



The NRWA Connection

Keeping Career Industry Writers Current

**October 2, 2013
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Executive Greeting

I missed seeing all of you at The NRWA Conference in Chicago a few weeks ago. I had been registered for months and even had airline and hotel reservations, but an infection almost put me in the hospital two days before I was scheduled to fly out. I'm better now, of course, and I plan to see you next year, Lord willing and the creeks don't rise, as my Mom used to say.



I was talking to a new résumé writer a few weeks ago, reminiscing about my 33 years in the business and giving a bit of advice. Those first few years in business were challenging and required a lot of marketing expertise that I didn't have at the time. Too bad there wasn't a National Résumé Writers' Association then to share the burden and ask for help. I would have been a great subcontractor for a busier writer who needed my help in those days, but I was all alone in a small town in Idaho on an Air Force base with my husband and then in Europe for four years after that. What I would have given for some extra work!

As my business grew over the years, I've tried to hire employees and train them to interview, write, and design résumés, but no one could ever do it all. If they could, they would have had their own businesses! I could find people who were good interviewers-- which requires listening skills, the ability to read people and sense when there is more to the story, the ability to ask the right questions, knowledge of the client's industry and its keywords, and the ability to take great notes. Once the

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client interview is over, the employee must be able to take the information they have gathered and write a good story that truly sells the client and reflects their unique value proposition. Then, it's probably too much to expect that the same person can use Word or desktop publishing software to design the résumé so it is eye-catching. Trust me, it was always too much to expect. I never found anyone who could do even close to what I do, but I have to admit that my expectations were pretty high.

The solution was to hire résumé writers like myself who had already proven themselves in their own businesses, but their market or marketing skills couldn't keep them busy full time. That's where subcontractors come into play. And that's where The NRWA can help. At the conference, there was a special luncheon to connect subcontractors with overworked résumé writers, which I hear was great. The NRWA e-list is another great way to connect with potential subcontractors. And then there is www.thenrwa.com with an entire section devoted to subcontracting.

Generally, subcontractors are IRS Form 1099 workers and not employees, although you can set them up either way. The key to passing the IRS tests for subcontractors is to ensure that the person has other clients, a separate business phone, business cards, advertising of some kind, and preferably their own business insurance (although not strictly required). You can't provide equipment, a place to work, or extensive training to do the job. In other words, you can't control the person's work, and you should establish a project rate instead of an hourly rate, i.e., a certain number of dollars per page or cents per word.

Back in the mid-1990s, we had a business support service on top of my own writing service, and I hired up to 43 contractors and/or employees at a time to double-key and compare 10,000 pages per month for Shepard's McGraw-Hill. I had to be very careful to hire workers as employees if they didn't have legitimate businesses of their own, and I would have been hard-pressed to justify them as subcontractors to the IRS. Some of the workers had their own secretarial services and just needed some extra work, so they could be classified as subcontractors without a problem. They met the tests I just mention.

At about the same time, a colleague in Arizona doing the same type of work was audited by the State of Arizona because a previously classified "subcontractor" filed for unemployment against her company's account after finishing a project. The State came into the office and declared most of her workers as employees, and she went out of business because she couldn't afford to keep her company after paying the thousands of dollars in backup withholding, Social Security, and Medicare taxes and fines that had to be paid.

Before the end of January each year, you will have to file 1099 forms with the IRS for each of your subcontractors if they made more than \$900 in the taxable calendar year. Subcontractors are responsible for their own self-employment tax, so you usually pay them a bit more than an employee to ensure that they have an equivalent hourly rate to an employee that received Social Security and Medicare matched by you on top of their wages.

It's not difficult to have subcontractors if you follow the rules, and it's a great

way to take the burden off your shoulders when you have too many résumés and not enough time; a problem we all want to have!

Warm regards,

Pat Criscito

Treasurer
The NRWA

Of What Value Was The NRWA Conference?

By **Ginger Korljan**, Take Charge Coaching

Going to The NRWA conference this year really made me think. "Why am I in business? What do I want to do in the future? Who might I want to partner with or use as a resource to help my business grow? Do I want to grow? How big do I want my business to get? What services do I want to offer? What do other people offer?" These questions and more filled my head as I listened to the presentations and talked with conference attendees.



The sessions were packed full of valuable information that I will refer to again and again, but I didn't go to the conference solely to gain knowledge. I also wanted to make connections and talk with people who have been successful and those who are struggling, and explore how we could help each other.

During the conference (and the breaks), I enjoyed stimulating conversation with the attendees, presenters, vendors, and The NRWA board members. I'm sorry I didn't have time to take advantage of all that Chicago had to offer, but the conference was the "main event" for me, and I wasn't disappointed.

Now that I am back and inundated with emails and clients, what to do next?

If you were at the conference, don't be surprised if you hear from me. The back of the conference binder was filled with more than 100 people who attended the conference who I'd like to get to know better. We are not competitors; we are colleagues!

I also plan to read and study the conference binder so I can review sessions I attended and read the presentations that I missed. Thanks to the many presenters who have sent out their notes to supplement the information in the binder! It will be very helpful!

