

The L.A. Organizer

Volume 11, Issue 4

NAPO - Los Angeles

February 2004

President's Message

Add To Your Organizing Tool Box

Marilyn Crouch, Avenues to Organization / NAPO-LA President

As the new year arrived, I asked myself, "What direction is my business going?" Three years ago, when I started my organizing business, I was totally consumed with getting a new business off the ground.

Now, three years later, I'm taking the time to really look at the development of my business, how it is going and how I can grow that business, increase the scope of my skills, and advance as a person. Are you interested in developing yourself and your business? Here are some ways I have found to add new skills to the organizer's toolbox and move a business forward:

- Education, education, education. NAPO National is in the process of unveiling a new educational program, and we will be seeing some exciting opportunities available in the near future.
- The NAPO-LA Annual Conference and the NAPO National Conference are great places to learn new skills, sharpen skills, network, and make new contacts and friends.
- The NAPO-LA MET (Mentoring, Education and Training) program is getting off the ground and you will soon be seeing new educational oppor-

tunities. Check out the MET Program on the NAPO-LA website under the "Becoming A Member" section.

- The National Study Group on Chronic Disorganization (NSGCD) is a great organization that provides many educational opportunities where one can earn certificates, become certified, and expand on a knowledge base. Check out their website at: www.nsgcd.org.

- Coaching is another tool that many organizers have found to be extremely helpful when it comes to working with

see "Tool Box," page 2

February Program

Day-to-Day Client Management Issues Program to Feature Golden Circle Panel

Heather Thompson, Organization Matters / NAPO-LA Program Director

Once again, it's the time of the year for the NAPO-LA Chapter monthly meeting that features a panel of our Golden Circle members. Five of our Los Angeles Golden Circle members will deliver a question and answer panel presentation.

The Golden Circle is a prestigious designation for members who have been in the business of organizing for five years or more. This panel of veteran members will address questions regarding problems and situations pertaining to "Day-to-Day Client Management."

The Golden Circle Panel will include: Beverly Clower, Office Overhaul; Lynn Hall, Clutter No More, Inc.;

Jean Furuya, The Office Jeanie; and Esther Simon, The Traditional Home Organizer. The panel discussion will be facilitated by Dorothy Breininger of Center for Organization & Goal Planning.

The panel will address previously submitted questions from the membership and also welcome questions from the audience. You will not want to miss this informative and educational program at the meeting on February 23 at 6:15 P.M.

Thank you to Jason Ridle of Northwestern Mutual and Chris Tagawa of TH Management, Inc. for talking about taxes and money matters as they pertain to professional

organizers at the January meeting. Please contact Jason at (818) 887-9191 if you have any questions.

FUTURE MEETINGS

March: Great products for organizers
May: Case Studies from our chapter members

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clients.

- Many communities have adult education classes where skills can be learned, e.g., computer classes, bookkeeping, organizing and personal growth classes.
- Being a part of NAPO-LA as a volunteer and board member while involved in moving the chapter forward is extremely fulfilling and educational and has helped me to move forward in my personal as well as my business growth.

When it comes to my own business, the new year promises my commitment to the following: a six month coaches' training, a "Break Through to Success" seminar, acquiring new computer skills, and continuing to add new skills to my toolbox.

I challenge you to ask yourself "What direction is my business going?"

CALENDAR

Useful events to promote your business

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

April

- Tackle Your Clutter Month
- 8 Internat'l Feng Shui Awareness Day
- 28 NAPO National Conference begins in Chicago

Is Your Computer Safe?

Glorya Belgrade Schklair, The Practical Organizer

Most of us are aware of how important it is to have systems for protecting our computers from corruption, loss of information, invasion from viruses, etc. Losing information we have stored that could be crucial to our business would be disastrous. But there are other seemingly "small," very important actions we can take to protect our equipment and its contents.

According to Bill Husted, whose column "TechnoBuddy," appears in the Thousand Oaks/Moorpark Star, "...computer users need to be especially vigilant about protecting their personal computers from the subtle ways electricity can shorten the life of a computer. Fluctuations in voltage, as well as power surges caused by other appliances, produce damage that accumulates over time. Because some cheapo surge protectors are really just fancy extension cords, make sure the one you buy is identified on the packaging as a 'transient voltage surge suppressor.' You can also look for an Underwriters Laboratory rating (the UL sticker). The minimum rating for surge protectors is UL 1449."

