

THE LOS ANGELES ORGANIZER



March/April 2014

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Meeting Information

January Chapter Meeting Attendance

Membership: 79
Members: 38
Visitors: 12

February Chapter Meeting Attendance

Membership: 81
Members: 33
Visitors: 9

New Members

Tanisha Porter
[Natural Born Organizers](#)

NAPO-LA Calendar

March

24 Board Meeting 2:45pm
Chapter Meeting 6:00pm

April

28 Board Meeting 2:45pm
Chapter Meeting 6:15pm

Board of Director's Message

A Message from our Board of Directors NAPO Los Angeles - February 2014

The Trouble With Clients

Written by Cynthia Smith

The trouble with clients is that they expect us to solve their problems.

Many times when I enter into a new client situation, I wonder how on earth I'm going to help. As I walk and talk with the client and discover layer upon layer of disorder and clutter, I realize that the scope of the job is beyond her financial means and expectations. Frequently, she can't even articulate what she wants to accomplish but simply hopes I'll wave my magic wand and somehow make everything better. I start to feel panicky. My anxiety isn't that I don't know how to do the job but that I may not have time to help in a meaningful way. I struggle to think of something I can do that will get her started in the right direction even if I'm unable to see the job to completion.

Recently, I've borrowed a concept from Charles Duhigg's excellent, lucidly written book, [The Power of Habit](#). His premise is if we understand *how* habits work we can change them. If we can develop new habits - new patterns of behavior - we will develop new neurological pathways that will in effect re-wire our brains. Powerful stuff.

I was particularly struck by a concept he calls the "keystone habit." A keystone habit is a behavior that can change other behaviors to effect a series of changes in seemingly unrelated areas.

For my clients to succeed, they must tackle a wide variety of ingrained behaviors. I want to help them find the best way to override old patterns with new productive ones. I'm looking for that keystone habit that will create a cascade of change in my client's life.

I'm becoming convinced that effective mail management is a keystone habit for many of my clients. On a first visit I usually ask, "How do you handle your mail?" Most don't have an answer other than, "I bring it in and put it there," pointing to a

Mary Malecha

NAPO-LA Board of Directors



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818.585.4828



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Susana Enriquez
Downsize and Get Organized
805.409.4638



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562.438.5650



Secretary
Cynthia Smith
Your House in Order
310.721.1076



Director of Administration
Mary Anne Lantieri
Apparent Priority
818.314.2128

tottering pile of flyers, magazines, promotions and bills.

Once I've helped them develop routines for handling paper and electronic mail, their paper clutter is reduced, bills are paid on time, emails are answered, and their anxiety level is lowered. As they understand the importance of set procedures they become more adept at creating routines for handling other areas of clutter in their lives, and gain confidence in their own ability to become more organized. I've done my job.

Have you discovered keystone habits that have helped your clients?

Cynthia Smith is Secretary of NAPO-LA and owner of [Your House In Order](#).

NAPO-LA Chapter Meeting

March Chapter Meeting **What Would You Do? WWYD?** **Client Challenges & the Professional Organizer**

* Your client decided mid-way through the 4-hour session that he is too tired and doesn't want to continue the session. Your day is scheduled around this client and you can really use the money.

WWYD?

* A client wants her daughter to join you in your de-clutter session. The daughter, Ms. Know-it-all Smarty-Pants, is giving what you think is questionable advice to the mom (your client) about what she should do with some old dishes. **WWYD?**

* You and your client have a lot in common. She invites you to fun places and although you'd love to join her, you aren't sure if you'd be crossing a line. She seems to want to be your friend, but you'd rather keep her as a client. You're afraid that if you keep turning her down, she'll eventually turn down your services. **WWYD?**

"WWYD? Client Challenges & the Professional Organizer" is a fun and interactive session with a panel of NAPO-LA Members, each of whom have been in the Organizing industry for five or more years. At our March 24th meeting we encourage you to tell us your client challenges so that our panel of experts can address your concerns! Consider this a brain-storming session par excellence!

Our panel includes:

- * Dr. Katherine Macey, Ph.D., *Organize to Excel*
- * Tom Neverman, *The Moving Doctor*
- * Tanya Whitford, CPO®, *Organizing Wonders*
- * Beth Zeigler, *Bneato*



Dr. Katherine Macey, Ph.D. started Organize to Excel in 2006. Organize to Excel has worked in many different home situations, from capable but busy women, to people with illnesses and disabilities, as well as businesses ranging from small home businesses, to a fabric warehouse, to service professionals. Katherine has served on NAPO-LA's Board of Directors as Vice President, President, Immediate Past President and Director of Communications and Technology. She has been awarded both the NAPO-LA's Leading Edge Award and Raising the Bar Award.

