



# The LA Organizer

NAPO-LA's Newsletter

Volume 10, Issue 10

October 2003

President's Message

## GREAT THINGS ARE HAPPENING AT NAPO-LA!

Marilyn Crouch, President, *Avenues to Organization*

Wonderful things are happening at NAPO-LA. The Board of Directors and chapter volunteers are working hard and we're reaping great results.

The September meeting experienced record attendance: sixty-three people attended, making it the largest attendance in years. Our speakers educated, entertained and enlightened us about three new resources for our businesses and clients; the meeting received rave reviews.

Over the last fiscal year, member meeting attendance increased by twenty-five percent, and visitor meeting attendance increased by sixty percent. We continue to have an average of three new members join at each meeting.

The 2004 NAPO-LA Annual Conference is in development. If you haven't already heard, Julie Morgenstern will be our keynote speaker! Thank you to Heather Thompson who worked a year to book Julie Morgenstern. Mark your calendar for February 7, 2004 so that you can be a part of this exciting conference!

A record number of volunteers will be participating in the upcoming Get Organized Week community outreach event on October 9, 2003 at Habitat for Humanity Los Angeles. We are sure to have another outstanding event and this is the first year we have had media coverage for the chapter.

Fundraising efforts have increased, and NAPO-LA has just unveiled a newly designed t-shirt with the new NAPO logo and tag line. This is a great fundraising opportunity for the chapter and a great public relations opportunity for our chapter and profession! The t-shirts went on sale at the September meeting, where we sold nearly half our stock. Be sure to buy your t-shirt at the next chapter meeting, as we expect them to sell out quickly!

We just passed an accountant's audit of the chapter's books. You can be assured that your membership dollars are being managed according to standard accounting practices.

Public relations have been stepped up for NAPO-LA. Chris McKenry, Public Relations Coordinator, has developed a great package. We're already seeing the results!

The home page of the NAPO-LA website is currently being freshened up. Stay tuned for the new organized look! We are experiencing a record number of visitors to the site.

The NAPO-LA Library is now up and running. Lenore Sokol opened the library at the September meeting and most of the 2003 NAPO Conference CD's were checked out there.

The Mentoring Education & Training

Program is accepting applications for the MET classified booklet. This is a great program in which veteran members can market their training skills. The booklet will be published in December.

The November meeting will be a holiday dinner with a town hall meeting. This will be a *member's only* meeting and a great opportunity to socialize. There will be an open discussion between the Board of Directors and the membership regarding the future of NAPO-LA.

As you can see, great things are happening at NAPO-LA, and we are moving in a great direction!

*Where we stand is not as important as the direction in which we are going.*

—Oliver Wendell Holmes, Jr.

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# Who's Who in NAPO-LA

## 2003-2004 OFFICERS

President	Marilyn Crouch
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<i>RobinDavi@napola.org</i>	(805) 522-9687
Past President	Tanya Whitford
<i>TanyaWhitford@napola.org</i>	(323) 377-1312

## COORDINATORS & COMMITTEE CHAIRS

Associate Member Coordinator	Barb Schmit
Chapter Historian	<b>Volunteer Needed</b>
Client Referrals Coordinator	Pat Brubaker
Database/Directory	Tanya Whitford
Golden Circle Advisor	Ann Gambrell
Greeting Coordinator	Toni Scharff
Librarian	Lenore Sokol
Meeting Assistant	<b>Volunteer Needed</b>
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
Volunteer Coordinator	Mishele Vieira
Webmasters	Marilyn Crouch, Chris Janetsky, Tanya Whitford
Web Listing Coordinator	Toni Scharff
Web Sponsor Coordinator	Cindy Kamm
Workshop Director	Heather Thompson

## LA ORGANIZER STAFF

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## The LA Organizer

**SUBMISSION GUIDELINES** Published ten times per year. All articles are copyrighted, all rights reserved. Submit text as a Microsoft Word® (.doc) attachment or type into email. Attach visuals as .jpg or .gif. Send to LynneGilberg@napola.org

**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**  
**Norcross, GA 30092**  
**Phone: (770) 325-3440**  
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**Website: www.napo.net**

**Email: [hq@napo.net](mailto:hq@napo.net) or (Becca McFadden) [becca@napo.net](mailto: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](http://www.napola.org)**

### CHAPTER MEMBERSHIP

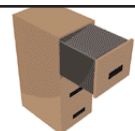
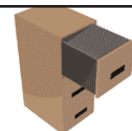
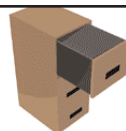
National Membership required  
 Includes electronic newsletter

### ANNUAL DUES

Basic Member (Oct. 1st-Sept. 30th)	\$75
Full Member (includes meetings)	\$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



## How to Promote Your Business Through Speaking

Heather Thompson, *Organization Matters*, Program Director

Public speaking is a great way to increase your business. But how do you start, and how do you create an effective presentation that will draw listeners to your business? We will find out at the October meeting.

