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The NRWA Connection

June 2017



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Board Member Greeting

Steve Bouchard, Immediate Past President

This year we will celebrate our 20th anniversary as the only nonprofit, member-run association for professional résumé writers. The association and our membership has evolved over the course of 20 years and will continue to do so in the years ahead. Every new year gives us a new leadership team and provides us the opportunity to tackle new challenges, implement new programs, and develop strategies to grow the organization and deliver more value to our members. This year also marks the third annual **Recognizing Outstanding Achievement in Résumés (ROAR)** writing contest. Every year that we run a program offers us the opportunity to make improvements, learn from the past and respond to member input. I look forward to several enhancements in this year's ROAR contest!

Awards and Recognition

This year's conference in Chicago will no doubt be "over the top," with the 20th anniversary celebrations planned by our conference committee! The winners of this year's ROAR writing contest will be announced at the conference and awarded with a 1-year membership in The NRWA. They will also be featured as part of the conference awards banquet, with their winning résumés enlarged and on display for all

to see. Winners will also enjoy further promotion via The NRWA website, social media, and a formal press release after the conference.

Points and Judging

This year the contest introduces a new point scale that will be used to judge entries. This new scale will make it easier for contestants to see how their submissions are judged and simplify the judging process for the volunteer judging committee. Contestants are encouraged to pay attention to the **official contest rules** when submitting their entries, as points may be deducted for noncompliance with the rules.

Call for Judging Committee Volunteers

The NRWA is currently seeking volunteers to serve on the ROAR judging committee. You must be a NCRW and current member in good standing to serve on the committee. If you meet the criteria and are interested, please contact Steve Bouchard (sbouchard@srbcg.com) or Andrea Bower (adminmanager@thenrwa.com).

Participation in this contest is a great way to challenge yourself and be recognized among your peers. I am excited to lead the ROAR writing contest in its third year and look forward to all the great entries we anticipate receiving. Best of luck to everyone!

**NRWA Director of
Industry Report**

What's Happening in the College & University Industry
By: Juliet Murphy, Director, College & University Industry

I am honored to support The NRWA's College & University Industry, and I'm happy to share some exciting happenings from our colleagues.

Angela Zimmer of All Write Resumes, participated in a local job fair in April, where she critiqued résumés at the Jackson, NJ, library. Fifteen companies were represented with approximately 50 candidates seeking employment.

Dr. Cheryl Minnick from the University of Montana was invited to co-facilitate a campus-wide presentation, "University Career Ladders and Career Advancement," in April with the university's compensation specialist. Also in April, she was invited to present a workshop for academic advisors at NACADA; the topic was, "Using Résumés as Advising Tools." When not toiling away at the university, she's busy evenings and weekends tending her boutique career consulting business, The Paper Trail.

Jane Roqueplot, director of ProfilingPro and affiliate partner of The NRWA, has been contracted for the second year to provide The DISC Virtual Training Program for the HRD Graduate Program at Pittsburg State University (PSU), Kansas. The six-week course began on June 5, 2017, under the direction of Dr. MeLisa Rogers, PSU Assistant Professor and Certified Professional Behavioral Analyst with ProfilingPro. Students completing the course and passing the final exam will earn their designation as a Certified DISCstyles Communication Consultant. Jane is also pleased to announce that University of Kentucky (UK) is continuing DISC workshops as a part of the

professional development programs for university employees. The Training and Development Center has been providing ProfilingPro's DISC materials, services, and support for years to strengthen employees' job performance, build leadership capabilities, and foster personal and professional growth throughout their tenure at the university.

As for me, apart from being really busy in my business, this year has been relatively quiet.

Flashback Facts

Bridget (Weide) Brooks

Director of Industry – Experienced Business Owners

Imagine Building Communications

The NRWA Flashback Facts, No. 6

This is the sixth article in a series celebrating the 20th anniversary of The NRWA. In each article, we look back at key moments in The NRWA history, as well as the résumé-writing industry.

Remember When Recruiters Found Candidates Through Newspaper Ads?

Looking at the SHRM® Recruitment Marketplace 2002 survey, it's interesting to see that respondents said they planned to spend an average of 50 percent of their recruitment advertising budgets on newspaper ads. At the

time, online advertising represented an average of 34 percent of the recruitment budget, while trade publications, radio, and television combined represented a total of less than 10 percent of ad expenditures. The survey results were reported in the January/February 2003 issue of the *Résumé Writers' Digest* newsletter.

