



***The National Résumé Writers Association
20th Anniversary Conference***

*Lombard, Illinois
October 4-6, 2017*

Celebrating 20 Years of
Résumé Writing Excellence

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Dear Conference Attendees,

On behalf of the Board of Directors, I am excited to welcome you to The NRWA's 20th annual conference, near the site of our first conference, held in 1998 in Chicago. We are also excited that you are here to help us celebrate The NRWA's 20th Anniversary!

Founded in 1997, The National Résumé Writers' Association is the first and only member-driven nonprofit trade association for résumé writers, dedicated to meeting the evolving and growing needs of résumé writers through education, training, mentoring, and networking.

Thanks to the foresight and hard work of the founding members and a continuous stream of dedicated member-volunteers, in our 20th year we are a thriving organization offering exceptional member benefits and programs.

We are honored this year to have three widely admired industry pioneers and heroes as keynote presenters. Louise Kursmark is kicking off our program with "Celebrating the Past, Predicting the Future," a pertinent topic for our anniversary year. Deb Dib, one of our founding members, is delivering Thursday's power-packed keynote presentation, "Ditch the Pitch! Dance on the Edge of Vulnerability." Susan Britton, a presenter at our very first conference, will deliver our closing keynote and help us create a bridge to a fabulous future by challenging us with the question, "Who Do You Long to Be...Today, Tomorrow, in 20 Years?" The remainder of our three days is jam-packed with outstanding speakers, sharing the latest résumé writing and career trends, as well as business and career-services-related information.

We invite all of you to join us Wednesday night for our Founders' Banquet and Awards Ceremony—a wonderful opportunity to mix and mingle while we honor our founders. Following dinner, there will be an awards presentation, including announcing the 2017 ROAR competition, Vivian Belen, and Industry Hero winners. Fun activities for Thursday night include the option to join your colleagues for dinner and a show—"Rock of Ages," enjoy the sights of the city by catching a ride on the round-trip chartered shuttle, or participate in a local Dine-around.

None of this would be possible without our hardworking conference committee and Board. I'd especially like to thank our incredibly creative and hard-working conference team, particularly Jean Austin, our Conference Program Chair and Katrina Brittingham, our Conference Logistics Chair. Together, with the entire conference committee that included Brittney Beck, Bridget Weide Brooks, Carol Camerino, (Membership Chair), Debra Ann Matthews, Michelle Robin (Marketing Chair), Sara Timm, and Adam Zajac, they have planned and organized an extraordinary event.

An additional thank you goes out to our sponsors and our Sponsor Relations Chair Lorraine Beaman, as well as everyone who generously donated door prizes. A special thank you to Tim and Andrea Bower, our executive management team, who spent many hours behind the scenes helping to make the conference a success.

I was extraordinarily fortunate to attend that first Chicago conference in 1998, the most pivotal event of my entire business career. I have made a point to attend every year since, and always go home with new friendships and partnerships, as well as renewed enthusiasm, passion, and up-to-date knowledge. My hope is that each of you leaves with the same experiences.

Thank you so much for attending and I look forward to connecting with all of you this week!

Sincerely,

Michelle Dumas, NCRW
President, The National Résumé Writers' Association



THE NRWA's 20th ANNIVERSARY CONFERENCE
October 4-6, 2017
Lombard, Illinois

HONORING THE PAST ~ CELEBRATING THE PRESENT
EMBRACING THE FUTURE

The National Résumé Writer's Association would like to extend a special thank you to the dedicated visionaries who conceived and founded a member-driven organization—one that was not driven by the need for profit, but one that met the needs of résumé writers through education, training, mentoring, and networking.

The idea began to take shape during the September 1996 Professional Association of Résumé Writers (PARW) convention in Florida. Later that year, during a boat excursion in Boston Harbor, a small group of NRWA members began to discuss the idea in earnest. As enthusiasm grew, meetings were scheduled to begin to draft the foundational documents of the organization. Vivian Belen, one of the staunchest—and most vocal—advocates of this model, and Marty Weitzman became key players in bringing the group's vision to life. On January 1, 1997, Marty publicly announced the launch of The National Résumé Writer's Association (The NRWA). It was anyone's guess as to whether this fledgling association would make it, but make it, it did!

During the past 20 years, The NRWA has grown from a regional group of 11 people into one of the leading résumé writers' organization in the world with one of the most valued certifications in the résumé writing industry. We are fortunate to have a few of our Founders and Founders' Circle members here with us at the 2017 conference.

THE NRWA FOUNDERS

Bev Baskin	Doug Dib	Rhoda Kopy	John Thorn
Vivian Belen	Judy Friedler	Gerry Palmer	Marty Weitzman
Deb Dib	Fran Kelley	Phyllis Shabad	

THE NRWA FOUNDERS' CIRCLE

Those who joined within the first two years and who were instrumental in creating The NRWA's organizational structure.

Pat Criscito	Betty Geller	Wendy Gelberg	Billie Jordan
Pat Kendall	Kathy Keshenberg	Vivian VanLier	Janice Worthington

**Thank you all for
your vision, your dedication and your service!**



THE NRWA's 20th ANNIVERSARY CONFERENCE October 4-6, 2017 Lombard, Illinois

Thank You, Volunteers!

The NRWA would like to extend a special thank you to the dedicated volunteers who have helped make the 2017 conference and The NRWA a success.

Executive Board

President: Michelle Dumas, NCRW, CPBS, CPRW, JCTC, CEIP
President-Elect: Mary Jo King, NCRW, RMP
Secretary: Donna Tucker, CPRW
Treasurer: Pat Criscito, CPRW
Certification Chair: Kimberly Schneiderman, CLTMC, NCRW, CEIC
Education Chair: Beth Colley, CBBSC, CBBSMC, CCMC, CMRW
Marketing Chair: Michelle Robin, NCRW, CPRW
Membership Chair: Carol Camerino, CCMC
Immediate Past President: Steve Bouchard, LEED AP, CCMC, CPRW

Membership Representatives/Directors of Industry

Bridget Weide Brooks, CPRW-Experienced Business Owners Representative, Western Region
Virginia Franco, NCRW, CPRW, Experienced Business Owners Representative, Eastern Region
Kathi Fuller, New Business Owners Representative, Western Region
Wendi Weiner, JD, NCRW, CPRW, CCTC, CCM, New Business Owners Representative, Eastern Region
Debra Ann Matthews, M.A., JCDC, JCTC, Military & Workforce
Melissa Cardin, University Career Services

2017 Conference Program Planning Committee

Conference Co-Chairs: Jean Austin, NCRW, CJSS, CCMC, COPNS, MS (Conference Program Chair) and Katrina Brittingham, MBA, MSA, CPRW, JCDC, JCTC (Logistics Chair). **Committee Members:** Brittney Beck, NCRW; Bridget Weide Brooks, CPRW; Carol Camerino, CTTCC, CCMC (Membership Chair); Ellen Steverson, NCRW, GCDF, CEIC; Sara C. Timm; Adam Zajac, NCRW. **Special Thanks To:** Lorraine Beaman, NCRW, ACRW, CARW (Sponsorship Chair); Andrea Bower, MBA, and Tim Bower, CAE, Association Executive Director Co-Chair; Michelle Dumas, NCRW, CPBS, CPRW, JCTC, CEIP (President); Michelle Robin, NCRW, 360Reach Analyst, G3 Coach, CPRW (Marketing Chair)

Certification Committee

Kimberly Schneiderman, NCRW, CLTMC (Chair); Kim Isaacs, CPRW, NCRW; Dr. Cheryl Minnick, CAA, CCMC, NCRW; Norine Dagliano, NCRW, CPRW, CFRW/CC; Sally McIntosh, JCTC, NCRW; Michelle Swanson, CERM, CJSS, ACRW, NCRW, CPRW

NCRW Advisory Board

Michelle Dumas, NCRW since 1999; Judy Friedler, NCRW since 1998; Kimberly Isaacs, NCRW since 1997; and Pat Kendall, NCRW since 1997

Membership Committee

Carol Camerino, CTTCC, CCMC (Chair); Bridget Weide Brooks, CPRW; Virginia Franco, NCRW, CPRW; Kathi Fuller, Debra Ann Matthews, M.A., JCDC, JCTC; Juliet Murphy, MBA, MA, CARW; Wendi Weiner, JD, NCRW, CPRW, CCTC, CCM

Marketing Committee

Michelle Robin, NCRW, 360Reach Analyst, G3 Coach, CPRW (Chair); Christina Austin, MBA, CPRW, CIC; Holly Genser, MA, CCTC, La-Shanna D. Henry

Sponsorship/Affiliates Relations Committee

Lorraine Beaman, NCRW, ACRW, CARW (Chair)

Public Image Committee

Mary Jo King, NCRW, RMP (Chair), Alicia Buzon, CPRW, Beth Colley, CBBSMC, CBBSC, CCMC, MRW, Cathleen Garner, MS, MBA, ACRW, CARW, CDCC, Dawn Rasmussen, Georgia Adamson, MRW, ACRW, CPRW, CJSS, Jane Roqueplot, CECC, CPBA, CWDP, Kimberly Schneiderman, NCRW, CLTMC, Marie Fitts, Melanie Denny, CPRW, CIPCC, Michelle Dumas, NCRW, CPBS, CPRW, JCTC, CEIP, Mill Montejo, Robin Schlinger, 360 Reach Strategist, CMRW, MCD, JCTC, CPRW, CFRW, CECC, Sari Neudorf, CEIC, CPBA, CPRW, Sophia Marshall, MHR, SFC, BCC

Written Communications Team

Norine Dagliano, NCRW, CPRW, CFRW/CC (Director); Donna Tucker, CPRW; Cheryl Milmoie, CPRW, ACRW; Anne Anderson; Michelle Swanson, NCRW, ACRW, CERM, CJSS, CPRW; and Georgia Adamson, MRW, ACRW, CPRW, CJSS.