Heidi Parr, an internationally recognized presentation skills instructor, will show us how to create and deliver effective sales speeches.

Her seminar *How to Promote your Business Through Speaking* will inform us how to:

- Create a powerful six-step opening that will instantly build rapport and credibility
- Use speaking as a way to grow your organizing business
- Sell your service to any audience from the front of the room
- Tell stories with proven techniques that will actually bring you new business
- Command the attention and interest of your audience

Thank you to Bert Ball, *LA Shares*, Mike Levine, *Digital Records Management* and Marty Metro, *Boomerang Boxes*, for sharing how their organizations can be wonderful resources for us and our clients!! Don't hesitate to give them a call if you need their

s e r v i c e s .

### COMING SOON!

#### Future Chapter Meetings

**November 24, 2003  
Town Hall Meeting &  
Holiday Party.**

**CLOSED TO VISITORS.** A little something different this year. We will provide a buffet dinner for the membership. This meeting will focus on socializing with NAPO friends and getting to know new ones. Members are invited to bring their favorite cookies or cakes to share. We will also have the Town Hall meeting to discuss the goals and visions of the chapter.

#### December

**We have no meeting. Please enjoy the holidays with your friends and loved ones.**

**January 26, 2004**

Financial Stress Reduction Seminar by Chellie Campbell. She is a dynamic public speaker who can motivate and transform an audience. Chellie works to help end your financial stress forever. Chellie Campbell helps people become successful at producing more income, manage their money and have more time off for fun!

# Calendar

### October

- Self-Promotion Month
- 9 NAPO-LA Get Organized Week Event at Habitat for Humanity
- 5-12 Get Organized Week
- 25 Western Regional Conference in San Francisco
- 27 Board Meeting 2:30pm
- 27 Chapter Meeting 6:15pm
- Topic: Presentation Development

### November

- 15 America Recycles Day
- 24 Board Meeting: 2:30pm
- 24 Chapter Meeting: 6:15pm
- Topic: Town Hall and Holiday Party
- CLOSED TO VISITORS!!**
- 28 Buy Nothing Day

### December

- NOTE: No Newsletter and no Chapter Meeting this month**
- National Stress-Free Family Holidays Month
- 25-31 It's All About Time Week
- 31 Make Up Your Mind Day



## VOLUNTEER 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.

### Web Sponsor Coordinator

If you are interested in assisting the chapter in any of these positions, please contact [MisheleVieira@napola.org](mailto:MisheleVieira@napola.org).

**2004 NAPO-LA Annual Conference Committee Proudly Announces**

**JULIE MORGENSTERN**  
**as the Keynote Speaker**

Ms. Morgenstern, founder and owner of Julie Morgenstern’s TaskMasters, helps people who want to get organized and companies who want to do more in less time.

Ms. Morgenstern has written two *New York Times*’ bestsellers, *Organizing from the Inside Out* and *Time Management From The Inside Out*. She collaborated with her daughter, Jessi, to co-author *Organizing From the Inside Out for Teens*.

She has served actively on the Board of Directors for NAPO and was honored with the Founder’s award for her “Significant Contributions to the Professional Organizing Industry” in 2002.

**WE INVITE ALL MEMBERS OF NAPO-LA AND NAPO, NATIONALLY, TO JOIN US ON FEBRUARY 7, 2004 TO HEAR MS. MORGENSTERN.**

The Annual Conference committee is looking for volunteers to help us with this event. Whether you can help in the planning and organizing or if you are just available the day of the conference, please contact the committee at [workshop@napola.org](mailto:workshop@napola.org).

**NAPO NATIONAL**

**Call for Presenters**

Anyone interested in presenting at the 2004 National NAPO in Chicago must submit their proposal by October 15, 2003.

For more information, please go to [www.napo.net](http://www.napo.net). The application can be found in the Conference section.

**NAPO-Los Angeles**

**Call for Speakers**

If you are interested in speaking at the 2004 NAOP-LA Annual Conference, please watch your e-mail and newsletter for future updates.

We will be looking for speakers on various topics. We hope all of you with information to give others will submit an application to us.

**Agenda**  
**Monday, October 27, 2003**

5:50 Registration: Please wear badge  
 6:15 Meeting begins promptly  
 • President’s Remarks  
 • Announcements \*  
 7:00 Break  
 7:15 Presentation: “How to Promote Your Business with Public Speaking” by Heide Parr  
 8:35 Meeting adjourned  
 8:35 Visitor/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**  
**September Board Meeting**

Talia Eisen, *Clarity Professional Organizing*

1. Board voted to hold holiday party at Olympic Collection. This will be a members only event.
2. Chapter audit completed and finances are in order.
3. National website will now link directly to NAPO-LA website.
4. Member renewals are going very well. Half of the membership has renewed.



