

# The L.A. Organizer

Volume 11, Issue 3

NAPO - Los Angeles

January 2004

## NAPO-LA Annual Conference

# Conference Features Best-Selling Author

Have you registered yet? Early-bird registration expires January 10, 2004

*Laurie Clarke, Life Simplified / LA Organizer Publisher*

NAPO-LA's Annual Conference on February 7, 2004, will feature best selling author Julie Morgenstern, as well as 12 sessions with information for every level of organizer.

"This year we've taken our Annual Conference to a whole new level because of all of the new education opportunities," said Heather Thompson, NAPO-LA Program Director.

The Conference will kick off with a keynote address by Julie Morgenstern, who helped bring professional organizers into the mainstream with her appearances on *The Oprah Show*, *The Today Show* and *Good Morning America*. A Q&A session for all attendees will also feature Julie, who is the author of two best selling books, "Organizing from the Inside

Out" and "Time Management from the Inside Out."

Julie founded her company TASK MASTERS in 1989 on her own and has grown the company to a staff of 12 professional organizers around the country that are under her management. Her company has organized clients such as American Express, IKEA, the New York City Mayor's Office and Rubbermaid.

During her keynote address she will discuss the strategies of a smart businessperson and how to embody all the qualities of a true professional. She will also talk about topics such as valuing your services properly, setting financial goals for your business and navigating tricky client situations.

Want to learn more about speaking to increase your income? Confused about the chronically disorganized and ADD? Want to improve your sales and marketing skills? How about learning to create and keep wealth? Three sessions with four seminar choices at the Conference will assist in improving your ability to help your clients and will increase your opportunities to better your business. The difficult part will be deciding which seminar to attend during each session.

The Conference will be held on Saturday, February 7, 2004 at the Radisson Hotel in Culver City, California. The all-day event costs \$139 for NAPO-LA Members, \$149 for NAPO Members and \$159 for the general public before January 10, 2004. Price includes keynote speaker address, four seminar sessions, continental breakfast, buffet lunch, afternoon refreshments and all handout materials.

For registration and details on each session, please visit our website, [www.napo-la.org](http://www.napo-la.org).

## President's Message

# A Brand New Year

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

I hope you all had a wonderful holiday season and the New Year is starting out healthy, happy, and prosperous! The New Year always seems to bring a sense of excitement: it is a time to reflect on the past year's accomplishments, set new goals, reacquaint ourselves with long term goals, and plan for the future year.

Looking back on 2003, NAPO-LA had a great year! Our chapter

continued to grow, added new benefits, improved chapter procedures and processes, added additional educational opportunities, and ended the year with a wonderfully successful holiday party and town hall meeting.

There was a sense of excitement at the holiday party and town hall meeting. Members enjoyed a wonderful buffet dinner and the

see "New Year," page 2

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opportunity to socialize with members: the room was filled with the buzz of conversation. After dinner, we held a town hall meeting where chapter issues were openly discussed and new ideas were brought forward to the Board.

The membership voted on keeping the self-introductions and the announcements at the beginning of each chapter meeting. Possible fundraising ideas were discussed and this issue will be looked into further in the new year. There was a lively discussion about public relations during which the Doo-Dah parade received an overwhelming interest as a way to raise aware-

ness about NAPO-LA. Karen Fulks volunteered to chair the event... stay tuned for more details! Thank you to Dorothy Breininger for faci-

***"You can do anything you wish to do, have anything you wish to have, be anything you wish to be." Robert Collier***

tating a great town hall meeting.

As we look into the New Year, it is time for the NAPO-LA Board to review the 2004-2005 Board of Director candidates. The chapter

will be holding elections in March for the next Board of Directors. If you are interested in being a part of the exciting NAPO-LA Board, please contact me at: marilyn-crouch@napola.org to inform me of your requests.

If one of your goals for the new year is personal growth, expansion of your expertise and/or advance of your business, the 2004 NAPO-LA Annual Conference is a great place to start. If you have not already signed up for the conference, visit [www.napola.org](http://www.napola.org) and register for this amazing conference. Learn how to "Balance Your Life!"

