

THE LOS ANGELES ORGANIZER



January 2005

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NAPO Los Angeles

Mission Statement: 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

NAPO Los Angeles Who's Who

President: Robin Davi
(805) 522-9687
robindavi@napola.org
VP Membership: Nicole Pacheco
(909) 476-8448
nicolepacheco@napola.org
Director of Professional Development:
Michelle Quintana
(888) 665-5887
michellequintana@napola.org

Director of Communications and Technology: Chris McKenry
(323) 571-2134
chrismckenry@napola.org

ANNOUNCEMENTS

Our Chapter made a donation to the American Lung Association on behalf of Richard Saar. Richard, who passed away in November, is the husband of NAPO-LA member and newsletter editor Dee Saar.

Please note that our "Get Organized" Month Project of speaking in local schools has been moved back to March. Volunteers will be meeting for a brainstorming session on January 24th prior to the regular NAPO-LA chapter meeting. If you are interested in joining us or would like information, please contact Laurie Clarke at laurieclarke@napola.org.

CALENDAR

January

National "Get Organized" Month
Jan. 10: National "Clean Off Your Desk" Day
Jan. 15: Early Bird Deadline for NAPO-LA Annual Conference

Jan. 24: Chapter Board Meeting - 2:30 p.m.
Jan. 24: Chapter Meeting - 6:15 p.m.

February

National "Archive Your Files" Month
Feb. 5: NAPO-LA Annual Conference
Feb. 8: "Clean Out Your Computer" Day
Feb. 28: Chapter Board Meeting - 2:30 p.m.
Feb. 28: Chapter Meeting - 6:15 p.m.

January Program



Our Biggest Nightmare Jobs and What We Did

Have you ever thought to yourself while working with a client, "This is the worst situation I have ever been in"? Well, you are not alone! Join us in January for a fun, informative and solution-oriented Golden Circle Panel. Our Golden Circle Panel members will include Barbara Ricketts, Karen Fulks and Michelle Quintana. They will each give who five-minute worst -case scenarios with 30 minutes of dynamic Q&A to follow.

Barbara Ricketts will speak on residential organizing, Karen Fulks will talk about offices and paper management, and Michelle Quintana will discuss attention deficit and chronically disorganized clients.

Be sure to join us on Monday, January 24th for what will be a very interesting and insightful discussion!

Our February program will feature Mary Ann Pate, an organizing and productivity consultant from the Bay Area. Her presentation will be on how to do powerful client needs assessments and book multiple appointments.

~ *Michelle Quintana, The Simple Organizer/NAPO-LA Director of Professional Development*

[For more info on NAPO-LA events, click here.](#)

Secretary: Heather Thompson
(818) 621-7185
heatherthompson@napola.org
Treasurer: Cindy Kamm
(310) 836-6471
cindykamm@napola.org
Past President: Marilyn Crouch
(310) 375-9927
marilyncrouch@napola.org

Coordinators & Committee Chairs

Associate Member Coordinator: Barb Schmit
Database/Directory: Tanya Whitford
Golden Circle Advisor: Ann Gambrell
Greeting Coordinator: Toni Scharff
Greeters: Barbara Ricketts, Toni Scharff
Librarian: Lenore Sokol
Meeting Assistant: Sara Getzkin
MET Program Coordinators: Jean Furuya, Ann Gambrell, Barbara Ricketts, Tanya Whitford
New Member Orientation: Jean Furuya, Ann Gambrell
Public Relations: Chris McKenry
Registration Assistants: Susan Honnold, Claire Quinlan, Tiffany Schwartz
Scrapbooker: Mary Lasnier
Volunteer Coordinator: Mishele Vieira
Webmasters: Cindy Kamm, Chris McKenry, Gayle Westrate, Tanya Whitford
Web Listing Coordinator: Toni Scharff

The Los Angeles Organizer Newsletter Staff

Editor: Dee Saar
(818) 762-6226
DeeSaar@napola.org
Publisher: Laurie Clarke
(818) 783-5683
laurieclarke@napola.org
Copy Editors: Sheila McCurdy, Cheryl Perkins, Toni Scharff, Kathleen Wakefield
Staff Writers: Talia Eisen, Deborah Kawashima, Glorya Schklair, Kathleen Schulweis, Tanya Whitford
Photographer: Evelyn Gray
Submission Guidelines: Published 10 times per year. All articles are copyrighted, all rights reserved. Submit text in MicroSoft Word attachment or type directly into e-mail message. Attach visuals as .jpg or .tif. Send to DeeSaar@napola.org.
Deadline: The 25th of the month for any submission.

