

# The LA Organizer

Volume 9, Issue 4

NAPO-LOS ANGELES

February 2002

## February Meeting Topic

### Jennifer Butler: Through Nature's Beauty-Making Your Essence Noticed!

**By: Lanna Nakone**, Program Director, *Perfection Prevails*

As business owners, it is not only the quality of work that is important to sustain our businesses but also our physical appearance. Being comfortable in our dress makes a difference in how we feel and, in turn, how we appear to our clients. This perception can greatly enhance our success.

It is an honor and a delight to have Jennifer Butler, stylist and visionary, return to our monthly meeting! As a student of her work, like many fellow chapter members, I cannot begin to express how she has profoundly changed my life. Through her

techniques of identifying the "essence" and personality of her clients, she matches each client to each of the four seasons. Then, she develops personalized color, fabric and design charts that help clients to choose clothing that keep the inner- and outer-self in "sync" with each other!

Jennifer has a consulting company that has helped to influence her clients to be the BEST that they can be. Please join me at the February meeting and you will witness a Picasso at work!

## Investing in Your Professional Image



**Dorothy Breininger**, President, NAPO-LA  
*Center for Organization & Goal Planning*

*Excerpt from the Book: "Marketing Your Consulting or Professional Services"*

Professional image is a major client-buying consideration. Potential clients begin to form an opinion about you the moment they encounter any aspect of your service. This includes their initial impression of you. Projecting a professional image involves many factors. Potential clients form opinions about your firm, based on many variables. These include the way you dress, overall

appearance, office location, business name, telephone behavior, and so forth. You can and should control all variables relating to your professional image. How you treat each is a management decision that could affect your income.

Study the image builders below. Decide which are a "must" for your practice. Then decide which are not currently important. Then take some action!

*(Continued on page 2)*

## Meeting Agenda

**Monday, February 25, 2002**

Fourth Monday of every month  
except April & December

- 5:50 Registration  
PLEASE WEAR YOUR BADGES
- 6:15 Meeting begins (PROMPTLY)
- \* President's Remarks
  - \* Silent Auction
  - \* Member Spotlights
  - \* Announcements
  - \* Member Introductions
  - \* Organizing 101
- 7:05 Break
- 7:15 *Making Your Essence Noticed!*
- 8:30 Closing Remarks
- 8:40 Meeting Adjourned

### Where:

Olympic Collection Conf. Center  
11301 Olympic Blvd.

Cross street is Sawtelle.  
Parking at the center is \$5.  
Limited street parking after 6:00 p.m.  
Please look for the signs with our meeting room location.

All Professional Organizers and those interested in entering the field are welcome to attend (no clients, please). Business attire is appreciated. Networking table is available to display brochures and flyers. Meeting charge \$7 for NAPO-LA members; \$15 for visitors and prospective members.

*\*If you wish to make an announcement, please notify Lanna Nakone prior to the meeting at [perfectprevails@cs.com](mailto:perfectprevails@cs.com) or (818) 990-0559.*

## Features

February Program	Pg. 1
Member Spotlights	Pg. 2
Family Organizing	Pg. 3
Election	Pg. 4
Ask the Organizer	Pg. 5
Workshop Highlights	Pg. 6
Who's Who	Pg. 7
Birthdays	Pg. 7

# THE LA ORGANIZER

*(President's Message continued from page 1)*

## **NAME, LOGO, MOTTO, OR SLOGAN:**

A motto or slogan can enable you to communicate in words what you consider important to your clients. For example, United Airlines uses "Fly the Friendly Skies."

## **BUSINESS CARDS, STATIONERY, AND ENVELOPES:**

Your company name, motto, and/or logo will greatly enhance the appearance of your cards, stationery, and envelopes.

## **TELEPHONE:**

Practitioners operating with no support staff must decide the best way to receive incoming calls when away from the office. Choices are limited to answering machines or answering services – how does yours sound?

## **OFFICE LOCATIONS:**

Many professionals can operate from their homes because most client contact

occurs at the clients' sites. Increasingly common are shared-overhead offices catering to professionals. These provide an office with related services (copying, secretarial, reception, conference space, furniture) for an inclusive monthly fee.

## **DRESS FOR SUCCESS:**

You must avoid looking too prosperous or too unsuccessful. Assess the following:

- 1) Wardrobe-styles change -- have you kept up?
- 2) Do you want to look like everyone else or be a bit different?
- 3) Your clients, what are their expectations?
- 4) Is your hairstyle professional looking?
- 5) Does your personal grooming meet professional standards?

## **PROSPECTIVE CLIENT AND CLIENT PERKS:**

Small things can mean a lot to potential clients because they reveal

your clients' needs.