An uninterruptible power supply with a built-in surge protector is even better. The built-in battery will power your computer long enough to let you shut it down correctly if the power goes out.

The Practical Organizer, Inc., has had a Belkin Uninterruptible Power Supply (UPS) unit for many years. During the California fires, the electric power failed and my Belkin saved the day. It was programmed to correctly shut down the CPU and monitor. Belkin power supplies can be purchased at any electronic store. Belkin Components, Ltd., is located in Compton at (310) 898-1100. If you call them and give them the specs of your computer, they can tell you which model is best. Surge protection is also included with additional outlets (without battery back-up) for your DSL line, fax, printer and copy machine.

Famous in the computer industry for computer protection, is APC, American Power Conversion, whose only focus is computer protection. Do the research! The correct protection is not a luxury; it is necessity!

Membership Report

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

Jan. Mtg. Attendance.....	60
Members.....	50
Guests.....	10
New Members.....	6
Total Membership.....	95

If you are considering the purchase of new computer equipment, be aware that 2004 is bringing new state laws. New fees will be imposed on the purchase of new computer monitors and TV sets starting July 1 to fund a statewide electronics recycling program.

Time with Organizer Specializing in ADD, Learning Disabilities to be Auctioned

Jean Furuya, *The Office Jeanie*

Sheila McCurdy started CLUTTER STOP in March of 1993. She has a college degree in Management, 20 years experience in corporate America as a Human Resources Director and special training in physical environment management.

She has a great deal of expertise in organizing and de-cluttering home and office environments. Her specialty is helping to organize those with ADD, dyslexia, learning disabilities, hoarding issues and mild traumatic brain injuries. Within that scope she also helps clients with behavior modification, budgeting, scheduling and setting goals.

Sheila has been a member of NAPO since 1995, is currently a copy editor for the *L.A. Organizer* newsletter and volunteers in the mentor program for new organizers. She has also served as the Ethics Chair, Certification Chair, and the National Hotline Coordinator for the 626, 760 and 909 area codes.

She is a member of NAWBO, the National Association of Women Business Owners, where she is currently the Member Services Representative for the Inland Empire Chapter, and also holds the title of past president of this organization.

Sheila currently runs a free support group for organizationally challenged adults in Upland, Calif. and gives seminars, workshops and classes to various groups on home and office organizing. She has published a booklet called, "The Permanent Solution," now available on her website as an e-book, and a book entitled, "The Floor is not an Option!" also available on her website and through Amazon.com.

Married since 1960, Sheila has two grown daughters, three grandsons and one granddaughter. She resides in Upland with her husband, Lyle.

Member in the News

Sheila McCurdy of CLUTTER STOP was interviewed and photographed with her book, *The Floor is not an Option!*, for an article that appeared in the *Daily Bulletin* (the inland empire newspaper), on January 17, 2004. Two events were reported in the article: a class on home office organization that same day for the city of Chino Hills and sessions on home organizing and "Why God Wants Us Organized," at the Life Bible Fellowship Church in Upland on February 7.

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MET Program Rolls Out Q & A Nights

*Tanya Whitford, Organizing
Wonders/NAPO-LA*

On January 19th, NAPO-LA held its first "Q & A Night with Veteran Organizers." This event is part of the new MET Program (Mentoring, Education & Training).

Seven new and prospective organizers signed up to learn from veteran organizers Dolores Kaytes and Barbara Ricketts. Dolores was on hand to offer her experience in business organizing and Barbara shared her knowledge of residential organizing. Together, they were able to provide a wealth of information, answering all questions posed by the attendees.

The evening received very high marks from the attendees, who expressed their hope that we will make the nights even longer in the future. It was a very successful first event for the MET Program. The next scheduled Q & A Night is March 15th.

The MET Program also recently released the first edition of the MET Classifieds, a resource for new organizers looking for education, and an advertising venue for those veteran organizers who teach classes or mentor new organizers as part of their business. These classifieds are available for download on our website in the "Becoming a Member" section and are passed out to visitors at Chapter events. We hope that the MET Program proves beneficial to everyone. You can always find the latest information about this program on our website. ●

Selling Made Simpler and Without the Anxiety

Kathleen Schulweis, Confidence Connections™

Do you believe sales people are born and not made? Do you think selling just isn't for you? If so, then I challenge you to consider the following concept: selling can be simple and joyful.