Louise Kursmark's Key to Business Growth

In her "Impressions" column in the May/June 2003 issue of *Résumé Writers' Digest*, Kursmark shared her "key to business growth." Her answer: professional development. Fourteen years later, Kursmark is still promoting learning — she'll be teaching one of the preconference sessions at The NRWA's 20th anniversary conference and providing the opening keynote session, "Celebrating the Past; Predicting the Future."

Kursmark wrote, "Ongoing professional development is so crucial to business growth, I invest thousands of dollars and dozens of hours every year in learning how to perform my craft or run my business better."

"A Recruiter's 12 Pet Peeves"

Ever wonder what a recruiter's pet peeves are? At the 2003 National *Résumé Writer's Association* conference, Sharon Gould Afforde, Business Development Manager for Manpower Professional, shared her 12 "résumé pet peeves." These included:

- Spelling errors
- Small fonts
- No dates
- Pointless objective
- Third-person voice
- Letters of reference

- Long sentences
- Long résumés
- Fancy formatting
- Pictures and graphics
- Confidential employers
- Gaps in employment

So many of those — typos, employment gaps, and objectives — are timeless problems. The more things change — the more they stay the same!

Next time in “Flashback Facts”: Louise Kursmark outlined four things that were new in the careers industry in 2004; the crisis in the résumé writing industry identified in early 2005; the number-one strategy leveraged by successful résumé writers’ web sites.

Bridget (Weide) Brooks is the editor of the Résumé Writers’ Digest newsletter and the founder of BeAResumeWriter.com. Her NRWA membership dates back to 1999, the year she attended her first industry conference. Coincidentally, Bridget’s company, Image Building Communications, also celebrated 20 years in business in 2016. She and her now-husband, Jon, founded the business after their graduation from the University of Nebraska at Omaha.

ROAR Announcement

Announcing the 5th Annual ROAR Resume Writing

It's that time of year again! The NRWA is calling all professional résumé writers to participate in the third annual Recognizing Outstanding Achievement in Résumés (ROAR) writing competition. This annual competition creates a forum for the most talented résumé writers in our industry to compete in several categories. Contestants' entries are judged on various criteria through several rounds of elimination by an expert panel of Nationally Certified Résumé Writers (NCRW). The winners will be announced and receive national recognition at the annual conference and enjoy additional visibility and promotional activity through The NRWA's website, social media, and a formal press release.

The ROAR competition allows entries from both "experienced" (greater than 5 years in business) and "new" (less than 5 years in business) résumé writers. Entries may be submitted in either of two design categories. The "creative design" category focuses on color and formatting. Entries in this category will be judged on both visual elements and content, with an emphasis on how the writer's strategy integrates a creative and imaginative design, while still promoting the candidate's talent and value proposition. The "modern classic" category focuses on a more traditional résumé structure and layout. The fonts and content sections will be in alignment with industry standards and best practices, allowing readers to quickly identify the critical elements they often seek while scanning résumés. Entries in this category will be judged on strategy, content, ease of reading, spacing, and layout.

Keep an eye on your inbox for more details in the coming weeks. Good luck to all who enter and here's what you need

ROAR Contest Overview:

Visit the website for full details and a complete list of contest rules and judging criteria: <http://thenrwa.com/ROAR>

Members and nonmembers may submit entries to the competition.

Entries will be accepted until July 31 via the website at: <http://thenrwa.com/ROAR>

Winners will receive a FREE 1-year membership in The NRWA, formal recognition at the annual conference, and marketing visibility via The NRWA newsletter, website, social media, and press release.

Contest entry fee is \$20 per each member submission and \$40 per each nonmember submission.

Contestants may enter up to three résumés within each of your experience-level categories, for a total of six entries.

Submission Categories:

1. "EC": Experienced Résumé Writers (>5 years in business): Creative Design.
2. "EM": Experienced Résumé Writers (>5 years in business): Modern Classic Design.
3. "NC": New Résumé Writers (<5 years in business): Creative Design.
4. "NM": New Résumé Writers (<5 years in business): Modern Classic Design.

NCRW Volunteers Needed!

If you are an NCRW and interested in serving on the ROAR judging committee, please contact Steve Bouchard, Immediate Past President at: sbouchard@srbcg.com for

Upcoming Webinar!

