



The LA Organizer

NAPO-LA's newsletter

Volume 10, Issue 4

February 2003

The President's Message

Note on the Next Meeting

WHAT A GREAT MONTH!

Tanya Whitford, *Organizing Wonders*

It is only February, and this is already a great year for NAPO-LA!

The NAPO National ballots are out with our own Debbie Gilster on the ballot for Vice President! Don't forget to vote! We are so lucky to have both Debbie and Dorothy Breininger on the National Board. We also found the 2003 NAPO Annual National Conference brochure in our mailboxes. A few NAPO-LA members will be speaking this year: Dorothy and Debbie will be presenting the session, *Growth: Staying a One-Person Business or Growing Larger. What should you do?*; and I was invited to join Barry Izsak, Valentina Sgro and Susan Lannis for a keynote session, *Walking Your Talk: Ethics and the Professional Organizer*. You will also see Kevin and Lynn Hall, Sheila McCurdy and Karen Simon in prominent volunteer positions.

We enjoyed a large attendance at our January meeting featuring a Golden Circle Panel with Ann Gambrell, Sheila McCurdy, Donna McMillan and Cyndi Seidler. Dorothy Breininger, facilitator extraordinaire, led a wonderful discus-

sion. The panel was such a hit that we will be repeating this format in the near future as well as making it an annual tradition. It is a wonderful way learn and to share knowledge and experience.

Then of course there was the 2003 Southern California NAPO Winter Workshop on February 1st! Thanks to the energy and vision of co-chairs Heather Thompson and Mishele Vieira, we had an inspiring keynote, thirteen session speakers (including Chapter members Dorothy Breininger, Dolores Kaytes, Ruth Kennison, Heather Thompson and Tanya Whitford), sixty attendees, ten Expo vendors, sixty raffle prizes, giveaways and lots of good food! Speakers came from Canada and Minnesota and attendees from as far away as Atlanta. In the past, despite our best efforts, we have often lost money on our workshops. I am extremely happy to report that our Chapter came out ahead this year—more than \$2,200 ahead. The workshop proved to be a hugely successful fundraiser and an amazing educational experience. We also earmarked the raffle proceeds of \$303 to go towards

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AUTHENTIC SUCCESS: THREE STEPS FOR GREATER SUCCESS & FULFILLMENT

Justine Miceli, *Organizing by Miceli*

Is your business thriving yet you feel there is more to life? Do you have a compelling desire and lots of great ideas—but you stop there? Have you ever felt trapped or overwhelmed by the “details of life?”

Yes? Then you'll want to hear Melanie Benson Strick on February 24, when she presents *Three Steps for Greater Success & Fulfillment*, an interactive, fun and inspiring program.

Melanie Benson Strick, transformational coach, trainer and speaker, supports entrepreneurs, professionals and leaders in achieving deeply fulfilling success. She also works within organizations to develop leaders and teams, increase workplace effectiveness and strengthen communication.

An accredited Insights Personal Discovery System™ Associate, Melanie helps others to incorporate

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Who's Who in NAPO-LA

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COORDINATORS & COMMITTEE CHAIRS

Associate Member Coordinator	Barb Schmit
Chapter Historian	Heather Chapman
Client Referrals Coordinator	Diane Ridley
Database/Yellow Pages	Shawna Smith
Ethics Committee	Sheila McCurdy
Golden Circle Advisor	Ann Gambrell
Greeting Coordinator	Toni Scharff
Meeting Assistant	Debra Frank
New Member Coordinator	Sherry Kelly
New Member Orientation	Jean Furuya Ann Gambrell
Prospective Member Coordinator	Claire Quinlan
Public Relations	Heather Thompson
Special Projects Coordinator	Jean Furuya
Webmaster	Chris Janetsky, Shawna Smith, Tanya Whitford
Web Listing Coordinator	Toni Scharff
Web Sponsor Coordinator	Heather Thompson
Workshop Co-Chairs	Heather Thompson, Mishele Vieira

LA ORGANIZER STAFF

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The LA Organizer

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DEADLINE The first of the month for any submission.

