

Just a reminder: 2011 committee choices due now

PRSA is now collecting chapter dues as part of your annual national dues billing, but we still need some information formerly collected on our dues statements.

Information on committee service, communication choices and advertising wishes were previously included with the chapter dues statement. To continue providing opportunities for your choice of committee service, we conducted an online survey to ask your committee service preferences, desired information delivery method and

interest in 2011 advertising and sponsorship opportunities. Nearly twenty percent of our members responded.

If you weren't one of the 18 members who let us hear from you, it's not too late to participate in 2011! Make your voice heard as the chapter moves into 2011, and help strengthen the profession and the chapter through your contribution of time, talent and energy.

Simply review the committee opportunities listed under the "Committees" tab at www.prsawv.org, then send an email to we.are.pr@prsa.org giving us your first and second choices for 2011 committee service, whether you prefer to receive the newsletter by mail

or online, and if you would like more information on 2011 advertising or event sponsorship.

President Lisa Wharton Turner and her leadership team will be soliciting committee chairs and members in January, so there's still time to share your preferences for service.

Please let us hear from you so your committee service, advertising and communication choices can be honored.

Please remember to include your chapter dues payment of \$50 when your national renewal date arrives throughout the year.

This is an excellent time to recommend coworkers or peers for membership in PRSA. Just contact the office to have information sent to prospects.

Wanted: Event sponsors

In an effort to provide more services for chapter members, without further increasing your costs, we are looking for business partners who want to reach influential members of the public relations community in West Virginia.

The PRSA-WV Chapter office has compiled a variety of opportunities to offer to those companies with whom you do business. These opportunities are available at a range of prices for various combinations of sponsorship and advertising opportunities

at meetings and online.

The public relations market is a valuable one for many suppliers, and the PRSA-WV Chapter members represent a great investment.

If you do business with printers, photographers, graphic artists, web designers, computer suppliers, office equipment vendors or other suppliers, please contact we.are.pr@prsa.org.

With a chapter budget of nearly \$20,000, the officers, board members and committee chairs are working to provide you with top quality programs and services at the lowest possible cost, so please help in this effort by sharing names of potential advertisers and sponsors.

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Recruiters not calling you? Try 5 fixes.

You've been hoping for a new job, but your phone is silent. No recruiters calling, no job offers; it's so quiet you can almost hear the crickets outside. Maybe it's time to reassess.

Does this sound like your job search efforts?

- You've sent out hundreds of resumes to countless job postings but received little or no response.
- You've left dozens of voice-mails to recruiters explaining why you are a perfect fit—and they never return your call.
- You've tweaked your resume so many times you no longer recognize it.

If this describes your situation, you are not alone. Many talented, qualified job seekers get ignored by recruiters and hiring managers simply because their resume has one or more of the following problems.

1. Your resume highlights your lack of industry experience

Most recruiters are looking for a point-by-point candidate match when screening resumes. Industry background usually ranks high on the list of qualifying issues. If you don't have experience in that industry, your resume is going straight to the circular file—unless you can give them a compelling reason to keep your resume in the stack.

If you lack specific industry experience, but you know you have the basic skills for the job, try highlighting your transferable skills instead. Job seekers who lack industry experience can make it past the resume screener by proving their ability with skills they have that transfer from industry to industry. Examples of transferable skills include expertise gained in sales, customer service, finance, accounting, negotiation, cross-functional communications,

and/or team building. Look at the skills they need, then figure out how your background is a match.

2. Your resume shouts "Over-qualified!"

Nothing scares off a recruiter faster than a candidate who is obviously over-qualified for the job. The two main concerns are (1) that the candidate would soon get bored and leave at his earliest convenience, and (2) that the candidate would be too expensive to hire. Even worse is the assumption that the over-qualified candidate is on a downward career slope—a has-been with all his best years behind him.

There are, however, many valid reasons job seekers wish to downsize to jobs with fewer responsibilities. Whatever your reasons, tailor your resume to fit your current career objective. This means you'll want to play down your prior responsibilities, list only relevant education (don't list a PhD if you are applying for a mid-level management position!), and emphasize tactical experience over strategic planning when appropriate.

3. Your resume is crammed with information, but not the right kind

Pity the poor recruiter who must get through 200 applicant resumes before lunchtime. If your resume is in the pile, it will get a quick scan and pass over if she can't find what she is looking for in less than 30 seconds. If you have a resume that is disorganized or full of dense blocks of text, how will the recruiter learn any about you?

You'll catch the recruiter's attention if you have a clear, easy-to-read resume that highlights your skills and accomplishments, even at a glance. The first rule of resume effectiveness is relevancy, so edit out the past data and redundant facts that aren't relevant to your current career path. Fill your resume only with the skills needed for that particular job, and you'll go a long way toward getting

a recruiter's attention.