For those of you who were not able to attend The NRWA conference this year, I strongly recommend it for the future. Particularly for many of us solopreneurs who often feel isolated, nothing can replace that personal touch of being with like-minded people. I hope to see you all next year!

Ginger Korljan has been helping people select and secure satisfying jobs since 1988, when she received a M Ed. in Counseling and began by assisting students at a college career center. Since then, she has worked for

outplacement and spousal relocation firms as a career consultant and résumé writer, and manages her own business, Take Charge Coaching. She likes to call herself a coach who also writes résumés, and prefers working with clients throughout the entire career planning and job search process. Her credentials include: Certified Career Management Coach, Nationally Certified Résumé Writer, and Certified Tough Transitions Career Coach.

How Do I Know if I'm Ready for Certification?

At The NRWA Conference in Chicago, I got the chance to talk to many of our members who are interested in pursuing the Nationally Certified Résumé Writer (NCRW) credential. By far, the most common question was, **"How do I know if I'm ready?"** We make it easy to find out.



After joining The NRWA, earning 10 CEUs, and completing the NCRW Study Guide review, it's time to submit a sample résumé and cover letter. Your sample is anonymously reviewed by two NCRW Graders. If your sample is in line with NCRW standards, they will recommend that you proceed to the test. If your sample is not in line with NCRW standards, the graders will give you feedback on the areas of your writing that could be improved. If you are worried about starting the certification process before you're ready, submit a sample of your work! The graders' feedback will let you know if you're ready.

I welcome questions about the certification process. You can find an overview of the process on The NRWA website at <http://www.thenrwa.com/certificationprocess>, and a list of current NCRWs can be found here: <http://www.thenrwa.com/nationallycertifiedresumewriters>. Questions? Contact me directly at certchair@thenrwa.com.

Michelle Swanson

Certification Chair
The NRWA

Membership Moments

Marie Zimenoff, The NRWA President

Vivian Belen Award Recipient

This year's Vivian Belen Volunteer of the Year Award goes to... Sophia Marshall! Sophia has emulated Vivian's spirit of willingness to serve The NRWA and move it forward. She conceived a new format for promoting the annual conference this year, and led the conference committee in executing this plan. She never hesitated to ask how she could help and went above and beyond the role of a committee member. We thank her for not only her work in helping us achieve one of the highest conference registrations in years, but in promoting the organization to thousands of career professionals. Her work has increased awareness and the professionalism of the organization, something all members will benefit from for years to come. Thank you, Sophia!



Thank You for the Success of Our Conference

All year long we had volunteers that worked hard to make the annual conference a success. Through dedication to our industry and careful planning, their work is behind the scenes and often people don't know the contribution these colleagues make! I'd like to take this moment to thank Conference Program Chair, Sally McIntosh and all of the 2013 conference committee members: Jean Austin, Sophia Marshall, Shareem Kilkenny, Tim Suddeth, Debra Ann Matthews, and Kathy Keshemberg. Each of you have our sincere thanks.

We wouldn't have materials if it weren't for our proofing team, who took time away from their businesses to provide binder materials. A special thank you to Norine Dagliano, Michelle Swanson, Charlotte Weeks, Sally McIntosh, and Bea Hait.

In addition, at the conference we had many helpers including Ronee Zurdo, Kathy Harber, Brenda Cunningham, Mary Jo King, Ginger Korljan, Ruth Pankratz, Betty Geller, Michelle Swanson, Gala Jackson, Cheryl Cooper, Stan Washington, and Steve Bouchard. Thank you, each one of you, for your dedication to the organization and for experiencing a piece of what really goes on behind the scenes!

As a nonprofit organization, we would not be able to hold these conferences at such an affordable rate without our sponsors: Southworth Paper by Neenah, ZipRecruiter, The Résumé Writers' Digest, Paul Frieberger, and The Hire Road. And, to our members, you are the reason that we hold the conferences, thank you to those of you who attended. I hope you reached your individual goals for attending the conference, and I hope to see you next year in Denver!

What's Happening in Region Four?

By [Mary Jo King](#)

Representative for Region Four: States of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.



Region Four Representative **Mary Jo King, Alliance Résumé & Writing Service, Racine, WI**, attended the conference in Chicago, where she began scoping out her 2014 role as The NRWA Secretary and enjoyed time with most of the 34 Region Four members in attendance. Mary Jo was recently interviewed as the featured résumé writer for Tami Witt's forthcoming book, *Career Asset Management*.

Sandra Ingemansen, CPRW, Résumé Strategies, Chicago, IL, was quoted in *Western Union Online Foreign Exchange* for the article "[Working Abroad: Assessing a Foreign Company](#)." Sandra received TORI nominations from Career Directors International for Best Executive Résumé, Best Cover Letter, and Best Workforce Re-Entry Résumé.

Brenda Bernstein, CMRW, the Essay Expert, Madison, WI, published three books this quarter, including the 7th Edition of [How to Write a KILLER](#)

[LinkedIn Profile](#), [How to Write a WINNING Resume... 50 Tips to Reach Your Job Search Target](#), and [How to Write a STELLAR Executive Resume: 50 Tips to Reach Your Job Search Target](#). Brenda received two TORI nominations, for Best International Résumé and Best Sales Résumé.