## **2004 NAPO-LA Annual Conference NEEDS YOU!!**

As many of you know, in February our very own NAPO-LA is honored to have Julie Morgenstern as the keynote speaker at our Annual Conference.

With such a great keynote speaker, we are anticipating an awesome turnout. We hope that you will volunteer so that we can make this the best Annual Conference that NAPO-LA has ever hosted!

The Conference Committee will be looking for volunteers to help us on February 7, 2004. If you have not already signed up to be a volunteer, please send an e-mail to us at [Conference@napola.org](mailto:Conference@napola.org).

We look forward to seeing all of you at the 2004 NAPO-LA Annual Conference.

### **January Program**

# **Financial Planning and the Professional Organizer**

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

Let me begin by saying that I think our November meeting turned out to be a big success. The chance to mingle and talk to everyone was a great experience for me. I always feel rushed to keep on schedule during a meeting, but this time I was able to finish conversations and really get acquainted with some new people. I hope all of you who attended enjoyed meeting newer members as well as reconnecting with ones you have known for years. And the desserts people brought...well, I just *know* that part was a big hit!

The NAPO-LA Board of Directors would like to thank all of you who shared your thoughts, opinions and insight during the town hall meeting. This is your chapter too and we are always striving to make it the best it can be. We will be working in the future to implement suggested changes and at the same time, explore new and exciting things for our chapter.

Our January meeting theme will be

about MONEY - always a necessary topic of discussion. Jason Ridle of Northwestern Mutual Financial Network will be joining us to discuss what to do with the income we make as professional organizers. The topic he will be presenting to us at the meeting is "Insurance and Financial Planning for the Self-Employed." Whether the priority is spending, saving or investing, he will give us tips on how to plan for our futures. He will also allow time to take questions from chapter members. Please be sure to join us for this meeting, which will provide a great deal of important information.

### **FUTURE MEETINGS**

**February:** Golden Circle Panel

**March:** Products for the Professional Organizer

**April:** Case Studies from Chapter Members

# Successful and “Highly Organized”

Former teacher and NAPO-LA President Offers Her Expertise for Auction

*Jean Furuya, The Office Jeanie*

Dolores Kaytes is passionate about helping people to feel more in control of their lives, work and offices. Her company, Highly Organized, founded in 1998, has helped many successful entrepreneurs and corporate executives retrieve the time they waste looking for things.

Armed with a Bachelor's Degree in Education, Dolores spent six years in the classroom. Teaching started her on the path to organized and efficient planning, and helped her to realize that she had the talent, creativity and skill to teach individuals and audiences how to live and work more efficiently, with less effort and stress.

She segued into the business world where her talents for organizing and raising productivity were eagerly snapped up.

In 1992, Dolores moved from Pennsylvania to California where

she became the administrator for the Law Offices of Irving Einhorn, former Regional Administrator of the Los Angeles office of the SEC. She streamlined the operation of the law office so successfully that she pared her job down to that of part-time status. Dolores then took the initiative and launched Highly Organized.

The growing demand for information about simplifying, de-cluttering, and improving efficiency lead her to add public speaking to the services she offers. An effective communicator, her dynamic and energetic style combined with effective material that gets results, have made her a highly sought after speaker. She offers a wide variety of topics for meetings, workshops and conferences.

Memberships and Affiliations:

- As member of the National Association of Professional

Organizers, she has served on the Board of the Los Angeles Chapter as President, Workshop Director, and Program Chair.

- Member of Women's Referral Service, a business networking group that screens members for quality of service before referring them.
- Chair of the Board of Directors for Women in Recovery. She chaired their annual dinner gala/silent auction for three consecutive years.

Dolores also makes time to walk at the beach, travel and spend time with her husband and four daughters. She resides in Los Angeles, Calif.

## E-mail Bounce-backs

The Chapter routinely sends out approximately two e-mails each month containing the newsletter and important announcements. These e-mails are sent from the website using the e-mail addresses each member has on file.