Historian

Donna Tucker, CPRW

Association Executive Co-Directors

Tim Bower, CAE & Andrea Bower, MBA

Past Presidents

2015-2016: Steve Bouchard, NCRW

2014-2015: Shauna Bryce, NCRW

2013-2014: Bob Janitz, NCRW

2012-2013: Marie Zimenoff, NCRW

2009-2011: Charlotte Weeks, NCRW

2008-2009: Robyn Feldberg, NCRW

2006-2007: Kathy Sweeney, NCRW

2005-206: Kevin Morris, NCRW

2004-2005: Linda Matias, NCRW

2001-2003: Greg Bridgeman, NCRW

2000-2001: Pat Kendall, NCRW

1997-2000: Marty Weitzman, NCRW

VIVIAN BELEN AND THE VOLUNTEER OF THE YEAR AWARD

Vivian Belen was a founding member of The NRWA and served as the first ethics chair. She was one of the exceptional people who were driving forces in the early years that made The NRWA a success. She gave her time and expertise to keep the organization moving forward and help members succeed in their businesses. When she lost her battle with cancer, Greg Bridgeman, The NRWA president at the time, decided to honor her by initiating the annual Vivian Belen Award for the most outstanding volunteer within The NRWA.

As The NRWA celebrates its 20th anniversary year, it is especially fitting for all of us to look back, remember, and honor Vivian, and to renew our commitment to continuing her vision.



Previous Vivian Belen Award Recipients

Norine Dagliano, 2016

Brenda Cunningham & Mary Jo King, 2015

Marie Zimenoff, 2014

Sophia Marshall, 2013

Kathy Harber, 2012

Pat Criscito & Kathy Sweeney, 2011

Marcia Baker, 2010

Donna Tucker, 2009

Bonnie Kurka, 2008

Sally McIntosh, 2007

Kathy Sweeney, 2006

Sherri Morgan, 2005

Ann Baehr, 2004

Sally McIntosh & Linda Matias, 2003



THE NRWA's 20th ANNIVERSARY CONFERENCE

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Lombard, Illinois

SCHEDULE AT-A-GLANCE

Wednesday, October 4

PRECONFERENCE

	Breakfast on your Own	
8:00-11:30	Systemized Approach to Offering Job-Searching Services Workshop Ruth Pankratz, MBA, MRW, NCRW, CHJMC	Cypress B
	Writing the Full Spectrum of Career Documents Louise Kursmark, MRW	Lilac C
11:30-12:45	Lunch on Your Own	

CONCURRENT SESSIONS

12:45-1:00	Official Conference Opening: President's Welcome & Keynote Introduction	Lilac B-D
1:00-2:00	Opening Keynote: Celebrating the Past, Predicting the Future Louise Kursmark, MRW	Lilac B-D
2:00-2:15	Door Prize Announcements & Break	Lilac B-D
2:15-3:15	The Federal Application Process—It's Different and Far from Intuitive Nancy Segal, CFRW, CEIC, MCD, CPRW	Cypress A
	Résumé Extenders Pat Criscito, CPRW	Cypress B
3:15-3:30	Break	Lilac A
3:30-4:30	Military Transition Résumés Diane Hudson, CPRW, CPCC, CEIP, FJSTC, CLTMC, CCM, CCMC, CJSS, JCTC	Lilac C
	Growth Plan Writing Workshop: Eight-Week Agile Business Principles Stan Washington	Cypress A
	Build a Better Pipeline: Selling Profitable Services Across the Generations Jan Melnik, M.A., MRW, CCM, CPRW	Cypress B
5:30-6:30	Welcome Reception	Lilac C
6:30-7:45	Founders' Banquet	Lilac B-D
7:45-8:30	Awards Ceremony	Lilac B-D
8:30-9:00+	ROAR Reveal	Lilac B-D

Thursday, October 5

7:00-8:00	Breakfast	Lilac B-D
8:00-8:30	Board of Directors Report & New Leadership Introduction	Lilac B-D
8:30-9:30	Keynote: Ditch the Pitch! Dance on the Edge of Vulnerability—and connect more than ever before! Deb Dib, Certified Master Personal Brand Strategist, Certified Social Branding Analyst, Certified Brain-Based Success Coach	Lilac B-D
9:30-9:45	Door Prize Announcements / Break	Lilac B-D

CONCURRENT SESSIONS

9:45-10:45	Supporting Your Clients in the Gig Economy Kimberly Schneiderman, NCRW, CLTMC	Lilac C
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Thursday, October 5, Continued

	Closing the Deal Kris McGuigan, ACRW, CCMC, MBA	Cypress A
	LinkedIn Marketing 101 Nickquolette Barrett	Cypress B
10:45-11:15	Meet Your Vendors/Coffee Break (Generously Sponsored by CDI)	Lilac A
11:15-12:15	Award-winning Résumés: Process Makes Perfect Sharon Williams, BSBA, Med, CMRW, CPRW, WBRW	Lilac C
	Customer Service Excellence: Earn & Keep Your Best Customers Brenda Cunningham, CPRW, CJSS, CCM	Cypress A
12:15-12:30	Break	Lilac A
12:30-1:45	LUNCH WITH AN EXPERT (Generously Sponsored by CTL/RWA)	Lilac B-D
1:45-2:45	KISS: Techniques for Writing Documents with Clarity, Accuracy, Brevity, and Impact Norine Dagliano, NCRW, CPRW, CFRW/CC	Cypress A
	Cracking the Hidden Job Market: Awesome Opportunities for Résumé Writers and Job Seekers Donald Burns - CJSS, ACRW, SNC (Twitter), CPBS Reach	Cypress B
2:45-3:00	Break	Lilac A
3:00-4:00	Beyond the Résumé: Adding Interviewing Services to Your Practice Lorraine Beaman, MA, ACRW, CARW, NCRW, CEIC, MCD	Lilac C
	Create Impact Bullets That Sell Your Clients' Value Thomas Powner, CPRW, CEIP, CCMC, CBBSC, CDCC	Cypress A
	Your Brand Talks – But What is it Saying? - Rebecca Metz & Karen Ybarra	Cypress B
4:00-4:15	Break	Lilac A
4:15-5:00	Expand Your Brand: Publish a Book Now - Renee Bobb	Lilac C
	8 Great Ways to Earn More Money (Even if You Don't Like Selling) - David Pinkley	Cypress A
	Creating the Future: The NRWA Roundtable	Cypress B
5:30+	Activity of your choice	

Friday, October 6

CONCURRENT SESSIONS

7:00-8:00	Breakfast	Lilac B-D
8:00-9:00	LinkedIn Profile Writing - Master the Art of the Conversation Lisa McDonald, CPRW	Lilac C
	Subcontracting - The Truth Ellen Steverson, NCRW, GCDF, CEIC / Nancy Segal, CFRW, CEIC, MCD, CPRW / Thomas Powner, CPRW, CEIP, CCMC, CBBSC, CDCC	Lilac B-D
	No-coding Solutions to Support Your Growing Business (and Revenue!) Amy Adler, MBA, MA, CMRW, CARW, CEIC, CCMC	Cypress B
9:00-9:15	Break	Lilac A
9:15-10:15	Cut Hours off the Writing Clock: How to be a More Efficient Writer Dawn Rasmussen	Cypress A
	Gigs, Contracts, and Flexjobs - Oh My! (Preparing for the New Job Landscape) Wendy Gelberg, IJCTC	Cypress B
	Best Practices to Keep Your Résumé Business Less Prone to Liability Wendi Weiner, NCRW, CPRW, CCTC, CCM	Lilac C
10:15-10:30	Break	Lilac A

Friday, October 6, Continued

10:30-11:30	3 Biggest Mistakes Federal Job Seekers Make That Prevent Them from Landing a Federal Job or Promotion Camille Carboneau Roberts, CMRS, CARW, CPRW, CEIP, CMMS, SMAC, MYFR-CC, MYFR-CW, MYR-CC, MYR-CW, CCSC/MYFR-CC, MYFR-CW, MYR-CC, MYR-CW, CCSC Cris Anderson, MYFR-CC, MYFR-CW, MYR-CC, MYR-CW, CCSC	Lilac C
	Cultivating an Executive Presence to Coach and Write for the C-Suite and Senior-level Professionals Anne Marie Segal, CCMC, CPRW	Cypress A
11:30-12:45	NETWORKING LUNCH	Lilac B-D
12:45-1:45	ATS Update 2017 (Q&A following in Cypress B) Pat Criscito, CPRW	Lilac C
	The Graduation Gap: How We Can Better Prepare College Students for "The Real World" and Build Confidence in the Next Generation Kate Lupo	Cypress A
1:45-2:00	Coffee Break (Generously Sponsored by Vocamotive)	Lilac A
2:00-3:00	The Incredible Disappearing LinkedIn Profile Brenda Bernstein, CARW, CMRW, CERM, JD	Lilac C
	Why Gamification is the Next Big Thing in Résumé Writing and Job Hunting Debra Mastic	Cypress A
3:00-4:00	Closing Keynote: Who Do You Long to Be...Today, Tomorrow, in 20 Years? Susan Britton, PCC, CCMC, CJSS, CLC, CPCC, MRW, NCRW, CCM	Lilac B-D
4:00-4:15	President's Farewell and Drawing of Final Door Prizes & Vendor Passport Prize	Lilac B-D



THE NRWA's 20th ANNIVERSARY CONFERENCE

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Lombard, Illinois

Wednesday, October 4

PRECONFERENCE

	Breakfast on Your Own	
8:00-11:30	Systemized Approach to Offering Job-Searching Services Workshop Ruth Pankratz, MBA, MRW, NCRW, CHJMC	Cypress B
	<p>In this comprehensive preconference workshop, attendees will learn how to build a robust job search and networking service that helps clients secure interviews. The workshop will address many service aspects to increase attendee confidence and service toolsets.</p> <p>Key Takeaways: Ruth will provide workshop attendees with</p> <ol style="list-style-type: none"> 1. Best practices to help clients with job search and networking efforts. Tools to quickly build job search and networking services. 2. Techniques for addressing and overcoming barriers that can stop client progress. 3. Processes and worksheets for customization of job search and networking services, making job search and networking efforts tangible and trackable. 4. Resources for researching companies, generating effective networking interactions, and securing interviews with targeted organizations. 5. Tips for improving job search and networking efforts, including suggestions for working with recruiters and more. 	
	<i>Ruth Pankratz helps diverse clients build their image word by word by creating compelling career documents and developing personal and company marketing and branding strategies. Ruth has been employed at Hewlett Packard, Konica Minolta, Proven Systems, and Performance Health Solutions. She launched her company, Gabby Communications, in 2007 to help professionals and small businesses communicate their brand and value. Ruth has presented to international audiences on topics such as resume writing, interview strategies, networking techniques, business development, job search processes, marketing tips, and using social media to build leads.</i>	
8:00-11:30	Writing the Full Spectrum of Career Documents - Techniques, Tips, Ideas, and Examples for Writing Career Marketing Messages without Repeating the Resume! Louise Kursmark, MRW	Lilac C
	<p>Once you've completed a resume, do you struggle to write complementary documents that are distinctive, appropriate, effective, and <i>different</i> from the resume? If so, this workshop is for you.</p> <p>Key Takeaways:</p> <ol style="list-style-type: none"> 1. You'll learn specific techniques for writing all of the other documents your client needs without repeating yourself, boring readers, or resorting to formulas. 2. You'll gain fresh ideas for creating LinkedIn profiles, job search letters, bios, networking notes, interview answers, and other messages to equip your clients for every job search phase and interaction. <p>Loaded with exercises, examples, and other takeaways, this intensive program will energize your writing and inspire your creativity.</p>	