**Director of Communications & Technology**

Katherine Macey
Organize to Excel
310.800.7430

**Director of Marketing**

Christie Gelsomino
Vision to Be Organized
661.993.8291

**Director of Membership**

Tara Kenavan
21 Times
818.358.3363

**Director of Associate Membership**

Robyn Reynolds
Organize2Harmonize
310.625.6522

**Member At Large**

Leslie Haber



Tom Nevermann's first organizational memory comes at six years old, when proven right in an argument with his father about whether a suitcase would or would not fit sideways in the trunk of the family car. A career was born! Tom started his organizing business in 1988. After orchestrating several residential and corporate relocations for clients around the world, Tom discovered his niche and changed the name of his company to **The Moving Doctor, Inc.** Having served on the NAPO Los Angeles Chapter Board of Directors, he later became NAPO National President in 1990.



Tanya Whitford, CPO®, started Organizing Wonders in 1999 and focuses on residential organizing. She enjoys working with families and individuals to help them achieve their goals. Her clients are predominantly creative types from actors to writers, but also include everyone from teachers to hoarders. Tanya is a Past President of NAPO-LA and has been an active member of NAPO for the last 15 years. In addition to being an inaugural Certified Professional Organizer, she is also a member of the Institute for Challenging Disorganization where she is a Specialist in ADD, Chronic Disorganization and Hoarding.



Beth Zeigler created Breato Professional Organizing after someone recognized her organizing talents and told her about NAPO. Ever since, she's been blogging about getting organized for well known companies such as Apartment Therapy and Rubbermaid. Her goal is to make getting organized accessible to all, which is why she created No Mess No Stress Organizing Boot Camp (which is known in some circles as a work-out for your filing system). When Beth isn't helping clients de-clutter she can be found keeping her busy household in order in Silver Lake, CA.

When:

Monday, March 24, 2014, 6:15 pm

Where:

The Olympic Collection Conference Center at 11301 West Olympic Blvd. in West Los Angeles (cross street is Sawtelle). The usual meeting room is on the second floor.

Who:

All professional organizers and those interested in entering the field are welcome to attend. Professional business attire requested.

Cost:

Meeting charge is free for NAPO-LA members and \$29 for visitors registered by January 22, 2014, \$39 for registration at the door. (CASH or CHECK only please.)

Parking:

\$6 in the underground parking. Limited street parking is available after 6:00 pm.

If you have an idea for a Chapter topic or presenter, please don't hesitate to email Regina Lark at Regina@AClearPath.net.

Golden Circle

GOLDEN CIRCLE LISTSERV

Are you a member of the Golden Circle ListServ? Open only to Golden Circle members, this ListServ allows more seasoned professional organizers to network with each other. To get started, log into www.napo.net and go to the Golden Circle Page. In the second paragraph you will see a link for the Golden Circle ListServ. Clicking the link will allow you to go to the page to sign up for the

An Organized Life
213.507.1389



Director of Professional Development
Regina Lark
A Clear Path
818.400.9592

Coordinators & Committee Chairs

CD Support Group: Jean Furuya

Database Coordinator: Cari Dawson

Greeter: Nancy McFarland

Greeter Coordinator: Lorna Ross

Historian: Christie Gelsomino

Librarian: Mary Ann Lantier

Co-Member Spotlight Coordinators:
Deron Bos
Tanya Whitford

Neighborhood Group Facilitators:
Burbank/Glendale/Pasadena: Cari Dawson
San Fernando Valley: Janet Fishman
Westside: Regina Lark

Online Ambassador: Open

Photographers: Sara Getzkin

Professional Organizers Learning Academy (POLA):
Jean Furuya
Michelle Powell

POLA Assistant: Ken Gruberg

Registration Assistant: Nonnahs Driskill

Silent Auction: Linda MacMaster

Social Media: Open

Visitor Liaison: Lori Gersh

Volunteer Coordinator: Milena Kazanian

Webmaster-Events: Jennifer Solomon

The Los Angeles Organizer



Editor
Deron Bos
Bos Organization
editor@napola.org

ListServ. Once approved, you can post to the ListServ by sending an email message to golden-circle@lists.napo.net.

NOTE: Qualifications for Golden Circle membership include five years in business as a professional organizer and one year as a NAPO member. Quarterly meetings are held in the homes of Golden Circle members, where we network, share information, and get to know each other on a more personal level.

