



The LA Organizer

NAPO-LA's Newsletter

Volume 10, Issue 9

August 2003

President's Message

August Program

WHAT DO I CALL MYSELF?

Marilyn Crouch, *Avenues to Organization*, President

Recently I have been struggling with how I want to be referred to professionally. Am I a "professional organizer" or an "organizing consultant"? At times I call myself a "professional organizer," and other times I call myself an "organizing consultant." "What do I call myself?" I have gone back and forth in my mind many times with this quandary.

I recently wrote an e-mail to a fellow organizer, Barry Izsak, NAPO President, and shared with him the quandary I had about what to call myself? The concern I shared with him is that by calling myself a "professional organizer" I felt that I was having to validate that I was "professional" and I didn't see other professionals (Doctors, Lawyers, CPA's, Coaches, etc.) putting the word "professional" before their name. I also asked Barry if NAPO had ever looked at this issue of what we call ourselves.

I know other professional organizers have also asked themselves

the same question. I want to share Barry's response with you. Please note that this is Barry's personal response and is not the "official NAPO response."

"In regard to your quandary as to what to call yourself, I too have struggled with this concept, and this is the conclusion I came to. While "professional organizer" might not be the best label for everyone who works in our industry, in some people's opinion, it is most definitely an all-encompassing term for the wide variety of people who are drawn into NAPO. This can be a very positive thing to ensure NAPO's continued growth! Though our members choose to pursue different avenues within our broad field, it is still the term "professional organizer" which binds us together and is the umbrella under which we do what we do.

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TO GROW OR NOT TO GROW

Heather Thompson, *Organization Matters*, Program Director

A big THANK YOU to our July Round Table facilitators. Jean Furuya, *The Office Jeanie*, Barbara Ricketts, *LifeStyle Management Associates*, Kathleen Schulweis, *Confidence Connections*, and Tanya Whitford, *Organizing Wonders*. We had a great response in our program evaluations, and it is due to the wonderful leadership and insight of these four wonderful women.

Our August program is going to be a wonderful learning experience for all of us. Deciding what direction to take our business is an important decision we all face. Debbie Gilster, *Organize & Computerize*, and Dorothy Breininger, *Center for Organization & Goal Planning*, are going to present their National Conference presentation, "Growth:

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Who's Who in NAPO-LA

2003-2004 OFFICERS

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COORDINATORS & COMMITTEE CHAIRS

Associate Member Coordinator	Barb Schmit
Chapter Historian	VACANT
Client Referrals Coordinator	Pat Brubaker
Database/Directory	Tanya Whitford
Golden Circle Advisor	Ann Gambrell
Greeting Coordinator	Toni Scharff
Meeting Assistant	Volunteer Needed
New Member Coordinator	Debra Frank
New Member Orientation	Jean Furuya, Ann Gambrell
Prospective Member Coordinator	Claire Quinlan
Public Relations	Chris McKenry
Special Projects Coordinator	Jean Furuya
Webmaster	Marilyn Crouch, Chris Janetsky, Tanya Whitford
Web Listing Coordinator	Toni Scharff
Web Sponsor Coordinator	Dione Wu, Cindy Kamm
Workshop Co-Chairs	Jennifer Hartman, Dionne Wu

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



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.

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35 Technology Parkway
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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

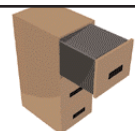
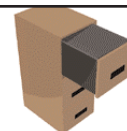
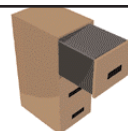
National Membership required
 Includes electronic newsletter

ANNUAL DUES

Basic Member (Oct. 1st-Sept. 30th)	\$75
Full Member (includes meetings/available in Sept.)	\$135
Website listing (Oct. 1st-Sept. 30th)	\$55
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



NAPO-LA 2003 ANNUAL MEMBERSHIP RENEWAL

Nicole Juarez, *Elements of Organizing*, Vice-President Membership

NAPO-LA is gearing up for the annual membership renewal process. Last year the Board implemented online membership renewal at the NAPO-LA website and membership options that save you money and time!

