

2014 3rd Quarter Board Bytes

Mary Jo King, Secretary



For The NRWA Board, the third quarter of 2014 was dedicated to expanding our value proposition to existing and potential members, from resources and training to September's 17th Annual Conference in Denver.

Based in part on feedback from our recent member survey, President Bob Janitz is leading user-friendly updates to nearly every facet of The NRWA brand, especially those related to our mission of member education. As noted in the paragraphs that follow, the board currently has many such ongoing projects.

Other presidential matters: To capitalize on The NRWA's warm reception at conferences for career development professionals, Bob proposed that we advertise on the NCDA website. To date, the banner has more than 6,500 views, and we can officially welcome several new members from NCDA and NAWDP to our ranks. Also in third quarter, the organization was challenged with the transition to a new administrative team, and Bob has been managing the change.

Past President Marie Zimenoff prepares to roll out The NRWA *Award for Excellence in Resume Writing* (AERW), which will feature competition for writers of all industries and experience levels. Marie presided over elections in July, and announced the results in August. She has revised all board job descriptions to incorporate the new positions of President Elect and Immediate Past President. Note: Members are invited to contact any [board member](#) to learn more about leadership and committee opportunities in The NRWA.

Membership Chair Brenda Cunningham published the aforementioned member survey, and she continues to distill the results into recommendations and actionable items for all aspects of the member experience, from onboarding new members and improving resources for the certification process, to writer education, member benefits, and specialized support for individual industry sectors. Brenda presides over record-setting membership this year!

Our conference chairs synchronized the 1,001 details that went into *Game On*, The NRWA 2014 conference in Denver. Shareem Kilkenny and Ruth Pankratz showed us how it's done, with record-breaking attendance, a well-prepared venue, an outstanding array of speakers and events, and nary a single complaint. Members voted that Charlotte, North Carolina will host the 2015 conference.

Treasurer Pat Criscito's reports were unanimously approved. During third quarter, Pat identified ways to enhance financial transparency, streamline accounts, and optimize savings interest.

Michelle Swanson, Certification Chair, assimilated member/board/NCRW feedback about The NRWA certification process at warp speed. She unveiled her proposal for revising our National Certified Résumé Writer program at the September board meeting, and it was unanimously approved. To be implemented over the next few months, Michelle's refinements provide for a leaner, faster process and more personalized support. Stay tuned, and prepare to engage!

Our social media pages are sparkling with fresh, relevant content. Marketing Chair Cassie Olson and her team continue to grow participation on [Facebook](#), [Twitter](#), [Pinterest](#), [Google+](#), and [LinkedIn](#). She reorganized team tasks to establish consistent message content and track results. Cassie urges members to visit all of The NRWA pages, often, and to watch for new features.

The 2014 teleseminar and webinar schedule filled out through November with Education Chair Cynthia Funkhouser's diligent effort. She began recruiting 2015 presenters at conference, and welcomes all comers who have information to share with the membership. Write her at Education@TheNRWA.com.

A special welcome to newly elected board members! Shauna Bryce and Juliet Murphy are already contributing time and talent at board meetings to ensure strategic and tactical continuity for 2015. Here again are the election results:

President: Shauna C. Bryce

President-Elect: Steve Bouchard

Treasurer: Marie Zimenoff

Secretary: Mary Jo King

Experienced Business Owners Representative: Michelle Dumas and Ruth Pankratz

New Business Owners Representative: Gala Jackson and Debra Ann Matthews

College/University Career Services Representative: Juliet Murphy

Workforce, Military, or Community Career Services Representative: Suzette Jolly

The next *Board Bytes* will be issued in January, so I will take this opportunity to wish our entire membership a wonderful season of holidays, filled with the laughter of loved ones. Be well.

Mary Jo King

Secretary, The NRWA