ADVERTISEMENTS

Size	Members	Nonmembers
3-line classified	\$5.00	\$10.00
Business card size	\$10.00	\$20.00
Quarter page	\$25.00	\$50.00
Half page	\$35.00	\$70.00
Full page	\$50.00	\$100.00
Full page insert	\$85.00	\$150.00



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

NAPO Headquarters

35 Technology Parkway

Norcross, GA 30092

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Email: hq@napo.net or (Becca McFadden) becca@napo.net

NATIONAL MEMBERSHIP ANNUAL DUES

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

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.

NAPO-Los Angeles

PMB 134, 10573 W. Pico Blvd.

Los Angeles, CA 90064

HOTLINE (213) 486-4477

www.napola.org

CHAPTER MEMBERSHIP

National Membership required

Includes electronic newsletter

ANNUAL DUES

Basic Member (Oct. 1st–Sept. 30th)	\$75
Full Member (includes monthly meetings)	\$135
Out-of-State Individual (Oct. 1st–Sept. 30th)	\$50
Associate Member (Oct. 1st–Sept. 30th)	\$150
New/Lapsed Member Processing Fee	\$10
Meeting Fee	\$7

NONMEMBERS

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



NOMINATIONS

Talia Eisen, *Secretary & Staff Writer*

Get Involved!

The time has come for a change of the guard. Right now, we are looking for volunteers to be candidates for the Board of Directors. This is a wonderful opportunity to get very involved in the chapter and the business of NAPO. It is an opportunity to challenge yourself and to grow. While you may wonder if you have the time or skills, all you need is an interest in the organization and an enthusiasm for the chapter and the wonderful things we do. The rewards of leadership are not only all that you will learn but also all that the chapter will be able to give back, as you continue to be part of making it stronger and helping it grow.

We will open the floor for nominations at our February meeting. Members in good standing with both our chapter and NAPO National for at least six months are eligible. Elections will take place in March, and the new Board will begin duties in June. The following are brief descriptions of the Board positions:

President supervises all Chapter business and activities.

Vice-President/Membership oversees membership, prospective members, database coordinator, new member orientation and election of new officers.

Communications Director oversees the newsletter, website, hotline, public relations and the e-mail manager.

Program Director plans, coordinates and executes the education portion of general meetings; and oversees the Hospitality Committee, Associate Member Liaison and annual Workshop.

Treasurer is responsible for the funds and finances of the chapter and oversees the Fundraising Committee.

Secretary records, prepares and maintains the minutes of the Board meetings; maintains chapter inventory; and works with VP/Membership Director on nominations and elections.

If you are interested in one of these positions or think you know of someone who would be great for one of these jobs, contact Tanya Whitford via email at TanyaWhitford@napola.org. Remember: being part of your chapter is a challenge and an opportunity.

If you would like to get involved, but not at the Board level, stay tuned for more details on what other volunteer positions will be available. There is something for everyone!

Agenda

Monday, February 27, 2003

- 5:50 Registration: Please wear badge
- 6:15 Meeting begins promptly
 - President's Remarks
 - Silent Auction
 - Member Spotlights
 - Announcements *
 - Computer Tips
- 7:00 Break
- 7:15 Melanie Benson Strick: *Three Steps for Greater Success & Fulfillment*
- 8:30 Silent Auction Results
- 8:35 Meeting adjourned

Fourth Monday except as announced
Olympic Collection Conference Center
11301 Olympic Blvd. at Sawtelle

Parking: \$5 Look for signs to meeting.
Meeting: \$7 NAPO-LA members
\$15 Visitors/prospective members

We welcome all Professional Organizers and those interested in entering the field (no clients please). Business attire is appreciated. Networking table is available to display brochures and flyers.

* To make an announcement, please email JustineMiceli@napola.org prior to the meeting or call her at (310) 576-6043.

Abbreviated Minutes of the January Board Meeting

Talia Eisen, *Secretary & Staff Writer*

1. The Board voted to earmark the proceeds from the Winter Workshop raffle for supplies for this year's GO Week.
2. Connecticut was just added as a new NAPO Chapter. Three more chapters are on the way.
3. The Board passed a motion to proceed with a complete audit of the Chapter finances.
4. The Board confirmed that there will be a Chapter meeting on April 21, but no meeting in May.