In mid-August, you will receive an e-mail from the NAPO-LA Webmaster advising you that the website, www.napola.org, has activated the “Pay Dues Online” button. You will be able to pay your annual dues by credit card, using the PayPal option, or by sending a check to the Treasurer.

Here are your options:

Basic Annual Membership: \$75.00

Full Annual Membership: \$135.00

Includes Basic Membership (\$75.00) plus a discounted rate (\$60.00) for advance payment of fees for the ten monthly Chapter meetings

Website Referral Program: \$55.00

If you would like to be listed in the “Find An Organizer” section of the NAPO-LA website, add this fee to the membership renewal option you choose.

Deadline:

Dues are payable by September 30, 2003. A \$10.00 processing fee will be applied to renewals received after September 30, 2003; if your regular dues are received after this date, your membership will not be activated pending receipt of the additional \$10.00 fee.

When you visit www.napola.org to pay your annual membership dues, review your Member Profile. This profile is used to compile the chapter membership directory and is used by the Referral Coordinator.

The Website Committee will be available in September to provide phone assistance to members who need help using the on-line renewal process. You will hear more about this in the September newsletter.

Calendar

August

- Women’s Small Business Month
- 1-7 Simplify Your Life Week
- 4-10 National Fraud Awareness Week
- 7 Treasure Your Customers Day
- 10 National Garage Sale Day
- 25 Board Meeting 2:30pm
- 25 Chapter Meeting 6:15pm
- Topic: To Grow or Not To Grow

September

- ADHD Month
- Shameless Promotion Month
- 7-13 Improve Your Home Office Week
- 15-19 National Love your Files Week
- 22 Board Meeting 2:30pm
- 22 Chapter Meeting 6:15pm
- Topic: Resources for Organizers

October

- Self Promotion Month
- 5-12 Get Organized Week
- 25 Western Regional Conference In San Francisco
- 27 Board Meeting 2:30pm
- 27 Chapter Meeting 6:15pm



VOLUNTEERS NEEDED

One of the best ways to get to know other chapter members is by volunteering. NAPO-LA is looking to fill the following volunteer positions.

- Meeting Assistant – set up and care for our meeting materials at the meetings and carry them to and from the meeting site.

If you are interested in assisting the chapter in any of these positions, please contact MisheleVieira@napola.org.

PRINCIPLES TO GUIDE THE SUCCESSFUL PROFESSIONAL ORGANIZER

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

Perseverance: The ability to remain with a project or a client despite heavy obstacles and discouraging setbacks.

Judgment: The ability to make a decision and follow it through to a satisfactory conclusion.

Dependability: The capacity to keep one's word and fulfill agreed-upon expectations.

Integrity: Maintaining one's values in a crisis.

Insight: The ability to recognize when to re-adjust your business plan.

Resolve: The ability to face frustrations and failures without being defeated.

Patience: The ability to plan for long-term gain.

Tolerance: The ability to be open to new ideas and direction.

Prudence: Recognizing what should be changed, accepting what cannot be changed, and the wisdom to know the difference.

NAPO-LA WEBSITE MALL

Chris Janetsky, *All Organized*,
Communications Director

If you shop online for yourself or your clients, you can help NAPO-LA. It's that simple! We have a mall with links to many of your favorite vendors, such as Office Depot, eBay, Gap, Target, Office Max, Petsmart, Amazon, Best Buy, REI, Sharper Image and many more.

Each of these vendors has agreed to give NAPO-LA a percentage of the money you are already spending anyway.

All you have to do is go to www.napola.org and click on "Mall." This will take you to a page where you can choose your shopping category and then the store of your choice. If you are logged in, you can even create a favorites list in "My Stores" for future shopping trips!

Remember, by helping NAPO-LA to earn money, you are improving what the chapter can do for you: provide top-notch speakers and educational opportunities.