It does not have to be an activity filled with pressure, angst or fear of failure. Selling does not have to result in feeling desperate and vulnerable. Instead, it can be a simple conversation that helps develop a relationship between you and your prospective customer. Take the focus away from the pressure of the selling aspect so that the prospective customer does not become your target. You don't have to feel like you are stalking them. And best of all, you can learn to get to the truth so that you are not left wondering if your prospective customer is ever going to turn into a real one.

How? It is simple. Instead of focusing on the anxiety of selling, develop a mindset that places focus on the creation of joyful communication. Begin by listening to the needs of the potential client, focus on the conversation and what you are hearing by staying disconnected from the outcome. Believe that you are free to set limits and to say no. Put yourself into the selling zone I call "Confidence Selling." That is the zone you are in when you have had a great conversation with a prospective customer and you feel empowered and in control. The trick is to know how to get to that zone on a regular basis.

One way to move toward the zone of Confidence Selling is to set confidence-building goals. These are goals that are realistic, and are consistent with your values. So, for example, my sales goals for the year 2004 are not

see "Selling," page 5

NAPO-LA's Newest Volunteer to Document Chapter Events

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

We have a Scrapper! She is Mary Lasnier and she will be taking over as the L.A. Chapter Historical Information Scrapbooker. Mary loves to scrapbook and is anticipating the documentation of the Los Angeles Chapter happenings!

She looks forward to receiving any recent or not-so-recent photos. If you have photos to donate from national conferences, L.A. conferences, meetings, Golden Circle and other events, mail them to her or bring the photos to the monthly meetings.

If you have any questions, contact Mary at (310) 530-3384 or via e-mail marylasnier@yahoo.com.

from "Selling," page 4

about the number of e-books I will sell, or the number of clients I will train, or the number of homes and offices I will organize. Instead, my sales goals are for the number of networking events I will attend, the number of pleasant conversations I will have with potential clients, the number of presentations I will provide, the number of training sessions I will organize, and the number of new relationships I will develop.

These goals increase the opportunities I have to grow my business without feeling like I have to be a high pressure or "born" salesperson. I can embrace these goals because they are highly consistent with my values of confidence, respecting others and enjoying my work.

Are you approaching growing your business with fear or trepidation? Do you avoid making those phone calls to prospective customers for fear you will not be in control of the conversation? Have you promised yourself to develop your presentation skills, but not taken any action? If so, then it is time to consider building your confidence. Re-evaluate your goals for 2004 to include ones that will build your confidence, take the pressure and tension out of your selling, and make your selling strategies consistent with your values and the reasons you became an organizer in the first place. ●

Donate-A-Phone Campaign a Recycling Success Story

Robin L. Davi, Simply Arranged / NAPO-LA Treasurer

When we first introduced the "Donate-A-Phone" recycling program last year, we never dreamed that our members would collect over 120 phones, car chargers, batteries and accessories. WOW!

The response was incredible. Not only were we recycling old cell phones and helping the environment, we were also helping many recipients all around the country.

Since 1993, The Wireless Foundation has provided nearly 100,000 wireless telephones and associated airtime to neighborhood watch groups, victims of domestic violence, classroom teachers and Native American communities. In addition, since 1999, the Foundation has safely recycled an estimated 200 tons of obsolete or badly damaged wireless phones and accessories that otherwise would have ended up in landfills.

NAPO-LA packed up over nine boxes of phones and shipped them out in October. I am happy to report that the chapter received \$133.00 for our efforts, which was put into the general fund for future fundraising efforts.

I personally want to thank all of you,

your clients, families and friends who helped contribute to this very worthy and much needed campaign. Kudos!

Although we are no longer collecting old cell phones, should you, a client or anyone you may know wish to donate their used phone to this wonderful cause they can do so at any Sprint PCS Store or Franklin Covey Store, or they can refer to www.donateaphone.com for additional information.

On behalf of the Los Angeles Chapter Board of Directors, thank you again for making this a huge success. ●

Editor's Note: Apologies to Robin Davi for the omission of this article that was to appear in the January issue.