ANNIVERSARY SEALS

Glorya Belgrade Schklair, *The Practical Organizer, Inc.*

Q How can I promote my three-year old business and keep my company name in the public eye in a way that can be used for at least a year, is in good taste and still inexpensive?

A There is a simple answer and it's something that I use myself: paper anniversary seals.

Seals can be affixed to all your outgoing mail, your billing and your correspondence. Seals are more than one-inch tall and about two-and-one-half inches wide. Picture a seal with an attractive round center flanked by ribbon banners on either side. My seal is red and gold, has the name of my business on the upper half of the circle with my name below. In the center, in larger font, "15th anniversary." On the left-hand ribbon is "1988," the year I opened my California business, and on the right is "2003."

I began using the seals in November, and I have had lots of positive comments. Each year at the Holidays I send New Year greetings to past and potential clients. With the seal on the front of the envelope, I am certain

it calls attention to my message. There's a big impact at a low cost.

Here is where you can order seals:
Stephen Fossler Company, Inc.
439 S. Dartmoor Drive
Crystal Lake, IL, 60014
Phone (800) 732-0030
Fax (800) 424-9292

Along with my order, I received an eighty-five page booklet, *Fossler's Guide to Planning & Promoting Your Business Anniversary*. The booklet is full of promotional ideas, including a chapter on "Early Anniversaries" (one to five years) and one on "Small Consulting & Service Firms." There is even a chapter on "Press Releases," detailing how to generate free publicity and another entitled, "Civic Leaders," adding credibility without cost.

If you would like to see the seal, please send a SASE to my office at 14659 Loyola, Moorpark, CA 93021, and I will return it with my seal.

Please e-mail any comments about this column to glorya@schklair.com

President's Message

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supplies for our next community service project. Our raffle prize donors were extremely generous, so now we can continue the spirit and help another nonprofit.

The Awards Presentation for the 3rd annual President's Leading Edge Award was held during lunch. This award is given to a special volunteer for his or her vision, resourcefulness, and outstanding contribution. To select the recipient, Board members submit nominations; from this list, the current President and last two Past Presidents make the final selection. The nominees this year were Marilyn Crouch and Shawna Smith, both of whom have made significant contributions to the Chapter as detailed when they were recipients of the Volunteer of the Month award. Marilyn was chosen as this year's recipient and was presented with a beautifully engraved award, a small token for her many, many contributions to our Chapter this year. Congratulations Marilyn on a well deserved award!

More excitement is on the way! Be sure you are a part of it! If you want to get involved, but aren't quite sure how, just e-mail me at TanyaWhitford@napola.org



Sponsors/Resources

We wish to extend a great big
Thank you
to our Platinum Website Sponsors

Esselte
Organized
Living

Go to www.napola.org and click on Sponsors/Resources for more information on what our sponsors have to offer.

Complete details on becoming a NAPO-LA Website Sponsor are available online or by contacting Heather Thompson, our Web Sponsor Coordinator, at advertising@napola.org



Members...

...remember to bring any unused cell phones and ink cartridges to the meeting for recycling. Thanks!

HEATHER THOMPSON, ORGANIZATION MATTERS

Talia Eisen, *Staff Writer*

The Volunteer of the Month is selected by the Board of Directors and is awarded to a member in recognition of his or her outstanding contributions to our Chapter. The winner is announced at the Chapter meeting and is profiled in this column the following month.

Heather Thompson joined NAPO only a short year ago, but this "freshman" has used that time to become incredibly active in the organization, and incredibly valuable, very quickly.

Most recently, she volunteered to co-chair the Winter Workshop. This is a huge job comprised of finding a venue and speakers and planning two meals, the Expo and the raffle. Anyone who attended the workshop on February 1, knows what a wonderful job she and her co-chair and the other volunteers did. Everything went beautifully and they managed to put together a packed program with a great variety of topics, offering something for new organizers and veterans. When asked about the project, Heather stated that she took it on because it was something she'd never done before. She decided to take that personal challenge and use it for professional

growth. She said she had to face a lot of demons, including a fear of public speaking, but the end result, was well worth it. In addition, Heather is also a public relations volunteer for the chapter and the Web Sponsor Coordinator, positions that take up a great deal of time themselves.

