

# The L.A. Organizer

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NAPO - Los Angeles

November 2003

## President's Message

# Paying It Forward

*Marilyn Crouch, Avenues to Organization / NAPO-LA President*

As we enter the fall season and the month of November, we approach the time for giving thanks. As I sit here thinking about this subject, I am reminded of the movie, "Pay It Forward." "Paying it forward" is about the concept of giving thanks to someone who has done something nice for you, by doing a kind deed for three other people, and those three people giving thanks by paying it forward to three other people, and so on. The concept was one that I immediately liked. Wow, what a difference our world would be if everyone was PAYING IT FORWARD!

In the first few months of my NAPO-LA membership, one of my fellow organizers gave me a client referral. I was so thrilled to get the job! When I mentioned wanting to pay a referral fee, the organizer would not accept one as she said she wanted to help me and my young business. I was so thankful for the work and grateful for the gift that she had just given me.

The referral was to an 89-year-old gentleman, Mel. I worked with him for over a year before he moved from Los Angeles. Each time I worked with Mel, I left

***"Gratitude takes three forms: a feeling in the heart,  
an expression in words, and a giving in return."***

-- John Wanamaker

with a full heart and the knowledge that I was making a big impact on someone's life. Seeing the effect my work had on Mel's life validated the reason I wanted to be a professional organizer - to help others. I am forever grateful for the referral to Mel as he turned out to truly be the "heart work" that my life was yearning for.

A few weeks ago, I had a busy schedule and could not take a job from a potential client that needed work done "right now." So I thought about whom I could refer this person to, and the name of a new organizer came across my mind. So I called that person and gave them the referral. When the organizer offered to pay me a referral fee, I remembered how touched I was when I was given the referral to Mel, and I wanted to extend a kindness to a new organizer to help them out, so I declined the referral fee. I believe in paying referral fees; however, this time it was more important to me to help a new organizer as a way of paying back a kindness that was given to me as a new organizer. What a joy to be PAYING IT FORWARD!

As we enter the Thanksgiving season, I would like to extend my thanks and gratitude to my fellow NAPO-LA board members, the many dedicated volunteers and members who make NAPO-LA the great chapter that it is! I wish each of you a wonderful holiday season and a happy and prosperous new year!

## November Program

# Holiday Party and Town Hall Meeting

*Heather Thompson, Organization  
Matters / NAPO-LA Program Director*

We have a special treat in store for the membership at the November meeting. NAPO-LA will have a huge social event and serve a buffet dinner.

Members attending will have plenty of time to mingle with each other. This is a great opportunity for everyone to catch up with old friends and meet some of our new members...we have had so many join this year!

After dinner, we will have a town hall meeting. This is an opportunity for an open discussion among all members and the Board of Directors. The Board wants to hear questions and comments from the membership so we can collectively take NAPO-LA to the next level.

We look forward to our members joining us for this event. Visitors will not be allowed at this meeting.

Please bring your favorite cookies or

see "November Program," page 2

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# NAPO-LA Introduces MET Program for New Organizers

Mentoring and mini-workshops conducted by veterans to come in 2004; first on schedule is Q&A night.

*Barbara Ricketts, LifeStyle Management Associates*

NAPO-LA is happy to introduce the Mentoring, Education and Training (MET) Program. The purpose of this program is to provide mentoring and education to new and prospective organizers and will be conducted by veteran organizers, who will be compensated for sharing their expertise. The three main parts of this program - mentoring, Q&A nights and mini workshops - will be rolled out over the next year. Jean Furuya and Tanya Whitford developed this program with committee members Ann Gambrell and Barbara Ricketts.

The Mentoring and Education classifieds is first on the schedule and was described in the September NAPO-LA Newsletter. Next on the schedule is the Q&A Nights, which are slated to begin in January, 2004. This will be the opportunity for "prospective organizers" who are still researching and deciding if they will be starting an organizing business, or those organizers who have just begun a business, to ask questions of two veteran organizers. It will be a two-hour session with a residential and a commercial organizer. It will be offered six times a year on the Monday before the monthly chapter meeting, thus allowing the participants to come to a NAPO-LA meeting the next week with some basic knowledge of the organization and of the organizing business. There will be handouts provided, which will include a reading list, basic resource sheet and evaluation sheet for the facilitators. It will be held at the Westside Pavilion Community Room and will cost \$50 per attendee. Advanced registration will be required.

Qualifications for the two facilitators are: 1) NAPO-LA membership for at least three years; 2) must have attended at least one National NAPO Conference and one NAPO-LA workshop; 3) must attend chapter meetings on a regular basis (at least five meetings a year); 4) must have served on the NAPO-LA Board or as a coordinator or Chair of a committee; 5) must completely fill out the Facilitator Application form submitted to the MET Committee for consideration.