Kristin Johnson, CARW, CCMC, CJSS, COPNS, CG3C, Profession Direction, Madison, WI, is excited to announce that her website, [ProfessionDirection.com](#) has made the list of [Forbes' Top 100 Websites for Your Career](#). She is working with her web developer to launch a new-and-improved website with even more resources in the very near future.

Bridget Weide Brooks of Résumé Writers' Digest, Omaha, NE, exhibited at The NRWA 2013 Conference in Chicago to promote her membership site for résumé writers, [BeAResumeWriter.com](#). Bridget also distributed copies of the fall 2013 issue of the *Résumé Writers' Digest* newsletter, which features the results of the 2012 Résumé Writers' Digest Annual Industry Survey. If you would like to see how your prices, workload, and résumé packages compare with other résumé writers, email Bridget at editor@rwdigest.com and request your free copy of the newsletter! Find her tweeted highlights from conference sessions by searching #NRWA13 on Twitter.

Kalindi Garvin, Career Communication Strategies, Cedar Rapids, IA, attended The NRWA conference and has signed up to facilitate the Career Thought Leaders' Global Career Brainstorming Day on November 1st. Kalindi is also completing the Certified Job Search Strategist (CJSS) program through The Academies.

Stan Washington, Career Coach Office, Chicago, IL, announces that his office's press release just reached 1,800 new media outlets. You can read more about Stan and his unique business software [here](#).

Catharine Craig, CPRW, Des Moines, IA, has been busy at the beginning of another school year assisting students and alumni with résumés, CVs, and personal statements. This quarter, she is teaching classes to undergraduate students with a focus on self-exploration, vocational discernment, and the 21st-century career search. She gave workshops about passion and vocation to faculty in May and presented a similar topic to new students in August. Student groups on campus have scheduled her for résumé writing workshops this fall.

Michelle Robin, CPRW, Brand Your Career, Chicago, IL, is on the verge of officially starting her business, Brand Your Career. After attending The NRWA conference, she is excited to incorporate the personal branding techniques she learned about for her clients. Michelle recently earned her CPRW and is targeting to launch her website in early November at brandyourcareer.com.

Teleseminar

How to Get a Rush of New High-Paying Clients in Your Area

Leeza Byers

Friday, October 18, 2013 - 1 pm Eastern

[Register Today!](#)

One hour live teleseminar is \$19.99 for members and \$29.99 for non-members.

New & Returning Members

Welcome to our **34 new and returning members** for the month of September! Feel free to introduce (or re-introduce) yourself on our [Facebook page](#) or [e-list](#).

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

Be sure to take this opportunity to network with other members of The NRWA and non-members who are career professionals via our [LinkedIn Group](#).

20 New Members, Welcome!

Debbie Lipton, Lipton Career Management, Norwood, MA
Cheretta Robson, Bronx, NY
Brooke Fisch, Darien, CT
Frank Grossman, Philadelphia, PA
Gwendolyn Middleton, gM. Professional Résumé Writing, Little Rock, AR
Roger Carman, Full Spectrum Résumés, Jacksonville, FL
Liz Doyle, Write Universe, Forest Park, IL
Marcia McMahon, Bridge Lane Consulting, Chicago, IL
Ruth Mensing, Bloomingdale, IL
Emilie Mecklenborg, Ferndale, MI
Krista Schnee, Wichita, KS
Consuela Shorter, Chicago Résumé Writing Service, Kansas City, MO
Gina Davee, Mexico, MO
Andrea Adamski, Write for You Résumés, Lee's Summit, MO
Shielonda Mickle, San Antonio, TX
Rita Coria, A Grateful Editor Plus, San Diego, CA
Michele Beutler, Murrieta, CA
Tristan Schneider, Missoula, MT
Ros Allum, New South Wales, AUS
Kris Cable, Portland, OR

14 Renewing Members, Welcome Back!

Maureen Provost Ryan, MPRCC, Smithtown, NY
Sherrie Lewis, Compass Education Solutions, Prince George, VA
Joyce Harold, Résumés By Joyce, Atlanta, GA
Cynthia Brooks, Moreland, GA
Monica Manns, Lanmarc Group, Inc., Decatur, GA
Michelle Schmidt, Write To The Top Résumé & Career Services, Greenwood, IN
Michelle Swanson, Swanson Career Solutions, Edwardsville, IL
Peter Lavelle, Rez Builder, Edina, MN
Lynda Lucas, Résumés by Tammy, El Paso, TX
Sari Neudorf, SDN Consulting, St. Louis, MO
Deborah Pein, Idaho State University, Pocatello, ID
Dr. Cheryl Minnick, The University of Montana, Missoula, MT
Cindy King, Career Strategies, Sunnyvale, CA
Kelly Donovan, Kelly Donovan & Associates, Lake Elsinore, CA

Affiliate Spotlight

This week, we spotlight [Southworth Paper by Neenah](#).



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