Heather was born and raised in Baton Rouge, LA. She comes from a corporate background where she was an executive at an insurance agency. A licensed broker and agent, Heather left the industry when she realized she just didn't enjoy the work. She knew she was good at organizing and stumbled upon NAPO, browsing a copy of "Cool Career Changes for Dummies" in a bookstore. That was just before last year's Winter Workshop, which she attended; soon after, got started with her own business as a professional organizer.

Her business focuses primarily on corporate organizing, although she does occasional residential work, too. She loves her new career choice and the support of belonging to NAPO. When asked why she became so enthusiastically involved, she explained that she has always felt if she is going to belong to a

group, she wants to be an active member, not just a meeting attendee. "We work alone as organizers. Having the involvement with NAPO gives us some 'co-worker' quality time. This outlet is important to me." She describes herself as both a 'people person' and shy. She found that belonging to NAPO and being very active in the group, she has made some valuable friends she wouldn't have made otherwise.

In her spare time, Heather and her husband enjoy traveling. They are newlyweds, but have been to Hawaii three times, Europe twice and go away for weekends regularly. She loves meeting new people and learning about new places. Although she claims to be shy, Heather says she has no trouble opening conversations with strangers when traveling. Her friendliness and lighthearted nature must take over at those moments.

She also loves reading and scrap booking, and will find herself doing one of those activities on the side, even when relaxing in front of a video. Heather believes you get out of something what you put into it. She will surely get a lot out of whatever she tries.



Membership Report

Marilyn Crouch, VP Membership
Avenues to Organization

JANUARY MEETING ATTENDANCE

Members	46
New Members	2
Visitors	8
Total Membership	77

MARK YOUR CALENDAR!

This year, we will have our April meeting on **April 21**, which is the third Monday of the month, instead of on our usual fourth Monday.

We made this change in order to avoid a conflict for those members who will be attending the NAPO National Conference pre-conference activities in Denver.

There will be no meeting in May.

CALL FOR FOUNDERS' AWARD NOMINATIONS: DUE FEBRUARY 24

Glorya Schklair, *Awards Committee Chair*

The Founders' Award, which is the only award decided by ballot of the membership, is given at NAPO's annual Conference. This award is presented to a NAPO member for outstanding contributions to the organizing profession. The deadline for nominations for this award has been extended to February 24. Go to http://www.napo.net/members-only/founders_award.html to get more information on the award and to download a nomination form. Ballots this year will be posted on the NAPO website by March 14th. You will be asked to download the ballot and mail it to:

NAPO HQ
35 Technology Parkway South
Suite 150
Norcross, GA 30092

You can nominate a NAPO member for the Founders' Award. It's easy! Keep reading!

Three NAPO members in good standing must submit the name of a candidate either by signing one nomination

with three or more signatures or by submitting three separate nominations. The nominee must:

- Be a Regular NAPO member in good standing for a minimum of two years.
- Have made an outstanding contribution to the organizing profession as detailed in the description on the NAPO website
- Be nominated by three or more NAPO regular members in good standing. Members cannot nominate themselves.

The nomination must include:

- Name of the award for which the nomination is placed
- Name, address and phone number of the nominee
- Name, address and phone number of the nominator(s)
- A statement of three hundred words or less describing the noteworthy contributions the nominee has made to further the organizing profession, including any NAPO leadership positions.

If you have any questions, please contact Becca McFadden at NAPO. Her email is becca@napo.net.