All eligible Golden Circle members are invited to join the Los Angeles Area Golden Circle. Chapter membership is not required; NAPO National membership is. More information is available on the NAPO National website or by email at goldencircle@napola.org.

Volunteer In NAPO-LA

Below is a list of the open volunteer opportunities currently available with your NAPO Los Angeles Chapter:

New Member Orientation Coordinator

Job Description: Works under Director of Membership (Tara Kenavan). This volunteer will help new NAPO-LA members become familiar with a host of benefits and resources available to them through their National and LA Chapters. The coordinator will conduct monthly New Member Orientation sessions that will guide members through the ins and outs of the organization, and provide information through the New Member Orientation Packet. We are looking for someone with 3 years' membership (and attendance) in NAPO-LA.

Approximate time commitment: 1 to 2 hours per month

Key Responsibilities:

- * Obtains New Member contact information from the New Member Coordinator email.
- * Sends e-mail to New Members, inviting them to the next New Member Orientation Meeting.
- * Takes an Orientation Package to the orientation containing information on NAPO and NAPO-LA, Whom to Call List, Organizational Chart and Volunteers Needed List.
- * Follows up as necessary to ensure the success of the program.

For more information, contact: [Tara Kanavan](#).

POLA Marketing Assistant

Job Description: The POLA team is looking for a detail-oriented individual who can brainstorm with team members in determining future classes and be available for committee work.

Approximate time commitment: 1-3 hours per month

Required Skills:

- * Computer skills: Working knowledge of Word & Excel very helpful.
- * Website/Internet knowledge for e-mails, attachments, e-blasts, PDFs, etc.
- * Marketing skills are helpful to promote POLA classes

For more information, contact:

Jean Furuya Jean@TheOfficeJeanie.com or
Michelle Powell michelle@somelikeitorganized.com

Social Media Ambassador

Job Description: Works under the Director of Marketing (Christie Gelsomino). The most important part of this job is to maintain a comprehensive social media



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Marty Stevens-Heebner
Clear Home Solutions
publisher@napola.org

Proofreader
Toni Scharff
Lorna Ross

The Los Angeles Organizer is published bimonthly (January, March, May, July, September and November). The newsletter is emailed to NAPO-LA members and associate members, NAPO national board members, and NAPO chapter presidents, and is available to the public on our website. All content is copyrighted. All rights reserved.

Submission Guidelines

Articles

NAPO-LA members are encouraged to contribute to this newsletter. Articles are not to exceed 500 words in length. Submissions must be received by the Editor no later than the 20th of the month prior to the month of publication. You may send your article as a Microsoft Word document or directly in the body of an email. Photos should be jpg, 72 dpi, sent with your article. All article topics and content must be approved by the Editor. Submit editorial to editor@napola.org.

Advertising

Ads must be received by the 20th of the month prior to the month of publication. There are two types of ads available.

Website Link: This is a small ad containing a link to your website, located in the left side column of the newsletter. The ad can be your logo, a photo, or a short message.

Format: jpg, 72 dpi, 125 pixels w x 100 h.
\$25 NAPO-LA Members
\$35 Non NAPO-LA Members

Block Ad

This is a large block located at the end of the newsletter providing details about your company or service, along with a logo and/or photo.

Format: Submit ad copy (100 words max) as a Word document and email with logo and photo as jpg, 72 dpi.
\$35 NAPO-LA Members
\$45 Non NAPO-LA Members
Submit ads to editor@napola.org

Associate Members



Paperless Solutions
800.642.6992

presence to increase NAPO-LA visibility, membership and traffic to the Chapter website. The candidate should be familiar with the broader social media world and have experience on Facebook and Twitter.

Approximate time commitment: 1 to 2 hours per month

Key Responsibilities:

Facebook and Twitter:

- * Post 1 week before the general monthly meeting reminder.
- * Post 1 day before the general monthly meeting reminder.
- * Post 1-2 days after the general monthly meeting a follow-up post "share your take aways."
- * Post 1-2 days after the general monthly meeting the photos from the meeting.

Twitter:

- * Besides the above reminders, "favoriting" and "retweeting" can be done on a regular basis.

For more information, contact: [Christie Gelsomino](#).

Membership updates are posted by Membership Director. POLA updates are submitted to Marketing Director from the POLA team. Communication with Technology to make sure website has the updates.

