

The NRWA Board has been hard at work for you and for the organization!
Here is a short snapshot of the Board's activities in the first quarter of 2014.



The NRWA News

April
2014

2014 1st Quarter Board Bytes

President Bob Janitz has worked closely with Past President Marie Zimenoff to ensure a smooth transition of leadership, deal with ethics violations in absence of an Ethics Chair, and coordinate website updates with our Admin Team. During 1Q14, Bob found Bruce Benedict to replace departing Education Chair, Mill Montejo, who has since joined the marketing team. Bob has also negotiated member benefits with Hertz, and arranged The NRWA participation at relevant industry conferences.

Bob and Marie are developing nominations for President Elect, and a special election is underway for an Experienced Business Owner Representative to replace Brenda Cunningham, who has accepted the role of Membership Chair.

Marie has also negotiated final adjustments to the new job descriptions for board members, and spearheaded development of a committee to execute our first writing contest. The contest will feature four categories that line up with our new industry reorganization of new business owners, experienced business owners, military/workforce writers, and education writers.

Membership Chair Brenda Cunningham has drafted a proposal for membership promotions. Her team of industry representatives has been sorting members into industry groups, acquainting members with the new representation structure, and launched the 2014 series of webinars for our various industry groups. Current membership has exceeded the milestone of 500, due especially to Bob's drive into the first quarter.

Conference Chairs Shareem Kilkenny and Ruth Pankratz have finalized presenter contracts for Denver, and are actively planning conference activities. Shareem reports that conference enrollment is outperforming last year's pace, with 40 registrants as of the March board meeting.

Treasurer Pat Criscito worked with board members to finalize 2014 budget adjustments. In particular, the budget was enhanced to support promotions to

drive new membership, conduct regional membership meetings, and improve benefits for volunteers. The Treasurer's Report and financial files were reviewed and approved.

Certification Chair Michelle Swanson has implemented revisions to the certification process to promote more interactive and effective ways for members to learn. The response has been dramatic, and there is an impressive uptick of members in the certification pipeline.

Marketing Chair Cheryl Cooper worked with Cassie Olson to launch an informative and attractive Pinterest page for The NRWA, and continues to drive active participation on LinkedIn, Twitter, Facebook, and The NRWA e-list. Members are still encouraged to submit articles and other content for our social media thrust.

Our new Education Chair, Bruce Benedict, has transitioned into his new role with Bob's help. The 2014 schedule for teleseminars is already well developed, and member participation so far this year has been very strong.

Administrative Manager Stephanie Shaw is now attending our monthly board meetings at Bob's behest. This is already proving valuable, as Stephanie is able to provide information on the spot that spurs board decision making on new initiatives.

[Mary Jo King](#)

Secretary, The NRWA

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