Advertisements: Ads appear as icons on an html page and

President's Message



Happy "Get Organized" Month 2005

Start spreading the word. January 2005 is "Get Organized" Month and we are at the ready to help sort, purge and organize our clients, friends, family and, yes, even ourselves. As soon as the holidays were over, there they were, television commercials telling us to get in shape, lose weight, shop the amazing sales, and organize our homes, closets, garages and desks.

In addition, every circular in Sunday's paper featured everything from plastic bins, closet systems, filing supplies and so much more to help us become more organized.

Hold onto your hats because we as professional organizers are making a difference. Don't doubt it, because what we offer is not only peace of mind, we eliminate stress, improve our clients' environments and empower them to make time for family, friends and the enjoyment of their lives.

As an organizer, I know that I not only share my energy and my ideas, I also share my talents. I listen to my clients' frustrations concerning many issues, including wanting a more organized home, decluttering and simplifying, putting systems in place and finding a place for everything. The satisfaction of this profession is immeasurable. We are truly clutter therapists offering long-term and permanent solutions for the betterment of others.

Go out this month and teach others to enjoy a calmer and more organized vision for themselves and their loved ones and take pride in your abilities. We are here to stay as "Organizing Ambassadors," making the world a much better place.

Wishing all of you a very Happy and Productive New Year!

~ *Robin Davi, Simply Arranged/NAPO-LA President*

[For more information on Robin and other NAPO-LA Board Members, click here.](#)

2005 NAPO-LA Annual Conference: Organizing For Success!



Speakers to Show Organizers How to Build A Successful Business

WHEN: Saturday, February 5th, 8 a.m to 5 p.m.
WHERE: Radisson Hotel-Westside in Culver City
~ **Early Bird Conference Rates are available until January 15th!** ~ **The final day to register is February 1st.**

Where do you go if you want to find out how to improve all areas of your organizing business? To the NAPO-LA Annual Conference, of course!

Keynote speaker **Debbie Allen** will talk about "Selling Yourself Effectively With High-Impact, Low-Cost Marketing Strategies." Debbie is the award-winning author of *Confessions of Shameless Self-Promoters* and an international speaker with expertise in sales and marketing. Her credentials include having built and sold six highly successful companies and receiving the Blue Chip Enterprise Award from the National Chamber of Commerce for overcoming business obstacles and achieving fast business growth.

The daylong conference will also feature twelve other sessions to choose from, including experts speaking on feng shui, space planning, products, filing systems and business marketing.

Also featured will be a Q&A Session with professional organizer **Stephanie Denton**. Stephanie was recently recognized by Inc. magazine as one of the

include a hyperlink to your website. Send art in .jpg format at 72 dpi to LaurieClarke@napola.org. All art and payments must be received by the 25th of the month for submission. All payments to be arranged with Cindy Kamm. Contact Cindy at CindyKamm@napola.org.

Ad Size: 125x100 pixels
Ad Price: \$25 Members, \$35 Non-NAPO Members
Coupon: This feature allows advertiser to provide a text of 50-75 words for a more detailed description than the sponsor link
Coupon Price: \$35 Members, \$45 Non-NAPO Members

Chapter Membership

National NAPO membership required. Price includes electronic newsletter.

Annual Dues (Oct. to Sept., Annually)

\$85 - Basic Member w/ website referral listing
\$135 - Basic Member w/ website referral listing and paid meeting fees
\$50 - Out-of-State Individual
\$150 - Associate Member
\$10 - New/Lapsed Member Processing
\$10 - Meeting Fee

Non-Members

\$25 - Newsletter Subscription (Annually)
\$15 - Visitor Meeting Fee

National Membership Annual Dues:

\$200 - Individual
\$150 - Associate-Branch
\$250 - Associate-Local
\$550 - Associate-Corporate
\$20 - New Member One-Time Processing Fee

Abbreviated Minutes November Board Meeting

1. The speakers for the 2005 NAPO-LA Annual Conference were approved.
2. The chapter's annual budget has been approved and forwarded to National.
3. The board has voted to update our website in order to make it more user-friendly.