	<p><i>One of the leading resume writers in the US, Louise has authored more than 20 career books, co-founded the Resume Writing Academy, and is a frequent speaker and trainer on many topics relating to careers. In private practice for more than 30 years, she creates powerful branded career documents that position her executive clients for the next great opportunity. Louise was the first person worldwide to earn the prestigious “Master Resume Writer” credential and is a 6-time “Best Resume” award winner. She combines her personal passions—traveling, biking, baseball, and urban history—as often as possible.</i></p>	
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CONCURRENT SESSIONS

12:45-1:00	Official Conference Opening: President’s Welcome & Keynote Introduction	Lilac B-D
1:00-2:00	Opening Keynote: Celebrating the Past, Predicting the Future Louise Kursmark, MRW	Lilac B-D

Join us on a brief journey into the past—the beginning of the résumé-writing profession and The NRWA—and a glimpse into the future, as we share trends, resources, and creative ideas to keep each of us at the forefront of our industry. You’ll be well-equipped to find your own path through a rapidly changing landscape and inspired to continue The NRWA mission of “résumé writing excellence.” Active since the early days of our profession, our keynote presenter has limitless enthusiasm for the work we do and where we’re headed as an industry.

One of the leading résumé writers in the U.S., Louise Kursmark, MRW, has authored more than 20 career books, co-founded the Résumé Writing Academy, and is a frequent speaker and trainer on many topics relating to careers. In private practice for more than 30 years, she creates powerful branded career documents that position her executive clients for the next great opportunity. Louise was the first person worldwide to earn the prestigious “Master Résumé Writer” credential and is a 6-time “Best Résumé” award-winner. She combines her personal passions—traveling, biking, baseball, and urban history—as often as possible.

2:00-2:15	Door Prize Announcements & Break	Lilac B-D
2:15-3:15	The Federal Application Process—It's Different and Far from Intuitive Nancy Segal, CFRW, CEIC, MCD, CPRW	Cypress A

Are you hesitant to take on clients interested in federal employment because you’re not sure how the process works? If so, this is the session for you! If you are going to assist potential federal applicants, you need current information on the federal application process.

In this presentation, you will learn to assist your clients in understanding the federal hiring process. This includes finding federal jobs; understanding how to use USAJOBS (including helping your client create an appropriate system “profile”); reading a job announcement and occupational questionnaire; and applying through USAJOBS, including whether to upload or copy and paste a résumé and what supplemental documents applicants should (and should not) include.

Key Takeaways:

1. How to read a federal job posting.
2. How to find, review, and respond to occupational questionnaires.
3. The advantages and disadvantages of uploading a résumé versus copying and pasting a résumé into the USAJOBS system to apply for federal jobs.

Nancy Segal has more than 30 years of Human Resources experience with the federal government. Her federal career includes serving as Personnel Officer, Deputy Regional Administrator, and Special Assistant for the Department of Defense, the U.S. Treasury, and other government agencies.

Since retiring, Nancy uses her expertise to coach applicants on the federal job process, how to analyze and interpret federal vacancy announcements, and how to respond to the occupational questionnaires. From entry level through Senior Executive Service (SES), Nancy works closely with job seekers to prepare detailed, thorough, fact-filled, and well-written job applications. She is frequently invited to speak about the federal job search and application process, serves as an instructor for multiple government agencies, and conducts training on various human resources, EEO, management and leadership topics.

Nominated for a Toast of the Résumé Industry (TORI) award for best military transition résumé, Nancy’s résumés have appeared in several books. She is the author of The Complete Guide to Writing a Federal Résumé and the upcoming The Complete Guide to Interviewing for a Federal Job.

Unique Qualifications:

Approaches the federal job application process as a former 30-year federal human resources person and shares the perspective of the “gatekeeper” in the process.

2:15-3:15

Résumé Extenders

Pat Criscito, CPRW

Cypress B

Have you been looking for ways to make more money from the clients you already have? Or, have your clients approached you to write a bio, project plan, philosophy statement, proposal, case study, or other career document and you were a little uncertain whether you knew exactly how to write these? If so, then this is the session for you! It should be required attendance for every résumé writer, from the newbie to the veteran.

Key Takeaways:

After an hour with Pat Criscito, you will learn how to write:

1. Biographies for speakers, consultants, public figures, writers, and executives.
2. Portfolios of supporting documents for presentations, interviewers, and boards.
3. Résumé extenders for CVs and executives, including philosophy statements and concise lists of research, presentations, publications, honors, and affiliations.
4. Key project profiles with their bottom-line results, critical leadership initiatives, and CAR statements.
5. Proposals, including mini-business plans, case studies, project plans, marketing proposals, and competitive analyses.
6. Technology expertise or technology solutions to a company’s problems.
7. Reference lists that contain the right people, contact information, and number.

Participants will receive samples of each of the résumé extenders presented. Don’t miss this chance to be on the cutting edge of today’s career supporting documents.

Pat Criscito has 36 years of résumé and personal branding experience for clients in 42 countries. She is president of ProType/ProWrite, Ltd., in North Carolina and the author of 16 books with Barron’s, including Barron’s Guide to Distance Learning, Résumés that Pop!, e-Résumés, How to Write Better Résumés and Cover Letters, and Interview Answers in a Flash. Pat has written more than 16,000 résumés and speaks nationally on career and entrepreneurial subjects, making regular television, radio, bookstore, university, and other speaking appearances across the United States (including Harvard, Yale, Tulane, SMU, Thunderbird, Columbia, Wharton, and Colorado College, among others).

3:15-3:30

Break

Lilac A

3:30-4:30

Military Transition Résumés

Diane Hudson, CPRW, CPCC, CEIP, FJSTC, CLTMC, CCM, CCMC, CJSS, JCTC

Lilac C

Do your military clients struggle with translating their military background into civilian speak? Do you coach military clients who feel like they have no clue how to seek employment after leaving the military? Do your military clients understand the cultural transition they are making from military to industry? Diane will teach you how to interview a military member and ask the right questions to translate her skill sets into a readable and right-fit résumé.

Key Takeaways:

1. How to coach your military clients, build their confidence, and ensure their successful military transition.
2. How to identify and translate skill sets for military clients.
3. Examples of military translation résumés.

Diane Hudson is a leading career coach, professional résumé writer, and respected authority for military transitions and federal résumés and applications. An experienced trainer on career management topics at industry conferences internationally, Diane traveled more 200K flight miles in 2015/16 training job seekers and career coaches across the U.S., Puerto Rico, and Korea. Her achievements include “Best Executive Résumé” by PARW/CC, 2016 Hero of the Industry Award by The NRWA, and a cover story in Women of Distinction Magazine. Her résumés and case studies are published in 60+ books and periodicals, and she is co-author of The New SES Application. Diane is Director of the

Certified Professional Career Coach program; a veteran expert for Job-Hunt.Org and federal expert for Workforce50.com; and a former special agent investigator for DOD and recruiter for Northrop.

Unique Qualifications:

Having worked and lived in Germany, Washington DC, and Los Angeles, Diane has coached, trained and worked with thousands of military clients, helping them succeed in making a strong transition from military to federal. She has also trained military-transition assistance coaches with the Army, Air Force, Navy, and Marines; military officers seeking to

apply for senior executive service positions in the federal government; and wounded warriors and military spouses on how to write military-transition résumés.

3:30-4:30	Growth Plan Writing Workshop: Eight Week Agile Business Principles Stan Washington	Cypress A
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Are you looking to expand your business offerings and increase your revenue? Many people have great ideas that are only imagined or written in a complex business plan. New ideas can be exciting, but when the solopreneur tries to execute their plan, they are sometimes overwhelmed and abandon the ideas too soon.

Key Takeaways:

1. How to write a business growth plan in 8-week cycles.
2. How to maximize this growth plan with your target audience.
3. Tools and techniques to help you grow immediately.

Stan Washington is the former Executive of Operations and Technology, where he led the vision for a \$21-billion portion of the company and drove technology for 14,000 locations. He introduced debit and credit technology, customer relationship management and e-learning used by millions each year. In 2007, Stan became an entrepreneur, president and founder of Honor Services Incorporated dba Honor Services Office. Leading a group of seasoned cloud-, web-, and database-developers, Stan's vision is to increase the success of businesses, ultimately increasing revenue and promoting hiring.

Unique Qualifications:

Stan has written four sales and marketing books for small businesses; teaches "Eight Week Agile Principles to Grow Your Business," and currently serves as an Agile coach, presenting to companies throughout the Midwest (including Meijer Corporation and JP Morgan Chase). He has also spoken to the Chicago Inventor's Organization and taught business principles at the Women's Business Development Center (WBDC) in Chicago. Stan served on The NRWA board, led quarterly meetings with experienced business-owners, and did a presentation on "How to Grow Your Business through Events."

