



# Celebrating 20 Years of Résumé Writing Excellence

## THE NRWA 2017 CONFERENCE

### SCHEDULE AT-A-GLANCE

**Wednesday, October 4**

#### Preconference

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

#### Conference

12:45-1:00	<b>Official Conference Opening: President's Welcome &amp; Keynote Introduction</b>	Lilac B-D
1:00-2:00	<b>Opening Keynote: Celebrating the Past, Predicting the Future</b> - Louise Kursmark, MRW	Lilac B-D
2:00-2:15	<b>&lt;Doorprize Announcements &amp; Break&gt;</b>	Lilac B-D
2:15-3:15	<b>How to Make Recruiters Your Allies</b> Orlando Haynes	Lilac C
	<b>The Federal Application Process—It's Different and Far from Intuitive</b> Nancy Segal, CFRW, CEIC, MCD, CPRW	Cypress A
	<b>Résumé Extenders</b> Pat Criscito, CPRW	Cypress B
3:15-3:30	<b>&lt;Break&gt;</b>	Lilac A
3:30-4:30	<b>Military Transition Résumés</b> Diane Hudson, CPRW, CPCC, CEIP, FJSTC, CLTMC, CCM, CCMC, CJSS, JCTC	Lilac C
	<b>Growth Plan Writing Workshop: Eight Week Agile Business Principles</b> Stan Washington	Cypress A
	<b>Build a Better Pipeline: Selling Profitable Services Across the Generations</b> Jan Melnik, M.A., MRW, CCM, CPRW	Cypress B
4:30-5:30	<b>&lt;Break&gt;</b>	Lilac A
5:30-6:30	Welcome Reception	Lilac C
6:30-7:45	Founder's 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**

7:30-8:30	<b>&lt;Breakfast&gt;</b>	Lilac A
8:00-8:30	<b>Board of Directors Report &amp; New Leadership Introduction</b>	Lilac C
8:30-9:30	<b>Keynote: Ditch the pitch! Dance on the edge of vulnerability—and connect more than ever before!</b> - Deb Dib, Certified Master Personal Brand Strategist, Certified Social Branding Analyst, Certified Brain-Based Success Coach	Lilac B-D
9:30-9:45	<b>&lt;Doorprize Announcements / Break&gt;</b>	Lilac A
9:45-10:45	<b>Supporting Your Clients in the Gig Economy</b> Kimberly Schneiderman, NCRW, CLTMC	Lilac C
	<b>Closing the Deal</b> Kris McGuigan, ACRW, CCMC, MBA	Cypress A
	<b>LinkedIn Marketing 101</b> Nickquolette Barrett	Cypress B
10:45-11:15	<b>&lt;Vendor Break&gt;</b>	Lilac A
11:15-12:15	<b>Award-winning Résumés: Process Makes Perfect</b> Sharon Williams, BSBA, MEd., CMRW, CPRW, WBRW	Lilac C
	<b>Customer Service Excellence: Earn &amp; Keep Your Best Customers</b> Brenda Cunningham, CPRW, CJSS, CCM	Cypress A

12:15-12:30	<Break>	Lilac A
12:30-1:30	<b>LUNCH WITH AN EXPERT</b>	Lilac B-D
1:30-1:45	<Break>	
1:45-2:45	<b>KISS: Techniques for Writing Documents with Clarity, Accuracy, Brevity, and Impact</b> Norine Dagliano, NCRW, CPRW, CFRW/CC	Cypress A
	<b>Cracking the Hidden Job Market: Awesome Opportunities for Résumé Writers and Job Seekers</b> Donald Burns - CJSS, ACRW, SNC (Twitter), CPBS Reach	Cypress B
2:45-3:00	<Break>	Lilac A
3:00-4:00	<b>Beyond the Résumé: Adding Interviewing Services to Your Practice</b> Lorraine Beaman, MA, ACRW, CARW, NCRW, CEIC, MCD	Lilac C
	<b>Create Impact Bullets That Sell Your Clients' Value</b> - Thomas Powner, CPRW, CEIP, CCMC, CBBSC, CDCC	Cypress A
	<b>Your Brand Talks – But What Is It Saying?</b> - Rebecca Metz & Karen Ybarra	Cypress B
4:00-4:15	<Break>	Lilac A
4:15-5:00	<b>Expand Your Brand: Publish a Book Now</b> - Renee Bobb	Lilac C
	<b>8 Great Ways to Earn More Money (Even if You Don't Like Selling)</b> - David Pinkley	Cypress A
	<b>How to Embrace the ATS as an Opportunity for Your Clients' Value</b> - Klaus Obermeier	Cypress B
5:30+	<b>Activity of your choice</b>	