~ Heather Thompson,
Organization Matters/NAPO-LA Secretary

Membership Report

November Meeting
40 - Total Attendance

top-organizing experts in the country. Stephanie is the youngest person ever elected President of the National Association of Professional Organizers and the only person to ever receive both its Rookie of the Year Award and its Founders' Award for lifetime achievements in the profession. Stephanie is a syndicated columnist, and her advice appears weekly in newspapers around the country. She has published over 300 articles on getting organized and has been featured on the front pages of both *The Wall Street Journal* and *USA Today*.

~ Laurie Clarke, *Life Simplified*

[Click here for more information on the 2005 Conference.](#)

Volunteer of the Month



GO Week Coordinator Honored in October

CLAIRE FLANNERY, SIMPLIFY

Claire Flannery was the 2004 "Get Organized" Week coordinator and acted as the liaison between NAPO-LA and Project Angel Food for the event. Claire said that really enjoyed working with all of the NAPO volunteers to make that day such a huge success. The rave reviews from the staff at P.A.F. were a wonderful reward for all the hard work that made the day go smoothly. Claire was recognized as Volunteer of the month at the October NAPO-LA meeting.

Claire is in her second year of early retirement from the corporate world. She found her professional organizing career by accident when she was cruising the net and felt that NAPO was where she wanted to be.

As we begin a new year, Claire shared some of her organizing goals. Her ambitious New Year's resolution for herself is based on the quote, "The first step to inner peace is a clean garage." Claire wants to concentrate on her home base this year, reorganizing every drawer, every closet, every nook and cranny in the Culver City house that she shares with her husband Frank, and cat, Murphy.

Another goal for 2005 is related to time management. She wants to set standards for her personal appointments that she always holds for her clients' appointments. Whether it's five minutes late for lunch with a friend or ten minutes late to the doctor's office, Claire plans to make changes this year. Just as she advises her clients to do, she will prepare ahead (get gas the day before!), watch the clock, set reminders, leave earlier, whatever it takes. She feels it can be done, and this is the year to do it.

Lastly, Claire feels that in exchange for enjoying "the good life," she wants to do more giving back. Claire and her husband both volunteer at Traveler's Aid at LAX once a week. They find great satisfaction in helping travelers on their way, helping them find hotel rooms and arranging transportation. It is rewarding to see big smiles from people not sure of how to get where they want to go. After the dreadful tsunami, it made Claire take stock of the wonderful life she enjoys.

Her passion for travel continues. Claire and her husband are headed to Australia, New Zealand and Fiji in March.

~ Talia Eisen, *Clarity Professional Organizing*

Silent Auction Volunteer

NAPO Founding Member Up For Auction

BEVERLY CLOWER
OFFICE OVERHAUL

Beverly Clower is a founding member of NAPO, which formed in Los Angeles in 1985. She is "office smart," having started her organizing business, Office Overhaul, in 1982, after more than 20 years in the corporate world as an executive secretary and office manager for both large and small businesses.

40 - Members
0 - Guests
1 - New Members
88 - Total Membership

Assistants List

The following people are available to work as an assistant this month:

Debbie Greene
(805) 532-2251

Jodi McDaniel
(310) 503-3877

Beverly Murdoch
(805) 405-9067

Cheryl L. Perkins
(310) 306-1769

Judy Powell
(805) 499-8843

Robin Valdez
(818) 886-9635

New Members

October

Jennifer Auville
Hermosa Beach

November

Associate Member:
Debby Bitticks
Agoura

Debbie Greene
Moorpark

Beverly Murdoch
Thousand Oaks

Judy Powell
Thousand Oaks

Hazel Thornton
Lake View Terrace

Participate in NAPO-LA

The Assistants List is available as a resource connecting those available to serve as assistants for projects of organizers. Submit your request each month you wish to be listed. Include your name, business name, phone, and email address. The list is only for members of NAPO-LA and does not guarantee work. The Assistants List is found in the "Member's Only" section of the website on the membership directory page. To add your name to the list, send an email to Assistant@NAPOLA.org.