LINKEDIN IN 2017 – Strategies for Learning &
Mastering LinkedIn—Fast!

Tom Powner, Career Thinker, Inc.

Thursday, July 13, 2017

11:30 a.m. to 12:45 p.m. EDT (note a free extra 15 minutes
are included)

Are you having trouble and getting frustrated in keeping up with LinkedIn's user interface (UI) changes and hidden tools? LinkedIn remains one of the most powerful career tools, working hand-in-hand with résumés to support our clients in their careers and job search campaigns. Join Tom Powner as he shares his take on the most important things to know about LinkedIn.

\$19.99 for members and \$39.99 for nonmembers.

For more information and to register, please visit our
[website](#) today!

Registration for The NRWA 2017 Conference Now Open!



Join us for The NRWA 2017 Annual Conference

October 4-6, 2017
Celebrating 20 Years of Résumé Writing
Excellence!

The Westin Lombard Yorktown Center
in Lombard, Illinois, a suburb of Chicago

The annual conference attracts strong participation from within The NRWA membership of more than 600 writers, as well as professionals from across the career industry. It consistently provides relevant, timely sessions that address résumé trends, recruiter and hiring manager perspectives, and tips for improving services in a variety of areas.

For more information and to register, please visit our [website](#) today!

Volunteer of the Month -
Adam Zajac



June's Volunteer of the Month is Adam Zajac. Adam has been a member of The NRWA for just a few years but has already made a great impact on our association, currently volunteering on the conference committee. Adam is the Head Résumé and LinkedIn Profile Writer at Vocomotive, Inc. in Hinsdale, IL. He has written thousands of résumés in his career and also serves as the company's executive-level career development expert.

Tell me how you first got involved with The NRWA. I originally became involved in The NRWA after researching professional affiliations for résumé writers several years ago. I was seeking to join a reputable association that was well-respected in the résumé writing community and one which actively promoted strong standards among its members. The NRWA was clearly the best choice for me. I have been pleased with the camaraderie I have formed with my fellow members since joining, along with the ongoing insights and education I have received.

What do you enjoy most about serving on The NRWA conference committee?

I have grown closer to my fellow conference committee members and have gotten to know several of them much more since serving. I also enjoy the opportunity to give back to the organization and contribute to the conference, as I have gained much from the past two conferences which I attended.

How did you first get started writing résumés and LinkedIn profiles that led you to now be Head Writer at Vocomotive?

I began writing résumés as a career development specialist for Vocomotive's vocational rehabilitation clients more than

12 years ago. As word of my talents spread from that initial client base to clients' friends and families, others (outside of the vocational rehab sector) began contacting me and Vocamotive for assistance with résumés and LinkedIn profiles. This access to a large and diverse client base allowed me to gain expertise in writing for all levels of professionals, and the business began to grow organically (and quickly). Over the past few years, I have begun to write exclusively for high-level professionals and executives and, as business grew, needed to hire and train more writers to help handle the influx of business. Vocamotive recently formed a standalone (and self-supporting) résumé and career services division, and I oversee another full-time writer, a project assistant and a marketing intern to assist me with its operations and caseload. We now work with clients worldwide and business is booming. Overall, it has been a very rewarding and enlightening experience.

What do you wish others knew about the benefits of getting involved with The NRWA?

Non-NRWA members contact me frequently for advice in developing their own businesses, and one of the first things I recommend is to join and become involved in The NRWA. I think our organization does an excellent job of promoting highest standards among its membership and also offers resources that greatly benefit writers. The education, support system, business tips, and other offerings that The NRWA provides are wonderful!

What do you do when you aren't working or volunteering? OR what might someone be surprised to know about you?

When not working or volunteering I spend time with friends and family exploring and enjoying the culinary, cultural, and

nightlife venues that Chicago and the surrounding area has to offer. I also dabble in writing works of fiction when time permits.

Social Media and Marketing

Social Media and Marketing

B2B or B2C – which social platform is better for your business?

By Dee Reinhardt, Social Media Strategist, Time2Mrkt

The first thing to consider is whether your business is B2B – Business to Business, or B2C – Business to Consumer. This will help determine which tools to use in a marketing effort, especially if your business has a limited time or money budget. After that determination, look at how the tools might interact with your website and the other marketing components.