NAPO-LA Professional Organizers Learning Academy

**THE PROFESSIONAL ORGANIZERS LEARNING
ACADEMY PRESENTS**

"What Every Organizer Should Know About Creating and Changing Habits "

Habits. Those little routines that we do over and over again without even thinking about. Everybody has them! There are habits we love and habits we could do without! Understanding how habits work can help us learn how to make changes with our own habits and how to coach clients to make changes with theirs. In this class Deborah will give you hands-on exercises and strategies to use with your clients for:

- The Habit Loop and the Golden Rule of Habits
- Awareness Training and the 4 Steps to Change Any Habit
- Have a Plan: Create a Better Routine - step by step ways to help your client change a habit
- Keystone Habits & Small Wins: strategies for discovering what drives your behavior and question models for digging deeper
- The Habit of Willpower and The Power of Community
- Plus MORE Strategies on How to Change Habits

You will leave the class with the confidence that you can walk your clients through the Habit Loop process and help them change old habits and create new ones, promoting a positive lifestyle. Class hand-outs will include Habit worksheets designed by Deborah to help walk anyone through changing a habit. Lesson material is adapted from the book: *"The Power of Habit: Why we do What we do, In Life & Business"* by Charles Duhigg. Deborah has previously given this class to her NAPO student SIG group with rave reviews.

Deborah Kawashima, CPO, started [Creative Organizer](#) in 2004 to

deirdre doherty interiors
Email Deirdre Doherty
323.377.4840

The TECH Daddy

The Tech Daddy
Email Ken Gruberman
818.998.4477



Clutter™

Clutter
Email Brian Thomas
800.525.6219



Garde Robe
Email Janine Castro
858.336.0471



123 Moving and Storage
Email Sean Ward
310.618.8120



Go Junk Free America!
Email Evan Berger
800.GO JUNK FREE



empower parents and their kids to become more in control of their lives and create harmony in their home. She specializes in setting up homes for families to role model good habits. Deborah co-founded and was national committee chair (2005-2010) for NAPO in the Schools, won the 2006 Volunteer of the Year Award and the 2007 NAPO Innovator Award at NAPO Conference.

SAVE THE DATE!

When: Monday, April 28, 2014
Time: 3:00pm to 5:00pm -- prior to NAPO-LA meeting
Where: Olympic Collection, 11301 Olympic Blvd., Los Angeles
Cost: NAPO-LA Members \$30 -- Non-Members \$40

No refunds for POLA sessions. If you are unable to attend this class, the fee will be applied toward another POLA class within one year's time.

For more information: contact pola@napola.org

For details about NAPO-LA Education Committee classes, visit www.napola.org and click on the "Education" tab.

NAPO-Los Angeles - Host of the Los Angeles Organizing Awards
10573 West Pico Blvd., #134, Los Angeles, CA 90064
www.napola.org 213.486.4477

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ICD Support Group

The Institute for Challenging Disorganization is the premier educational resource for learning about Chronic Disorganization.

We've been busy at the ICD! Over the past year, we've:

- Won NAPO Organizers Choice Award for "Best Solution for Personal Organizing"
- Created the Research Advisory Committee (RAC)
- Developed a process for awarding grants for CD related research.
- Participated in CD related research opportunities
- Formed new international alliances with Professional Organiser Association Africa (POAA)
- Produced our second book, "The ICD Guide for Collaborating with Professional Organizers." For more information, please see below.
- Conducted a successful matching donation challenge that raised \$60,000. These funds are designated specifically for ICD-related education and research.

ICD's Second Book is here!

ICD's much anticipated second book is now available! This guide details models for collaborating with professional organizers, mental health professionals, ADHD

Custom Garage Systems[Email Gus Gougas](#)

818.232.7683



Office Organization Products

[Email Barbara Schmit](#)

818.232.7683

Chapter Photo Albums

Follow these steps on

[napola.org](#)

to view our chapter's pictures!

Go to: <http://www.napola.org>

Hover over Meetings and Events

Click Photo Album Archives

Click on "click here" link

[VIEW OUR NAPO-LA PHOTOS](#)**Membership****NAPO National Membership****Annual Dues**

\$230 - Active Member*

\$150 - Associate-Branch

\$250 - Associate-Local

\$300 - Associate-Corporate

\$20 - Processing Fee

Provisional member dues are \$200 plus a one-time \$20 processing fee. You are an active member if you have completed your provisional membership year, or are a new NAPO member with more than one year of professional organizing experience.

NAPO National dues can be paid online. Proof of paid dues is required at time of joining NAPO-LA. NAPO National submits its renewal notices directly to members on their anniversary dates. NAPO-LA annual membership dues are renewed each September. You can also join NAPO-LA online.