Organizing events of members may be listed on the NAPO-LA calendar for only \$30 per month. Include event, date, time, location and your contact info along with 50-word descriptions to Calendar@NAPOLA.org, and your event will be

It was Beverly's extensive experience working with entrepreneurs that led to her idea for professional hands-on organizing services as a small business. Shortly after launching her organizing business, she discovered that demand for her talents was needed in the non-commercial home office as well as in the corporate environment.

Beverly organizes offices and work stations with emphasis on paper management, accessibility, efficiency and ergonomic needs of the client. She is a trouble-shooter for "disaster-zones." She is regularly called upon by managers to deal with the chaos left from years of mismanagement of papers and records, and to restore order. Her consulting and technical services include creating a custom file system and procedures for paper flow. She trains clients to manage and process their paperwork through simple disciplines and how to maintain the file system and/or other procedures she has implemented. She also consults with managers and their assistants on effective teamwork and communication.

Clients of Office Overhaul include large corporations, lawyers, actors, physicians, designers, homemakers, consultants and entrepreneurs in numerous fields. Beverly speaks on the topics of "How to Organize Your Desk to Organize You" and "An Office that Works in the Home." Organization workshops for small groups include "How to Win the Paper Chase" and custom seminars for corporations.

The Silent Auction is a regular fundraiser for our chapter and is held at each meeting. During the meeting the volunteer will be announced and a clipboard will be passed around to everyone at the meeting. Anyone can bid by signing the sheet as it goes around. The highest bidder wins a one-hour in-person or telephone consultation, during which time they can ask anything regarding the professional organizing business.

~ Cindy Kamm, Details, Etc./NAPO-LA Treasurer

Chapter Elections

NAPO-LA Leadership Opportunities!

Are you interested in expanding your skills, getting involved with the leadership of NAPO-LA and taking the chapter to another level? If so, now is the time to submit your desire to run for a NAPO-LA Board of Directors position. 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 of Directors. This is your chance to make a difference and help the chapter 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 new term begins May 15, 2005. If you are considering running, please read the description of positions 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.

VICE PRESIDENT: Approves, processes, and forwards to the National Office all chapter membership applications, oversees membership functions, new member orientation, and the Marketing Director.

SECRETARY: Recording officer. Prepares and presents chapter meeting minutes and forwards same to National office. Maintains an inventory of official supplies and materials. Oversees the chapter historian, librarian and awards. Assists the past President with elections.

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

DIRECTOR OF PROFESSIONAL DEVELOPMENT: Plans, coordinates, and executes the educational portion of the general meetings and oversees the chapter conference.

DIRECTOR OF COMMUNICATIONS & TECHNOLOGY: Oversees

advertised.

Submit your organizing tips for monthly listing on NAPOLA.org. Each "Tip" should be 50-75 words and will be used at the discretion of the editor of this section. Your name and business name will be listed. Send your tips to Tips@NAPOLA.org.

[For more information on becoming a NAPO member, click here.](#)

Quick Links...

- [NAPO-LA Website](#)
- [NAPO Website](#)
- [NAPO-LA Annual Conference](#)

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the communications venues used by the chapter. This includes the newsletter, client referrals, the website, and electronic communications.

DIRECTOR OF MARKETING: Oversees "Get Organized" Month, public relations, media tracking, special events, and product chair.

The 2005-2006 NAPO-LA board will consist of the following five executive positions: President, Vice President, Secretary, Treasurer, Immediate Past President, and three Directorships. With the additional leadership positions, the 2005-2006 NAPO- LA Board will be consistent with NAPO National Chapter Board requirements.

If you think you'd like to self-nominate or know of someone else you'd like to nominate, please contact Past President Marilyn Crouch at marilyncrouch@napola.org or President Robin Davi at robindavi@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.

~ **Marilyn Crouch, Avenues to Organziation/Past President NAPO-LA**

NAPO-LA Activities



NAPO-LA Marches On...and Creates A New Tradition?

On Sunday, November 21, 10,000 spectators braved the cold (for California) and overcast weather in Pasadena and cheered NAPO-LA.'s Organized Synchronized Organizers in the 28th annual DooDah Parade.

