk near your computer, pull out a pen or highlighter and be ready to identify the mistakes you might be making:

#1 Small font size: Some of us have perfect vision. But if that's what it takes to read the letters and numbers on your card, you are asking for trouble. So today (or before you print your new cards), please walk them around to a variety of people and ask a simple question: "Can you tell me what this says?"

#2 Light font color: If your card uses a font that is too light (grey, for example) or one that is too close to the color of your card, I won't be able to read it. And if I can't read it,

there's a good chance I will send an email to the wrong address or call the wrong phone number or just give up.

#3 Glossy paper: One way I can make your card more usable and memorable is to make some notes on it before I leave you. But if you have a varnish on top, you make that hard. Will your cards get a little dirty without it? Yes. But I'd rather be able to write on your card.

#4 Design inconsistent with website: Whether your business is just you or you + 100 others, there is great value in having a card design that integrates the look and feel of your brand. So if you have a website, a storefront, a product-line look or anything else, shouldn't the look of your business card be consistent with your brand?

#5 No links to social media sites: If you use Facebook, Twitter or YouTube to attract people to your brand, shouldn't you include links to those sites on your business card? It's a great way to encourage more fans and followers. Simply by letting people know how to find you. Can't find the space? See #10 below.

#6 No email/web address or bad email: I have business cards without an email address and without a web address - just a phone number. What if I'm not ready to talk live yet? There's always a place to send people. Don't have a website? Use your LinkedIn profile. Then, there were two cards, which had a nice logo and business name combined with a Gmail address. That lowers your credibility in my eyes. Especially when it is so easy to get an email address with your own custom URL.



#7 Printed on poor quality paper: I have a friend who owns a consulting business who charges in the five figures for their services. When I got their new business card recently, I was disappointed to pick it up and realize (instantly) what cheap paper they used. Please don't "cheap out" on the paper. Your brand matters to people. Often the first and early impressions are based on things like your business card. Would I pay \$10,000 to someone who has a paper-thin business card? Would you?

#8 Shares too much information: Some cards are so full of information that you really don't know where to start. A business card is not a good place for your elevator pitch. It's a place to entice people. To draw them in and guide them as to how they can learn more about your business or services. Are you over-delivering on your card?

#9 Includes no brand promise or tagline: Every person, company, organization or nonprofit needs a clear and compelling brand promise. Without a brand promise, your card is simply a contact card -- a lot less interesting.

#10 Does not use back of card: I believe in white space (room around the content that makes your card easier to read) so I always recommend you use the backside of the card. If you put your brand promise on the back, you can hand someone your card with that side facing up.

## Technology Highlight

By The NRWA Marketing Team

As résumé writers, we perform extensive research on a daily basis. It is wise to save your research (links to websites, favorite résumé samples, keywords/buzzwords, etc.) based on



industry or job title for easy retrieval in the future. I am sure most of you have your own way of storing data, but have you heard of OneNote?

I love OneNote! It is like having notebook with tabs only more visually pleasing, erasable, and digital! I save everything I find useful for a particular industry under one tab with subtabs. What I love even more is when you copy and paste information into OneNote, it will save the website address or the location for a particular file (résumé) on your PC. One click is all you need and that document is up on your screen in no time.

If you have MS Office Suite, you probably already have this product and did not even know it! Go to Start Menu on your computer, All Programs, and then to Microsoft Office...voilà! Enjoy! Read more about it here: <http://office.microsoft.com/en-us/onenote/>

### What's Happening in Region Three

By [Troy Johnson](#), Region Three Representative

*Region Three includes: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, and the Virgin Islands.*



Since I am closely involved in helping veterans return to work through the Transition Assistance Program (TAP), I wanted to make you aware of some changes going into effect on Nov. 21, 2012. Before separating or retiring, service members go through a mandatory Department of Labor Employment workshop, which now has increased from three days to five. During this time, they will learn about career options, small business, education or vocational training, the Military Occupational Code (MOC) crosswalk, and VA benefits. I am grateful to be involved in this process to ensure that veterans have the training, choices, and knowledge to successfully reenter the civilian world.