All businesses, whether they are mom-and-pop shops or Fortune 50 companies, have the same goals when using social media:

Brand Awareness – making sure that customers and potential customers recognize your brand – what you provide and what your brand represents.

Thought Leadership – customers want to feel like they are getting an authority in their field, whether it is a plumber or an HR representative.

Sales or Lead Generation – everyone needs new customers.

If your business is using social media to reach out to customers, you need to track the flow, from initial contact to contract.

Customer Support or Advocacy – this is when helpdesk support is provided through social media. Depending upon your business, it may require 24/7 responsiveness.

There are over 1,000 digital properties that you can use for your business. Some are more appropriate than others. My preference is to start with the most common ones and branch out from there. Let's talk about my top 10 and for which type of business they are best suited:

Blogs – short for weblog, this is a tool that will enable you to share your thought leadership. If you are strapped for time, this is the one action that I recommend you do. Regular new content brings the search bots back to your website on a regular basis. I give a slight edge to B2B for this tool.

LinkedIn – if you are in business, you need a LinkedIn personal account. You should also create a company account, which requires an email address with your domain name. (Another good reason to have a professional email address). The edge goes to B2B on this as well.

Facebook – is very definitely B2C, although many B2B businesses, like my own, can benefit from a regular presence on Facebook. Pictures and videos win on this platform. You can offer rewards to customers who check-in or tag your business in one of their posts.

Twitter – limited to 140 characters at a time, this is a great customer service tool. Many businesses alert their customers to specials of the day. It is a tie between B2B and B2C.

YouTube – is the second largest search tool, and it isn't even a search engine. Four billion searches a day, do I need to say more? This is a win for B2B companies with product

demonstrations and how-tos.

Google+ – provides an edge on Google search results. It works like Facebook, but there are not as many regular users. Worth investigating for B2B and B2C.

Photo sites – Instagram is the big player in this arena. Very definitely B2C with all the clothes, food, and check-ins that happen on these types of platforms. Think about other platforms like Flickr and Picasso.

Pinterest – gets its own category, as both B2B and B2C businesses can link to things on their websites, especially if you include an image in a blog post, then pin the image. This is especially a win for B2C.

Location sites – include Yelp, Bing places, Yahoo, Foursquare and the like. Even if you don't have a storefront location, you may want to "claim" your business on a few of the appropriate sites. The winner again is B2C.

Emails – while this is not a social platform, it is social. People read more emails now because of smart phones. Don't over send and be sure to make what you send worth reading. B2B and B2C.

Those are my top picks. How did you do on the comparison of B2B vs. B2C? You don't have to use them all at once. Try working with one and then expand. Make sure you track incoming calls to know which social media platforms are working best for your business!

Dee Reinhardt loves social media; it feeds the right side of her brain and helps with her "squirrel" moments. Dee helps small business understand the how and why of marketing with social media. She does this by designing, building, or remodeling their current marketing to include social media into their overall plan. For more information on how Dee can help your business, visit: <http://time2mrkt.com>

Do We Have An Image Problem?



A recent thread on the e-list indicates that several of our members think we do.

What appears to be a growing trend toward “price deflation” inspired one of our prominent members to voice her concerns, which unleashed a thread of messages, several with a call to “present a united front in 1) educating the public about our services 2) providing guidelines for selecting qualified writers, and 3) counteracting negative news stories about how consumers are taken advantage of by unscrupulous writers.”

If you think the problem is real and you want to be part of the solution, The NRWA needs your energy and enthusiasm.

Last year I chaired a Public Image Committee comprised of

volunteers from The NRWA community. We met a half-dozen times throughout the year to brainstorm ideas and put together proposals for initiatives to advance many of the goals mentioned in the e-list thread. To transform a proposal into reality requires more than tossing around ideas. We need enthusiastic volunteers to help drive our ideas forward.

The NRWA is comprised of some of the brightest, hardest working, and dedicated professionals in the industry—but unlike other associations, we are a nonprofit, member-driven organization, and everything we do is done by volunteers. It takes an immense amount of time and effort to coordinate our conference, webinars, training programs, newsletter, and the marketing that supports these, and our current volunteers are maxed out working on these initiatives. We need reinforcements!

If I can find just a handful of members who could each spare five hours per month to devote to public image initiatives, we could accomplish great things! Please contact me at president@thenrwa.com and let me know you care—and that you are eager and available to help.