NAPO-LA Welcomes Our Newest Members

October 2003

Melanie Orndorff
Centered Space Coaching
Los Angeles

January 2004

Robin Henning
Santa Monica

Tina Russek
Perfect Package Productions
Culver City

Susan Slay
Organizing Room 2 Room
Santa Clarita

Lyn Wadleigh
Let's Get Organized!

Abbreviated Minutes January Board Meeting

Talia Eisen, Clarity Professional Organizing/ NAPO-LA Secretary

1. The board made an important scheduling change for Spring, rescheduling the April 2004 chapter meeting to May 24th.
2. The Board term has been changed to begin in May rather than in June; this is consistent with new NAPO guidelines.
3. The MET Program's first Q&A night was held on Monday, January 19, and went very well.
4. Individuals or businesses wishing to become Associate Members can now sign up online on the "Become a member" page of the NAPO-LA website.

Golden Circle

New Projects and Annual G/C Panel in the Works

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

Seventeen Golden Circle members met January 18th for their first quarterly meeting of the New Year.

Esther Simon and Marcy Melton so graciously hosted the event in the Simon home. Along with a delicious meal, we shared much conversation, networking and laughter, as we became better acquainted with each other.

In an effort to facilitate learning more about each other, Esther asked each of us to share how we usually spend our Sundays. Since this is, on the average a non-working day, it was interesting to hear how others relaxed from their usual busy schedules.

Ann Gambrell, Chapter Golden Circle Liaison, shared information on the many National Golden Circle activities and volunteer opportunities available to members. Included were the monthly G/C Teleclasses, the new Tips Calendar project, Quantum Leap, and the G/C Columns in the national and chapter newsletters. Also discussed was our second annual Golden Circle Panel program to be presented at the February chapter meeting.

We rounded out the afternoon with a tour of Esther's home where she has managed to organize her family of seven children. Very impressive! Kudos to Esther!

The next meeting is scheduled for April 17, 2004 to be hosted by Glorya Schklair and Beverly Clower. Mark your calendar!

Golden Circle membership is available to all NAPO members that have been in business a minimum of five years and a NAPO member for one year. Applications must be made through NAPO National. Although we encourage chapter membership, it is not required for Golden Circle membership. For additional information, contact Ann Gambrell at the monthly meetings or at gambrellann@aol.com.

Embrace Leadership at NAPO-LA

It's Time for Board of Directors Nominations

Talia Eisen, Clarity Professional Organizing / NAPO-LA Secretary

As we start out the new year here at NAPO-LA, it is time to start thinking about elections which are held each March. We are looking for members in good standing who are interested in taking on a leadership role in our chapter by volunteering for a position on the Board.

This is your chance to make a difference and help the chapter, all the while getting to know some wonderful people and expanding your own horizons. If this is something you think you might like to do, now is the time.

Serving on the Board of Directors is a great opportunity to get to know people, network and learn how the chapter operates. We will be opening the floor for nominations at the February meeting, elections will be held in March and the newly elected officers' term begins in June. If you are considering volunteering or nominating someone, the descriptions of positions are included below:

PRESIDENT: Duties include supervising the Chapter's business and activities, organizing and presiding over the Chapter Board of Directors meetings and approving obligations and expenditures of the Chapter.

VP/MEMBERSHIP: Approves, processes, and forwards to the National Office all Chapter membership applications, oversees membership functions and chairs the membership committee.

PROGRAM DIRECTOR: Plans, coordinates and

see "Board Nominations," page 7



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from "Board Nominations," page 6

executes the educational portion of the general meetings.

TREASURER: Responsible for the funds and financial transactions of the Chapter. Prepares monthly reports, annual financial review and budget reports.

COMMUNICATIONS DIRECTOR: Oversees the communications venues used by the Chapter. This includes the newsletter, client referrals, the website and e-mail.

SECRETARY: Recording officer. Prepares and presents Chapter meeting minutes and forwards same to National Office. Maintains an inventory of official supplies and materials. Assists the Vice President with elections and oversees public relations.

All positions above also respond to the President's requests for other duties, as needed.

If you think you'd like to nominate yourself or know of someone else you'd like to nominate, please contact Marilyn Crouch at marilyn-crouch@napola.org.