Recently, each blast e-mail has resulted in several bounce-backs from members' e-mail spam programs. These have been predominately returned due to a program called Declude JunkMail ([www.declude.com](http://www.declude.com)) on several servers including AOL and Yahoo. Many members are not aware that their e-mail servers started using this program to scan spam.

We will notify each member just one time that their e-mail has bounced back. The affected members must update their spam program settings to allow e-mails from [admin@napola.org](mailto:admin@napola.org) if they wish to continue receiving these important Chapter e-mails.

Please take a minute to make sure your spam settings are correct.

## CALENDAR

Useful events to promote your business

### January

- Nat'l Clean Up Your Computer Month
- 5 Organize Your Home Day
- 12 National Clean Off Your Desk Day
- 19 Q&A Night w/Veteran Organizers
- 26 Board Meeting: 2:30pm
- 26 Chapter Meeting: 6:15pm

### February

- National Time Management Month
- International Expect Success Month
- 7 NAPO-LA Annual Conference
- 23 Board Meeting: 2:30pm
- 23 Chapter Meeting: 6:15pm

### March

- 1-7 National Procrastination Week
- 4 International Scrapbooking Day
- 9 Organize Your Home Office Day
- 15 Q&A Night w/Veteran Organizers
- 22 Board Meeting: 2:30pm
- 22 Chapter Meeting: 6:15pm

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## October Volunteer of the Month

# New Passion Found in Organizing

Talia Eisen, Clarity Professional Organizing/NAPO-LA Secretary

### Toni Scharff, The Simplicity Project

Toni Scharff began her business, The Simplicity Project, five years ago, along with her membership in NAPO-Los Angeles.

Her work centers predominately upon residential organizing including home offices and small offices. She organizes peoples' kitchens, closets, garages, manages mail and paper processing, and even reorganizes purses for simplicity and ergonomics.

Toni says that the bottom line is that when she gave up corporate work and began her business, her happiness soared, and her level of tension went down measurably.

When asked where she saw herself heading these days, Toni spoke of her first public speaking

gig, something she found that she loved doing. Toni explained, "My mother had a friend named Vera, who was a quilter. She was of the old school, of those who sewed every tiny stitch by hand. I went to see her collection one day, and as she flipped up the corners of quilt

after quilt, she confided, "I'd rather do this than eat."

Although Toni doesn't expect to waste away from not eating, she knows she has found a new passion in organizing to focus on in 2004.



Toni Scharff and Claire Flannery in festive wear at NAPO-LA's Holiday Dinner in November.

Photo by Evelyn Gray, GO Get Organized

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## November Volunteer of the Month

# From Sales to Organize and "Simplify"

Talia Eisen, Clarity Professional Organizing/NAPO-LA Secretary

### Claire Flannery, Simplify

Claire Flannery recently retired from a thirty-one year career as a Regional Sales Manager for the *Boston Globe*. She found NAPO through the Internet and went to her first meeting in February of 2003. She joined right away.

"I love it," she says of the new career choice. She enjoys the immense satisfaction of creating order out of chaos, and seeing big smiles on the faces of her clients when she's done.

She prefers residential organizing, but

does corporate organizing as well. She also did her first speaking engagement, which went well and earned her a return invitation.

Claire co-chaired Get Organized Week this year with Toni Scharff. They did a fabulous job, pulling the event together in very little time and with great success. Habitat for Humanity-LA was thrilled with the work our chapter volunteers did and the volunteers came away filled with a sense of satisfaction.

Claire is married to Frank whom she describes as a wonderful and sweet

guy who is very supportive. She has a 29-year-old son who also lives in Los Angeles.

She and her husband enjoy traveling and just came back from a trip to Amsterdam and Brussels in November. They are going to India and Nepal in February. Their previous travels have taken them as far and wide as Africa, Egypt, Morocco, Europe, China, Turkey, Thailand and Vietnam. She has had some of her travel stories published in the *Boston Globe*, where she used to work.