Why not try it right now?



Agenda

Monday, August 25, 2003

5:50 Registration: Please wear badge
 6:15 Meeting begins promptly
 • President's Remarks
 • Member Spotlights
 • Announcements *

7:00 Break
 7:15 Presentation ; "To Grow or Not To Grow" by Debbie Gilster and Dorothy Breininger
 8:35 Meeting adjourned
 8:35 Visito/New Member Q&A

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 HeatherThompson@napola.org PRIOR to the meeting or call her at (818) 621-7185.*

Abbreviated Minutes July Board Meeting

Talia Eisen, *Clarity Professional Organizing*

- The Board approved a reduction of website listing fees to \$55.00 beginning in October, 2003.
- The Board approved a Mentoring & Education Classifieds booklet to be developed as part of the Mentoring, Education, and Training (MET) program.
- Starting at the July meeting, the chapter will be holding a 15-minute Q&A session for visitors and new members, at the end of each monthly meeting.
- A blast e-mail will be sent to prospective members before each chapter meeting to promote membership.

PROFESSIONALISM


Ann Gambrell, *Creative Time-Plus*

I was impressed one evening when I heard chapter member Donna McMillan speak on personal appearance and how it affects our personal and business success. She quoted Mary Kay Ash of Mary Kay Cosmetics who said, “Look successful and you will become successful.” Both Mary Kay and Donna should know. We may specialize in organizing garages or clearing clutter from attics—where we wear sweats or jeans—but when we want to impress potential clients, we must dress for success. I have networked with plumbers, contractors, cleaning services and garage mechanics. None of them attended business or networking groups in their working duds! No, they didn’t appear in Armani suits and ties or expensive corporate business-wear either. They were dressed in appropriate casual attire, and I was impressed with their professionalism.

I would like to add to that some thoughts on the importance of professional demeanor or behavior. A good place to begin is at our monthly Los Angeles Chapter meetings. This is an excellent place to “rehearse” a twenty-second commercial regarding you and your business. It is a perfect opportunity to practice “working a room” as you might in a business gathering, at a networking group, riding an elevator or standing in line at the supermarket. As an entrepreneur, you are marketing yourself in every situation. You never know where a potential client may appear.

At the NAPO-LA monthly meeting, we may not be impressing future clients *per se*, but we are impressing other organizers who may need to hire an assistant or offer a client referral. Another reason for professional demeanor in our chapter meetings is that we have new and potential organizers visiting each month. It is our responsibility to provide a professional environment for their visit. Why? Because we want them to know we are serious business owners, and we would like them to be a part of our industry and association. The same applies to NAPO’s national conferences. I may need to refer a potential client to an organizer in another state or country. Professionalism, as well as knowledge and abilities, will influence my referral.

After all, we are the National Association of *Professional* Organizers. We never get a second chance to make a first good impression.



A Manual For Professional Organizers
By Cyndi Seidler

Get your copy!

To buy, go to:
www.professional-organizers.com/manual.htm

Membership Report	
Nicole Juarez, VP Membership. <i>Elements of Organizing</i>	
July Meeting Attendance	57
Members	38
Guests	17
New Members	2
Total Membership NAPO-LA	89

THE LAUNDRY ROOM

Esther Simon, *Traditional Home Organizer*

As a professional organizer and mother of seven almost everyone asks me how I keep up with the challenge of my family laundry. Six of the children are girls who like to try on clothes, then drop them in the hamper, even if they don't actually wear them.

Here are some general tips and suggestions on how to keep ahead of the game and do laundry efficiently and effectively. Make sure you have a hamper in each bedroom or bathroom. Having a hamper nearby is effective in encouraging children to use it. Also be sure there are enough hangers in each closet, so children *can* choose to hang up clothes that are not dirty.

