



# The NRWA Connection

The National Résumé  
Writers' Association

*Keeping Career Industry Writers Current*

**January 8, 2014**  
**Vol. 8, Issue #1**

## Executive Greeting

Happy New Year! 2014 has arrived, and for me every new year means a time to look forward to new challenges and successes, as well as a time to reflect on the past year. I have a lot to be thankful for, personally and professionally. My business has reached new heights in terms of clients served, increased income, and professional growth. I had some physical challenges the last quarter of the year, but I'm happy to report that I'm making great strides in my recovery, and I expect to be back to full health soon. I'm thankful for the well wishes and support of my family, my friends, and The NRWA members who also sent their well wishes.



I'm excited to be your president for 2014. I intend to continue the momentum our organization experienced during Marie Zimenoff's leadership as president during the past two years, and I'm looking forward to working with the volunteer board to help The NRWA reach new heights as the only nonprofit, member-driven résumé writers' organization in the world.

As the 2013 Membership Chair, I had the pleasure of working with the board members and regional representatives Suzette Jolly, Mary Jo King, Troy Johnson, Brenda Cunningham, and Jessica Dillard, who were your voice on the board. The regional reps did a fantastic job, and I'm pleased to announce that we begin 2014 with a record 501 active members!

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As you may know, there has been a shift from regional representation to industry representation. The 2014 representatives are Suzette Jolly, Workforce, Military, or Community Services; Gala Jackson, College/University Career Services; Brenda Cunningham and Stan Washington, Experienced Business Owners; and Debra Ann Matthews and Steve Bouchard, New Business Owners. They will be contacting you soon and will be your first point of contact for any questions, concerns, or suggestions regarding your membership.

In addition to the industry representatives, please welcome our returning 2014 board members: Marie Zimenoff, Past President; Pat Criscito, Treasurer; Mary Jo King, Secretary; Michelle Swanson, Certification Chair; Cheryl Cooper, Marketing Chair; and Mil Montejo, Education Chair. Sharem Kilkenny is the 2014 Conference Logistics Chair, and Ruth Pankratz is the Conference Program Chair. Ruth was The 2013 NRWA Secretary and did a fantastic job.

The 2014 conference will be in Denver, Colorado from September 17-19. I encourage everyone to register as soon as possible for this opportunity to network, learn, expand your professional development, and have fun!

I'm looking forward to interacting with you this year, and meeting all who attend the conference in September. If you have any suggestions for making The NRWA a better organization, please do not hesitate to contact me directly.

"All our dreams can come true, if we have the courage to pursue them." --Walt Disney

Respectfully,

**Bob Janitz**  
**2014 President**  
**The NRWA**

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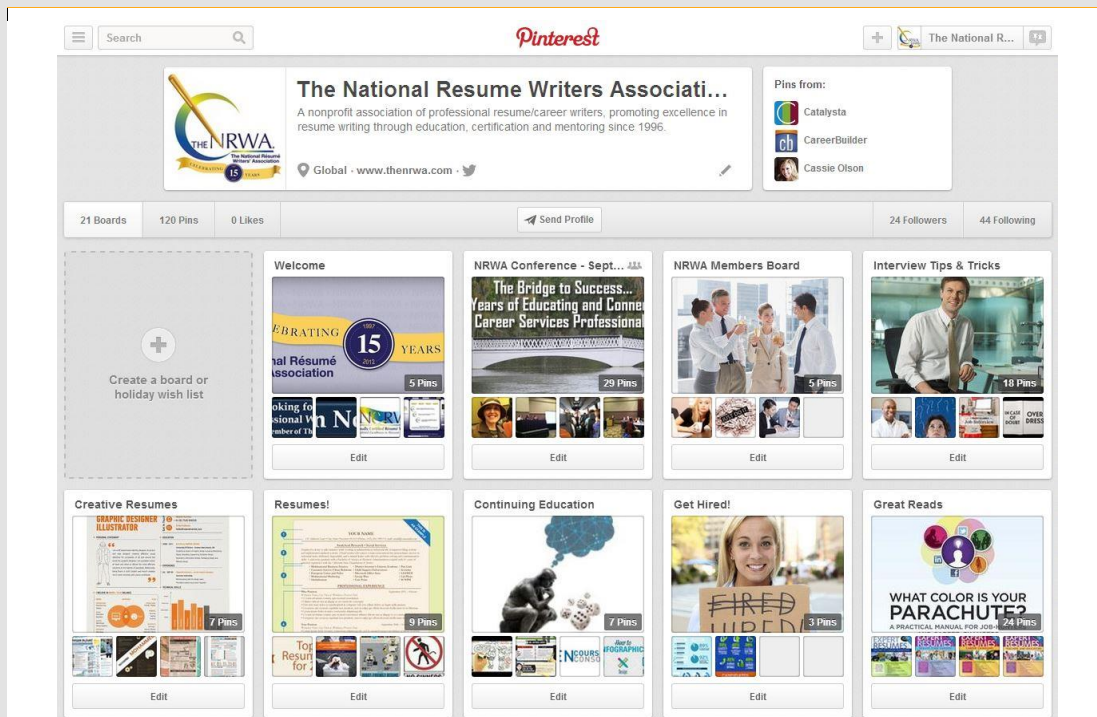
## Getting Connected with Pinterest