Calendar

February

International Expect Success Month

24	Board Meeting	2:30pm
24	Chapter Meeting	6:15pm

March

2-8	National Procrastination Week	
11	Organize Your Home Office Day	
23-29	National Cleaning Week	
24	Board Meeting	2:30pm
24	Chapter Meeting	6:15pm
	Board Elections	

April

21	Board Meeting	2:30pm
21	Chapter Meeting	6:15pm
	(NOTE: this is not the usual 4th Monday of the month, which would conflict with National Conference)	
30	NAPO National Conference begins in Westminster, CO	

MEMBERS IN THE NEWS



Our own Sheila McCurdy has published her book, *The Floor is Not an Option*. It's available for purchase on her website, <http://www.clutterstop.com>

In addition, Sheila was interviewed last month by the *Washington Post* for their home and family section. She doesn't know when the article is coming out, but we'll all watch for it!

Happy Birthday to You!

February

- 3 Julie Signore
- 20 Sandra Ateca
- 23 Tanya Whitford

March

- 6 Mischele Vieira
- 8 Michelle Gordon
- 28 Cathy Torre-Houghton
- 29 Diane Ridley

April

- 8 Jean Furuya
- 20 Tamara Zook
- 22 Karen Embree
- 22 Gary Baer
- 28 Dorothy Breininger
- 29 Karen Fulks
- 30 Justine Miceli

READY, SET, GO...

Marilyn Crouch, *Avenues To Organization*

The attendees of the NAPO-LA 2003 Winter Workshop enjoyed a full day of education, inspiration and networking! Co-Chair's Heather Thompson and Mishele Vieira are to be commended for creating such an outstanding workshop. Great job ladies!

The day started out with the keynote speaker, Caterina Rando, talking about creating our personal and business vision in a clear and concise manner. Her enthusiasm, humor and information provided a great session! She left us with a daily inspiration card to encourage us to seek our vision.

EVERY DAY

Expect ease
Parade your passion
Speak your truth
Be grateful
Help someone
Laugh out loud
Take a risk
Explore new possibilities
Let your brilliance shine
Show your appreciation
Share your soul

Love yourself more
Believe in yourself more
Make this day matter
You have the power
—Caterina Rando

The day was packed with four sessions, each offering three workshop options. It was challenging to pick one to attend—there were so many great topics! The sessions were motivating, enlightening and thought provoking.

The Vendor Expo provided an opportunity to view new products, ask questions of the representatives and get some nice samples! Barb Schmit, Esselte, did a great job in setting up the Vendor Expo.

During the lunch and closing sessions, we held the raffle drawings. Wow! There were sixty prizes and many people walked away with arms filled with great things! Thanks to Robin Davi for obtaining so many of the great raffle prizes.

After this great event, we are more prepared to...Ready, Set, Go...to the vision that we have the power to create!

Silent Auction

DOROTHY BREININGER

Jean Furuya, *The Office Jeanie*

Immediate Past President, Dorothy Breininger, currently sits on the National Board of NAPO. Her client list of 325 clients includes UCLA, Mitsubishi, Southern California Edison, Disney and Warner Brothers. Dorothy's company, *The Center for Organization and Goal Planning*, (with offices in Boston, Wisconsin, San Francisco and Los Angeles), has been featured in the *Chronicle of Higher Education*, *The Christian Science Monitor*, and *Forbes Magazine*.

Though Dorothy's strengths lie in business management and growth as well as setting and achieving larger-than-life goals, she also has many clients for whom she provides residential organizing services.

If you have a desire to start your business with a burst of energy or renew your excitement toward your already-established business—or you are simply looking to find life balance—a strong bid on Dorothy Breininger could change your energy and luck for life, love and business!

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Note on the Next Meeting

greater personal integrity and responsibility into their business and personal lives.

After ten plus years in corporate America, Melanie formed her company, *Success Connections*, to integrate her project management, quality improvement and business development skills with coaching and consulting. She is President of the International Coach Federation Los Angeles Chapter, a graduate of Coach U, holds a Master's Degree in Organizational Management and is currently completing her licensing as a spiritual counselor.

Wanted for the LA Organizer

Newsletter Editor

- Be first to read all the Chapter news!
- Get to know NAPO members better!
- Correct everyone's' grammar and get away with it!

Desktop Publisher

- Learn new skills or hone old ones!
- Solve a big puzzle every month!
- Express yourself; exercise your right brain!