Doing children's laundry on alternate days from the other household laundry will depend on how much time you want to run the machines each day. Some households would rather wash a few loads each day as opposed to several loads every other day. You need to assess your time and energy for both daytime and evening hours. I choose to do laundry every other day—even if it's five loads—just to give myself a break on the off days.

As you sort the laundry, see that you have matching socks; you can safety-pin the socks together or put them in a mesh bag. This cuts down the sorting time at the end of each drying session. Separate the colors and hand-washables as soon as you

get to the laundry area. Or buy hampers with sections that allow family members to sort when they toss in the dirty items.

Arrange your laundry supplies in a clean, convenient place near the machines. Having appropriate cleaning solutions—detergent, soap for hand-washables, spot remover, fabric softeners—makes laundering more effective. Use a plastic container for sponges, brushes, and a toothbrush for small stains. Have another container for rags and one for orphaned socks. Keep extra hangers nearby to take clothes out of the dryer and hang them immediately; this cuts down on wrinkles and the need to iron. Fold and pile up like items—such as socks, towels and clothes that go in the same room—together.

Encourage family members to take an active part in helping you sort, load or fold your family's clean clothes. Show children how to fold, and encourage everyone to help each other. Begin by having small children help fold dish towels, which are small, easy and uniform in size. Later, they can help with the more difficult job of putting each other's clothes in the drawers.

Involving the family will get them to realize how much work is involved in doing the laundry. It builds responsibility and self-esteem. Small children might need a reward of some type in the beginning; but after a while, they will make it part of their routine. They might even come up with some creative ideas themselves. Investing in your family and teaching them basic survival skills is well worth your time, effort and patience.

Sponsors/Resources

We wish to extend a great big

Thank you

to our Platinum Website Sponsors

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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 Dione Wu, our Web Sponsor Coordinator, at advertising@napola.org.

Happy Birthday to You!

August

- 2 *Christine Reiter*
- 5 *Mary Xanthos*
- 7 *Barbara Glass*
- 16 *Kathleen Klein*
- 23 *Mikki Lesowitz-Holiday*

September

- 4 *Debra Frank*
- 8 *Lynne Gilberg*
- 23 *Karina Black*
- 23 *Marcy Melton*
- 24 *Donna McMillan*
- 28 *Debbie Gilster*
- 29 *Cheryl Perkins*

October

- 2 *Robin Valdez*
- 4 *Beverly Clower*
- 9 *Lisa Sarasohn*
- 24 *Gayle Chapin*
- 26 *Karen Simon*
- 31 *Toni Scharff*

WHAT IS SALES PRESSURE?

Kathleen Schulweis, PhD ,
Confidence Connections™

Sales pressure is that pushed on a buyer to hurry up and spend money. Sales pressure is that awful trapped feeling we have when we're trying to escape from a pitch. Sales pressure is what keeps us from going to networking event, and from growing our business because we don't want to be a "sales" person. Sales pressure comes from the seller who is trying to force a "close." It is directly proportional to the gap in intention between the buyer and seller. If the buyer is seeking information and the seller is seeking a sale, then these two people are in the gap.

How does sales pressure happen? A great example comes from real life training I paid for. I was coached to call "prospects" and leave an enthusiastic phone message as follows: "Hi, this is Kathleen from Confidence Connections. We met at... I am calling to see how I can help you grow your business. Please call me back at..." Well, of course, no one called me. Why would they? That message created so much pressure I am surprised the message machines didn't explode. Who would call in response to such a message? I sounded desperate and was completely out of touch with what anyone wanted or

needed. Not to mention the impact on self-confidence such behavior would create.

So how DO we talk to people without creating sales pressure? First, the buyer can state, "I am seeking information. I am not ready to buy. I am interested in hearing about your products or services. If that's okay with you, then would this be a good time to get to know each other?" This clarifies your intention to NOT CLOSE. The seller can state, "I am here to listen to your needs. My intention is to understand what it is that you need or want. I am not assuming my product (or service) is right for you." These words help bridge the gap between buyer and seller and move you into a relationship with open communication. Both parties are conveying confidence and setting good boundaries.