Do you have a list you can immediately recite about what you provide to your clients?

## **HIGH TECH/LOW TECH EQUIPMENT:**

In your practice you can utilize state-of-the-art equipment (e.g., computer systems, audio-visual equipment, sophisticated phone systems, etc.) which give the appearance that you are on top of recent developments. Necessary equipment depends on your profession. The costs for utilizing up-to-date technology vary, but periodic upgrading of equipment should pay off with increased productivity and enhanced image.

*For those of you who want to learn more about this excerpt and book, pick up the step-by-step program of proven marketing techniques, "Marketing Your Consulting or Professional Services," by David Karlson, Ph.D.*



### NAPO National

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 (512) 454-8626 (current members only)  
 (512) 454-3036 Fax  
 www.napo.net  
 napo@assnmgmt.com

#### NATIONAL MEMBERSHIP

Individual Annual Dues (renews on member's anniversary).....	\$200
Associate Annual Dues-Corporate .....	\$550
Associate Annual Dues-Branch .....	\$150
Associate Annual Dues-Local .....	\$250
New Member one-time processing fee .....	\$ 20
National NAPO Name Badge.....	\$ 10

### NAPO-Los Angeles

PMB 134, 10573 W. Pico Blvd.  
 Los Angeles, CA 90064  
 (213) 486-4477 HOTLINE  
 www.napola.org

#### CHAPTER MEMBERSHIP

National Membership required. Includes electronic newsletter.	
Individual Annual Dues (Oct. 1st - Sept. 30th).....	\$ 75
Out-of-State Ind. Annual Dues (Oct. 1st - Sept. 30th) .....	\$ 50
Associate Member Annual Dues (Oct. 1st - Sept. 30th) .....	\$150
New/Lapsed Member processing fee .....	\$ 10
Meeting Fee .....	\$ 7

#### NON-MEMBERS

Newsletter Subscription (annual) .....	\$ 25
Meeting Visitor Fee .....	\$ 15

#### **MISSION STATEMENT - NAPO**

The mission of the National Association of Professional Organizers is to encourage the development of Professional Organizers; promote recognition of, and to advance the professional organizing industry.

#### **MISSION STATEMENT - NAPO-LA**

NAPO-LA is an organization dedicated to bringing Southern California Area Organizers together through networking, education, professional growth, industry updates, support, and public awareness.

## February Silent Auction Karen Simon

By: **Jean Furuya**, Special Projects Coordinator, *The Office Jeanie*

### Some background...

Karen Simon, founder of PC Tech Associates, has been a personal computer consultant since 1984. Her background includes defining requirements and installing PC-based systems for individuals, small businesses and major corporations. She has been instrumental in applying current technology to streamline operations and better manage information for clients such as National Medical Enterprises, Inc. and Topa Savings Bank.

### Exposure...

Speaking on essential issues including computer security and

maximizing the use of computers, Karen has presented seminars to a variety of clubs and associations.

She has also appeared on national television providing tips for buying and maintaining computers and software. She holds software workshops and has been called upon to conduct in-house employee training sessions by clients such as Peter Norton.

As a feature columnist for an area newspaper, Karen covers topics such as software reviews and using computers effectively in a small or home-based business. For clients, she

publishes a quarterly newsletter, PC Tech Tips.

### Connecting...

In 1992, Karen received the YWCA Leadership Award. She is a member of the Association of Information and Image Management, Microcomputer Managers Association and the Santa Monica Chamber of Commerce. She is the current president of the second largest LeTip International chapter, a Chapter Ambassador for LeTip International, and is a former president of both the National Association of Professional Organizers' Los Angeles Chapter and a local Toastmasters International Chapter.

## Family Organizing Collecting Photos for Memorabilia/Albums

By: **Esther Simon**, *The Traditional Home Organizer*

In any size home there is always a collection of photos and memorabilia that becomes worthwhile to save. It is important to store them correctly. I know for my own family of nine, we have a large collection of wonderful pictures of vacations, school activities and family photos. Everyone wants to have their own pictures saved and displayed one way or another.

My first suggestion is to date and record the photo immediately after developing. Write the date and event on the envelope before you drive home. Even though you think that you will remember an event, i.e. Birth of a baby or Wedding you should still write the date, you never know what your memory will be like in 10 years!

After you share the photos with the family, put the envelope in a photo box. These can be purchased at any storage store (Bed and Bath, Linens 'N Things, Target, etc.) These boxes look

like shoe boxes but they are acid free and large enough to hold 1000 pictures. Keep negatives in the envelope also. When you have the time and energy, sit down with file dividers (these are included in the storage box) and write on the tabs how you would like to divide each section. For example, by year, event, vacation, child, family, etc. When all of your pictures are in order, you can begin to make albums, creative memories or a nice collage.