**Contact TanyaWhitford@napola.org
with any interest or concerns**

WINTER WORKSHOP QUOTES!

Compiled by Tanya Whitford, *Organizing Wonders*

The workshop was great. I took home a lot of valuable information and met some wonderful people. It's a great investment for me and my business.

Nicole Juarez
Elements of Organizing

A great, reaffirming day! I have attended meetings (not necessarily NAPO) in the past and later wondered why I wasted my time, but not Saturday. From Caterina's keynote to the sessions with Dolores, Dorothy, and Karen I have never been more assured of the direction and focus my career is taking. Thanks NAPO LA.

Chris McKenry
Get It Together LA!

The conference was great! I was especially pleased to see so many new and potential members in attendance. Caterina was great and inspired me on a project I have been procrastinating over. Thanks and keep up the good work!

Ann Gambrell
Creative Time-Plus

The infectious enthusiasm of Mishele and Heather, our super-capable co-Chairs, got me there; the confidence-building marketing strategies that were taught by our motivating speakers kept me there; and the winning raffle tickets that I bought from Chris McKenry will bring me back next year! I love the energy and the networking, too.

Lynne Gilberg
Lynne Gilberg Organizing

There is absolutely nothing like the sense of giddy excitement I get when I have the opportunity to get acquainted with new veteran organizers as well as to meet people just introduced to the idea of organizing. I always leave NAPO workshops with a restored sense of commitment.

Toni Scharff
The Simplicity Project

The workshop exemplified what are all about-Professional. The speakers were great. The information was timely and full of nuggets of gold to mine! We send our thanks and gratitude for a job well done.

Kevin & Lynn Hall
Clutter No More Inc.

I really needed these workshops. I can't tell you how much I benefited from the *Starting Your New Organizing Business* workshop. It was sooooo helpful to me. Great job to Tanya and Heather.

Robin Valdez
Expert Organizers

I found the entire day to be informative, interesting and well worth my while. The keynote speaker was absolutely fabulous! I learned something in every class I took. I even took a risk and went to the website class and actually understood what was discussed. This was big for me! Kudos for the people who set all this up for us!!!

Marianna Long
Spacial Consultants

The Winter Workshop inspired and excited me about my organizing career. More importantly, I left knowing that I am part of an awesome group of people!

Chris Janetsky
All Organized

From the first time we met to plan the event till the closing of the workshop, I was impressed with the effort and professionalism of our workshop co-chairs Heather Thompson and Mishele Vieira. I thoroughly enjoyed the sessions I was in, I saw some new products I liked in the expo, the food was really good, and I won a few of the great raffle prizes. It was a wonderful day! I am so proud of our volunteers who made this happen.

Tanya Whitford,
Organizing Wonders

STOP DEFENDING YOURSELF

Kathleen B. Schulweis, Ph.D.
Confidence Connections™

Would you like to improve your sales and increase your business confidence? If so, then consider improving the way you approach the business of selling. Traditional linear sales training has you behaving in ways that create pressure and tension by coaching you to be overly enthusiastic, to push through and "overcome" objections, and PUSHING for a "close." The results are that you lose potential clients faster than you can say "bye bye" and you're left wondering why no one will return your call or the client bailed on you after committing to work with you. In today's world traditional selling just does not work anymore. Everyone is so bruised by pressure-filled selling that it has become okay to lie to everyone who even looks like they are going to sell something. In this hostile environment it is critical to reconsider how you come across when you talk about your organizing business.

So, what's the solution? How about *reverse selling*? One thing is to commit to *stop defending yourself*. Instead of focusing on the close, focus on creating a relationship so that the seller and buyer can decide if the fit is right. One way to remember that defending yourself is over is by changing the language you use when talking to someone about your services or products. Try: "I am happy to talk to you about my organizing services but please realize that this is just a conversation. I am not selling you anything today. There is no pressure on you or me to make any decisions about working together." This creates space for the potential client to see you, hear you and tell you the truth about the likelihood of working together. Those who understand how to reverse sell say that it is a joy to get up in the morning and work on growing their business. Having a conversation is so much easier than having to sell. The principles of

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