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## **ORGANIZERS, CELEBRITIES AND OFFICEMAX GATHER AT 6TH ANNUAL LOS ANGELES ORGANIZING AWARDS**

Awards presenters from *Enough Already!*, *Hoarders*, and HGTV's *Save My Bath* joined celebrity host, producer, actress and comedian Lisa Ann Walter (*Dance Your Ass Off*) at the Sixth Annual Los Angeles Organizing Awards, Saturday, January 29, 2011, in Universal City, California.

**LOS ANGELES, CA (January 29, 2011)** — Surrounded by the bright lights of Los Angeles, top organizing experts and celebrity presenters joined the National Association of Professional Organizers -- Los Angeles Chapter (NAPO-LA), Presenting Sponsor OfficeMax<sup>®</sup> (NYSE: OMX) and host Lisa Ann Walter (*Dance Your Ass Off*) to recognize the organizing and productivity industry's best during a memorable celebratory event. The sixth annual Awards capped off national Get Organized Month, with a Gala Industry Exchange and Awards Ceremony held at the Sheraton Universal Hotel in Universal City on January 29, 2011.

Dorothy Breininger of A&E's *Hoarders*, Trish Suhr and Mark Brunetz of the Style Network's *Clean House*, Peter Walsh of the Oprah Winfrey Network's (OWN) *Enough Already!*, Lytel Young of HGTV's *Save My Bath*, actress Elaine Hendrix, actor Gary Anthony Williams, Marla Cilley (aka The FlyLady), and top organizers Monica Ricci, Lorie Marrero, Wendy Davie, Kim Anker-Paddon, Linda Koopersmith, and Elizabeth Hagen were in attendance.

The evening began on the red carpet where guests mingled and were interviewed by KTTV Fox 11 Los Angeles news anchor Carlos Amezcua about their best organizing tips and tools. At the Gala Industry Exchange, presenting sponsor OfficeMax created a cocktail lounge atmosphere in front of a fun file folder backdrop. OfficeMax interviewed organizers and guests about their favorite products and organizing methods. Guests got their photos taken in OfficeMax's HD Photobooth demonstrating the latest OfficeMax office organizing products. Also present and offering demonstrations and photo opportunities were sponsors OWN, The Container Store, Office Depot, Fujitsu, PODS, and the Institute for Challenging Disorganization.

Donna Rosman, CPO-CD<sup>®</sup>, Vice-President of NAPO-LA and chair of the 2011 Los Angeles Organizing Awards, said of the Gala Industry Exchange, "The organizing industry comes from, and delivers support to, an infinite spectrum of individuals and businesses. The festive and elegant Gala Industry Exchange offered an opportunity for finalists and exhibitors to interact in a conscious,



NAPO-Los Angeles - Host of the Los Angeles Organizing Awards

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deliberate, yet social environment. We were thrilled at the positive response of exhibitors and finalists who came together in a spirit of community and mutual support in their recognition that the organizing industry has room for everyone. The guests enjoyed experiencing a wide array of media, photo and raffle opportunities before moving on to the awards ceremony.”

The prestigious OfficeMax Special Recognition Award was presented by Dorothy Breininger of *Hoarders*. The show was the award's 2010 recipient. Breininger presented the award to The Container Store's founders Kip Tindell and Garrett Boone to honor the significant contributions the two men have made to the organizing industry and to positive and successful workplace philosophies. The Container Store recently celebrated its 12th year on *Fortune* magazine's list of the top 100 best places to work. Accepting the OfficeMax Special Recognition Award was The Container Store's Audrey Robertson.

Presenting sponsor OfficeMax announced one of the most coveted awards of the evening, Most Innovative Organizer, to Dorothy Breininger. Bill Bonner, OfficeMax Senior Director of External Relations, spoke on behalf of OfficeMax. “Innovation is more than a catch phrase for OfficeMax; it is the driving force behind every program and initiative we undertake. Thus, we are honored to have a role in recognizing Dorothy Breininger as the most innovative organizer at the prestigious NAPO Los Angeles Organizing Awards ceremony.”

A total of twenty-four awards were presented. Finalists were selected during a nationwide online nomination period that ended September 30, 2010. Recipients were determined after a nationwide online popular vote period that ended December 24, 2010. This year, more than 4300 votes were received during the voting period.