The facilitators will be in charge of the meetings, including the set-up and cleanup of the meeting space. Advertising for the Q&A Nights will be on the NAPO-LA website, through blast emails to prospective members, as well as flyers and announcements at the monthly meetings.

The intent of the MET Program is to meet the needs of both new and veteran organizers. The new organizers will have the opportunity to gather information, gain education and have a mentor. Veteran organizers who qualify will have marketing and speaking opportunities available to them and will not merely be asked to "donate" or "give away" their experience-based knowledge, but instead receive some compensation for their contributions.

Please keep an eye on your email for future details about the MET Program. There will be more information on the Mini-Workshops in upcoming newsletters. We are all excited about this program and the success we anticipate for NAPO-LA and its members!

from "November Program," page 1

other dessert to share with everyone. RSVP is required and can be found on the website under Publications/Forms, October Action Items. Send us your RSVP and bring your holiday spirit.

I would like to thank Heidi Parr for her wonderful seminar on making presentations at our October meeting. I hope everyone learned how to enhance their speaking and presentation skills, which should translate to providing more income-making opportunities.

Please note that there is no meeting in December.

## Name Badges with New Logo Now Available

Visit [www.napo.net](http://www.napo.net) to order a name badge with the new NAPO logo.

Click on the "NAPO Store" button for the order form.

## CALENDAR

*Useful events to promote your business*

### November

- 15 America Recycles Day
- 24 Board Meeting: 2:30pm
- 24 Chapter Meeting: 6:15pm (Members Only-No Visitors)
- 28 Buy Nothing Day

### December

**\*No Newsletter and No Chapter Meeting this month**

- Nat'l Stress-Free Family Holidays Month
- 25-31 It's All About Time Week
- 31 Make Up Your Mind Day

### January

- Nat'l Clean Up Your Computer Month
- 5 Organize Your Home Day
- 12 National Clean Off Your Desk Day
- 26 Board Meeting: 2:30pm
- 26 Chapter Meeting: 6:15pm

# GO Week: Results Extraordinaire

NAPO-LA grants Habitat for Humanity's wishes with donation of a team of organizers

*Claire Flannery, Simplify, and Toni Scharff, Simplicity Project*

NAPO-LA recently hosted another successful GO Week Event. Thirty of our members showed up at the offices of Habitat for Humanity-Los Angeles (HFH-LA) on Thursday, October 9, to organize its space and to make a difference in its workplace.

Armed with tool kits, stepladders, label makers and all the wonderfully necessary supplies utilized by professional organizers, our members (28 women and two men) toiled together to work their magic. We sorted, purged, alphabetized, purged and filed. Did I say purge? Furniture was arranged and rearranged until it made the best sense. We knew we were on the right track when one space even received Feng Shui approval!

A major part of NAPO-LA's contribution to HFH-LA was to enter raw data for some of their 4000-plus volunteers into their new volunteer database. In order to maximize this effort, Habitat set up a "command central" area in the conference room with five computers humming all day long. Almost everyone took a turn inputting the data, while others acted as readers to help decipher the individual volunteers' handwriting. It was not what we would call a fun task, but it was high on HFH-LA's wish list for our time there. We are proud of our collective effort. The result was outstanding, and the staff was effusive in their praise.

At the end of the day, our president, Marilyn Crouch, presented a certificate to HFH-LA that verified the amount of NAPO-LA's donation in volunteer time as \$16,000. Elenore Williams, CEO of Habitat for Humanity-Los Angeles, was glowing when she accepted the certificate. Elenore spoke from the heart when she said she had not known what to expect in the beginning, but she was "oh so happy" at the end!



NAPO-LA's team of organizers at Habitat for Humanity-Los Angeles.  
Photo by Anne Sanregret.

From your GO Week 2003 Co-Chairs, Toni Scharff and Claire Flannery, please accept our sincere thanks for a job well done. We couldn't have done it without you nor would we have wanted to. The camaraderie was just wonderful, and each one of you contributed so much. You were awe-inspiring!

Thank you to Team Leaders: Marilyn Crouch, Robin Davi, Tova Diamond, Robin Dorsh, Lynne Gilberg, Nicole Juarez, Dolores Kaytes and Janice Kemmer; and to Team Members: Chris Janetsky, Barbara Roscoe, Lenore Sokol, Sandra Ateca, Monica Bellows, Dee Saar, Anne Sanregret, Heather Thompson, Pat Brubaker, Karen Embree, Tanya Whitford, Laurie Clarke, Kathleen Schulweis, Vickie Corrow, Cheryl Perkins, Susan Johnston, Shelby Cove, Andy Frasure, Evelyn Gray and Chris McKenry.

Here's some post-function feedback:

"Wow, what a great day of organizing! The donation of \$16,000 in labor from 30 organizers made a huge impact on the staff at HFH-LA. Toni and Claire

did a remarkable job in making this event the great success that it was! NAPO-LA can be extremely proud of the 30 chapter members who volunteered for this exciting event. I am so proud of those who participated and thank you for being a part of making NAPO-LA shine."