3:30-4:30	Build a Better Pipeline: Selling Profitable Services Across the Generations Jan Melnik, M.A, MRW, CCM, CPRW	Cypress B
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Would your business benefit from being able to book higher-value clients (at all levels)—and more of them? Learn how to authentically reflect the value you can deliver in your pitch to clients at every age and tier. Tapping more than 30 years as a successful private practitioner, Jan Melnik has capitalized on her ability to quickly establish rapport and close business with clients across a very broad spectrum. She likes to say that she specializes in working with C-suite executives, their college-graduating kids, and everyone in between. But how do you effectively differentiate your service offerings to such a broad audience? How do you speak the language of a CEO and, in the next call, connect with a young Millennial about their need for career marketing documents? And how do you avoid reinventing the wheel with each client proposal?

Creating this as a new program for The NRWA conference attendees, Jan has delivered variations of some of the components as a multispecialty private practitioner for C-suite executives, for their college-graduating kids, for their spouses, and for the CEO/president's management/rising-management team! Coaching and writing across multigenerational lines, Jan skillfully adapts her style and approach to the different demographic needs. The bottom line (and why she is comfortable working with these diverse audiences) is that everyone needs highly branded, compelling, and differentiated career collaterals—whether as a 22-year-old or an encore-career 70-year-old.

Key Takeaways:

1. How to build smart templates and streamline your prospecting with proposals that appear customized.
2. The right questions to ask (by email and/or phone) of each prospect to establish fit and rapport—and tap this checklist going forward as you work together.
3. Ways to close more business, build a robust pipeline, and make more money.

The author of seven career/business books, Jan Melnik founded Absolute Advantage in 1983 and has been writing resumes ever since. She has been featured in numerous publications, is a career expert on NBC, and speaks frequently at universities, conferences, companies, and libraries nationwide. She is a board member with Career Thought Leaders and the CMO coach working with sales and marketing clients through C-Suite Career Catalysts. A professor of business at Bay Path University, she holds two undergraduate degrees in business and a master's degree from Wesleyan University. She helps clients at all levels coast-to-coast with career strategies, resumes, and coaching services. Her slogan is "Be inspired. It's your career. It's your life." She recently released her first novel, "Telling Tales: On Merlin's Island," as well as a collection of children's stories, "Adventures in the Wooded Glen," on Amazon.

5:30-6:30	Welcome Reception	Lilac C
6:30-7:45	Founders' Banquet	Lilac B-D
7:45-8:30	Awards Ceremony	Lilac B-D
8:30-9:00	ROAR Reveal	Lilac B-D

Thursday, October 5

7:00-8:00	Breakfast	Lilac B-D
8:00-8:30	Board of Directors' Report & New Leadership Introduction	Lilac B-D
8:30-9:30	Keynote Address: Ditch the pitch! Dance on the edge of vulnerability—and connect more than ever before! Deb Dib, Certified Master Personal Brand Strategist, Certified Social Branding Analyst, Certified Brain-Based Success Coach	Lilac B-D

What do the best brand stories, viral TED talks, and Dr. Brené Brown have in common? They use vulnerability to communicate and connect. Today the lines between professional and personal are quickly blurring, leading to deeper connections, on-line and off. And that's a good thing! Yet, most of our clients don't know it, won't accept it, or flat out fear it. Learn why vulnerability is the path to connection, why emotion is critical to retention, and why stories give life to facts. Learn techniques for crafting lively LinkedIn profiles and 3D brand bios that kick the corporate out of it and dance with visceral value. Learn tips to help your clients get gutsy and get real. Brené Brown says, "Courage starts with showing up and letting ourselves be seen." So ditch the pitch!

Deb Dib crackles with excitement when she talks about branding, storytelling, and sharing innovation. Deb's professional life is defined by innovation—taking her from newbie résumé writer, to C-suite career writer, to Master Personal Brand Strategist, to Brand Communications consultant to coaches and writers. Along the way, she helped found The NRWA; co-authored Ditch. Dare. Do! Personal Branding for Executives; was featured in 30+ career books and major media; and was honored for "enduring and innovative contribution" as the first recipient of Dick Bolles' Parachute Award. Deb is passionate about helping colleagues use personal branding and storytelling to craft fascinating copy and "ditch the pitch."

9:30-9:45	Door Prize Announcements & Break	Lilac B-D
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CONCURRENT SESSIONS

9:45-10:45	Supporting Your Clients in the Gig Economy Kimberly Schneiderman, NCRW, CLTMC	Lilac C
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The Gig Economy is bringing a whole new format of work to our clients (and us!) and as résumé writers, we all need to be prepared to support our clients in that world. During this session, you will learn strategies for coaching and writing for clients in the Gig Economy.

Key Takeaways:

1. How to coach clients considering work in the Gig Economy.
2. How to incorporate traditional ideas with more progressive ideas for a Gig Economy résumé.
3. How to help your clients develop a project proposal.

Kimberly Schneiderman is a Practice Development Manager with RiseSmart, Inc. In this role, she creates and manages RiseSmart programs, training, and support materials, and has led initiatives in the area of recruiter studies, job seeker studies, job seeker programs, and professional development practices. She co-developed and leads the Certified RiseSmart Coach training program. Prior to joining RiseSmart, Kimberly built a career coaching practice working with professionals in law enforcement, fraud prevention, technology, finance, research, law, and sales and marketing.

Kimberly has developed numerous tools for job seekers and has presented topics at professional industry conferences, on client-facing webinars, and onsite for corporate customers. She has authored numerous career-related book chapters, articles, and videos, and has appeared on news and radio programs as a subject matter expert. Kimberly is The NRWA Certification Committee Chair and is an associate with Career Thought Leaders.

Unique Qualifications:

Given the extensive research she has conducted on this topic, and the deep connection her company has to the Gig Economy workforce, Kimberly will provide a balanced and thorough presentation.

9:45-10:45	Closing the Deal Kris McGuigan, ACRW, CCMC, MBA	Cypress A
<p>The NRWA attracts some of the best writers from across the globe. Members invest time and money pursuing credentials and training to stay on top of the industry’s latest trends, working to deliver high-quality documents to clients. Kris will discuss how to <i>focus on</i> your business as well as taking time to <i>work on</i> your business.</p> <p>Key Takeaways:</p> <p>In this program, we will look at the building blocks of your business model and learn quick and easy tips for identifying areas of opportunity. You will develop a simple workflow and a personalized action plan for increasing revenue. This session will help you to:</p> <ol style="list-style-type: none"> 1. Identify your ideal client and target niche. 2. Discuss tried and true methods for filling the sales pipeline. 3. Develop effective strategies for converting prospects to clients. 		
<p><i>Kris McGuigan is Cleveland’s top résumé writer and a trusted career advisor. She recently earned the prestigious Academy Certified Résumé Writer designation, making her one of just three ACRW’s in Ohio. She holds coaching credentials from Career Coach Academy and has trained alongside some of the industry’s leading experts.</i></p> <p><i>Kris is a frequent contributor to The Plain Dealer, Cleveland Business Connects, and CareerOptimist.org. Her work is featured in Modernize Your Job Search Letters, the newest publication in a best-selling series designed to help jobseekers navigate the complex realities of today’s marketplace.</i></p> <p><i>An active member of the Career Thought Leaders’ Forum, National Résumé Writers’ Association, BeARésuméWriter.com, Cleveland’s elite HR Leadership Group, and Toastmasters International, Kris holds an MBA from Case Western Reserve’s Weatherhead School of Management and currently serves on the Board of Directors of Dress for Success.</i></p> <p>Unique Qualifications:</p> <p><i>Over the course of the last year, Kris has worked with a business coach to analyze and refine her business model. As a result, her revenue has tripled in just 12 months.</i></p>		
9:45-10:45	LinkedIn Marketing 101 Nickquolette Barrett	Cypress B
<p>Résumé and Career Coach business owners need to understand that LinkedIn is not just for job seekers but in fact can be a powerful tool in their marketing efforts.</p> <p>Key Takeaways:</p> <p>In this presentation, participants will learn</p> <ol style="list-style-type: none"> 1. Why LinkedIn needs to be the go-to marketing tool, even beyond other social media. 2. How to use LinkedIn as a marketing tool. 3. How to improve the quality of their network by becoming a thought leader and/or influencer. 		
<p><i>Nickquolette Barrett provides a fresh perspective that is unique and real, with a side of humor. She is the founder and CEO of iRock Development Solutions, LLC, dba iRock Résumés - Land the job of your dreams and create a career that rocks!</i></p> <p><i>Nickquolette presents dynamic keynotes, breakout sessions, workshops, and seminars at business events and to groups of all kinds. Her style of speaking with thought-provoking content has garnered her rave reviews over the years. Her credibility stems from having a 25+ year corporate career with roles in leadership, corporate training, advertising, and marketing. She relates her sound advice from her leadership experiences in stories with humor and sensitivity as she weaves her contagious enthusiasm and energy into every presentation.</i></p> <p><i>Nickquolette is the co-author of three compilation books – Success Chronicles, Behind Her Brand Vol. 5, and We Walk by Faith, Not by Sight - Women of Faith in the Marketplace. She has authored her own book You’re Hired! – 10 Ways to Land Your Dream Job coming out in 2017.</i></p>		
10:45-11:15	Meet Your Vendors/Coffee Break (Generously Sponsored by CDI)	Lilac A
11:15-12:15	Award-winning Résumés: Process Makes Perfect Sharon Williams, BSBA, M.Ed., CMRW, CPRW, WBRW	Lilac C
<p>New and intermediate résumé writers need to understand the magnitude of “gathering the ‘right’ information” from clients before touching the keyboard. In this presentation, participants will be given the tools necessary for a proven process that leads to award-winning documentation.</p>		

Key Takeaways:

1. JobRockit’s simplified career worksheets to gather the right information ... *first*.
2. How to write a résumé from the beginning, middle, or end that is branded, achievement-laden, and targeted.
3. Confidence to craft a résumé using an analytical and creative process made easier through a unique approach—an approach that tells the client’s story infused with differentiation, branding, and passion.

Combining a business background with a 20-year-career as a college instructor, a lifetime passion for writing, and prestigious résumé writing credentials over the last 15 years, Sharon creates opportunities as an expert résumé writer who “make things happen.”

As a professional résumé writer, she holds credentials and awards unparalleled to those in the careers industry with a unique career path that intersected with business, teaching, and résumé writing. Awards include...

