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The NRWA November 2016 Newsletter



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Exciting News from The NRWA!

Steve Bouchard, President and Michelle Dumas, President-Elect are excited to announce some big news!

As of November 1, The NRWA has engaged with Bower Management Services to serve as our Association

Andrea Bower, MBA, will serve as the Executive Director of The NRWA and be the primary point of contact.

Tim Bower, a Certified Association Executive (CAE), will serve as our Management Liaison and provide guidance on strategic planning for the organization.

Tim and Andrea are supported by other members of the Bower Management Services (BMS) team from their New Jersey-based location. More information on the skills and experience that Tim and Andrea bring to The NRWA is included at the end of this article. The AMC model, which will enable BMS to serve as our organization's headquarters, comes at the perfect time for The NRWA. This relationship provides an executive-level staff, who work with a customized blend of other AMC resources, to manage day-to-day operations supporting our members and certification program.

The NRWA's Executive Board considered many options when evaluating what support was necessary to continue our growth and lead us successfully into the future. After an extensive search and interviews with multiple service providers, The NRWA selected Bower Management Services, an Association Management Company (AMC), to bring the expertise necessary for improving coordination among our committees and decreasing the administrative work required of board members. This will allow our board to focus on strategic direction and growth. BMS also brings extensive experience in board governance, meeting and conference management, membership growth, and creation of robust sponsorship programs.

It is important to acknowledge that our organization has grown significantly since its formation in 1997. We have grown to more than 600 members! At the same time, our board has increased in size to manage the many programs currently offered, as well as the many initiatives in progress. In just the past two years, our professional development programs were enhanced to include live webinars and a highly acclaimed 11-module instructor-led training course. Additional programs are in development for near-future launch. The NCRW is still the most highly valued certification in the industry and our annual conference continues to draw strong attendance and sponsorship. We have already implemented several "behind the scenes" technologies that help our board and association operate with greater efficiency, and later this year, we will launch a completely redesigned and modernized website, along with new association management software.

As we plan for the 2017 conference, our sights are set on celebrating the 20th anniversary of our organization. The NRWA Leadership will be focusing its energies and endeavors towards strategically growing The NRWA and our new administrative team will be by our side to provide exciting new ideas and the support necessary to take us to new heights.

None of this could have been accomplished without the support of our members, sponsors, and

Please join us in welcoming the BMS team to The NRWA. They look forward to working with you!

"This comes at a perfect time for the association, as we enter 2017 and prepare to celebrate all the great achievements of the past 20 years. The introduction of an AMC to manage our affairs, and specifically the team at Bower Management Services, will position us on firm footing for many more years to come!"

Steve Bouchard, MBA, CCMC, CPRW
President, The NRWA

"This is an exciting and transformational time for The NRWA. We have grown so much and come so far in 20 years! The timing for this partnership with Andrea and Tim and their team at BMS could not be better. With their support and the incredible vision and dedication of our volunteers, we are actively creating the foundation for the next 20 years of growth and success."

Michelle Dumas, NCRW, CPRW, CPBS, JCTC, CEIP
President-Elect, The NRWA



Andrea F. Bower, MBA, is an Executive Director for Bower Management Services. She comes to us with more than 20 years of experience in association management and executive education. Prior to joining our team, Andrea served as Executive Director for organizations of various sizes. Before entering into the association management industry, she was the Director of Corporate Education Programs in Drexel University's LeBow College of Business. She graduated from Temple University with a B.B.A. in Marketing and earned her MBA from Drexel University, with a dual focus on Marketing and International Business. Andrea is a member of MASAE and ASAE. She takes pride in the fact that she can see the big picture and manage strategic initiatives and decision-making processes; she thrives on the details, and in an industry such as this, the details are the very core of a successful organization. To reach Andrea please call 877-843-6792 or email her at adminmanager@thenrwa.com.



Tim Bower, CAE, is President of Bower Management Services. Tim possesses more than 20 years of

Development in the association management company industry. Tim is well-versed in the key areas of marketing, strategic planning, executive management, membership development and retention strategies, and facilitating targeted appeals for corporate sponsorship. He is currently serving as Immediate Past-President of the Mid-Atlantic Society of Association Executives (MASAE), as well as serving on multiple committees. He is also an active member of the American Society of Association Executives (ASAE). Tim achieved the designation of Certified Association Executive (CAE) through ASAE in January 2009 and recertified in January 2015.