*Marilyn Crouch, Avenues to Organization*

"I think I got as much out of the day as the HFH-LA staff...the bonding with fellow NAPO members, as well as with the HFH-LA folks, was priceless. I experienced success and learned a lot in the process. Thank you all!"  
*Lenore Sokol*

"This was a great way to get to know the people in our group and help a great organization at the same time. I am happy to have had the opportunity to do both."  
*Andy Frasure, Andy's Organizing*

"What a day! Organizers all over the place! With all the commotion there was, you'd think we were building a home. One of the intense areas was the

see "GO Week," page 4

from "GO Week," page 3

conference room where organizers were concentrating on entering much needed data. That was the only place I could take clean shots of NAPO-LA organizers who weren't moving at lightning speed! By the end of the day when everyone was so worn out, I was able to get pictures in "slower motion." Because of our efforts that day, the staff at Habitat for Humanity-LA was very happy to be in a "new place" (so to speak) and ready to move forward toward their goal of building 100 homes this next year. Great job, Organizers!"

*Evelyn Gray, GO Get Organized!*

"Organized Eyes for the Habitat Guys was great! The camaraderie was wonderful and the day was a rewarding, educational experience. Thanks, Toni and Claire for your hard work."

*Chris McKenry, Get It Together LA!*

"Thank you for allowing me to be part of such a charitable event. It was teamwork at its finest! And whenever you give to others, the universe always sends it back to you!"

*Cheryl Perkins, Creating Balance*

"There is always the wonder of experiencing the chaos of clutter evolve to precision and perfection. It's an amazing thing we do."

*Toni Scharff, The Simplicity Project*

"It was a pleasure and fun working with the different organizers at different times during the day. Everybody was upbeat and open to ideas. It was great! Those people that put it together did a fantastic job!!! Kudos to all!"

*Janice Kemmer, American Business Organizers, Inc.*



Toni Scharff and HFH-LA volunteer, Tanya Whitford and Chris Janetsky work on the database.



Marilyn Crouch presents HFH-LA with a certificate verifying NAPO-LA's donation of volunteer time worth \$16,000. Photos (this page) by Evelyn Gray.

"One of the best things about being a member of NAPO-LA is working alongside 29 other organizers towards a common goal of helping a major non-profit organization. Thank you to coordinators Toni Scharff and Claire Flannery for continuing our Chapter's trend of wildly successful Get Organized Week events! It was a wonderful experience!"

*Tanya Whitford, Organizing Wonders*

"Personally, the day was incredible. My team outdid themselves in the supply room (wow, it looked fantastic) and in Angela's area. The enthusiasm was contagious and felt by everyone at HFH-LA and NAPO-LA. Getting to know our newest members was the icing on the cake. A great day working with great people has made for a great event. BRAVO!"

*Robin Davi, Simply Arranged*

"Income sacrificed for one day of volunteering: \$525; Thirty organizers working a full day: \$16,000; 'New lease on office life' gained by HFH-LA staff: priceless."

*Barbara Roscoe, Love Your Space*

"Congratulations, Toni and Claire: A brilliant show of leadership. Working those eight hours for HFH-LA, an organization that is so remarkable, was a privilege. Even more, it was fun and

exhilarating. This was the first time as a new member that I felt a real part of NAPO. Finally got to spend time working with veteran members who were great leaders. Glad to have taken photos for all to enjoy."

*Anne Sanregret, Organize and Goal-Set for Success*

"What can I say? I had SO much fun! I especially felt the camaraderie of all the workers together, reinforcing what I love about my new career. And those 'before and after' files I worked on - I felt like a proud mother when I left.

Thank you all for reaffirming what I already knew: professional organizing is exciting, dynamic and very gratifying." *Karen Embree, Creative Organized Solutions*

"There's no simple way to say this: Data entry is an ugly duckling...but when you have people sharing in the joy of working for such a good cause, the ugly duckling becomes a swan. Special thanks to my own team for hanging in there and to those of you who spent some time on what I lovingly now refer to as 'dungeon duty.' HFH-LA is thrilled with the results, and so am I."

*Claire Flannery, Simplify*

# San Diego... here we come!

*Ann Gambrell, Creative Time-Plus/  
NAPO-LA Golden Circle Liaison*

On Saturday, October 18th, the Los Angeles area Golden Circle members traveled to the San Diego area for our quarterly gathering. We met in the home of San Diego Chapter member, Peggy Marinello. Stepping into a fun-filled, Halloween-decorated home and garden added to the enjoyable afternoon.

We were served a wonderful brunch, which was all deliciously prepared by our very gracious hosts: Peggy Marinello, Lynn Hall, Bonnie Winn and Jan Grandprey. They even sent each of us home with a loaf of their homemade bread, as well as the recipe for one of their raved-over dishes.