## ESTHER SIMON

Jean Furuya, *The Office Jeanie*

*Each month at the NAPO-LA Chapter meeting, a Professional Organizer is auctioned off! Yes, it's true. Anyone attending the meeting can place a bid to win one hour of time with a veteran Professional Organizer. You can ask the organizer anything about the business. Get all of your questions answered, such as: setting up your business, getting new or more clients, marketing your services/products, and more!! We are very fortunate to have a wealth of great organizers willing to share in your success. This is a terrific opportunity to invest in your future as a Professional Organizer. The following article will tell you all about the next Professional Organizer up for bid.*

Esther Simon joined NAPO shortly after her seventh child was born three and one half years ago. Always looking for a challenge and wanting to help people around her fulfill their potential, Esther's expertise lies in home organizing. After many of her friends encouraged her to help them get organized, Esther began to share her talents as *The Traditional Home Organizer*.

Esther works with individuals to help them with a broad range of organizational issues, including streamlining the paper trail in home or office, space planning, filing systems and especially time

management. She gives seminars and workshops to groups on topics dealing with paper clutter, opening mail, setting up user-friendly file systems, storing important documents—including how long to store them—and how to decide what to keep and what not to keep in your home. She is also experienced with organizing photographs for creative memories, children's memorabilia, and organizing home libraries and garages.

Esther has helped organize her clients in every area of homes, both large and small. She is especially creative in finding cost-effective and creative ways to utilize space. An expert in the kitchen, Esther gives great ideas on healthy low-fat meal plans for large families and child-rearing discipline issues related to clean-up and children becoming independent helpers. Her clients appreciate Esther's unique organizational abilities in the areas of carpool, PTA responsibilities and household help. She works with her clients on how to make time for themselves and enjoy being a mother.

Esther holds a master's degree in social work and has applied her extraordinary organizing talents and social work experience to the home environment. As a mother of seven, Esther's own immaculate home is proof positive that she knows her stuff. If you bid on Esther, she will share her secrets of a successful, well-managed home and office.

### WEBSITE HITS NAPO-LA

2003

Chris Janetsky, *All Organized*,  
Webmaster

	<u>July</u>	<u>August</u>
Home Page	4673	4612
Find an Organizer	2606	2854
Click on Individual Organizer	1268	1654
Calendar	472	543
Becoming a Member	110	119
Cumulative Hits	16,346	17,462

### NAPO-LA EDUCATIONAL OPPORTUNITY

NAPO-LA has purchased the CD's from the NAPO National Conference for use by the chapter membership. Lenore Sokol is our Chapter Librarian and will be available at our meetings so you can borrow the CD's for your use. More details to follow in next month's newsletter.

### Membership Report

Nicole Juarez, VP Membership,  
*Elements of Organizing*

August Meeting Attendance	63
Members	49
Guests	14
New Members	0
Total Membership NAPO-LA	91

## You're Invited to a HOLIDAY PARTY

**Date:** Mon., Nov. 24, 2003

**Time:** 6:15 PM to 8:30 PM

**Where:** The Olympic  
Collection

### Buffet Dinner will be served.

**Program:** Come to meet and mingle with your fellow NAPO-LA members and ring in the holiday spirit. The program will include an open discussion between the membership and the Board of Directors to discuss the goals and vision of the chapter. This is an opportunity for the NAPO-LA members to ask questions and voice their opinions about NAPO-LA and the growing of the chapter.

Bring your favorite cookies or other dessert to share with fellow chapter members!

**RSVP Required no later than Monday,**

**November 17, 2003 to**  
[HeatherThompson@napola.org](mailto:HeatherThompson@napola.org).

**MEMBERS ONLY—NO  
GUESTS OR VISITORS  
WILL BE ALLOWED AT  
THE NOVEMBER  
MEETING**

*Marketing and Sales*

## ARE YOU READY TO BE AN ENTREPRENEUR?

Kathleen B. Schulweis, *Confidence  
Connections*

Ah, having your own business, what a joy, what a challenge. While owning and controlling your own business is not everyone's dream, it is a goal for many people. Some of us get into our own business because of downsizing or family demands, while others give up corporate life for some semblance of control. If you are thinking about being an entrepreneur or are wondering what you can do to increase your chances of success as an entrepreneur, then think about the following: Working IN your business is not the same thing as working ON your business. When you work IN your business, you are doing the work of organizing your clients' lives and belongings. When you are working ON your business, you are doing the work of value clarification, setting long-term and short-term strategic goals, selling, marketing and networking.