By **Cassie Olson**

Hello NRWA Members!

I am excited to announce the activation of The NRWA's Pinterest page and invite you to connect with us. Not sure how this social-media site can benefit you or your company? As an owner of Career Confidence and a contributing member of The [NRWA's Pinterest page](#), I have highlighted some helpful tips for using Pinterest. This article will go over why you should care about Pinterest, how to set up a Pinterest business account, and top five Pinterest tips.





### **Why you should set up a Pinterest Account:**

Currently Pinterest has more than 70 million users and is GROWING RAPIDLY! Pinterest is a great tool for any résumé writer looking for more website traffic, and who isn't!? It is essentially a search engine, like Google, only a wee bit smaller. This means that you have a better chance of your content being seen by your potential clients when they search for keywords such as, "how to get a job" or "certified résumé writer." Another great benefit of Pinterest is that when users click on your content (or "pins") it will lead them directly to your website as a potential buyer.

### **Setting Up Your Business Account:**

If you do not have an account for your business already, fortunately, setting up your Pinterest account is very easy. It may be worthwhile to explore this online network for 2014. Here's how:

1. Go to the [Pinterest Business Section](#) and click [Join as a business](#).
2. Fill out the pertinent details about your business. (If you have a personal Pinterest account you can [convert it to a business account here](#).)
3. Once you create your Pinterest account, you'll want to add boards to it. This is how you will organize all of the photos you post by topic. *Please see the [NRWA Pinterest Page](#) for some ideas.* Make sure to follow us at [NRWA Pinterest Page](#) and join our NRWA Member Board by sending your Pinterest e-mail address to [cassiecareerconfidence@gmail.com](mailto:cassiecareerconfidence@gmail.com). The NRWA Member Board is a great place to post your content because we

already have followers on our page. It's also an excellent way to share information with your colleagues.



### **Top 5 Pinterest Tips:**

1. Post relevant content on your Pinterest boards under search friendly, niche keywords such as, "Marketing Résumés," and "Nursing Cover Letters." This will drive more traffic to your boards than broad titles such as, "Write It."
2. Use high-quality images that draw the users attention, I highly recommend using info graphics.
3. Don't forget to post your own content! You can pin any image including résumés, blogs with images, or your personal photo.
4. Make sure to link all of your content back to your website and include your URL (such as: [www.thonnys.com](http://www.thonnys.com)) in the description. For example:

Pin it Like Website Send

**Game On.**

Denver, CO  
September 17-19, 2014

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The National Resume Writers' Association - Get the best conference value in the careers industry, worth 10 CEU's. [www.thenrwa.com/...](http://www.thenrwa.com/) #resume #resume writing #nrwa #careerconference

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5. Join our member board and get some great ideas by sending your Pinterest email address to [cassiecareerconfidence@gmail.com](mailto:cassiecareerconfidence@gmail.com).

**Cassie Olson** has been working in the career services field since graduating from college in 2009. Her first job was working as a career services advisor for Job Corps. This was a very rewarding position because most of these students came from impoverished backgrounds, and Job Corps was often their only opportunity for success. Since then, she has managed the career services department as the Director of Career Services at a for-profit college. In June of 2013, she moved to Colorado where she started her own career services business called Career Confidence. Her main clientele are college graduates. Cassie also enjoys social- media marketing and strives to learn how to effectively use all of the social-media platforms and share that knowledge with The NRWA members.