The only way to get started begins with now, today's photos. As you have success with your current pictures, you will be motivated to go back in time and clean up all those shoe boxes, bags and piles of old photos with no dates. Break up this task in bite-sized pieces and time shots. Include your family members and enjoy all the memories your pictures have given you.

## MEMBER SPOTLIGHTS



February Meeting

**Susan Johnson**  
**Sherry Kelly**  
**Ruth Kennison**

## The Want Ads

### Sales & Marketing Genius

to run our NAPO-LA store. We are looking to expand and improve our store at meetings and on the website. Creativity, enthusiasm, and presentation skills would be helpful. **No experience necessary.**

### Newsletter Virtuoso

to become the next Newsletter Editor. Benefits: a dedicated staff of writers and copy editors, a laser printer, great software, learning or expanding an invaluable business skill, working at home, the adoration of organizers nation wide. **No experience necessary.**

For more information on these positions and other ways to get involved in NAPO-LA, please contact Tanya Whitford at [orgwonders@usa.net](mailto:orgwonders@usa.net)

# Nominations

## OUR CHAPTER NEEDS YOU!!

By: **Marianna Long**, Secretary, *Spacial Consultants*

Our chapter is looking for candidates willing and able to fill positions on the Board that are opening up for this 2002-2003 year. It is a great opportunity for anyone interested in learning how our wonderful and growing chapter operates from the inside out!

We will open the floor to nominations at our February meeting. NAPO-LA members in good standing with both NAPO-LA and NAPO-National for at least 6 months are eligible. Elections will take place in March and actual duties will begin in June.

A brief description of positions are as follows:

**PRESIDENT** - Duties include supervising the Chapter's business and activities, organizing and presiding over the Chapter Board of Directors meetings and approving obligations and expenditures of the Chapter.

**VP/MEMBERSHIP** - Approves, processes, and forwards to the National Office all Chapter membership applications, oversees membership functions, and chairs the Membership committee.

**PROGRAM DIRECTOR** - Plans, coordinates, and executes the educational portion of the general meetings.

**TREASURER** - Responsible for the funds and financial transactions of the Chapter. Prepares monthly report, annual financial review and budget reports.

**COMMUNICATIONS DIRECTOR** - Oversees the communication venues used by the Chapter. This includes public relations, the newsletter, clients referrals, the website, and e-mail.

**SECRETARY** - Recording officer. Prepares and presents Chapter meeting minutes and forwards same to National

Office. Maintains an inventory of official supplies and materials. Assists the Vice President with elections.

All positions above also respond to President's requests for other duties, as needed.

**WORKSHOP DIRECTOR** and **NEWSLETTER EDITOR** are two other important positions open to nominations.

If you would like to self-nominate or have someone you think would make a good candidate, please contact Nominating Committee Chair, Glorya Schklair, at gschklair@earthlink.net or 805-529-4616.

Involving yourself in Chapter activities will generate positive results not only for yourself and your business, but will give our Chapter the added bonus of getting to know you and your talents! **Be Brave!!**

### January Board Meeting Abbreviated Minutes

By: **Marianna Long**, Secretary,  
*Spacial Consultants*

1. The April meeting was cancelled due to the National Conference. It was rescheduled to May 20, 2002.
2. Our community outreach program will participate in organizing the administrative office of "Break the Cycle" sometime in late February or early March.
3. A management company will present itself to the Board at the February meeting.
4. Discussion on Chapter "store" continues.
5. Funding ideas such as a "resource exchange" table was discussed.
6. Motions were approved for Pay-Pal online account and an interest earning 90-day CD account for Chapter funds.

### LOCAL REFERRAL HOTLINE REPORT

January 2002  
By: **Lisa Sarasohn**, Hotline Rep., *Hire Order*

**The Stats:**

Inquiries for Organizers: 5  
 Inquires for Misc. Information: 1  
 Clients Contacted: 6  
 Message Left Only: 0  
 Organizers Referred: 13

**Cities Referred To:**

Ventura, Los Angeles, Foothill Ranch

**Members Referred:**

Kates, Schklair, Xanthos, Siu, Reiter, Furuya, Breininger, Lasater, Tilden, Torre-Houghton, Nakone, Johnston, Kaytes

### Membership Report

By: **Mary Xanthos**, VP/Membership,  
*In It's Place*

January Meeting Attendance: .....38  
 Members .....34  
 Guests .....4

### Thank You To Our January Chapter Meeting Speakers

**Christine Palen**

*Palen-Siu Enterprises*  
 310-208-7655  
 633 Midvale Ave Suite 4  
 Los Angeles, CA 90024