- *World's Best Résumé Writer - Professional Vote - FIRST PLACE*
- *World's Best Résumé Writer - Public Vote - THIRD PLACE*
- *Lifetime Achievement Award*
- *Master Résumé Writer*
- *Certified Professional Résumé Writer*
- *Bachelor of Science in Business Administration - Mortar Board Honorary Society*
- *Master of Education*

Unique Qualifications:

Fifteen years in the industry has led to 49 nominations and awards for résumé/cover-letter writing in two different associations. In 2001, Sharon began writing résumés with color and graphs and was told that this was not the industry standard. Today, it is a common practice to include color, charts, and/or graphs.

11:15-12:15

Customer Service Excellence: Earn & Keep Your Best Customers

Brenda Cunningham, CPRW, CJSS, CCM

Cypress A

You may have heard horror stories about bad résumé-writing firms. Vow to never become one of them. Your clients are investing a lot of money in your service and expertise, and they expect an excellent customer service experience.

Key Takeaways:

We all know that a bad experience will live forever, so in this session, Brenda will ...

1. Introduce a full-blown customer service process and methods of dealing with sticky situations.
2. Share ways show appreciation and stay connected without driving yourself crazy.
3. Discuss how to manage the never-ending stream of questions that come after the résumé has been delivered.
4. How to gather information, deflect common requests, make delivery commitments, collect payments, and more.

Brenda Cunningham is the CEO of Push Career Management, LLC, a CPRW (Certified Professional Résumé Writer), CJSS (Certified Job Search Strategist), CCM (Credentialed Career Manager), and a recognized expert in the field of career services. Her company provides outplacement services to major corporate brands including Gold Canyon International and Nammo Talley, a defense manufacturing company. As an author, she’s released two books, Your Résumé is Not Enough: How to Network Your Way Up the Corporate Ladder, and Crush the Pink Slip: Get Back to Work in 60 Days.

She couples her technical background in electrical engineering and project management with an encouraging, tough-love approach to serve professionals on their climb up the corporate ladder and back into the workplace. Brenda is the president of the Résumé Writer’s Council of Arizona and served on the board of The NRWA for three years. She LOVES to build confidence in professionals who won’t accept just any job, but will push for their ideal careers.

Unique Qualifications:

Brenda has built her business around the concept of customer service, which is at the core of everything she does.

She is equipped to provide career professionals with a real, usable game plan for conducting business in a professional, above-board manner.

12:15-12:30

Break

Lilac A

12:30-1:45

LUNCH WITH AN EXPERT (Generously Sponsored by CTL/RWA)

Lilac B-D

1:45-2:45

KISS: Techniques for Writing Documents with Clarity, Accuracy, Brevity, and Impact

Norine Dagliano, NCRW, CPRW, CFRW/CC

Cypress A

Many novice and experienced writers focus on the mechanics, industry best practices, and formatting techniques when developing résumés, cover letters, bios and/or LinkedIn profiles. While these are all essential, we must make sure the client’s story is clear, concise, accurate, and packs an immediate punch.

Key Takeaways:

In this presentation, Norine Dagliano will...

1. Review the basic principles of all written communications.
2. Introduce AIDA and KISS principles and techniques.
3. Cover some common spelling, grammar, and punctuation challenges.
4. Provide an 8-step approach to self-editing and proofreading.
5. Touch upon some design elements that reflect AIDA and KISS.

Whether you are a new or experienced writer, you can expect to come away from this session with a different way of approaching and completing your writing projects.

Norine Dagliano is a self-proclaimed word junkie who spends the majority of every waking hour developing some form of written communication. A nationally certified résumé writer (NCRW), curriculum developer, trainer, and sole-proprietor of ekm Inspirations, Dagliano has worked virtually with professionals around the world in helping them transpose their thoughts and ideas into the written word. Samples of her work are featured in over a dozen résumé and cover letter books, as well as in blogs, online, and print articles.

Unique Qualifications:

Colleagues and professional associations have relied on her for proofreading and editing assignments and the Writing Excellence Program, an 11-week course she developed and currently teaches for the National Résumé Writers’ Association, prepares résumé writers for certification.

1:45-2:45	Cracking the Hidden Job Market: Awesome Opportunities for Résumé Writers and Job Seekers Donald Burns, CJSS, ACRW, SNC (Twitter), CPBS Reach	Cypress B
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According to a Nov. 30, 2016, Wall Street Journal article titled “Five Myths About Landing a Good Job Later in Life,” recent studies are demolishing many of the negative stereotypes about workers over 50. Here is just one example of many: "The 55-and-older crowd is now the only age group with a rising labor-force participation rate, despite age discrimination, which remains a problem.” But how are these older job seekers connecting with good jobs? Mostly through inside connections or "the hidden job market," which is not literally hidden. The jobs are visible, but special tactics are necessary to win them.

Key Takeaways:

1. How to coach a "problematic" job seeker to the possibilities of tapping a hidden job market and how to honestly assess the suitability of this type of search.
2. A 9-step process and checklist for helping clients tackle the hidden market.
3. A business model, perfected by Donald through three years of trial-and-error.

Since 2008, Donald Burns has repackaged over 1500 executives and entrepreneurs – including high-profile business leaders you’ve probably seen on TV or in the business media. He specializes in the “hidden job market” – often ignored – which holds up to 70% of available jobs. He has won 16 “TORI” awards for résumé-writing excellence and credits his success with résumés to 25 years as an advertising copywriter.

After serving in the Army, earning BE and MS degrees in electrical engineering, and working at Motorola, Donald went on to graduate from Columbia University Journalism School, launched a new career as a copywriter, and wrote advertising copy for Samsung (based in Samsung’s Seoul, Korea HQ).

Unique Qualifications:

Donald has enjoyed each of his five careers, with no regrets, but is committed to helping his clients tell their stories so they can get where they want to go. He taught himself how to navigate the hidden job market long before anybody had a name for it. Nowadays – thanks to the Web and social media – making connections and gathering intelligence is much easier, but overcoming fear, approaching strangers, and wondering "will this ever work out for me?!" has not changed. Donald knows that ordinary résumés don't work for this type of search; he uses advertising tactics to break through and can point the audience to resources.

2:45-3:00	Break	Lilac A
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3:00-4:00	Beyond the Résumé: Adding Interviewing Services to Your Practice Lorraine Beaman, MA, ACRW, CARW, NCRW, CEIC, MCD	Lilac C
<p>How many résumé writers have been asked to redo a résumé because the client did not get a job offer after an interview? The résumé is great; it got the client an interview. What isn't great is the client's interview skills. Many clients need and are willing to pay for interview coaching.</p> <p>Key Takeaways: During this session participants will learn:</p> <ol style="list-style-type: none"> 1. A process for preparing a client for interviews. 2. How to deliver the services: in-person/Skype/phone 3. How to price interview preparation services. 4. Strategies for marketing interview preparation services. <p>Note: about 90% of the session will be devoted to outlining a process for coaching clients on how to</p> <ul style="list-style-type: none"> • Develop job specific interview questions. • Answer generic interview questions. • Handle illegal/personal questions. • Develop strategies for different types of interviews. <p>Lorraine will also share tips for assisting clients who have been terminated, have disabilities, or are concerned about age discrimination.</p>		
<p><i>Lorraine Beaman has spent much of her career assisting students move from the classroom to a career. She discovered early in her career as a professional résumé writer that college students, new graduates, and first-time professionals needed more than an interview winning résumé to secure a job; they needed interview skills. After years of offering résumé writing and interview preparation, she shifted her practice to focus on interviewing, salary negotiation, and onboarding. In 2015, she founded Interview2work, LLC, a company committed to helping first-time professionals, college students, and new graduates, develop the interviewing skills they need to land a job offer.</i></p> <p><i>Lorraine is a member of The NRWA, Career Directors International, Career Thought Leaders, and National Association of Colleges and Employers. She was a contributor to 2010, 2011, and 2015 whitepapers, "Trends for the Now, the New & the Next in Careers", published by Career Thought Leaders. Her résumés have been included in publications including Best Résumés for College Students and New Graduates by Louise Kursmark. Lorraine writes a College to Career Blog on Quora and post blogs and livestreams on her company site. She has also published numerous articles on LinkedIn.</i></p>		
3:00-4:00	Create Impact Bullets That Sell Your Clients' Value Thomas Powner, CPRW, CEIP, CCMC, CBBSC, CDCC, and LinkedIn Strategist	Cypress A
<p>As professional résumé writers, it's our main responsibility to ensure résumés are rich in value statements. In this presentation, you will listen in on recordings of live intake sessions and learn:</p> <ul style="list-style-type: none"> • Techniques that help our clients see their value. • What questions open Pandora's Box. • How to turn responsibilities bullets into contribution statements. <p>Key Takeaways:</p> <ol style="list-style-type: none"> 1. Increased confidence in conducting powerful résumé intake sessions. 2. Improved techniques that get clients engaged and excited about their professional value. 3. Deeper understanding of applying CAR to create résumé value statements. 		
<p><i>Tom Powner, a career-changer himself and proof "it can be done," resigned from a 25-year career in business development, operations and sales leadership to create Career Thinker Inc. He is motivated by years of viewing thousands of poorly crafted résumés and interviewing more than 1,000 unprepared applicants. His goal is to make a difference by providing people with career services, coaching, technology, inspiration and confidence to motivate them to take action and advance their careers. He helps a broad range of clients, but his sweet spot is preparing future executives to connect to their next role. He believes everyone needs to be the CEO of their careers. Tom leads Career Thinker with a team of writers and career coaches that work one-on-one with clients.</i></p>		
3:00-4:00	Your Brand Talks – But What Is It Saying? Rebecca Metz & Karen Ybarra	Cypress B

Are you losing opportunities in your résumé-writing business? In this presentation Rebecca and Karen will cover the foundation of a brand that will connect you with your ideal client and how to make it easier for your audience to do business with you. They will also provide easy tips to implement technology that helps you build relationships while saving you time.

Key Takeaways:

1. How to create consistency that will develop trust in your brand.
2. How to develop authentic relationships using your website and social media.
3. How to integrate technology to save time, increase sales and build your business.