NAPO-LA Chapter Membership**Regular Members**

Dues are prorated 25% quarterly.

Level 1 - \$125 (does not include \$15 meeting fee)

Level 2 - \$190 (includes all meeting fees)

Yearly dues and Website Listing in the "Find an Organizer" section of our website.

\$25 - One-Time Processing Fee

\$25 - Lapsed Member Processing Fee

Associate Members

Dues are prorated 25% quarterly.

\$ 200 - Branch Associate Member

- Local branch or regional office of a Corporate Associate Member

\$ 350 - Local Associate Member

- Locally-based, self-operating retailer, supplier, designer, or independent sales representative engaged primarily in the manufacture, distribution, and/or sale of organizational equipment, supplies, or organizing-industry related services.

NOTE:

All members are required to sign a Code of Ethics as part of their membership.

[For more information on becoming a NAPO-LA member, click here](#)

coaches, and hoarding task forces. "The ICD Guide to Collaborating with Professional Organizers: For Related Professionals" is \$49.95 plus shipping. Fifty-seven experts have contributed to this invaluable tool. In addition to having a copy for yourself, consider giving it to related professionals who would benefit from having one. Purchase [The ICD Guide to Collaborating with Professional Organizers: For Related Professionals](#) on Amazon Today!

First quarter classes are held Monday evenings. Premium Subscribers may attend all teleclasses without charge and have access to all teleclass recordings. Should you have a conflict attending the live presentation, you can then listen to it at your leisure. Course credits count toward recertification for both CPOs and CPO-CDs. For more information, log onto the website: www.challengingdisorganization.org.

Clutter Support Group**CD CLIENTS - SUPPORT GROUP FOR L.A. CHAPTER MEMBERS**

If you are working consistently and on an ongoing basis (at least one year or more) with chronically disorganized clients, you are invited to participate in an informal support group.

Our next meeting will be Tuesday, May 13, 2014. Meeting time is from 6pm to 8:30pm. Time will also be spent sharing our individual client issues. Limited to 12 attendees. A simple pot luck is planned.

To RSVP or for further information, email Jean Furuya at Jean@TheOfficeJeanie.com or call 310.316.1753.

NAPO-LA Neighborhood Groups**Neighborhood: Burbank/Glendale/Pasadena**

In January we discussed the ideas in Judith Kolberg's book "Organizing in the Era of Endless," as we enjoyed a fabulous brunch at Mary Anne Lantieri's home. In March our meeting will take the form of a mastermind group, helping each other with questions and difficulties in our businesses.

We have a great group, and we welcome new members from our area! If you live on the NE side of L.A. and would like to visit or join our group, please contact Cari Dawson at GlendaleGroup@napola.org.

Neighborhood: San Fernando Valley

MARK YOUR CALENDARS: Saturday April 5 at 10:00 am will be our next SFV Neighborhood Group meeting at Janet Fishman's house.

The topic will be: "OURSELVES AND OUR CHALLENGES." Everyone will speak about

[For the NAPO Code of Ethics, click here](#)

themselves and their businesses. This is a safe opportunity to practice and perfect your "elevator pitch" and elaborate on how you speak to potential clients.

Be prepared to speak about:

- How you got started with your business
 - Why you went into professional organizing
 - What satisfaction this field brings you
 - What areas, if any, you like to specialize in
 - What makes you and your business unique
 - Why someone should hire you
 - And bring a few questions about a situation or challenge you have or had and be willing to hear ideas and suggestions on how to handle it.
-

Many of the Neighborhood Groups hold informal bimonthly meetings throughout the Los Angeles area. A benefit of chapter membership, these offshoots of NAPO-LA offer education, networking and support. Check below for the group nearest you and contact the Facilitator for information on the next meeting.

If you'd like to volunteer as a Facilitator for one of the open groups, please contact Committee Chair Katherine Macey by email at neighborhoods@napola.org.

Burbank/Glendale/Pasadena: [Cari Dawson](#), Facilitator

South Bay: Position Open

San Fernando Valley: [Janet Fishman](#), Facilitator

Westside: [Regina Lark](#), Facilitator

NAPO Los Angeles

Mission Statement: NAPO-LA is the organizing industry leader committed to providing the public with resources; providing professional organizers with education and support; and providing related industry professionals with unique channels for their products and services.

NAPO-Los Angeles
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For questions on our disclosure policy, please contact our [Chapter President](#).