Whether you are selling widgets, the best computer software around, coaching services, or organizing skills, you are always facing "the gap." So, as the seller, think about what you would like to hear that would make it easier for you to make an informed decision rather than a hasty retreat from needless sales pressure. Sales pressure is unnecessary. It rarely produces a sale that is worth having, and it certainly doesn't turn into referrals or a good reputation.

NAPO-LA Get Organized Week

Community Outreach Event ~
October 9, 2003
Habitat for Humanity Los Angeles

Have you volunteered for the NAPO-LA Get Organized Week community outreach project? On October 9, 2003, at the offices of Habitat for Humanity Los Angeles (www.habitatla.org), we will be making a difference. Doing what we do best— Organizing! This is a great opportunity for NAPO-LA and its members to shine! Be part of a very worthwhile event! Sign-up at the August meeting or e-mail goweek@napola.org. Want to be a team leader and help lead a group of organizers, please indicate that in your e-mail.



WEBSITE HITS NAPO-LA 2003

Chris Janetsky, *All Organized*

	<u>May</u>	<u>June</u>
Home Page	4492	3980
Find an Organizer	2518	2026
Click on Individual Organizer	1656	1656
Calendar	508	324
Becoming a Member	65	109
Cumulative Hits	14611	13274

brows, curiosity and interest.

continued from page 1

One of the many difficulties we face when we think about changing this label is the name of our association, not to mention the almost twenty years of branding and promotion of who we are as an industry. Despite all of our best efforts to educate the public about “professional organizers” and make it become as common as hiring a personal trainer or therapist, look at how many people still don’t even know we exist!

Another complicating factor is that we all see ourselves differently. There are those of us who are comfortable with “professional organizer” as a term to describe what we do. Others prefer organizing consultant, productivity consultant / specialist / trainer, organizing coach, just to name a few. There are others who offer concierge services, moving and relocation services, closet installations... the list goes on and on. Perhaps by our own definition of the organizing profession and the multi-talented people among us, it is hard to find one term which suits us. If we are looking for a generic term, “professional organizer” is as good as any

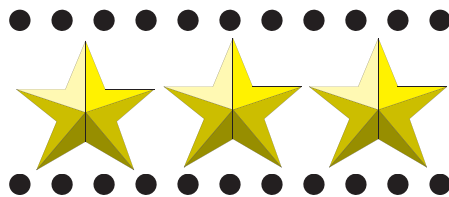
You mention that you like “organizing consultant.” Personally, I try to refrain from using the word “consultant” when I describe myself, because that lumps me into the huge world of “consultants” in people’s minds and doesn’t provide enough individuality. Some people feel that consultants are a “dime a dozen” and the term has garnered somewhat of a negative connotation over the years, in that anyone can hang out their

shingle and call themselves a consultant. The term “professional organizer” is unique and raises many eye-

I do not use the word “professional organizer” on my business card, except, of course, where I proudly say that I am a member of NAPO. When I introduce myself to different people in various situations, I choose the label which best fits how I am describing my services at the time and depending on the audience. I actually like this approach because it gives me greater flexibility when describing what I do and doesn’t lock me into one role.

Perhaps by having such a generic term to fit all of us who participate in this industry, we offer our members a greater degree of creativity in defining themselves and yet still fit into the larger whole which we call NAPO. Just my thoughts, but know that this issue has been perpetually debated and will undoubtedly continue to be!!”

After reading Barry’s response to my question, “What do I call myself,” I now have more food for thought on my quandary and now see that there are many answers to this question and each of us will find that answer within ourselves!



Staying a One-person Business or Growing Larger. What Should I Do?”

This highly praised seminar will help you evaluate the agonizing decision of “Should I get any bigger? You have the skills to manage staff. You’ve got enough clients who want your work. What should you do?”