## Golden Circle in 2004

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

The Los Angeles area Golden Circle members are looking forward to this next year's calendar of dates when we will join together to share, support and network with other veteran NAPO members. Our meetings are held quarterly and the dates for these meetings in 2004 are: January 18th, April 17th, July 17th and October 16th. We look forward to our first meeting of the year hosted by Esther Simon and Marcy Melton.

All NAPO members who have been in business for a minimum of five years and also been a NAPO member for one year qualify for membership. For additional information, please contact Ann Gambrell at 310-212-0917 or [gambrellann@aol.com](mailto:gambrellann@aol.com).

## MET Classifieds

The first MET (Mentoring, Education, Training) Classifieds have been published!

This is a booklet of veteran members who offer classes and/or coaching to new and prospective organizers. They are available in PDF to anyone in the Becoming a Member section of the website.

This is a great way to invest in your business and get all your questions answered!

# Help Clients Get Organized in 2004

*Bill Pedrotti, Organized Living*

In addition to losing weight and exercising, getting more organized – whether at home or work – ranks among the most popular New Year's resolutions. But sticking with that resolution can be a challenge. According to American Psychologist magazine, 25 percent of resolutions will be abandoned within the first 15 weeks of the New Year. As a professional organizer, you can help your clients keep this resolution beyond the month of January.

Encourage clients to begin with a quick success project to gain momentum and build confidence to move forward with other organizing projects. An easy way to begin is to tackle what must be done this time of year anyway – packing and storing holiday decorations. Organized Living has the tools to help, and best of all, they are on sale through January 25 during our "New Year's Organizing Sale." Some of the items we feature to help with storing holiday decorations include:

- **Tree Storage:** Safeguard your artificial tree from dust, moisture and pests by using a stackable tree box with snap-tight lid or a heavy nylon bag.
- **Wreath Storage:** Clear boxes or bags allow you to keep wreaths in perfect condition and easily identify them next year.
- **Holiday Light Reel Storage:** Take a no-tangle approach to storing holiday lights with a light reel that allows for unwinding in seconds.
- **Stacking Storage Totes:** Keep the dust out with this basic solution for holiday storage.
- **Gift wrap organizers:** Reduce hunting for wrapping supplies with convenient organizers that store everything from bows to bags.
- **Tote-n-go bow box:** Keep all your bows, gift tags and small holiday knick-knacks in one place. This stackable polypropylene box features a soft comfortable handle and secure latch.
- **Ornament storage box:** Protect holiday keepsakes for generations in compartmentalized boxes, some of which store up to 100 ornaments.
- **Holiday dinnerware storage:** Protect your holiday pieces with this heavy-quilted fabric and foam cushioned storage solution.
- **Acid-free archival shred and tissue:** Protect fragile ornaments and valuable holiday decorations from the harmful effects of environmental contaminants.

Organized Living has thousand of clever organizing products and a trained staff to help you keep your clients organized throughout 2004. There are two locations to serve you:

The Original Farmer's Market  
110 S. Fairfax Ave.  
Los Angeles, CA  
(323) 954-8799

The Shops on South Lake Ave.  
Upper level next to Trader Joe's  
345 S. Lake Ave.  
Pasadena, CA  
(626) 793-7974

*Reprinted and unedited by LA Organizer*

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# Facilitating Referrals with Confidence Selling™ Sales

*Kathleen Schulweis, Confidence Connections™*

Has this ever happened to you? A satisfied client says: "I referred my friend to you, so expect her call today or tomorrow. She's so excited about your services and said she would call you immediately." But you never get a call.

What's going on here? Sometimes the answer is the obvious one: that the person has no intention of calling. But very often the reason is that the FEAR of SALES PRESSURE is getting in the way. Here are some suggestions on how to remove pressure from a potential client conversation, and increase the likelihood of a call and an opportunity to bid on the job.