Learning, Sharing, and Celebrating Excellence

A Recap of The NRWA's 2016 Conference

Carol Camerino, Membership Chair

Did you know that Annapolis, MD, is known as the nation's Sailing Capital?

For a few days this past September, it could have been renamed America's Career City!

With more than 120 résumé writers sailing into port and dedicating three days to discussions and workshops on résumé writing and supporting job seekers, the Westin Annapolis was abuzz with tips, emerging trends, and best practices in résumé writing and job search strategies.

Attendee evaluations were overwhelmingly positive, and well-deserved kudos go to board members Dawn Rasmussen and Katrina Brittingham, the conference planning committee, the talented and expert presenters, and our wonderful conference sponsors.

Here is a short recap of this year's conference highlights:

- Our preconference session was completely sold out, with participants seizing the unique opportunity to learn insider secrets from industry expert and master writer Wendy Enelow.
- Twenty-three breakout and keynote sessions provided participants with valuable information on a wide array of topics, including résumés, cover letters, applicant tracking systems, recruiter insights, federal résumés, marketing, and more!
- The NRWA Town Hall sessions, a new offering that provided opportunities for issues-focused brainstorming and idea sharing, were very popular!
- Attendees celebrated the achievements of several colleagues during the annual awards ceremony. This year's honors went to Norine Dagliano (2016 Vivian Belen Award), Diane Hudson (2016 Industry Hero Award), and ROAR (Recognizing Outstanding Achievement in Résumés) recipients Sandra Ingemansen and Lucie Hood Yeomans.

underway!

Be sure to mark your calendar for next year's conference (details below). It promises to be an extra-special one, as we will also be celebrating The NRWA's 20th anniversary!

Stay tuned for more details...

October 4-6, 2017 | Chicago, IL | Registration coming soon!

Stay tuned for a photo gallery from the 2016 Conference in Annapolis when our new website launches later this year!

Writing Excellence

Winter session begins January 26, 2017

Whether you are a novice résumé writer who wants to learn industry best practices and develop the skills to craft exceptional résumés and cover letters, or you are an experienced writer who wants to enhance your skills and attain the NCRW credential, this program is for you!

Don't let another year go by wishing you had done more to refine your skills, command higher fees, increase your client referrals, and rise above the competition.

Register Today!

How Presenting Teleseminars can Boost your Business

Michelle Robin, Director of Industry, New Business Owners

For the past year, I have been conducting teleseminars, or strategy calls, as a lead-generating and now, revenue-generating tool.

Now, you may be thinking, "Teleseminars, isn't that dated technology?" With technical difficulties

Creating the Content

Usually people's biggest fear is "What am I going to talk about for 60 minutes?" The truth is you already have source materials. Any of you who are publishing articles on a regular basis have plenty of content to share. You can also use content from workshops you have delivered or even pull out bits of your coaching program.

Next, you need to put together the content in an action-oriented way so people can use it immediately. Do not be afraid to give away some of your best tips and tricks. When people see real value in your content, they will think it will be even better if they pay you for it.

The final piece is creating your offer. You can sell a variety of things on a teleseminar – private coaching, group coaching, mastermind programs, or online courses. Or, you can simply offer a free consultation and then use that call to enroll a prospect into one of your programs.

Honing in on your offer

You may have to test offers to see what works best. I tried to offer my regular one-on-one programs with bonuses and special pricing, and then a group coaching/training program. None of that worked for me, so I started offering free 45-minute consultations. The key is that I only offer a limited amount of consultations, such as three, and I have listeners request an application for additional ones. Then I can eliminate the tire-kickers and perpetual freebie-seekers.

Getting the word out

Once you have the content put together, you only need about two weeks' lead time to set up the call and drive attendance. I drop an email to my list two weeks ahead. Then I do another one week ahead and start promoting on social media. I have not used paid advertising for any of my sessions yet, and I typically get 50-80 registrants and a show-up rate of 50-75 percent. The day of the session, I send out two reminders to my email list that often grabs another 7-15 people.

Delivering your content

I learned how to structure the call from my marketing coach, David Newman: 25-5-25-3-30. That is 25 minutes of value-packed content. Then a five-minute commercial break to present your offer. Then 25 more minutes of content, followed by a three-minute recap of your offer. Finally, wrap it up with 30 minutes of Q&A.

Remember, the reason the offer is in the middle is you want to keep people on the line to hear it. If you do the offer at the end, people drop off. Treat your offer like a station break on the radio. Preface it with something like, "Coming up next, we're going to talk about what to put in your résumé, so it will land on top of the pile; but first, it's a great time to tell you about..."

from someone whose friend had heard one of my calls and recommended he talk to me.