**Ardice Faoro**

323-850-5715  
 3537 Multiview Dr.  
 Los Angeles, CA 90068

Ask the Organizer

By: Glorja Belgrade Schklair, *The Practical Organizer, Inc.*

E-Mail Viruses Run Rampant

By: Karen Simon, *PC Tech Associates,*

These days, just having an anti-virus program running on your computer isn't enough. Due to the rapid pace at which new viruses are concocted, the anti-virus companies must constantly work at creating "cures" for these new strains. Computer users must constantly update their anti-virus software to keep themselves protected against the "latest" viruses.

However, even updating your virus program isn't enough. While the anti-virus companies are working away in their labs trying to decipher the latest virus, the virus programmers are creating and distributing new ones.

Most recently, virus programmers have discovered that the quickest way to distribute viruses across the globe is via e-mail. By attaching a virus program to an email message, a virus could be spread around the world within a few hours. When the recipient opens the attachment, the virus program installs itself onto the recipient's computer.

Some virus programs then use the recipient's email address book to send the virus program to everyone listed in the address book – all without the

knowledge of the address book's owner.

How can we protect ourselves from these email viruses while still being able to use what has become our most valued communication tool? Here are some tips and techniques to help prevent infection and from passing it on.

- **Be suspicious.** If an email contains an attachment (usually listed with a paper clip next to it), the sender should mention that there is an attachment. Otherwise, do not open the attachment.
- If you receive an email with an attachment without reference to it, reply by informing the sender that you received their message but did not open the attachment because they did not indicate that they sent one. This lets the sender know that you are virus-aware. It may also tip them off to the fact that they may HAVE a virus and are not aware of it.
- **As a courtesy,** if you are sending an attachment, notify the recipients

that you are doing so.

- **Protect yourself** further by religiously backing up your data.

New viruses are released every day. Old ones are passed around and around. The latest strains travel through email without attachments. They can infect a system simply by being "viewed" in the email program's preview window. The best protection is to be sure to update your virus program regularly and periodically scan your entire system for viruses. Set your virus scan program to scan ALL files, not just program files (usually the default).

If your system begins to perform oddly and you suspect you may have a virus, run a full system scan. If a virus is found, your virus scan program will tell you the name of the virus. Write it down and elect to CLEAN the virus from your system. If the program is unable to clean it, choose the "quarantine" option and report the name to your program's laboratory.

*For more tips and techniques to keep your computer running smoothly, visit [www.yourpctech.com](http://www.yourpctech.com).*

February	March	April
<b>International Expert Success</b>	<b>Ethics Awareness Month</b>	<b>Work Life Enrichment Month</b>
3-9 Int'l Person & Business Coaching Week	24-30 National Clutter Awareness Week	1-7 Laugh At Work Week
12th Leadership Success Day	12th Organize Your Home Office Day	23-30 Education Advocacy Week
17th Random Acts of Kindness Day	33th Make Your Dreams Come True Day	27th Rebuilding Day
25th 2:45 Board Meeting 6:15 Chapter Meeting	25th 2:45 Board Meeting 6:15 Chapter Meeting	25-28th National Conference in Atlanta
		22nd No meeting this month

## Winter Workshop 2002

Quotes Compiled By: Tanya Whitford, Communications Director, *Organizing Wonders*

"Ken Keller's workshop on building a business was great. It was simple, well-structured, and highly interactive. In the process, we discovered that as a group, we have all the experience and wisdom to help each other succeed. We each left with specific suggestions from our colleagues on how to reach our individual goals. Congratulations to Sandra Ateca and her team on a well-paced, informative, and professionally run event."

Lisa Sarasohn, *Hire Order*

"The workshop was great for networking with, and learning from, other local industry leaders. I enjoyed sharing Tupperware opportunities with the professionals that expect and demand quality. Congratulations Tanya for your deserved recognition, thanks for all you do!"

Chris McKenry, *GET IT TOGETHER LA!*

"As an event planner, I have a strong appreciation for a program that flows seamlessly. Sandra and her workshop committee were outstanding at unobtrusively keeping the program moving smoothly from segment to segment and on time."

Dolores Kaytes, *Highly Organized*

"I really enjoyed Ken Keller helping me to get moving on the areas I know I need to work on in my business. A special thank you to our Associate members and the wonderful Expo exhibits and information. They were great!"