Much discussion took place during lunch, which is always a highlight of our meetings. We learn so much about each other on a personal as well as business level. While doing this, we are able to increase the amount and quality of information we know about each other, and it helps us to make referrals when necessary.

After lunch, Ann Gambrell lead the short business part of the meeting, which included meeting dates and hosts for the 2004 schedule. Possible weekend retreats to the mountains or a weekend in Palm Springs are in the planning stages. A schedule of meeting dates and events will follow soon.

Also discussed was the February, 2004 Golden Circle Panel program for the Los Angeles Chapter meeting. Questions submitted by the general membership will be addressed in this panel event. Last year's panel was very successful and the membership requested that it be repeated annually. There is no shortage of Golden Circle volunteers.

Donna McMillan, National Golden Circle Chair, brought us up to date on the national level of Golden Circle and

see "San Diego," page 6

Ask Golden Circle

## Q: Is there an official retention-records list? How long should you keep what?

*November's guest columnist is Julie Signore of The PHOENIX Organizing Consulting Service, Kula, Maui, Hawaii*

**A:** There have been many sets of retention guidelines offered by different parties over the years. Unfortunately, it seemed that the more people I asked, the more varied the responses. Irresolute answers normally don't sit well with professional organizers and consultants.

As a tax-paying citizen, this bothered me a lot. As a consultant, I knew unless I received definitive answers, I would not be serving my clients well -- with correct information that was in alignment with my values and integrity. Years ago, I decided to go to the best authority I knew, my tax attorney!

My tax attorney is well-known within the Internal Revenue system and constantly keeps me apprised of new changes within the system. As my consulting firm evolved over the years, I was exposed to clients coming from all walks of life. Several of the professionals that have been my clients over the years are involved in businesses that often attract litigation. It became necessary for me to learn

**In retrospect, I can easily see how the infamous "they" began recommending retention of all records for seven years! Does this remind you of a client? They got burnt once throwing something out and now they save it all?**

even more about record retention. Unfortunately, I also picked up more tax guidelines than I wanted to, yet I believe it allows me to provide a more definitive answer to my clients today. I need to be perfectly clear that I am not a bookkeeper, CPA or tax attorney/consultant.

What I can do is share the answers I have discovered in my own investigative process. Years ago a person trembled just thinking of potentially having to endure their worst nightmare -- a tax audit! It was not inconceivable for a "fishing expedition" audit to go back 10 years! In retrospect, I can easily see how the infamous "they" began recommending retention of all records for seven years! Does this remind you of a client? They got burnt once throwing something out and now they save it all?

In 1999/2000, the burden of proof changed to the shoulders of the IRS, not the taxpayer. Hence, recommendations for retentions have lessened in several areas. Unfortunately, there are still many people sticking by the ol' seven-year retention status "just in case."

A few years back at the NAPO conference, we had a presenter on Records Management. I was thrilled to finally hear someone "teaching" record retention to our association. What impressed me the most was the "war stories" and to this day, I share them with clients who are afraid to let go of those extra four years!

see "retention," page 6

from "San Diego," page 5

the many volunteer opportunities. New project developments are under way, as is the continuation of the current ones, including the Golden Circle Tips Booklets, Educational Teleclasses, and more. See Donna to offer your talents on some dynamite projects. Getting involved is a win-win situation.

Our time together was very full and rewarding, resulting in a lot of networking, support and sharing. Oh, did I include eating? Many thanks again to our hosts, and we hope to see all Golden Circle Members at our January meeting.

NOTE: Golden Circle Membership is free and open to all NAPO members who have been in business as a professional organizer for five years or more, and have been a NAPO member for a minimum of one year. Although we encourage chapter membership, it is not required to become a Golden Circle member. You can also visit the NAPO National website: [www.napo.net/members-only/gc.html](http://www.napo.net/members-only/gc.html) or speak to Ann Gambrell or Donna McMillan for additional information on joining.

### Abbreviated Minutes October Board Meeting

*Talia Eisen, Clarity Professional  
Organizing/ NAPO-LA Secretary*

1. The Board approved the budget for the new fiscal year.
2. It was decided that we would start cross marketing with other NAPO chapters to promote chapter conferences.
3. 5 PowerPoint projectors are needed for the chapter conference this year.
4. The new NAPO logo is now available on the website for chapter member use.

### Membership Report

*Nicole Juarez, Elements of Organizing/  
NAPO-LA VP Membership*

October Mtg. Attendance.....	54
Members.....	41
Guests.....	13
New Members.....	2
Total Membership.....	83

from "retention," page 5

In essence, if you hold onto documentation longer than the current three-year requirement, you can actually create a bigger nightmare if you are audited!

Lessons from my tax attorney: Retention records cover the gamut of all paper trails involved in tax filings pertaining to deductions claimed, as well as past, present and future legal privileges.