If you spend all of your time ON your business, you are going to have a small business. If you spend all your time IN your business, you are going to have no business. But if you plan to succeed with your values established and your business strategies reflecting your values, then your likelihood of succeeding is virtually assured. So if you are ready to be an entrepreneur, you have thought about your strategic plan for success. This plan includes your target clients, their needs, the likelihood they can afford your services, your customer service, your marketing plans, your sales communication and how you

will balance your business life with your personal life.

You have developed your customer satisfaction surveys so you are continuously upgrading your services to meet changing client needs. You are developing streamlined marketing materials, sales pitches, and organizing plans so that you can be efficient, effective and consistent. You can even train others to work for you and with you—if you have created an operating manual for your organizing business. Take it from someone who has seen it all; if you don't plan to succeed, you are planning to fail.

*Sponsors/Resources*

We wish to extend a great big

## *Thank you*

to our Platinum Website Sponsors

### *Esselte*

### *Organized Living*

### *Purple Fish Media*

Go to [www.napola.org](http://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 Cindy Kamm, our Web Sponsor Coordinator, at [advertising@napola.org](mailto:advertising@napola.org).

## WHAT IS GOLDEN CIRCLE?

Ann Gambrell, Creative Time-Plus

There is no great mystique in the Golden Circle membership. The Golden Circle is a prestigious designation available to members who qualify. The purpose is to learn, share, support and network with other veteran members locally, nationally, and internationally.

**The Golden Circle was formed** in 1990 by NAPO Founding Members Beverly Clower, Stephanie Culp, Ann Gambrell, Jeanne Shorr and Maxine Ordesky. The objective was and is to recognize our veteran members with a special designation for their dedication to the organizing profession and to NAPO. Presently, there are nearly 300 Golden Circle members and twenty-three Golden Circle Liaisons who have volunteered to serve and support area members.

**Membership Requirements** are that your National NAPO membership in good standing for one year and proof that you have been a professional organizer for a minimum of five years. You may submit an application, along with one or more documents, such as a business license, DBA certificate, or IRS Schedule C dated five years prior. Chapter membership is not required for Golden Circle membership. There are no fees or dues.

**Golden Circle Benefits** include the following:

- Golden Circle certificate and gold membership pin
- Pin attachments designating years of membership in five-year increments and presented at the Annual National NAPO Conference
- Permission to use the Golden Circle logo in correspondence, brochures, business cards and websites
- Member's listing in National NAPO Directory (printed and online) includes the Golden Circle designation
- A spotlight in the *NAPO News* for new Golden Circle members

• Invitations to many outstanding events at the Annual NAPO National Conferences, which have included a luncheon, special lectures, round-table discussion groups and a recognition ceremony.

**Golden Circle Meetings and Networking Opportunities** occur at quarterly meetings in homes hosted by one or two members. Highlights of the Southern California/Los Angeles Golden Circle group are an annual retreat weekend and occasional field trips. Other Golden Circle groups have speakers and programs. Our objective is to share information, network and support each other professionally. Many steadfast business relationships also grow between colleagues locally, nationally, and internationally.

**The Golden Circle Tips Booklet Committee** has successfully produced and sold a booklet of 104 organizing tips contributed by Golden Circle members. The booklets are purchased as promotional materials or gifts for clients, friends and family. For special pricing and additional information, visit [www.napo.net/store/gctips.html](http://www.napo.net/store/gctips.html).

**The Golden Circle Continuing Education Committee** presented their first monthly teleclass in July, 2003 to provide a forum for educating and sharing information for all GC members. An audio file of classes is accessible at [www.napo.net/members-only/gc.html#3b](http://www.napo.net/members-only/gc.html#3b).

We look forward to all NAPO members joining Golden Circle when they qualify so they, too, can enjoy all these exceptional benefits.

*If you've been in business as an organizer for five years and a NAPO member for one year, you may qualify for Golden Circle membership. Print application is located at [www.napo.net/members-only/golden\\_circle\\_application.pdf](http://www.napo.net/members-only/golden_circle_application.pdf), or contact NAPO-HQ. If you have questions contact Golden Circle National Chair, Donna D. McMillan, at [organized@compuserve.com](mailto:organized@compuserve.com).*

## Name Badges with NEW NAPO Logo

If you are interested in ordering a new name badge, it must now be done through NAPO National. Please go to [www.napo.net](http://www.napo.net) and see the NAPO store. There is a PDF form you can print out and all the instructions are on this form.



**15<sup>th</sup> Annual NAPO-SFBA Regional Conference**  
**2<sup>nd</sup> largest gathering of organizers in the world!**

**Organizing for a Changing World:  
Adapting and Updating  
Sat., October 25<sup>th</sup>, 2003  
Newark, CA**

**2 Keynote speakers,  
18 training sessions,  
NAPO member prices  
The best way to meet and  
learn about Professional  
Organizing on the West  
Coast!**

**learn more and register  
at [www.hireanorganizer.com](http://www.hireanorganizer.com)**