### Friday, October 6

7:30-8:30	<Breakfast>	Lilac B-D
8:30-9:30	<b>LinkedIn Profile Writing - Master the Art of the Conversation</b> Lisa McDonald, CPRW	Lilac C
	<b>Subcontracting - The Truth</b> Ellen Steverson, NCRW, GCDF, CEIC / Nancy Segal, CFRW, CEIC, MCD, CPRW / Thomas Powner, CPRW, CEIP, CCMC, CBBSC, CDCC	Cypress A
	<b>No-coding Solutions to Support Your Growing Business (and Revenue!)</b> Amy Adler, MBA, MA, CMRW, CARW, CEIC, CCMC	Cypress B
9:30-9:45	<Break>	Lilac A
9:45-10:45	<b>Cut Hours off the Writing Clock: How to be a More Efficient Writer</b> Dawn Rasmussen	Cypress A
	<b>Gigs, Contracts, and Flexjobs: Oh My! (Preparing for the New Job Landscape)</b> Wendy Gelberg, IJCTC	Cypress B
	<b>Best Practices to Keep Your Résumé Business Less Prone to Liability</b> Wendi Weiner, NCRW, CPRW, CCTC, CCM, JD	Lilac C
10:45-11:00	<Break>	Lilac A
11:00-12:00	<b>3 Biggest Mistakes Federal Job Seekers Make That Prevent Them from Landing a Federal Job or Promotion</b> 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
	<b>Cultivating an Executive Presence to Coach and Write for C-Suite and Senior-level Executives</b> Anne Marie Segal, CCMC, CPRW	Cypress A
12:00-12:15	<Break>	
12:15-1:15	<b>NETWORKING LUNCH / 30 MINUTE PRESENTATION BY OUR PRESENTING SPONSOR</b>	Lilac B-D
1:15-1:30	<Break>	Lilac A
1:30-2:30	<b>ATS Update 2017 (Q&amp;A Following)</b> Pat Criscito, CPRW	Lilac C
	<b>The Graduation Gap: How We Can Better Prepare College Students For "The Real World" &amp; Build Confidence In The Next Generation</b> Kate Lupo	Cypress A
2:30-2:45	<Break>	Lilac A
2:45-3:45	<b>The Incredible Disappearing LinkedIn Profile</b> Brenda Bernstein, CARW, CMRW, CERM, JD	Lilac C
	<b>Why Gamification is the Next Big Thing in Résumé Writing and Job Hunting</b> Debra Mastic	Cypress A
	<b>Essential Microsoft Word® Techniques for Attention-Getting Résumés</b> Holly Genser, MA, CCTC <b>Note: This presentation is a live Webinar – Q&amp;A will be available.</b>	Cypress B
3:45-4:00	<Break>	Lilac A
4:00-5:00	<b>Closing Keynote: Who Do You Long to Be...Today, Tomorrow, in 20 Years?</b> Susan Britton Whitcomb, PCC, CCMC, CJSS, CLC, CPCC, MRW, NCRW, CCM	Lilac B-D
5:00-5:15	- <b>President's Farewell</b> - <b>Drawing of Final Door Prizes &amp; Vendor Passport Prize</b>	Lilac B-D