Other industry leaders in attendance included NAPO founders Ann Gambrell and Beverly Clower, as well as members from the NAPO National Board, including Laura Leist, current President of NAPO National, and Angela Wallace, incoming NAPO National President. NAPO chapter presidents Gwynnae Byrd (Sacramento) and Katherine Macey (Los Angeles) were also present. NAPO-LA's highly valued Associate Members participated in the evening's festivities. In attendance were Gus Gougas of OrganizIT!, Allan Young of ShelfGenie, Barb Schmit of Esselte, Laura McHolm and Ram Katalan of NorthStar Moving Corporation, and Don Leary, Josh Hurd, Rhea Roberts and Lori Heaton of The Container Store. Among NAPO-LA's other Associate Members are Go Junk Free America! Inc. and Closet Factory.

#### **Award Finalists and Recipients:**

A complete list of finalists and recipients is available online at <http://www.organizingawards.com/>

#### **Credits, Sponsors and Gift Bags:**

The Awards were produced by NAPO-LA with production support by the Dave Linden Group, Inc. OfficeMax was Presenting Sponsor. Event video was collaboratively produced by McClure Video Productions and Shoot-Cut-Deliver and hosted by KTTV Fox 11 Los Angeles news anchor Carlos Amezcua.

All guests received gift bags in OfficeMax totes. The gift bags contained organizing supplies from OfficeMax, ClosetMaid, Staples, Smead, Family Facts, IKEA, LobotoME, and US Acrylic. They also included autographed copies of the books *Organizing From The Inside Out* by Julie Morgenstern,



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*Lighten Up* by Peter Walsh, gift cards from ShelfGenie, *Closet Magazine's* latest issue, and books from SGRO Consulting.

Members of the 2011 Los Angeles Organizing Awards Event Planning Committee include: Lelah Baker-Rabe, Cari Dawson, Carla DeLaurie, Kelly Erwin, Sara Getzkin, Millie Hinkle, Charmaine Lacewell, Linda Levine-Quackenbush, Katherine Macey, Kathryn Masci, Dina Newman, Robyn Reynolds, Shari Richardson, Donna Rosman, and Kim Rocke.

**About OfficeMax:**

OfficeMax Incorporated (NYSE: OMX) is a leader in both business-to-business office products solutions and retail office products. The OfficeMax mission is simple. We help our customers do their best work. The company provides office supplies and paper, in-store print and document services through OfficeMax ImPress®, technology products and solutions, and furniture to businesses and individual consumers. OfficeMax customers are served by more than 30,000 associates through direct sales, catalogs, e-commerce and approximately 1,000 stores. To find the nearest OfficeMax, call 1-877-OFFICEMAX. For more information, visit [www.officemax.com](http://www.officemax.com).

**About the Organizing Awards:**

The Los Angeles Organizing Awards, now in its sixth year, is held annually to honor outstanding achievements and contributions to the organization and productivity profession, and to recognize professional organizers, organizing retailers, organizing products services and resources, charities, technology providers, authors and the media. Production support is provided by The Dave Linden Group.

**Sponsorships:**

The Organizing Awards is a fundraising and public awareness event. Produced and presented by the National Association of Professional Organizers - Los Angeles Chapter (NAPO-LA), a not-for-profit organization meeting IRS Tax Code 501(c)(3) requirements. Sponsorship opportunities are available to underwrite production costs. All proceeds from the Awards benefit NAPO-LA for its chapter educational programming. Benefits of sponsorship include mention in all press releases and prominent logo usage on all promotional materials, invitations and banners.

**About NAPO-Los Angeles:**

NAPO-Los Angeles is a non-profit professional organization dedicated to developing, leading and promoting professional organizers and the benefits of better home and business organization. The Founding Chapter of the National Association of Professional Organizers, "The Organizing Authority®," NAPO-LA has provided members with a forum for networking, professional development and raising public awareness since 1985. The chapter has produced the Los Angeles Organizing Expo as well as the Los Angeles Organizing Awards, and this year's Red Carpet Reception featuring a Gala Industry Exchange. For details visit <http://www.napola.org> or <http://www.organizingawards.com>.

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