### 3 Years

- Any/all receipts for business expenses.
- Staple a copy of your credit card receipt to the purchase receipt. (Credit card receipts alone will not hold up in an audit because they do not depict the product purchased and used as a deduction.)
- Personal receipts used in Schedule C. (If not, toss it out!)
- Personal, business or corporate canceled checks used in tax filing/deductions.
- Business or corporate check registers.
- All corporate records for the life of the business +3 years. (Shareholder & director minutes, notices, discussions.)
- Bank Statements
- Bank Statements for investment property. (For the life of the ownership +3 years.)
- Medical Statements. (Except in the case of a "lifetime limit of payments.")
- Business credit card statements. (Finance charges are a business deduction.)
- Employee records to termination +3 years.
- Inheritance records.
- Insurance records: For the life of the policy +3 years.
- Trust/Estate planning documents: To dissolution +3 years.

### Additional Retention Information

- Client copy of ALL excise/usage tax filings: For the life of the business +3 years.
- Client copy of ALL State tax filings (business): For the life of the business +3 years.
- Bank deposit receipts: 2 months/ discard after 2 sequential statements are reconciled. (The bank only gives you 60 days to rebuke any discrepancies. All deposit information is recorded on your monthly statement.)
- Investment statements: For the life of the investment +3 years. NOTE: At the end of the year, toss out all monthly statements, as most major firms will provide a year-end report that collects all monthly data.
- Major product/equipment purchase: For the life of the warranty. Manufacturers often ask for an original sales receipt, so this type of purchase needs to be filed differently.
- Home improvement expenses: To the end of ownership +3 years. (This is an IMPORTANT category for calculating capital gains.)
- Properties involved in a 1031 real estate exchange: From the inception of the 1031, inclusive of any rollover properties in the life of that "particular" 1031 +3 years. (Note: Many of your clients may have multiple "1031's." It is crucial that you understand the precise 1031 chain in order to retain their records properly.)

### Forever

- Client copy of ALL Federal tax filings
- Client copy of ALL State tax filings

Note: Please keep in mind that retention requirements may be subject to State and Association requirements. It is always best to speak with a tax attorney (rather than a CPA) in your residing state to decipher any loopholes you may be unfamiliar with. I highly recommend contacting the professional association your client is affiliated with in order to establish the proper industry retention guidelines.

# Robin Davi and Heather Thompson recognized by NAPO-LA for their hard work and dedication

*Talia Eisen, Clarity Professional Organizing/NAPO-LA Secretary*

At the September NAPO-LA meeting, we honored two special members for their outstanding volunteer work. Both of these women are not only dedicated to their volunteer work for NAPO-LA, they are exceptional organizers and human beings. Robin Davi and Heather Thompson have been instrumental in this chapter making the gains it has in this past year. Their dedication and spirit have been a boost to our Board of Directors and to the chapter. You can always expect to see their smiling faces lighting up our monthly meetings.

Quite simply, Robin Davi of Simply Arranged, is as caring as she is organized. She has said that if anyone from NAPO needed her, even if it was a call in the middle of the night, she would be there for them. She just believes that strongly in standing by those who are



Robin Davi

important to her. Robin believes, "Life is short," and she wishes to make the most of it. "You don't have to do a lot," she says. "It is not about what you spend on someone. It's sending a card, the things you say, kindness to a stranger... These are the important things, the things that build character."

Robin currently serves as Treasurer on the chapter Board of Directors and is always the first person to volunteer to help out in whatever area needs help. She continues to go above and beyond and is always saying "yes" to help the

chapter grow. A few of Robin's most recent chapter accomplishments are: She coordinated the accountant's audit of NAPO-LA books; she created, organized, and is selling the t-shirts for NAPO-LA as a fundraiser and PR for the chapter, which she got done just in time for the GO Week event; she spearheaded the "donate a phone" fundraiser and turned in over 100 phones. Robin is a major contributor to the success of NAPO-LA.

Heather Thompson, of Organization Matters, is extremely devoted to the idea of volunteerism. She notes all the amazing things she's learned along the way. For instance, as newsletter publisher (another recently held position), she gained extensive computer skills; as program director, she improved her public speaking skills and even grew to enjoy it. Heather says, "I get involved with organizations I believe in, so I feel I should contribute something to them." She also volunteered as President of the SoCal LSU Alumni Association for a second year and is an active committee member of two Chambers of Commerce. One of Heather's goals is to urge more members to get involved, not only for the reason that it helps the chapter, but for the personal and professional growth experience that volunteering offers.

From the very beginning of her membership at NAPO-LA, Heather has been an active and incredibly valuable member. Heather is currently serving as Program Director on the chapter Board of Directors. A few of Heather's most recent accomplishments are: She coordinated and presented the research for the relocation committee; served as the interim newsletter publisher; has worked for over a year to secure Julie Morgenstern as the 2004 NAPO-LA



Heather Thompson

Annual Conference keynote speaker; has the November holiday party planned, and is heading up the 2004 Annual Conference Committee. Heather is another major contributor to the success of NAPO-LA.