Troy Johnson, CPCC, CPRW, CFJST  
Transition Program Manager, MacDill AFB, Florida

Kathy Harber, Career Keys to Open Doors, Atlanta, GA, has been on the road this summer delivering five different résumé/interview workshops in Florida, Alabama, and Atlanta. Kathy is working to expand that part of her business with more sessions in 2013. In addition, requests for individual interview coaching have increased over the summer as several graduates have needed guidance for their first "real" job interviews. Finally, she has entered a new line of business, with requests for editing from applicants to veterinary, dentistry, and medical schools.

Mark Maetz, Résumé Consulting, Marietta, GA, has recently RETIRED from the corporate world (after 10+ years with AT&T) and now is devoting full-time efforts to his business. His decision stemmed from a combination of being fed up with his day job and the strong desire to follow his passion and do what he does best, helping others succeed. He has an incredible team of writers who have helped his business grow throughout the U.S. and now in Canada. Realizing that a high percentage of small business owners and corporate sales teams have no idea how to use LinkedIn to market their businesses, he is now offering corporate LinkedIn training as well.

Laurie Smith, Creative Keystrokes(SM) Executive Résumé Service, Gastonia, NC, has completed The Academies' Certified Social Media Strategist Program to gain SMCS Certification, with a comprehensive curriculum that examines revolutionary social media strategies to shift job-search clients from being "the hunter" to "the hunted."

Aisha Taylor, TAYLORmade ~ Professional Career Consulting, Lithonia, GA, authored a popular seven-part series for [blackenterprise.com](http://blackenterprise.com) titled *Careers in Faith*. Here's the link to her articles on the site: [www.blackenterprise.com/author/taylora](http://www.blackenterprise.com/author/taylora). She also presented workshops on interviewing and networking at the National Urban League Conference Career Fair in New Orleans in July.

Posey Salem, Radiant Résumé Services, Beulaville, NC, is excited to announce the opening of her business in October. During the summer she learned everything she could about developing a website and devoured some "oldie but goodie" books to help motivate her: *What's Holding You Back*, by Sam Horn, and *The Anti-Elevator Speech* by Cliff Suttle. She highly recommends them to anyone interested in "hooking" clients, "reeling" them in, and gaining motivation to try new things, improve what you are already doing, and do it all with confidence and passion. Learn more about Sam Horn, a former The NRWA conference keynote speaker, at: [www.samhornpop.com](http://www.samhornpop.com) and Cliff Suttle at [www.exciteyouraudience.com](http://www.exciteyouraudience.com).

Christine Speno, Words Etc. Writing & Editing, Palm Coast, FL, reports that her newly updated website [www.wordsetc.info](http://www.wordsetc.info) is receiving increased exposure. She has also been involved in a "Co-worker Movement," an effort to bring freelance creative workers together to develop business partnerships and network. She shares the following: "*Living in Flagler County, Florida, I am in the middle of a county that has the second highest unemployment rate in our state, so being able to provide outstanding résumé services and getting my name out there as much as possible is a plus for me.*" Christine looks forward to her first The NRWA conference in a few weeks and hopes to achieve résumé certification in the near future. She is looking forward to meeting many regional and national members in Charleston!

---

## New and Returning Members

Welcome to our 10 new and returning members for the last week of the month of August! We'll report all of the new and returning members for September in the first October newsletter. 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](#).

### 4 New Members, Welcome!

Dallas Mall, Pongo, LLC, Northborough, MA

Emily Kapit, ReFresh Your Step, Miami, FL

Sheletha Champion, Striving Higher Enterprises, LLC, Clarkston, GA

Lisa Parker, Parker-CPRW, Claxton, GA

### 6 Renewing Members, Welcome Back!

Aurelius Dancy-Davis, Davis Consulting Group Company, LLC, Union, NJ

Don Goodman, About Jobs Career Management, N. Caldwell, NJ

William Mitchell, The Résumé Clinic, Antioch, TN

Cynthia Brooks, Moreland, GA

Michelle Schmidt, Schmidt Consulting, Greenwood, IN

Lori Barnes, ACCU-WORD, Bakersfield, CA

---

## Affiliate Spotlight



This week, we spotlight [Southworth](#), sponsor at The NRWA 2012 conference!



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 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