Getting involved with your chapter is a very rewarding experience. There are so many amazing people who volunteer and you could be one of them. It is a chance to learn and grow, to stretch your abilities, to help the chapter, and help make it the kind of group you'd like it to be.

Invest in Your Business: Go to the NAPO National Conference

Glorya Belgrade Schklair, The Practical Organizer

Here are the top reasons why going to a NAPO Conference is the best investment for your business as a Professional Organizer.

1. You will meet and become friends with other organizers from all over the world.
2. You will advance your skills in order to better perform your services.
3. You will spread the word about your business and your expertise.
4. You will build professional relationships that transfer to excellent client relationships.
5. You will build bridges with Associate Members.
6. You will increase your feelings of self-worth by associating with successful organizers, who will in turn gain respect for you.
7. You will learn techniques to build your business as a self-employed entrepreneur.
8. You will be supporting the Professional Organizing industry.
9. You will be adding to your skills by sharing information with organizers whose specialties are similar to yours.
10. You will be able to notify your clients that you have "just returned from a National Conference," increasing their respect for your professionalism.

Best of all, you will return to your business dramatically energized, enthusiastic to succeed on every level.

Attending a National Conference is a business deduction. This year NAPO's National Conference will be in Chicago. Start saving NOW for this incredible experience!

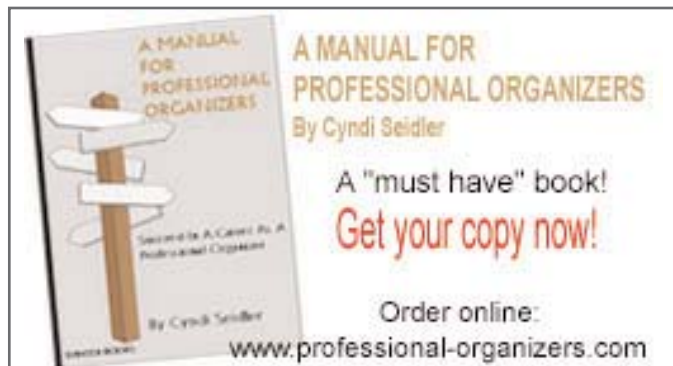
Hint for saving: Open a savings account for the specific purpose of "saving" for Conference. Create the habit of depositing about \$20 (or more) each week, at the same time you are making a deposit to your checking account. Just tell yourself you've earned \$20 less and the money will accumulate painlessly. Be sure to promise yourself not to withdraw funds for any other reason. ●



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The NAPO-LA 2004 Annual Conference Committee Proudly Announces
Bestselling Author Julie Morgenstern
 as Keynote Speaker

Julie Morgenstern, founder and owner of 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.”

Julie 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. During her keynote address she will discuss the strategies of a smart businessperson and how to embody all the qualities of a true professional. Later in the day she will also take questions during a Q&A session for all attendees.

Twelve other sessions will feature topics such as speaking, ADD and the chronically disorganized, networking, Feng Shui, creating wealth and great products. The day’s sessions offer something for all levels of organizer. The conference is set for February 7, 2004 at the Radisson Hotel in Culver City, California. See our website for more information www.napola.org.

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SPECIAL ISSUE

NAPO-Los Angeles Who's Who

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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
(323) 377-1312

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Coordinators & Committee Chairs

Associate Member Coordinator:
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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:
Volunteer Needed

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

Volunteer Coordinator: Mishele Vieira

Webmasters: Cindy Kamm, Chris
Janetsky, Gayle Westrate,
Tanya Whitford

Web Listing Coordinator: Toni Scharff

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.

NAPO Headquarters
35 Technology Parkway
Norcross, GA 30092
Phone (770) 325-3440
Fax: (770) 263-8825
www.napola.net
E-mail: hq@napola.net or
(Becca McFadden) becca@napola.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
DeeSaar@napola.org
(818) 762-6226

Publisher: Laurie Clarke
LaurieClarke@napola.org
(818) 783-5683

Copy Editors: Sheila McCurdy, Cheryl Perkins, Karen Simon

Staff Writers: Talia Eisen, Jean Furuya, Glorja 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.

Deadline: The fifteenth of the month for any submission.

Advertisements: Send ads in .tif or .jpg format to 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
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Full Page	\$50.00	\$100.00