Start by suggesting that these comments be made by your client to the potential one: "If you are interested in making a referral to me, it is because you know how much I can help, but can you remember how you felt before we started working? That is how your friend feels now. You can try saying some of the following to ease her into making a call":

- "If you are at all interested in speaking with my professional organizer, you can feel confident calling her as she is very professional and will not pressure you into working with her."
- "I can attest to her professionalism and interest in determining your needs and sensing if there is a match with the two of you."
- "Please do not worry about being pressured if you call her. She will not suggest that she work for you, she will

wait until you make that decision!"

- "If you call to inquire about her services, she will not make you feel guilty or pressure you to buy her services."

That's a lot of content but if your client can boil it down to "it's safe to call her as she will not pressure you," then I can guarantee that the rate of calls from referrals will rise dramatically.

What these comments do is make explicit the fact that there is this fear of sales pressure and it is certainly what keeps some people from calling a referral. The buyer may not make a call for fear that there is an implied purchase when they do. If we can remove the anxiety that an implied purchase exists, then we have made it safe for them to just call for a discussion.

When the referral calls, what I say is, "There is no pressure here. Why don't we just talk about your needs and see if I am even the right coach for you. If I am, we will know it. If not, then I can easily refer you to someone else who would better suit your needs. My primary interest is in understanding what you need and want. Does that makes sense to you?"

The goal is always to take the pressure out of the discussion or referral but that goal is not always so easy to attain. Practice shifting your mindset to serving the needs of the potential client or referral and not on closing the deal, and that will give an easier flow to your no-pressure language.

## Tax Notes for 2004

### IRS Announces Increase in Auto Mileage Deduction

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

Standard mileage rates	2003	2004
Business driving	36 cents/mile	37.5 cents/mile
Medical driving	12 cents/mile	14 cents/mile
Moving expenses	12 cents/mile	14 cents/mile

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## On time management:

"You don't want to schedule everything down to the minute because something unexpected always comes up. That's the one thing you can count on."

Julie Morgenstern,  
Entrepreneur.com, Oct. 2000

## NAPO-LA Website Hits

Chris Janetsky, All Organized/ NAPO-LA Webmaster

	<u>Oct. 2003</u>	<u>Nov. 2003</u>
Calendar	527	367
Find An Organizer	2,863	2,472
Home Page	4,918	4,382
Click On Individual Organizer	1,236	868
Become A Member	173	202
Cumulative Hits	17,052	16,895

# Keeping The Family Organized

Esther Simon, *The Traditional Home Organizer*

Now that the holiday season has come to a close, an important aspect of entering the new year is that it provides the perfect opportunity to look at the organization within the family unit. Make time to sit down with your family for a group discussion where setting goals and making plans that involve everyone in the house is the primary purpose. Items to be discussed can include but are not be limited to: the allocation of chores, the planning of vacations, who is going to camp during the summer, etc.

This is a great time to get organized for the new year by planning together and brainstorming what you as a family would like to accomplish. Give each member tasks, chores, jobs, or habits to correct. Some chores could include fixing the house, some may include cooking meals, healthy diet plans, exercise as a family or individual behavioral changes that require cooperation of the family as a unit. For example, when there is a need to change a bedtime for a younger child, involving everyone in the process so they know what role they must play in order to accomplish this will help make it possible. For instance, they may need to leave a room, clear the dinner dishes, or read the bedtime story.

Having a family calendar is a must for a busy household and should include carpool information, extra activities, and family events. Post the calendar in a visible place and keep it up to date.

Remember that planning is the key to staying organized. Organization within the family, where expectations are clearly defined, can help prevent stress and conflicts that otherwise might occur, due to lack of information between family members.