## Brave Resolutions

By [Brenda Bernstein](#)

Every year in January, I do something very brave. I make New Year's resolutions.

"Brave?" you might ask. How is making New Year's resolutions "brave"?



Well, if we're really serious about our resolutions, committing to them is brave. First of all, we need to do an honest assessment of what's working and what's not working in our lives and businesses. We need to consider where we want to

head in the next year. Making resolutions means the year is going to be a challenge. Of course many of us write our resolutions and then promptly forget about or give up on them. Let's keep it real this year!

Making New Year's resolutions is a particularly courageous act for me because I do it publicly. I announce my goals to the 1,800 people who subscribe to my blog, and I report on my progress in both August and January. Talk about accountability! I force myself to report both my wins and my fails for the year.

If you take your resolutions, seriously, they will work.

**You'll get a lot of things done.** Example: My 2013 "Ressaylutions" (as I call them) included publishing a book on résumé tips (I published two of them – *How to Write a WINNING Résumé* and *How to Write a STELLAR Executive Résumé*) and obtaining my CMRW (accomplished!)

**You'll adjust your goals as necessary.** Example: As I tackled publishing a Spanish-language version of *How to Write a KILLER LinkedIn Profile*, I discovered some very significant roadblocks. I chose very clearly not to proceed rather than abandon the project by default. I also never got around to starting a training for résumé writers as I promised in January. I think I'll table this one for now, unless I start hearing that there's interest!

**You'll get clarity on where you're falling short.** Example: Although I took on increasing my admissions essay business from 10% to 25%, it remained at 10%. This lack of progress made me take new actions, like getting interviewed by a newspaper about the service I offer, and stepping up as a speaker for the 2014 NRWA Conference on the topic of writing a standout admissions essay! This resolution is on my list for 2014.

**Your resolutions for the following year will reveal themselves.** Mine for 2014 include publishing a newly designed website (already in the works) and making more paid speaking appearances (I'm booked for five paid presentations already!).

One part of creating resolutions is first completing the year in a way that feels right to you. In a LinkedIn discussion posted by Louise Kursmark, Executive Director of the Career Thought Leaders Consortium (CTL), she asked résumé writers to share what they do to make the "new year more successful, profitable, and enjoyable." Louise's tradition is to take stock of her business, set goals, and clean her office. She says these activities help her "appreciate what I accomplished and... create tangible objectives that I can assess next year". Plus she gets a nice clear office space for the new year! She also takes the opportunity to appreciate the people and events of the past year. This sounds like a great recipe for joy!

Another résumé writer, Lois Gilbert of Center for Career Communications, agreed that cleaning her desk and her hard drive were essential New Year's activities, in addition to sending letters to clients from the past year and to

anyone who might still be "on the fence" regarding purchasing a package. Lois also offers a discount to clients, which is good through the end of January. I do this as well; I put a lot of time and energy into creating a snail mail letter with a discount offer, valid for previous clients and their referrals. This investment reliably generates business for the start of the year!

Once you complete your end-of-the-year cleanup, followup, and planning, how about rewarding yourself? Choose a gift to give yourself that acknowledges your achievements in the past year and sets you up to accomplish great things in 2014!

**Brenda Bernstein** left a public interest law career to become a *résumé* writer in 2009. Several years later, she authored [How to Write a KILLER LinkedIn Profile](#) -- a long-time #1 best-seller on Amazon that is now featured in Forbes and Fortune magazines. Her newest books, [How to Write a WINNING Résumé](#) and [How to Write a STELLAR Executive Résumé](#), are tailored to both job seekers and *résumé* writers and have already been credited with job-search success. Brenda is a Certified Master *résumé* Writer with a thriving writing practice, The Essay Expert LLC; she is a Senior Law School Admissions Consultant with Kaplan, Inc. and worked for one year at the University of Wisconsin Law School's Career Services Office. Brenda holds a B.A. in English from Yale University and a J.D. from the NYU School of Law. To visit Brenda's website and blog, go to [www.TheEssayExpert.com](http://www.TheEssayExpert.com) or [www.TheEssayExpert.com/blog](http://www.TheEssayExpert.com/blog).