Michelle Dumas
President, The National Résumé Writers' Association

Fall 2017 Writing Excellence Course

Announcing! The NRWA is thrilled to announce a fall session of Writing Excellence!

This live, interactive 11-week course will help take your writing from mediocre to magnificent!

This course is directed toward professional résumé writers who want to strengthen the quality and content of their résumés and cover letters. New and experienced business owners, college career center and workforce investment staff, and those who work in military transition centers will all benefit from the course. The only prerequisites are an understanding of basic résumé and cover letter fundamentals, a willingness to accept and apply critical feedback, and a desire to move one's writing skills from mediocre to magnificent. Sessions are designed to take participants through each step of creating a résumé and cover letter, from planning the initial strategy to final editing and proofreading.

The course is scheduled to begin on Wednesday, October 11, 2017, and will be taught live via webinar every Wednesday from 6:30 to 8:00 p.m. Eastern, through December 20, 2017.

Click here for more information about this valuable course:
<http://www.thenrwa.com/writingexcellenceprogram>

Registration details coming soon!

New and Renewing Members

Welcome to our new and renewing members for the month of June! 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 and Renewing Members

Hollie Baker - Custom Resume Writer in Tyler, Texas

David Barnes - Dbarnes431 Communications LLC in Fairfax, Virginia

Lorraine Beaman - JLB Career Consulting in Davis, California

Samantha Carroll - Once Upon A Brand in Gaithersburg, Maryland

Gayle Chiykowski - Ottawa, Ontario

Tami Christian - Resume Creations & Career Coaching in East Peoria, Illinois

Sharena Conte - Long Beach, New York

Cherise Elliott - C. Elliott Resume Writing in Powder Springs, Georgia

Julie Erickson - Mission Advancement Consulting LLC in Maplewood, New Jersey

Valerie J Fields - Stamford, Connecticut

Emily Fitzpatrick - Recruiters International, Inc. (RII) in Pembroke Pines, Florida

Laura Fontenot - Masterwork Resumes in Plano, Texas

Paul Freiburger - Shimmering Resumes in San Mateo, California

Judy Friedler - CareerPro International in Mississauga, Ontario

Cathleen Garner - Pearland, Texas

Keri Garza - Garza & Sweeney Consulting Services, LLC
in Spring, Texas

Brittney Geathers - Resumes by Brittney, LLC in
Tallahassee, Florida

Cheryl Guyer - Pittsburgh, Pennsylvania

Terri Heggemeyer - Northeast Community College in
Norfolk, Nebraska

Karen Hughes - Jewish Family Services in Columbus,
Ohio

Doretha Jamison - Peoria, Illinois

Jean Juchnowicz - Career Advice Simplified in Sarasota,
Florida

Rabbi R. Karpov - Bespoke Resumes and Career
Coaching, Inc. in Guthrie, Oklahoma

Liz Karr - Chapel Hill, North Carolina

Kathy Keshemberg - A Career Advantage in Appleton,
Wisconsin

Heather Kindel - Second Glance Resumes in Akron, Ohio

Cathleen Lanzalaco - Write-Resume-For-The-Job in
Cheektowaga, New York

Arteaa Lemon - North Charleston, South Carolina

Lynn Walker Levy - LWL Career Counseling in Milton,
Massachusetts

Patti Long - Tyler, Texas

Lorraine Lyman - Savvy Success Unlimited in Oakland,
California

Irene Marshall - Tools for Transition in Fremont,
California

Sally McIntosh - Advantage Resumes in St. Louis in St.
Louis, Missouri

Sue Montgomery - Resume Plus in Dayton, Ohio

Linda Parker - Résumé Writer USA in North Las Vegas,
Nevada

Charmaine Pocek - Houston, Texas

Tanya Ramey - Ramey Communications in Washington,
District of Columbia

Dawn Rasmussen - Pathfinder Writing and Career Services LLC in Portland, Oregon
Drew Roark - DrewRoarkCPRW.com in Clarksville, Tennessee
Barbara Safani - Career Solvers in New York, New York
Amy Sweeney - Garza & Sweeney Consulting Services, LLC in Spring, Texas
Heather Turner - Port Tobacco, Maryland
Ashley Wehnes - The Resume Supply Co in West Palm Beach, Florida
Linda Woodard - LDW Group LLC in Jacksonville, Florida
Hester Young - Charleston Southern University in North Charleston, South Carolina

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