The issues aren’t always clear until you’ve been in business for a while. You have to consider ego, financial aspirations, true ability, client orientation, support staff and much more. This interactive session will help you learn how to work through decisions regarding whether or not to grow your business.

COMING SOON!

September: Resources for Organizers. September will bring us speakers that have services we as Professional Organizers need. We will have representatives from LA Shares, LA County, an e-Bay consignment, and a digital records company tell us how their services may help your clients. This will be a great chance for us to hear about new services and remind us of existing services that will make us a better organizers.

October: Presentation Skills. Our October speaker will be here to help us become better speakers. Some organizers like to include giving workshops or classes as part of their businesses. Others just want to be able to address their networking groups with professionalism. We will hear ideas about how to be better speakers and improve our businesses by communicating better.



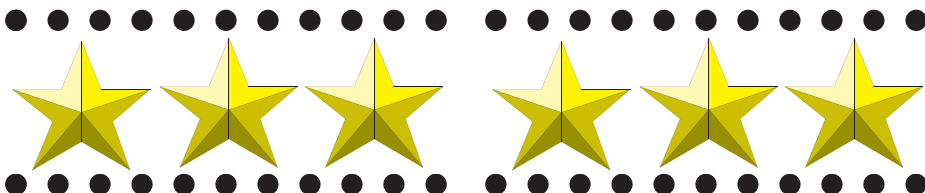
DEBBIE GILSTER
Jean Furuya, *The Office Jeannie*

Debbie Gilster is a speaker, teacher, and consultant with *Organize & Computerize*, based in Laguna Niguel. The mission of her company is to teach people the tools and processes by which to work and live more simply.

Debbie is a specialist in small business finances. She helps set up and clean up accounting departments. She is a QuickBooks Pro Advisor and the first Paper Tiger Authorized Consultant. She spends most of her time helping people with finances and paper. In addition, her services include streamlining processes within a company, creating procedure manuals, working with executives and their staff to function better together, and teaching people how to get more out of their technology. She works with business start-ups and those who have “hit the wall” due to growth. In addition to a regular stream of new clients, she has a handful of maintenance clients and acts as their part-time controller. She works both in home office and in traditional office settings.

Debbie has an MS in Systems Management from USC and is Vice-President of NAPO. She has worked in corporations and several small businesses over a period of more than twenty years. Her last corporate job was as Business Process Re-engineering Manager of Mazda Motor of America. In her role as Partner and Chief Operating Officer of a start-up women’s accessory company, she was able to adapt all her operations skills for this small, import business. She now combines all of her working knowledge to help clients reduce stress and be more productive by getting better organized. She is a one-woman show, with a very busy practice—and prefers it that way. She has been married for seventeen years and has two teenage sons.

Debbie has been quoted in *The Wall Street Journal*, *The LA Times*, *The Orange County Register*, *Home Office Computing*, *Bottom-Line Personal*, *OC Family*, *Woman’s Day*, *Fast Company* and various other publications. She has been interviewed on CBS, OCN and KFI Talk Radio. She has written for several magazines and continues to do so. She speaks professionally for companies and associations, as time permits.



VOTE VOTE VOTE VOTE VOTE

VOTE
For The NAPO-LA Meeting Location

YOUR VOTE COUNTS!

In response to the 2002 Town Hall meeting, the Relocation Committee presented the top 3 meeting locations selected after many months of research. These options include our current location, The Olympic Collection, and the Radisson Hotel-Culver City and the Westin-LAX. Proposed options were posted at the June meeting, the NAPO-LA website, and discussed at the July meeting. An e-mail was sent to you the first week of August with the directions on how to cast your vote. You can still review the options on the website.

Our decision to move or remain in our current location will be based on the MAJORITY of votes we receive. Let your voice be heard. Go to the NAPO-LA website and vote.

www.napola.org

Please vote - your vote counts! The deadline to vote is August 15, 2003.

VOTE VOTE VOTE VOTE VOTE