## What's Happening in the Workforce, Military, and Career Services Industry?

By [Suzette Jolly](#), MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT

*Workforce, Military, and Career Services Representative*



I would like to reach out to all members and especially the members of my Industry Group to email me and let me know what is going on in your organizations. I am look forward to having conversations with the members of my group in the near future and getting to know everyone. This is my fourth year on the board, and I am excited to serve The NRWA another year.

**Troy Johnson, Airman and Family Readiness Center, MacDill Air Force Base, FL**, updated us on the Transition Assistance Program (TAP) at MacDill. He stated the following:

In accordance with the Hire to Heroes Act of 2011, all components have been implemented. Just a quick review of the components: 1. Pre-separation counseling is the first, which is required of all active duty service members

This is an initial overview of their entitlement and benefits and helps them with their initial transition plan. 2. The TAP GPS workshop, which is now mandatory with a few exemptions, is a five-day workshop where the service member will conduct a Military Occupational Specialty (MOS) crosswalk to see how their military occupation matches up to civilian occupations. From there, they will conduct a gap analysis to identify barriers to employment. Days two through four are facilitated by the Department of Labor and will provide information on a job plan, résumés, interviewing, and salary negotiations, to name a few topics. Day five, which is the 3rd component, is the VA Benefits briefing and goes in more depth about all their entitlements. After completing the DOL workshop, the member has the option to sign up for one of the three additional tracks: The Education, Technical or Entrepreneur Track. Each track is two days in length. Finally, there is Capstone. This is when the service members must verify that they have met the career readiness standards.

Troy stated that the service member needs to start as soon as possible. Retirees can start two years out, and those who are separating from the military can start one year out. It is projected that there will be a significant cut in forces again in 2014. With large cuts, all military TAP or ACAP programs will be pushed to their limits to provide transition and employment services for service members being affected. It will also be extremely important that all the U.S. job centers and veterans representatives are aware and prepared to handle additional veterans looking for employment. Each Transition Service Member (TSM) will receive a Gold Card to present to their veterans representative. After doing so, they will receive six months of case management services with their local job center.

Troy continued by saying that at MacDill they have two vet reps that work exclusively with TSMs in assisting them with job placement services. Troy directs all employers that contact him to register with their targeted state job bank post their announcements for free and then connect with a vet rep. He explains that doing this will also give the employer the access needed to look for veterans in the system. Further, Troy reported that all employers need to be aware of this, especially if they want to hire veterans.

In closing, Troy believed that all TAP and ACAP offices throughout the nation will have their work cut out for them in trying to find employment for our veterans as the DoD continues to cut forces. It is imperative that U.S. job centers have a good working relationship with the military installations in their area.

As for me, **Suzette Jolly, MS, CDS, CPRW, JCTC, MBTI, Willimantic CTWorks, Willimantic, CT**, I would like to report on the happenings at the Department of Labor and CTWork in Connecticut. In 2011, Connecticut's Subsidized Training and Employment Program (Step Up) was approved by the General Assembly and signed by Governor Malloy that October as part of the state's comprehensive Job Bill. The program is administered by the Connecticut Department of Labor and the state's five Workforce Investment Boards. In June



2012, the program was expanded to add an armed-forces component. The program is a win-win situation, because it provides eligible employers with reimbursements of up to \$12,000 over a six-month period and creates positions for the unemployed population in Connecticut. The money that was allotted to eligible civilian job seekers has been exhausted; however, there is plenty of money left for our military clients seeking employment.

The requirements of the Step Up program have been changed to include employers of any size and all ages of military personnel, as long as they have served at least 90 days of active service and received an honorable discharge. If the veterans meet those qualifications and are unemployed, they will qualify for the program. The state of Connecticut invested \$10 million just for the veterans' component of the bill.

According to Connecticut's Governor Malloy, in a statement released July 18, 2013, more than 8,000 veterans were expected to return to Connecticut; matching employers to the workforce would help the economy to grow and ensure that businesses can compete in global markets. As of July 2013, there were 504 employers participating with 1,675 new employees hired under the program.