I truly believe teleseminars are the fastest, easiest, cheapest, and lowest-tech way you can improve your reach and revenue. One last tip, I have literally invested no money to start doing these calls. Using tools like FreeConferenceCallHD.com and MailChimp provides a phenomenal ROI.

CALL FOR VOLUNTEERS

If implementing marketing techniques really excites you, I am looking for a few volunteers to join me on the marketing committee for 2017. It's The NRWA's 20th anniversary, and many exciting things are going to be happening. With only a minimal amount of time, ~1-3 hours a month, you will learn fabulous marketing tips and get more exposure within our association.

Invitation to Share Ideas and Expectations - 2017 Conference Planning Survey

Next year's annual conference will be held October 4-6, 2017, at The Westin Lombard in Lombard, Illinois. With this being The NRWA's 20th anniversary celebration, the Conference Planning Committee would like to shape the agenda around specific topics suggested by members and nonmembers. Please take a few moments to respond to this six-question survey via the link below.

<https://www.surveymonkey.com/r/2017NRWACnfSurveyMbrs>

Your feedback will make a significant difference in planning this milestone event. Please reply by November 28, 2016.

Thank you,

M. Jean Austin

The NRWA Conference Program Chair

Featured Affiliate Partner - Fresh Start Careers



Featured Affiliate Partner

Lorraine Beaman, Sponsor & Affiliate Relations Chair

Looking for a new and unique service to offer your clients in 2017?

Fresh Start Careers (FSC) is a full-service, women-owned staffing agency that has developed the first and ONLY official résumé database for The NRWA.

This exclusive platform increases your clients' visibility while providing you with generous referral commissions for successful placements. All you have to do is upload your clients' résumés (with permission) to our managed database: www.freshstartcareersusa.com/NRWA.

This FREE service has many benefits for all parties involved:

- **Clients**: gives them an additional job-search resource and an extra layer of white-glove customer service to get them one step closer to their dream jobs.
- **Résumé Writers**: provides significant passive income opportunities via three referral channels (*candidate, company, recruiter*) and expands the breadth of unique service offerings. Upgrade your packages with a free option for automatic inclusion into our prestigious database.
- **The NRWA**: broadens exposure and elevates our community to be the premier organization of experts providing comprehensive job-seeker support.

There are NO strings attached and NO cost to you or your clients. You've crafted beautiful, powerful résumés — now you can earn passive income with just a few mouse clicks. How can you monetize your professional relationships for mutual benefit? In the following three ways:

- **Candidates**: if your client is selected for a FSC-posted job, you will be eligible for a **\$500 referral** (after 90 days of employment).
- **Companies**: if you refer a corporate client to FSC for placement services, you will be eligible for a **\$500 referral** (upon 1st successful placement).
- **Recruiters**: we will eventually offer limited-access membership to recruiters. You'll be eligible for a percentage of the annual fee (TBD) for any referred members.

To learn about our newest jobs and database updates, please opt into our distribution list. Stay tuned for

kate.madden@freshstartcareersusa.com.

Welcome to the newest Nationally Certified Resume Writer

Congratulations to Adam Zajac, NCRW from Vocamotive in Hinsdale, Illinois.

For information on how to become an NCRW please visit <http://thenrwa.com/certification>

New & Renewing Members

Welcome to our **new and renewing members** for the month of October! Feel free to introduce (or reintroduce) yourself on our **Facebook page** or the **elist**.

Be sure to take this opportunity to network via our **LinkedIn Group** with other members of The NRWA and nonmembers who are career professionals.

New Member and Renewing Members

Karla Abrantes, Georgia Adamson, Jazmar Allison, Jean Austin, Anthony Barnes, Carol Bergman, Brenda Bernstein, Brian Bodkin, Michele Coneys, Andrew Coston, Catharine Craig, Liz Doyle, Suzanne Dubois, Lynn Eischen, MJ Feld, Roberta Gamza, Nelly Grinfeld, Bree Gurin, Beate Hait, Kathy Harber, Joyce Harold, Wendy Haylett, Gordon Heinrich, Billie Jordan, Erin Kennedy, Peter Lavelle, Cynthia Lopez, Madelyn Mackie, Linda Matias, Cheryl Milmoie, Alexa Molloy, G Marquis Ouattara, Steven Provenzano, Robert Rosales, Maria Skoulaki, Alana Suarez, Paloma Valverde, Jill Walser, Bessie Willis, and Leena Zachariah

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