Thank you to these two very dedicated NAPO-LA volunteers!

## Important Call for Chapter Support

*Dione Wu, Dione Wu Organizing*

Looking for an opportunity to get involved with the NAPO-LA chapter in a BIG way? Want a chance to know your NAPO-LA colleagues better? Want to help put professional organizers on the map? Then look no further! NAPO-LA is looking for a bunch of happy organizers to volunteer and make this upcoming Winter Workshop the BEST EVER! This workshop promises to be the biggest yet, since we have JULIE MORGENSTERN as our KEYNOTE SPEAKER!

Please commit to volunteering for this event. The more volunteers there are, the less work there is for everyone involved, and we will have the perfect opportunity to show off our chapter spirit and our awesome organizing skills! Also very important to this event are the acquisition of sponsors and the organizing of raffle prizes. To get involved please contact [workshop@napola.org](mailto:workshop@napola.org).

# Website gets new look and offers more than ever

Tanya Whitford, Organizing Wonders/NAPO-LA Past President

## New Look!

Have you seen the new Home page and the Sponsor/Resource page? They have both been redesigned and given a “facelift” for a more updated image, compliments of our new Platinum Sponsor, Purple Fish Media. We would like to thank Marilyn Hager from Purple Fish Media for her excellent graphic design work. We have been desperate to improve the appearance of those two pages for months. Thank you, Purple Fish Media, for helping us improve our look! Check it out if you haven’t already at [www.napola.org](http://www.napola.org).

## RSVP for the November Dinner

The November meeting is a special holiday dinner. We need each member to logon to the website and go to the “Publications & Forms” page where you will see the RSVP button. This is our version of an evite! Click “yes” or “no” so we have a firm headcount. RSVP’s must be received by November 17th.

## MET Classifieds (Mentoring, Education, Training)

As mentioned in the August issue of The LA Organizer, we are starting a new classifieds booklet of mentors, coaches, and teachers. Members who have been in the Chapter for at least three years may go online to our “Publications & Forms” page where complete details and the sign-up form are located. This is a great advertising tool for our veteran members and a wonderful resource for new and prospective organizers. The deadline for veteran members to sign up is November 15th. The first issue will be published on December 1st and will be posted to both the public and member sides of the website. The website gets about three e-mails a week from prospective organizers specifically

wanting education, so take advantage of this opportunity!

## Unsolicited E-mails

Do you get e-mails from nice people wanting to get into organizing, but you just don’t have the time to answer them? Send them to [education@napola.org](mailto:education@napola.org). This e-mail was set up by the MET Program to take the burden away from Chapter members and funnel them to those members who coach, mentor, and teach as part of their business. Each e-mail will be sent a response, along with some available resources in NAPO, and will include the MET Classifieds. This will enable them to find the mentor or training to answer their questions.

## Member Group

Did you know we have a member group for those members who like to ask and answer questions as well as share resources and provide feedback? We have about 20 members on this group list, and it has proven to be extremely popular. To sign up, send an e-mail to [admin@napola.org](mailto:admin@napola.org) with "Add me to member group" in the subject line, along with your name and e-mail address. You will then be given further instructions.

## NAPO-LA Website Hits September 2003

Chris Janetsky, All Organized/  
NAPO-LA Communications Director

Calendar.....	573
Find An Organizer.....	2,574
Home Page.....	4,586
Click On Individual Organizer.....	
.....	1,749
Become A Member.....	241
Cumulative Hits.....	14,619

2004 Annual Conference  
Committee Proudly  
Announces

*bestselling author*  
**Julie Morgenstern**

as 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 with less time.

She has written two *New York Times*’ bestsellers: “Organizing from the Inside Out” and “Time Management from the Inside Out.” She also collaborated with her daughter, Jessi, to co-author “Organizing from the Inside Out for Teens.”

Ms. Morgenstern has served actively on the Board of Directors for NAPO and was honored with the Fouders’ Award for her “Significant Contributions to the Professional Organizing Industry” in 2002.

We invite all NAPO members, nationwide, to join us on February 7, 2004 for the NAPO-LA annual conference.

The annual conference committee is seeking volunteers to assist in the planning and organizing of this special event now and on the day of the conference. If you are interested, please contact the committee at [workshop@napola.org](mailto:workshop@napola.org).



# Designing Effective and Powerful Presentations

*Kathleen Schulweis, Confidence Connections™*

If you are using presentations and speaking opportunities to grow your business, then you know how challenging it can be to get just the right tone and content for your audience. Nothing is worse than not being able to grab your listeners and hold them throughout your program.

Presentations are a great way to grow your business since they offer a way to tout your successes without seeming overly self-promoting; it is critical to do it right by knowing HOW to structure your presentations.

Here are some keys to help you develop your presentations: First, start with questions. This warms the audience and helps you connect in a light-hearted way.