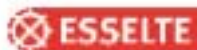
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# NAPO-LA's Newest Members

## Our Chapter is Growing Fast!

### June

Andy Frasure  
Andy's Organizing  
Sherman Oaks

### July

Monica Bellows  
Organizer OutSource  
Torrance

Laurie Clarke  
Life Simplified  
Sherman Oaks

Shelby Cove  
Cove Consultants  
Newport Beach

Barbara Roscoe  
Love Your Space  
West Hollywood

Anne Sanregret  
Organizing & Goal Setting  
Diamond Bar

### August

Kelly Esquivel  
L.A. Organizers  
El Segundo

Marilyn Prewoznik  
Santa Monica

Dee Saar  
Dee Saar, Space Diviner  
Studio City

### October

Elizabeth Butler  
Extra Wife  
Pasadena

Sara Getzkin  
Hands On! Organizing Services  
West Toluca Lake

Rosalind Lakomy  
Clearing Space  
Santa Monica  
Mary Lasnier  
Lomita

Charlotte Mathews  
Extra Wife  
Altadena

Peggy Stavropoulos  
PS Just 4 You, Coaching and  
Organizing  
Moorpark

Gayle Westrate  
Extra Wife  
Pasadena

### November

Lisa Lewis  
Simply Organized  
Los Angeles

Cyndi Seidler  
HandyGirl Professional Organizers  
Burbank

## Abbreviated Minutes November Board Meeting

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

1. The Board has set a goal of doubling last year's attendance at the Annual Conference.
2. One or two new Web Master volunteers are needed to help with the web site management.
3. Members need to check their spam settings to avoid NAPO-LA blast e-mails from being rejected.
4. New member spotlight will return to the newsletter.

## Membership Report

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

Nov. Mtg. Attendance.....	52
Members.....	52
Guests.....	0
New Member.....	2
Total Membership.....	88

## Q&A Night with Veteran Organizers

**January 19th, 2004 • 6:30-8:30pm**

This is an opportunity to have your questions and concerns addressed and answered by two veteran NAPO members.

To ensure the success of this program we ask that you bring a list of your questions and be prepared for an informative and interactive discussion as well as time for networking.

Cost: \$50. Complete details and registration are on-line at [www.napola.org](http://www.napola.org) in the Calendar section.

**The registration deadline is January 12, 2004.**



# NAPO-Los Angeles Who's Who

## 2003 - 2004 Officers

**President:** Marilyn Crouch  
MarilynCrouch@napola.org  
(310) 375-9927

**VP Membership:** Nicole Juarez  
NicoleJuarez@napola.org  
(909) 476-8448

**Program Director:** Heather Thompson  
HeatherThompson@napola.org  
(818) 621-7185

**Communications Director:**  
Chris Janetsky  
ChrisJanetsky@napola.org  
(562) 673-7271

**Secretary:** Talia Eisen  
TaliaEisen@napola.org  
(310) 914-5426

**Treasurer:** Robin Davi  
RobinDavi@napola.org  
(805) 522-9687

**Past President:** Tanya Whitford  
TanyaWhitford@napola.org

*Check out the great shopping at:*  
**[napola.org/mall.cfm](http://napola.org/mall.cfm)**  
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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

**MET Program Coordinators:**  
Jean Furuya, Barbara Ricketts, Tanya Whitford

**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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(Becca McFadden) [becca@napo.net](mailto:becca@napo.net)

### 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  
PMB 134, 10573 W. Pico Blvd.  
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
Website Listing (Oct. 1 to Sept. 30)	\$55
Out-of-State Individual (Oct. 1 to Sept. 30)	\$50
Associate Member (Oct. 1 to Sept. 30)	\$150
New/Lapsed Member Processing Fee	\$10
Meeting Fee	\$7

### Non-Members

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

## The L.A. Organizer Staff

**Editor:** Dee Saar  
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**Copy Editors:** Sheila McCurdy, Cheryl Perkins, Karen Simon

**Staff Writers:** Talia Eisen, Jean Furuya, Gloria Schklair, Kathleen Schulweis, Tanya Whitford

**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](mailto:DeeSaar@napola.org).

**Deadline:** The fifteenth of the month for any submission.

**Advertisements:** Send ads in .tif or .jpg format to [LaurieClarke@napola.org](mailto:LaurieClarke@napola.org). All ads and payment must be received by the 15th of the month for submission. All payments to be arranged with Robin Davi.

Size	Member	Non-Member
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