Rebecca Metz specializes in working with cool, innovative and creative business owners who are passionate about their work! With an extensive background in IT, creative problem solving, brand promotion, teaching and marketing strategies, she offers web development and design that is interactive and effective. In addition, she offers mobile sites and optimized social media sites that will help you build your list and sell your products and services. Rebecca’s specialties include:

- Brand Development
- Online Marketing Strategy
- WordPress Web Development & Web Site Design
- Optimized Business Facebook Fan Pages > Social Media Strategy

Karen Ybarra believes a strong brand is key to a company’s success. Through open communication and an eye for design, Karen works with each client to uniquely capture the heart of their personal message. From attractive and meaningful logos, postcards and business cards, to websites and online advertising, Karen delivers design that is impressive. Building strong brands is Karen’s specialty and she excels at helping clients express their company’s core values in a consistent and engaging way. She has a knack for capturing what you want to say and adding just the right graphic elements. Whether you’re looking for a bold, inspiring new identity or moving up to that next level, she can transform your message to truly fit who you are and what you stand for.

4:00-4:15	Break	Lilac A
4:15-5:00	Expand Your Brand – Publish a Book Now Renee Bobb	Lilac C

Many business owners desire to write a book. Some people have a fascinating life story to tell, some have the ability to write poetry that can move your soul, but few people have the information and know how to transform their writing talents into a book. Self-publishing has become one of the fastest growing segments in the publishing industry and is now more feasible because of technology. With a computer, desktop software and a printer, anyone can publish a book based on their expertise, inspiration or story.

Key Takeaways:

1. As a self-published author of nine books, Renee will share her success strategies, including
2. Seven practical steps to successfully publish your books.
3. How to break into the book publishing market.
4. How to market your book to success.
5. How to tap into the best result-producing resources for self-publishing authors.

Renee Bobb is an authority in the field of career empowerment and small business development. As the CEO of R.B.I. Enterprise Empowerment Training and Development Firm, Renee facilitates a variety of training classes, including The Book Publishing Process: How to Write, Market and Publish a Book. She also teaches a class called “Shifting Gears from Employee to Entrepreneur.” Renee has several contracts with non-profit agencies, where she teaches “Career Development and Financial Empowerment” workshops

Nominated for the 2017 ATHENA Award, Renee is the winner of the 2015 Nashville Business Journal Veteran of the Year Award and the 2012 Tennessee Titan Quarterback Volunteer of the Year Award. She also won the 2005 Small Business Administration, Virginia Women in Business Champion of the Year Award.

As a talk show host, Renee produced a TV show, “The Author’s Review” and radio show, “Empowerment Talk for Today’s Women.”

4:15-5:00	8 Great Ways to Earn More Money (Even if You Don’t Like Selling) David Pinkley	Cypress A
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Are you tired of working too much and earning too little? Do you want to take your résumé or coaching business to the next level? In this presentation, you will learn how to earn more money as a résumé writer. Whether you have a new or an established résumé-writing business, you will be amazed at how simple it is to increase revenue even if you don't like sales or aren't an expert in marketing.

This program is designed for independent business owners. It is packed with techniques and best practices David used to rapidly grow his résumé-writing business. Attendees can expect to increase their revenue 15%-30% without spending big on advertising or social media marketing by applying techniques that are simple, practical and inexpensive. Most can be implemented in your business immediately!

Key Takeaways:

1. How to be more visible in your market.
2. Low cost ways to find prospective clients.
3. One key reason you should rethink your pricing strategy.
4. How to identify red flags and spot customers you may not want to work with.
5. The biggest mistake you can make to limit your business.

David Pinkley has been an executive recruiter for 20 years. He started a search firm in Hong Kong and has offices in New York and Charlotte, NC. In 2008, when the economy plummeted into a deep recession, his banking clients stopped hiring and David's firm evaporated. To make ends meet David started writing résumés professionally, and The Résumé Sage was born.

David's company grew rapidly and he became one of the most sought-after writers and coaches in the Carolinas – despite the fact his rates were among the most expensive. David has set out to help other independent writers and coaches achieve similar results.

David draws from diverse professional and life experiences. He earned a Bachelor of Business at the University of Michigan and began his career as a CPA at Ernst & Young in Chicago. He became a recruiter in 1996. Since then he has lived in Hong Kong, New York, Raleigh and Charlotte and traveled to 44 states and 23 countries. He loves live music and is a mediocre guitar player.

Unique Qualifications:

For 20 years David Pinkley has built a career by helping others build theirs. He is an expert in recruiting, hiring and career management. He owns four profitable companies that help people get to the next level in their career. David can help you take your résumé writing business to the next level.

4:15-5:00	Creating the Future: The NRWA Roundtable – Conference Attendees 2017	Cypress B
5:30+	Activity of your choice <ul style="list-style-type: none"> • Drury Lane Dinner & Theatre (pre-registration deadline 09.13.17) • Round Trip Bus Charter to Chicago • Local Dine-around 	

Friday, October 6

CONCURRENT SESSIONS

7:00-8:00	Breakfast	Lilac B-D
8:00-9:00	LinkedIn Profile Writing – Master the Art of Conversation – Lisa McDonald, CPRW	Lilac C

Help your clients – and yourself – increase visibility and start meaningful interactions by learning the art of the LinkedIn conversation. LinkedIn is a sales and networking tool. Sales and networking are successful when built on relationships and relationships start with conversations. Learn the art of the LinkedIn conversation including style, substance and spark.

Key Takeaways:

- Learn the key conversation difference between LinkedIn and a résumé.
- Answer two essential questions to initiate desired conversations.
- Embrace the limited rules to create excitement for you and your clients.

As the Founder and Principle of Career Polish, Inc., a national career coaching and practice firm, Lisa is an Executive Brand Strategist, Résumé Writer and Career Coach dedicated to assisting individuals strengthen and effectively communicate their

brand to propel their careers, engage and empower their teams or boost their business. She has been featured in articles, publications and platforms including Recruiter.com, The Huffington Post Women, The Grindstone, The Indianapolis Star, Time.com, ABC.com, Good Morning Indiana and The Indianapolis Business Journal (IBJ.com). Lisa's presentations are distinct for two reasons: she conveys ideas and concepts with real-life examples in an exciting, down-to-earth style, and she has the ability to teach people how to bring out the best in themselves.

Lisa facilitates workshops for a wide range of organizations including EDUCAUSE Annual Conference, National Association of Insurance and Financial Advisors, Inc., National Association of Women Business Owners, Social Media Dames Unconference, Business and Professional Exchange and Passport to Employment.

8:00-9:00

Subcontracting – The Truth

Ellen Steverson, NCRW, GCDF, CEIC

Nancy Segal, CFRW, CEIC, MCD, CPRW

Tom Powner, CPRW, CEIP, CCMC, CBBSC, CDCC and LinkedIn Strategist

Lilac B-D

Are you wanting to subcontract, currently subcontracting, or at a point you want to expand with subcontractors? In this seminar, you will learn from 1 subcontractor and 2 business owners who hire subcontractors. Learn the pros and cons of accepting subcontracting work first hand from a subcontractor. Then, learn different approaches to working with subcontractors from 2 business owners, who have different systems.

Learning Objectives:

- Pros and Cons of subcontracting.
- Different approaches to subcontracting: ghost writing vs. client contact.
- Operational Systems to track subcontracting projects from both sides: hiring side & subcontractor side.

Key Takeaways:

1. Checklist of systems, skills, and things to consider before accepting subcontracting projects.
2. Understanding of 2 different ways of subcontracting: ghost writing vs. client contact.
3. Technology to enhance subcontracting partnerships.

***Ellen Steverson** founded StartingBlock Career Services, LLC in 2011. As a former executive recruiter and sales manager, she helps clients identify their brand, market their skills, prepare for interviews, and land new jobs. She specializes in résumés, LinkedIn, job strategies coaching, and interview coaching. Ellen works with people around the globe and has worked with clients in Europe, Afghanistan, Canada, and the US. She is the only NCRW in SC and enjoys subcontracting.*

***Nancy Segal** has more than 30 years of Human Resources experience with the Federal government. Her federal career includes serving as Personnel Officer, Deputy Regional Administrator, and Special Assistant for the Department of Defense, the U.S. Treasury, and other government agencies.*

Since retiring, Nancy coaches applicants on the federal job process, teaching how to analyze and interpret Federal vacancy announcements and how to respond to occupational questionnaires. From entry level through Senior Executive Service (SES), Nancy works closely with job seekers to prepare detailed, thorough, fact filled, and well written job applications. A frequent speaker on the federal job search and application process. Nancy also serves as an instructor for multiple government agencies and conducts training on various human resources, EEO, management and leadership topics.

Nancy was nominated for a Toast of the Résumé Industry (TORI) award for best military transition résumé and her résumés have appeared in several books. She is the author of The Complete Guide to Writing a Federal Résumé and the soon to be released, The Complete Guide to Interviewing for a Federal Job. Nancy holds master's degrees in Human and Labor Relations and Public Administration. Her undergraduate degree is in history.

***Thomas Powner**, a career-changer himself and proof "it can be done," resigned from a 25-year career in business development, operations and sales leadership to create Career Thinker Inc. He is motivated by years of viewing thousands of poorly crafted résumés and interviewing more than 1,000 unprepared applicants. His goal is to make a difference by providing people with career services, coaching, technology, inspiration and confidence to motivate them to take action and advance their careers. He helps a broad range of clients, but his sweet spot is preparing future executives to connect to their next role. He believes everyone needs to be the CEO of their careers. Tom leads Career Thinker with a team of writers and career coaches that work one-on-one with clients.*

Unique Qualifications (Panel):

All 3 presenters have grown their businesses through collaborative partnerships referred to as subcontracting. They will provide information and answer questions based on their hands-on experience and knowledge.