4. Your resume has too little information

While the "strong, silent type" may be attractive in men, it just plain flops in a resume. A resume that looks more like an outline just doesn't give the reader enough to work with. Recruiters don't want to guess what you did at your last job. You need to include enough information to give prospective employers a vision of the possibilities if they choose to hire you.

If you struggle with what to include in your resume, use job descriptions to help you understand what recruiters will want to find in your resume. Then review your previous jobs to determine what skills you have that will be a good match.

5. Your resume doesn't include accomplishments

If you haven't thought lately about how your employer has benefited from having you as an employee, it's a sure bet that your resume is lacking in accomplishments. Remember, as a job seeker you are selling your talents, and you are competing with many others who have the same qualifications as you do. Accomplishments give recruiters a reason to choose you over others for the interview short list.

Give screeners ample reason to select you for interview. Highlight how you have saved time, increased efficiency, cut cost and increased client satisfaction. After all, if you don't tell them, nobody else will!

If you use this five-point checklist to restructure your resume, you'll soon hear back from recruiters who appreciate qualified, articulate and confident candidates. The time you spend enhancing your resume could shave off months of fruitless labor and frustrating effort in your job search.

Deborah Walker, Certified Career Management Coach. Read more career tips and see sample resumes at: [www.AlphaAdvantage.comemail: Deb@Alphaadvantage.com](http://www.AlphaAdvantage.comemail:Deb@Alphaadvantage.com)

2011 Board

Officers

President

Lisa Wharton Turner
St. Joseph's Hospital
304.473.0078

President-elect

Deborah Starks
Mountain State
Blue Cross Blue Shield
304.347.7663

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Amy Wentz Berner
Communities Putting
Prevention to Work
304.558.6259

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StateNewlines
304.345.3033

Past President

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Blanchette Rockefeller
Neurosciences Institute
304. 293.6318

Laura Jordan (2013)
WV American Water Co.
304.340.2089

Assembly Delegate

Joe Gollehon, APR (2011)
TSG Consulting
304.345.1161

Executive Director

Diane Slaughter, CAE, APR,
Fellow PRSA
304.984.0308
we.are.pr@prsawv.org

Meeting Notice

What the election means

He gave us his predictions in October about the November election...now hear how he did and what the results mean as we move forward.

West Virginia has two new members of the United States Senate and there is a new majority in the U.S. House of Representatives. What issues does the research show are most important to West Virginians as these new legislators take office? What issues are on the horizon? Come to the January meeting and get an insider's look at what research shows about the outcome of the November election and what voters are looking for from those newly elected.



The expertise of Mark Blankenship and Mark Blankenship Enterprises, is sought by Fortune 500 companies, national associations, major law firms, hospitals, colleges and universities, elected officials, small businesses and others. Blankenship and his firm solve the problems of these organizations with a simple philosophy – base the communications strategy on well thought-out and executed research.

The Charleston Civic Center will be hosting this noon luncheon meeting on the second floor. The 2011 board of directors will meet at 11:00 a.m. Reservations are required for this meeting and must be received by Friday, January 21. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests. You can register and pay online at www.prsawv.org.

_____ Yes, I will attend the noon luncheon meeting on Wednesday, January 26.

Name _____

Company _____

Email _____

Guest _____

Company _____

_____ Check enclosed for \$17 per student or member and \$22 per guest (\$_____)

Reservations are required for this meeting and must be received by Friday, January 21. Register by mail or online at www.prsawv.org.

Make check payable and mail with reservation form to:
PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360-0604

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



January 26

What the election means

Mark Blankenship

Charleston Civic Center

12:00 p.m.

Board meeting

11:00 a.m.



President's Corner

Lisa Wharton Turner

Happy New Year! I hope that everyone has had a wonderful holiday and is looking forward to a great new year.

As we begin this year, we want to emphasize the value of your membership in our chapter. We plan to do this in several ways. First, we will continue the high quality of programming that we have seen in past years. We realize that your time is valuable and we want to ensure that our programs are enlightening and address issues of concern to all of our members in the public relations arena. We also are working on two half-day professional development seminars which will give you a more in-depth learning experience.

We plan to continue our Coffee Club meetings to provide you with an opportunity to discuss current issues and trends in a more informal setting. We believe these are a valuable means for you to network with your peers and share ideas.

Another exciting goal that we have set for this year is to reach out to our members from around the state. We plan to host programs in additional areas such as Morgantown, Huntington and Central West Virginia. We hope in this way to engage professionals from other areas and encourage their involvement in our chapter.

Working with our student chapters

is another of our priorities. Providing those entering the exciting field of public relations an opportunity to connect with senior professionals is rewarding for both parties.

I also want to encourage you to enter your work in our Crystal Awards competition. This award program is your opportunity to be recognized for the high quality of the work that you have done in the past year.

Lastly, I invite you to contact me or any of our board members with any thoughts or ideas that you may have for our Chapter. By working together, I know that we can ensure that our Chapter remains strong and provides value to our members.