Then state your credentials, along with some statistics that underscore your professional successes. Next, tell them

where you are going with your program (e.g. give them the three points or five keys, or seven scenarios). This is very important because this structure helps everyone relax and listen to the presentation and key information. Then, walk through your points one at a time, going back a second time to review each point to the audience as you move through the presentation. Be sure to provide concrete examples to illustrate each point you make. And, be sure your examples highlight your great organizing abilities.

Finally, summarize your presentation. For example, after you have talked about your organizing business you summarize with, "Today we talked about how to organize your home with my seven-point system. Now you can see how using my system can help you to reap the rewards of a peaceful home that is simplified and clutter-free." Of course, if you are really organized

and have been working ON your business, you will also have some products for sale-books or booklets, audio materials, and flyers announcing your next training program, etc.

A note about using PowerPoint to illustrate your business - the PowerPoint structure is designed to underscore your presentation, not substitute for connecting to the audience. Think of the PowerPoint show as the outline of your logical presentation: use bulleted points only, stay away from full sentences, don't read the slides, skip the funky graphics, stick to one font, trash the sound effects, and watch out for bold colors that make the slides difficult to read. And if there is any doubt that you are able to use your projector effectively or at all, then just rely on your charm and this foolproof formula for presentation successes.

## Update on NAPO-LA Fundraising

*Chris Janetsky, All Organized/ NAPO-LA Communications Director*

Thank you to all of our NAPO-LA members who remembered to logon to our wonderful website before doing their shopping at online vendors such as Amazon, Office Depot, Overstock.com and Barnes & Noble. Our chapter earned almost \$48 from the purchases made through our website. With the holiday season approaching, please go to the NAPO-LA mall at: <http://napola.org/mall.cfm> or just going to [www.napola.org](http://www.napola.org) and click on "Mall" before you shop for gifts!

Our chapter also earned approximately \$133 from our cell phone collection. We want to thank everyone who donated their used cell phones and accessories, as well as Robin Davi, who collected, stored and shipped all those phones!

Remember, the money our chapter earns goes toward improving your membership benefits. Recently we have been able to purchase the National Conference CD's for your use, and we are hosting a Holiday Dinner for our members in November. Continue to watch for more improvements in our chapter benefits!

### Send in your top 5!

Two years ago, NAPO-LA members assisted in assembling a recommended reading list for our members. This was a great benefit to all of us, and now it is time for an update!

Please take a few minutes and email Jean Furuya with your top five recommended reading resources. Please include the name of the book and author. Please provide a category if it is not obvious from the title. Categories include: Having/ Starting a Professional Organizing Business, Chronic Disorganization and ADD, and general Organizing. Send your top five to: [jeanfuruya@napola.org](mailto:jeanfuruya@napola.org).

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## NAPO-LA Offers New Service to Members

*Lenore Sokol, NAPO-LA Chapter Librarian*

Beginning in September, NAPO-LA members have had the opportunity to "check out" the program CD's from the 2003 National Conference.

Lenore Sokol, chapter librarian, has catalogued the tapes and made them available for member use through our new "lending library." As a free service, CD's are provided for loan to members one month at a time. Members can check out the CD's at the monthly chapter meetings by supplying name, phone number, and e-mail address on the check out card. Limit: two CD's per member at one time.

The CD's will be available for check out before meetings, during the break, and briefly after the meetings. It is the member's responsibility to return the CD's at the following chapter meeting or contact Lenore to make other arrangements. No fines will be instituted if members return the tapes on time. Feedback on this new program is welcome...if it is a success, it may be expanded in the future!

# Volunteering Can Improve Your Life

*Heather Thompson, Organization Matters / NAPO-LA Program Director*

Have you ever wondered if it was really worth your time to be a NAPO-LA volunteer? What do you get out of giving the chapter your time for free? I personally have gained so much from being an active part of this Chapter. I have mastered public speaking, I have made good friends, and I am contributing to the future of my profession.

Being a NAPO-LA volunteer has so many benefits. Here is my top 10 list. You will:

1. Help to guide your chapter into the future.
2. Develop your leadership skills.
3. Learn time management skills like you never have before.
4. See your name in the newsletter and on the website as a volunteer.
5. Make new friends.
6. Interact with people you normally may not get to talk to at a meeting.
7. Get known by your fellow organizers who are in a position to refer business to you.
8. Enhance or learn a new skill.
9. Add a line to your portfolio or resume to show your commitment to your profession.
10. Earn the gratitude of the NAPO-LA board members, the general membership, and your peers.

We need you! The annual Conference and this Chapter are only as strong as the people that build them. Our future depends on all of our Chapter members taking an active part in the growth and development of this organization.