Ann Gambrell, *Creative time-Plus*

"The workshop was a refueling stop for me - it provided me the fuel that I needed to move forward in my business! I also enjoyed witnessing Tanya Whitford receive the Past President's award recognizing her for the outstanding service she provides to our Chapter; may she serve as an example

for all of us to actively participate in our Chapter!"

Marilyn Crouch, *Avenues To Organization*

"My favorite thing about the workshop was the opportunity to contribute as a Workshop Hostess. Also, I was thrilled that so many Veterans and non-members attended. This was another fabulous venue to network and share ideas with our colleagues. Thank you, Sandra, attendees and vendors!"

Donna D. McMillan,  
*McMillan & Company Professional Organizing*

"NAPO LA's winter workshop drew attendees from Seattle to San Diego. The rumor of the day was that Los Angeles has positioned itself as a Chapter with a deep well of volunteers, commanding speakers, leading-edge technology, vendors who give willingly, and guests and new members who are lining up, checks in hand, waiting to join. The workshop was business-like and well-run. I would like to personally thank Sandra Ateca and her entire committee for taking our Chapter to another level of professionalism."

Dorothy Breininger,  
*Center for Organization and Goal Planning*

"The day ran smoothly from start to finish. Kudos to a fabulous workshop committee. I enjoyed being challenged to move out of my "comfort zone" and concentrate on the areas of my business that could be improved. The Expo was great with lots of goodies and new products, and the raffle prizes were amazing! I was also extremely honored to receive the President's Leading Edge Award. Thank you very much!"

Tanya Whitford, *Organizing Wonders*

"I really enjoyed Michelle Quintana's session. Her enthusiasm and positive attitude about selling yourself gave me

the confidence and motivation to start making a list of questions to ask my clients to "close the sale" on the spot. The Eldon display where the organizers got to time themselves on how fast they could put a "messy desk" back together, and to try to beat the fastest time of 35 seconds was a challenge--yet it was fun and energizing! Great job to everyone who worked so hard to put together such a wonderful workshop. GO organizers!"

Evelyn M. Gray, *GO Get Organized!*

"I enjoyed the passion and "bottom line" approach to Michelle Quintana's talk and learning that I am "worth" what I am charging (actually that I am worth more than I am charging)."

Marianna Long, *Spacial Consultants*

"An important thing I learned at Workshop is that I have been afraid to charge more for my services and have been de-valuing my worth. From now on, I am going to set my goals and hourly rate higher. Thank you Lanna."

Robin L. Davi, *Simply Arranged*

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### SUBMISSIONS TO THE NEWSLETTER

#### GUIDELINES

To submit, e-mail the editor, Susan Pitcher: [spitcher@earthlink.net](mailto:spitcher@earthlink.net). Please remove font changes. Clean, text only documents will be accepted.

#### DEADLINE- \*\*\*February 26, 2002\*\*\*

This includes all articles, advertisements, photos, and announcements.

Member advertisement prices: \$5.00/3 line classified; \$10.00/business card size (2" x 3.5"); \$25.00/quarter page; \$35.00/half page ad; \$50.00/full page ad; \$85.00/full page insert.

Non-member advertisement prices: \$10.00/3 line classified; \$20.00/business card; \$50.00/quarter page ad; \$70.00/half page ad; \$100.00/full page ad; \$150.00/full page insert.

*Happy Birthday!*

February

Heather Chapman 2nd  
 Julie Signore 3rd  
 Vanessa Kinsey 16th  
 Janetta Whitley 16th  
 Sandra Ateca 20th  
 Tanya Whitford 23rd

March

Dana Rubin 7th  
 Michelle E. Gordon 8th  
 Esther Simon 27th  
 Cathy Torre-Houghton 28th  
 Diane Ridley 29th

April

Jean Furuya 8th  
 Max Miller 12th  
 Gary Baer 22nd  
 Dorothy Breninger 28th  
 Karen Fulks 29th  
 Justine Miceli 30th

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Associate Member Coordinator	Barb Schmit
Chapter Historian	Sally Hulem
Client Referrals Coordinator	Diane Ridley
Database/ Yellow Pages	Estelle Kates
Ethics Committee	Sheila McCurdy
Golden Circle Advisor	Ann Gambrell
Greeting Coordinator	Toni Scharff
Member-At-Large	Carolyn Strauss
New Member Coordinator	Marilyn Crouch
New Member Orientation	Jean Furuya, Ann Gambrell
Prospective Member Coordinator	Robin Davi
Public Relations	Heather Chapman
Special Projects Coordinator	Jean Furuya
Webmasters	Shawna Smith Tanya Whitford
Website Coordinator	Toni Scharff
Workshop Director	Sandra Ateca

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 www.getittogetherla.com

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