At the Connecticut Department of Labor all veterans representatives have been working hard to inform their clients of the program and certify participants. Further, all veteran reps have earned the CPRW credential to help their clients develop professional résumés.

With the end of the Federal Extension Unemployment Compensation, all career counselors and CPRWs have been busy preparing clients with job search and interview skills. People have been desperate for jobs, and we have been extremely busy at our One-Stop Centers.

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## Teleseminar

The education chair is busy lining up informative monthly teleseminars for the membership. Stay tuned to future newsletters as well as the website for upcoming topics and to register.

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

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## New & Returning Members, NCRW Renewals

Welcome to our **31 new and returning members** for the month of December! We would also like to take this opportunity to recognize **our NCRWs** that have renewed their certificates. 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](mailto: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](#).

### **December NCRW Renewals**

Gail Frank, Frankly Speaking – Resumes That Work!, Tampa, FL, since 1998

#### **11 New Members, Welcome!**

Lorraine Beaman, JLB Career Consulting, Davis, CA  
Carla Boyd, Danville Area Community College, Danville, IL  
Jill Brockman, Norristown, PA  
Joe Carroll, Joe Carrol Career Coaching, Woodstock, GA  
Minerva Li, Fremont, CA  
Sara McGinnis, Metairie, LA  
Monica Milano, North Brunswick, NJ  
Tashania Morris, Lauderhill, FL  
Charlotte Pineda, Words to Success, Brea, CA  
Randy Reliford, San Diego, CA  
Anthony Richardson, RICHANTH, Moreno Valley, CA

#### **20 Renewing Members, Welcome Back!**

Marcia Baker, MARK of Success, LLC, White Plains, MD  
Arnold Boldt, Arnold-Smith Associates, Rochester, NY  
Jeanne Boulet, Alliance Worknet, Modesto, CA  
Tammy Chisholm, Mechanicsville, VA  
Holly Kobayashi, Newington, CT  
Frost Krist, Datatype Inc., Hebron, CT  
Marissa Letendre, Tampa, FL  
Murray A. Mann, Global Career Strategies Group, Chicago, IL  
Jack Mulcahy, Jack Mulcahy Résumé Services, Ambler, PA  
Juliet Murphy, WOW I LOVE MY CAREER, Tustin, CA  
Bernard Noel, Career Mentors, LLC, Columbus, OH  
Gail Outtara, Marquis Résumé Services, LLC, Everett, WA  
Heather Rothbauer-Wanish, Feather Communications, Colfax, WI  
Christine Speno, Words Etc Writing & Editing, Palm Coast, FL  
Bruce Sprague, RoadMap Résumés, Seattle, WA  
Donna Tucker, CareerPRO Résumé Center, Phoenix, AZ  
Mary Ann Victor, Shelby Township, MI  
Stan Washington, Naperville, IL  
Bridget Weide Brooks, Résumé Writers Digest, Omaha, NE  
Lorraine Wright, 21st Century Résumés, Clarendon, New Brunswick, CAN

### **Affiliate Spotlight**

This week, we spotlight ProfilingPro.com, services provided by JaneCo's SENSIBLE SOLUTIONS.



Add another income stream to your career business by becoming a DISC Administrator. JaneCo's Sensible Solutions provides The NRWA members with a highly useful and revenue-generating online behavior assessment tool. Used in more than 40 countries, the DISC module is founded on the fact that people with similar styles tend to exhibit specific types of behavior. Being made aware of this is an advantage for the individual as well as career-development professionals and prospective employers.

Résumé writers, career and interviewing coaches, and job-search consultants can all use one or more types of the DISC profiles to assist individuals or groups. DISC profiles help you write better résumés, develop branding statements, ensure cover letters are written in the client's voice, improve interviewing skills, or zero in on career alternatives for your clients.

Assessment results, customized to display your company information, are delivered to you and your client's email box within minutes; then clients are returned automatically to your website for follow-up action.

Visit [www.profilingpro.com](http://www.profilingpro.com) or call Jane Roqueplot at 888-526-3267 regarding administrator registration. Once registered, you'll be introduced to validity studies, marketing flyers, suggested uses, coaching worksheets, online help, and your customized Internet Delivery Service System to provide these widely recognized assessments to your clients.

*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

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