8:00-9:00	No-coding Solutions to Support Your Growing Business (and Revenue!) Amy Adler, MBA, MA, CMRW, CARW, CEIC, CCMC	Cypress B
<p>Every business can be more efficient—even those that pride themselves on unique approaches to one-on-one consultations, such as résumé writing and career coaching. This presentation will start with a simplified business analysis to identify where your processes can be improved, then teach easy, no-code ways to improve your business’s efficiency with technology so savvy your customers will neither know nor care that you’ve added these techniques. Finally, you’ll learn how to integrate your processes, adding another layer of time-saving automation.</p> <p>Key Takeaways: During this presentation, participants will</p> <ol style="list-style-type: none"> 1. Identify elements of their business that are sticking points, and ways to simplify them with technology. 2. Learn about no-cost or low-cost tools that can solve many of their business problems (e.g., reading social signals, posting to social media, automating marketing, delivering e-course content, scheduling appointments, and more). 3. Receive direction on how to create valuable back-office interactions with commercially available tools, reducing the need to manually respond to every customer or community signal by automatically delivering targeted messaging, client introductions, follow-ups, email courses, and more. 		
<p><i>As a Certified Master Résumé Writer working primarily with executives, Amy has the privilege of meeting the most amazing people every day and telling their stories. Each new executive with whom she works has contributed something amazing, but often they don’t see it. She translates what is in their heads into language that their hiring executives will immediately understand and appreciate, capturing their career histories while using their goals as the lens through which she focuses their talents and expertise. Amy has worked professionally as an editorial and writing professional for 27 years, initiating her career in medical-book publishing, and working over the years in book production, website management, and, since 2009, résumé writing. She earned an MBA from Boston College, a Master of Arts with a focus on book publishing from NYU, and a Bachelor of Arts in Political Science and Spanish from Franklin and Marshall College.</i></p> <p>Unique Qualifications: <i>Amy is a fearless technology user. She is willing to research and test automation solutions because she knows that solving problems once and tweaking solutions over the long term saves time and enables her to focus on her clients.</i></p>		
9:00-9:15	Break	Lilac A
9:15-10:15	Cut Hours off the Writing Clock: How to be a More Efficient Writer Dawn Rasmussen	Cypress A
<p>Many times, résumé writers get bogged down in all the details required by each project. On top of that, making sense of the jumble of information presented by clients can significantly slow down the writing process and extend the project out longer than anticipated.</p> <p>In this session, you will learn solid tips on how to "slice and dice" information as well as shift your thinking on how to react to the data being provided so you can quickly and efficiently process everything. Being a more efficient writer will free you up to add more clients and boost your revenues!</p> <p>Key Takeaways:</p> <ol style="list-style-type: none"> 1. Start blocking information into easily recognizable, standardized sections that reduce inconsistencies. 2. Zero in on what clients are trying to convey. 3. Build a seamless pipeline of information that gets you what you want, where you want it. 		
<p><i>Dawn Rasmussen, a certified résumé writer, is the president of Portland, Ore.-based Pathfinder Writing and Career Services and author of Forget Job Security: Build Your Marketability, which is the first-ever book that provides a complete roadmap on how manage your career. The one thing that makes Dawn “tick” is a relentless desire to help everyone understand the importance of actively managing their career every minute of every day. So, if Dawn makes you uncomfortable during today’s presentation, that’s great! That tells her that she has pushed your envelope (in a good way) and helped make you think. It also means that this is the first step in the journey where you to begin to actively manage your career destiny. When she isn’t busy working with résumé clients, speaking to conference groups internationally and nationally, writing articles/blogs, or teaching, Dawn is hiking in Oregon’s spectacular outdoors, kayaking, or plotting her next adventure.</i></p>		
9:15-10:15	Gigs, Contracts, and Flexjobs - Oh My! (Preparing for the New Job Landscape) Wendy Gelberg, IJCTC	Cypress B

Résumé writers and their clients need to prepare for the changing job landscape, which includes a growing trend toward short-term jobs and/or flexible jobs (also known as the “Gig Economy”). More and more companies are hiring people as independent workers, not attached to the company with traditional “employee” status and benefits. And, whether by choice or necessity, a growing number of workers are accepting or seeking out short-term assignments.

Key Takeaways:

1. What categories of people (potential clients) are choosing nontraditional jobs.
2. How résumé writers can help clients find nontraditional work opportunities.
3. How résumé writers can develop a new income stream based on helping clients market themselves effectively for these nontraditional jobs.

Wendy Gelberg is a Career Coach who provides one-on-one coaching, writes résumés, and facilitates job search workshops to help job seekers find the shortest distance between now and their next job. She has worked with clients between the ages of 16 and 83 (and, yes, the 83-year-old landed a job!) in a wide range of occupations and industries. She has a particular interest in job search skills for introverts and authored the book, The Successful Introvert: How to Enhance Your Job Search and Advance Your Career. Wendy earned a Certificate of Advanced Study (C.A.S.) from Harvard University’s Graduate School of Education, a Master’s Degree in Education from Boston University, and a Bachelor of Arts from the University of Rochester. In addition, she is an MBTI® Certified Facilitator, and Certified International Job and Career Transition Coach.

Unique Qualifications:

Wendy is on a task force for her organization that has been researching this topic to better advise clients. She also sponsored a panel discussion on this topic in April, with speakers representing employers, independent workers, and others involved in the “gig economy.”

9:15-10:15	Best Practices to Keep Your Résumé Business Less Prone to Liability Wendi Weiner, NCRW, CPRW, CCTC, CCM, JD	Lilac C
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Don't put your résumé-writing business in jeopardy by not having the right business practices in place. In this presentation, Wendi Weiner, practicing attorney and résumé writer, will teach you important business strategies to shield yourself from liability and strengthen your business model. This presentation will focus on best business practices for résumé writers (both new and experienced) regarding terms of service on websites, client service contracts, trademarks and copyright, client communications, client onboarding processes, online reputation management, and protecting your résumé-writing/career coaching business from loss, liability disclaimers, and price setting.

Key Takeaways:

Attendees will walk away with a greater sense of understanding on:

1. How to protect themselves in the online selling space.
2. How to protect themselves in the course of business dealings and client communications.
3. How to manage their businesses in compliance with state laws and regulations.

Wendi Weiner is an attorney, 4X certified executive résumé writer, and career-industry leader who has been revered as the #1 Résumé Expert and award-winning career blogger. She’s a Forbes Career Coach, board member for The National Résumé Writers’ Association, and has been featured in more than 20 news sources and online publications. Incorporating her legal mind with the highest certifications in the industry has allowed Wendi to serve as a top published authority in résumé writing, LinkedIn profiles, and job search strategies. Wendi is the owner of The Writing Guru, a top résumé services firm dedicated to helping executives and senior managers rise to the next level in their careers.

Unique Qualifications:

Wendi has been a licensed attorney since 2004, and practiced law for 11 years prior to leaving the practice in early 2015 to run her résumé business full-time. She has strong knowledge of contract policies and the legal prowess to discuss how résumé business owners can best shield themselves.

10:15-10:30	Break	Lilac A
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10:30-11:30	3 Biggest Mistakes Federal Job Seekers Make That Prevent Them from Landing a Federal Job or Promotion *Camille Carboneau Roberts, CMRS, CARW, CPRW, CEIP, CMMS, SMAC, MYFR-CC, MYFR-CW, MYR-CC, MYR-CW, CCSC CEO, CC Career Services *Cris Anderson, MYFR-cc, MYFR-CW, MYR-CC, MYR-Cw, CCSC	Lilac C
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This presentation is a completely new approach to dispelling the myth that federal résumés have to be complicated. This is a game changer and will make learning how to write federal résumés easy and profitable!

Key Takeaways:

Participants will learn how to overcome the following mistakes:

1. **Lingo Bingo:** Learn proven strategies to get clients through the USAJOBS applicant tracking system with Finish Line Focus™ and Résumé R&R™ strategies.
2. **Missing Meat:** Learn to create compelling, strength-based accomplishments that demonstrate unique brilliance and value with the STCARI Method™ of writing. This method will clarify and align the clients' federal résumé message with what they offer the potential employer.
3. **Procrastinated Preparation:** Help your clients choose to be proactive in their job search, rather than reactive, and identify the simplest and easiest way to get noticed and invited to interview. Understand Application Limits and how they relate to "Let Go of EGO" and "Know the NOPE."

Many strategies in this presentation also apply to the private sector! If you need or want to have fewer clients, make more money, and have more time for yourself, this will be a great opportunity for you! As a BONUS, you will learn 3 ways to make more money!

*Throughout her career, **Camille** has been driven to help individuals and companies achieve their job and business goals. She has a strong reputation for creating effective career communications including federal résumés, corporate and private sector résumés, LinkedIn profiles, cover letters, and other marketing tools that will help clients land the job of their dreams so they can live the lifestyle they want to live.*

For the past 25 years, Camille has been a leader in the careers and technology industry—starting on the ground floor and working her way to pioneering and setting trends. She has developed outstanding tools for job seekers to save them time, frustration, and money...and her clients are successful!

Before starting CC Career Services, she honed her writing, technology, and training skills by working in various positions with the prime contractor to the Department of Energy-Idaho, including human resources, benefits and compensation, training and development, waste management, and electronic and technical publications.

Camille is committed to the careers industry and it shows—she has mastered how to help job seekers be successful and shares her knowledge by educating, coaching, and writing career marketing documents that work. She loves her job! Her dedication is demonstrated by 11 prestigious résumé-writing and coaching certifications, 2 entrepreneur coaching certifications, numerous industry awards, and her own certification program. She is a blogger for Careers in Government, Job-Hunt.org, GovLoop, and her personal blog—Intelligence for Your Career.

As the leader of a team of expert career strategists that she has personally trained, you can benefit from the 45 years of combined, diverse expertise to leverage in your favor. Camille is continually commended for her strong work ethic, collaborative nature, professionalism, meticulous attention to detail, commitment to excellence, and dedication to her team and clients. She enjoys educating colleagues, job seekers, and entrepreneurs in all areas of business, technology, and careers.

***Cris Anderson** is the Director of Education & Technology at CC Career Services. She is a Magnetize Your Federal Résumé Certified Coach, Magnetize Your Federal Résumé Certified Writer, Magnetize Your Résumé Certified Coach, Magnetize Your Résumé Certified Writer, Professional Résumé Writer, Internet Job Search Consultant, and Certified Image Consultant.*

Cris brings diverse experience in careers, technology, and training. Cris enjoys educating and helping clients develop a clear strategy to get hired or promoted. She has exceptional expertise in computer technology and productivity and has shared her knowledge through live, virtual, and online home learning courses.

10:30-11:30	Cultivating an Executive Presence to Coach and Write for C-Suite and Senior-Level Professionals - Anne Marie Segal, CCMC, CPRW	Cypress A
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To be effective and manage their own stress levels, coaches and résumé writers need to understand the unique needs of senior executives and other high-level professionals who may become their clients.