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## New Faces for the LA Organizer

*Chris Janetsky, All Organized / NAPO-LA Communications Director*

One of the most outstanding methods of communication within the membership of NAPO-LA is our newsletter, *The LA Organizer*. This monthly project, like everything in our Association, is put together by very faithful volunteers. We have two people to thank for dedicating their time and hard work for the past year to make this happen each month: Lynne Gilberg as editor and Heather Thompson as publisher. I want to thank these two women for the invaluable contributions they have made and for all they have done for the *LA Organizer* and NAPO-LA. The October issue was the last one for Lynne and Heather, as both have become increasingly busy with their organizing jobs and other projects. I wish them continued success in their ongoing and future endeavors.

The November *LA Organizer* will be the first issue assigned to new volunteers. Please join me in welcoming Dee Saar as editor and Laurie Clarke as publisher into our family of NAPO-LA volunteers. They can be reached at [DeeSaar@napola.org](mailto:DeeSaar@napola.org) and [LaurieClarke@napola.org](mailto:LaurieClarke@napola.org).

### Letter from the editor

Dear NAPO-LA members:

Thank you for allowing me to be of service to the chapter as the editor of the L.A. Organizer. It is a large commitment, but I do it willingly and hope that you will not be disappointed that you have entrusted me with this important position. I am very grateful for the warm welcome into the chapter this opportunity has provided for me and am proud to be a member of such an awesome organization. My door is always open, so to speak, and I welcome any questions, comments or suggestions regarding our newsletter. You can contact me at [DeeSaar@napola.org](mailto:DeeSaar@napola.org). I hope to get to know you all better in the coming months.

Dee Saar, Editor

## A Job Well Done

Thank you to Chris McKenry for doing an outstanding job on public relations for NAPO-LA and our GO Week Event! His efforts resulted in NAPO-LA President Marilyn Crouch being featured on KTTV Fox 11's "Ask the Expert" segment.

## Member News

Sheila McCurdy, Clutter Stop, will be speaking at the first annual conference of "Sidewalk University," a non-profit organization providing services to third world countries. She will speaking on disorganization pertaining to children and adults with ADD.

She will also be teaching two workshops for "Creative Computer Academy," a new school for students and adults with ADD.

*Thank you*

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for your continued support.

## Call for Speakers NAPO-LA Annual Conference

The deadline for the 2004 Call for Speakers has been extended to November 12th.

We are looking for great speakers to make his year's Annual Conference even better than last year! If you have an interesting topic that our membership would benefit from, please go to [www.napola.org](http://www.napola.org) and download the Call To Speaker application from the home page.

We are preparing for what will surely be a fantastic conference. Our keynote speaker is Julie Morgenstern, best selling author of "Organizing from the Inside Out."

The 2004 conference will offer 15 sessions this year instead of the 12 offered last year. The conference is being promoted nationwide to draw from all NAPO chapters.

The NAPO-LA Annual Conference will be held February 7, 2004.

Nothing can cause turmoil and the defeat of accomplishment as quickly as disorganization. – Author Unknown


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# NAPO-Los Angeles Who's Who

## 2003 - 2004 Officers

President: Marilyn Crouch  
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Treasurer: Robin Davi  
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Past President: Tanya Whitford  
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(323) 377-1312

*Do your holiday shopping at:*  
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NAPO-LA and its members.

## Coordinators & Committee Chairs

Associate Member Coordinator:  
Barb Schmitt

Client Referrals Coordinator:  
Pat Brubaker

Database/Directory: Tanya Whitford

Golden Circle Advisor: Ann Gambrell

Greeting Coordinator: Toni Scharff

Librarian: Lenore Sokol

Meeting Assistant: *Volunteer Needed*

New Member Coordinator:  
Debra Frank

New Member Orientation:  
Jean Furuya, Ann Gambrell

Prospective Member Coordinator:  
Claire Quinlan

Public Relations: *Volunteer Needed*

Scrapbooker: Mary Lasnier

Special Projects Coordinator:  
Jean Furuya

Volunteer Coordinator: Mishele Vieira

Webmasters: Marilyn Crouch, Chris Janetsky, Tanya Whitford

Web Listing Coordinator: Toni Scharff

Web Sponsor Coordinator:  
*Volunteer Needed*

Workshop Director:  
Heather Thompson



*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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National Membership	Annual Dues
Individual	\$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  
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Los Angeles, CA 90064  
Hotline (213) 486-4477  
www.napola.org

Chapter Membership: National NAPO membership required. Price includes electronic newsletter

Annual Dues	
Basic Member (Oct. 1 to Sept. 30)	\$75
Full Member (includes meetings)	\$135
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New/Lapsed Member Processing Fee	\$10
Meeting Fee	\$7
Non-Members	
Newsletter Subscription (annual)	\$25
Visitor's Meeting Fee	\$15

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Submission Guidelines: Published ten times per year. All articles are copyrighted, all rights reserved. Submit text as a Microsoft Word® attachment or type text directly into e-mail message. Attach visuals as .jpg or .gif. Send to DeeSaar@napola.org.

Deadline: The fifteenth of the month for any submission.

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