In this interactive presentation, Anne Marie Segal and participants will discuss techniques to meet executives at their level and address their unique needs. She will also offer suggestions to maintain an executive presence as a coach and writer, even in the face of clients who may become time-pressed, aggressive, nonresponsive or otherwise difficult to manage.

Key Takeaways:

1. Increased poise and reduced stress when working with C-Suite and senior executives.

2. More time for and enjoyment of your coaching and/or writing business.
3. Greater workflow through increased referrals from satisfied clients.

A frequent public speaker, Anne Marie Segal is an executive coach and writer for attorneys, executives and entrepreneurs. As Founder of Segal Coaching, Anne Marie has worked with hundreds of professionals on career transitions, advancement, job interview preparation, leadership, résumé writing and personal branding. She has been invited to present to the United Nations (ICTY/MICT), University of Chicago, United Way and Association of Corporate Counsel, among other organizations. Anne Marie's first book, Master the Interview: A Guide for Working Professionals, was published in October 2016 and is designed as a workbook to help readers grow their networking and interviewing skills and determine their value proposition in the workplace. Her new workbook, Know Yourself, Grow Your Career – The Personal Value Proposition Workbook, was published in September, 2017. Anne Marie is a member of the Forbes Coaches Council, writes on career and résumé topics at Forbes.com and has been quoted on CNBC.com and other media outlets. She is also a Certified Career Management Coach and Certified Professional Résumé Writer.

11:30-12:45	Networking Lunch	Lilac B-D
12:45-1:45	ATS Update Pat Criscito, CPRW (Q&A Following in Cypress B)	Lilac C

Confused about how applicant tracking systems work? You're not alone. The technology is always changing, but the key to getting your client's résumé noticed in a search of an ATS is using the right keywords. This presentation should be required attendance for every résumé writer, from the newbie to the veteran.

Key Takeaways:

1. How electronic applicant tracking systems work.
2. Changes in applicant tracking systems over the years.
3. How applicant tracking systems use keywords.
4. How keywords are extracted from job requisitions.
5. How to identify and track an industry's common keywords.
6. How to integrate keywords and synonyms into your résumés.
7. Whether keyword placement can enhance your client's chances of being selected.
8. Whether cover letters matter.
9. How to leverage what you have learned to enhance your credibility and raise your prices!

You will have access to Pat's latest research from the software developers of leading applicant tracking systems. Don't miss this chance to be on the cutting edge of today's keyword-driven job search.

Pat Criscito has 36 years of résumé and personal-branding experience with clients from 42 countries and has gained an industry-wide reputation as an applicant tracking system (ATS) expert. She is president of ProType/ProWrite, Ltd., in North Carolina and the author of 16 books with Barron's, including Barron's Guide to Distance Learning, Résumés that Pop!, e-Résumés, How to Write Better Résumés and Cover Letters, and Interview Answers in a Flash. Pat has written more than 16,000 résumés and speaks nationally on career and entrepreneurial subjects, making regular television, radio, bookstore, university, and other speaking appearances across the United States (including Harvard, Yale, Tulane, SMU, Thunderbird, Columbia, Wharton, and Colorado College).

12:45-1:45	The Graduation Gap: How We Can Better Prepare College Students for "The Real World" and Build Confidence in the Next Generation Kate Lupo	Cypress A
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Every year, millions of college students graduate from school, but roughly 4/5 of them will not graduate with a job. As an entry-level career coach who teaches students after they have graduated Kate has spoken with hundreds of young people who are disheartened, frustrated, and not equipped with the skills they need to succeed in a competitive job market. She is passionate about bridging the glaring "gap" she sees between college and "the real world" and offering solutions on how we can solve this important pain point in our society.

In this session, Kate will present an overview of how our current system is leaving grads behind post-graduation and how we can work together to better serve the next generation. She'll introduce tactics and strategies current students and recent grads must understand to land jobs and stay competitive in the current job market. She'll also talk about résumé structure, cover letter structure, interview preparation, and LinkedIn networking and close with technologies and resources that can help college students and recent grads accelerate their job hunt.

Key Takeaways:

1. How college career centers can gain a competitive advantage and better prepare students with necessary skills to land top jobs after graduation.
2. How college career centers can better serve students who wish to pursue careers outside of medicine/law/finance - careers with nonlinear timelines (entertainment, nonprofit, and the arts).
3. How new online trainings and technologies can help bridge the "gap" for young job seekers.
4. What skills entry-level recruiters nationwide are most interested in when they interview candidates.
5. A formula that new grad should use to ace their interviews.
6. A stellar résumé format for new grads.
7. The importance of LinkedIn for recent grads in regard to branding and networking.
8. A tutorial on the importance of the LinkedIn Alumni tool and how it helps clients get hired time and again.
9. The importance of teaching the next generation the "hustle;" how some are born with it and others must be taught.

Kate Lupo is an entry-level career expert, coach, and public speaker. Her first business, EntryLevelHollywood.com, helps college students and recent graduates land entry-level jobs and internships at top companies in the entertainment industry. She is currently an instructor on entry-level Hollywood careers at UCLA Extension and speaks with students and job seekers across the country on this topic. Kate's career consulting expands beyond Hollywood through her newest business branch, EntryLevelUS.com, launched in 2017. She has given entry-level career talks at Yale University, Dartmouth College, Georgetown University, Hamilton College, UCLA, UCLA Extension, Middlebury College, American University, Occidental College, University of California Irvine, and the Hopkins School.

1:45-2:00	Coffee Break (Generously Sponsored by Vocamotive)	Lilac A
2:00-3:00	The Incredible Disappearing LinkedIn Profile Brenda Bernstein, CARW, CMRW, CERM, JD	Lilac C

Are you feeling lost with LinkedIn's redesign? Have familiar features gone missing and you don't know where to find them? Don't despair!

Key Takeaways:

1. Learn how to find people's contact information, and control yours.
2. Sleuth out the new haunts of LinkedIn Learning and the Alumni section ... and more!
3. Craft the opening lines to your profile, in response to the disappearing Summary section.
4. Learn what makes a KILLER LinkedIn Profile for you and your clients, using the new LinkedIn.

Brenda Bernstein, owner of The Essay Expert LLC and author of the #1 Amazon best-seller, How to Write a KILLER LinkedIn Profile, has been quoted in Forbes Magazine and has appeared on WGN radio and WPR. A compelling speaker, award-winning businesswoman and top-certified résumé writer, Brenda has worked with hundreds of professionals and executives to create LinkedIn profiles that showcase both their accomplishments and their personalities. Brenda has a clear, conversational, and information-packed speaking style that makes learning easy and fun! She holds an English degree from Yale and a law degree from NYU.

2:00-3:00	Why Gamification is the Next Big Thing in Résumé Writing and Job Hunting Debra Mastic	Cypress A
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What if there was a way to make résumé writing fun instead of a necessary evil in the job-hunting process? At Virtual Résumé Coach, we've discovered that gamification has tremendous potential in the résumé writing field. By making something fun, you can get people to do things they otherwise might not want to do, like sign up and show up for a résumé-writing workshop, and help them attain new skills.

Key Takeaways:

In this presentation, participants will learn:

1. How to use gamification principles to encourage people to overcome a lack of motivation, to focus on meaningful learning tasks, and to increase their effort and determination to learn.
2. How to gamify a complicated process like résumé writing.
3. How to create their first low-budget game in five minutes or less.

Debra Mastic is a best-selling author and founder and CEO of Virtual Résumé Coach, LLC, a company that provides résumé and employment services for job seekers and consulting, training, and workforce development solutions for federal

agencies, military installations, universities, and career centers. She has been featured on Job Search Radio for her résumé writing expertise and her résumé blog was named one of the top 50 résumé blogs in the U.S. by Feedspot. Before devoting her work fulltime to Virtual Résumé Coach, LLC, Debra worked in the talent management field designing award-winning employee training programs for well-known brands. She studied information design and technical writing at Eastern Michigan University and graduated at the top of her class.

Unique Qualifications:

Debra created and manufactured the first résumé-writing board game called *Crickets and Callback*. The object is to be the first player to get through the hiring pipeline and land the job offer. Throughout the game, players learn key résumé, networking, and job search strategies that can accelerate their job search, as well as common résumé and job search mistakes that may hold them back.

3:00-4:00	Closing Keynote: Who Do You Long to Be...Today, Tomorrow, in 20 Years? Susan Britton, PCC, CCMC, CJSS, CLC, CPCC, MRW, NCRW, CCM	Lilac B-D
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The NRWA’s 20-year anniversary gives us pause to consider the growth journey we are all on. The organization has broadened and deepened its collegial community, its industry best practices, its resources, and more. How about you? It can be sobering and poignant to look back over your past 20 years. And, in looking forward, “who” would you love to be today, tomorrow, or even 20 years from now?

Join industry leader Susan Britton as she shares simple, research-based brain-hacks that allowed her to bounce back from some major business and personal challenges. Together, we’ll learn how to tackle:

- External obstacles, such as the economy, cash flow, time constraints, and more!
- Internal challenges, such as the negative self-talk that causes us to be our own worst enemy!

Whether you want to turn your world upside down or simply fine-tune your current success, you’ll come away encouraged and equipped to make it happen!

Susan Britton is a leading authority on career coach certification training for entrepreneurial coaches, internal coaches, and university career-services professionals. Author of seven careers books, Susan’s books have been featured worldwide in Barnes & Noble and Borders, including the best-selling Résumé Magic, Interview Magic, Job Search Magic, 30-Day Job Promotion, and, award-winning Twitter Job Search Guide (JIST). An adjunct instructor for the Applied Neuroscience Institute, Susan incorporates brain-friendly techniques into her coach training and coaching engagements. She is a frequent source for the media, quoted in the Wall Street Journal, The New York Times, US News & World Report, and more. An inspirational presenter and engaging trainer, Susan has logged more than 10,000 hours leading webinar and live coach-training instruction for the various career and leadership coach certification programs offered through The Academies, Inc.

4:00-4:15	President's Farewell Drawing of Final Door Prizes & Vendor Passport Prize	Lilac B-D
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