Members Barb Schmit and Beverly Murdoch carried the NAPO- LA banner. Nine other lively and agile members formed the synchronized division -- Sttevenn Bennett, Beverly Clower, Claire Flannery, Karen Fulks, Marcy Melton, Michelle Quintana, Barbara Ricketts, Toni Scharff and Tiffany Schwartz -- and were led by a dazzling, non-stop whistle-blowing Tamara Zook, who also arranged our choreography. We wowed the crowds with our spirited and exuberant storage box and file routines, and our chants as "Organizing Authorities" rang through the streets of Old Pasadena.

Spouse (and unofficial member) Gene Schklair built our first DooDah NAPO-LA "float," which member Gloria Schklair reigned upon. She was regally attended to and pushed through the parade route by member Judy Powell. (We're trying to convince Gene to make 50 floats for next year, so *no one will have to walk.*)

Our unofficial NAPO-LA DooDah Queen title has to go to member Evelyn Gray -- with her pink boa flying in the wind as she rollerskated through the streets -- as she captured the true DooDah spirit!

Spouses Lyle Fulks and Dennis Ricketts got the word out to the spectators by passing out mini-flyers with our website information (extras will be available at the January meeting). Carmen Smith, Michelle's partner, added to the fun by joining in our chants and was a good sport about carrying a goofy looking prop. Future organizers, Rebecca Franklin and Elijah Holstein, kept up our spirits and carried our GET ORGANIZED signs. And Nancy Miller and Mike Rounds not only cheered us on with their support, but also preserved our antics in photos.

We would liek to say "Thank You" to all our other members who helped us organize and make our first entry in the DooDah Parade an enormous success.

~ **Karen Fulks, Organizer Extraordinaire**

Golden Circle Update



Los Angeles Area Golden Circle Meeting Dates and Hosts

Mark your calendars! Quarterly meetings are held in

the homes of Golden Circle members who have volunteered to act as hosts. We meet on the third Saturday of the month, with the exception of one Sunday meeting annually.

An invitation will be sent with details and directions before each event. Our meetings provide a time for sharing information, networking, professional and business support, and getting to know each other on a personal and professional level.

We look forward to meeting with all of the Golden Circle members in the Los Angeles and Southern California area. Chapter membership is not a requirement for Golden Circle membership.

See you there!

Saturday, January 15th: Steve Skidmore and Barbara Ricketts
Saturday, April 16th: Estelle Kates and Diane Ridley
Sunday, July 17th: Esther Simon and Karen Fulks
Saturday, October 15th: Toni Scharff and Beverly Clower

NOTE: For additional information on Golden Circle and/or membership, please contact:
Ann Gambrell, NAPO-LA Area Golden Circle Liaison
(310) 212-0917
gambrellann@aol.com

~ *Ann Gambrell, Creative Time-Plus*

NAPO National News



NAPO To Launch Certification Program for Professional Organizers

It is with unbridled excitement and enthusiasm that I announce the NAPO Board of Directors has approved the allocation of the necessary resources to establish a professional organizer certification program. The voices of our members have been resoundingly emphatic and clear that if there is going to be an industry certification program, they want NAPO to provide it. After conferring with certification program experts and conducting exhaustive due diligence, the NAPO Board accepted the recommendation of the Certification Task Force at the November meeting to provide the funding and support to make this a reality.

Over the past eight years, significant volunteer effort and money have been expended toward designing a certification program of the highest caliber. Our goal is to finish building this program which will be the industry standard and offer a credential which sets the bar for professional organizers. Plans are underway to review and refine program components over the next two years, in concert with certification industry experts, to ensure our program will meet the rigorous criteria of certification accrediting agencies.

In order to create a solid foundation for a credible certification program which will stand the test of time, a Job Task Analysis (JTA) needs to be conducted every three to five years. The JTA defines the profession and solidifies the body of knowledge. In 1997, NAPO conducted its first JTA which serves as the platform for the Core Competencies on which the NAPO Education Program is based. Under the guidance of a professional psychometric measurement company, another JTA will be conducted to confirm that the body of knowledge is up to date before finalizing other aspects of the program.

In anticipation of your initial questions, we have prepared the FAQ's below. We know that you will have more questions as time progresses and ask for your continued patience. You will be kept apprised every step of the way so you will be fully prepared should you choose to pursue certification when the program is launched in 2007.

I applaud the efforts of the countless individuals whose selfless commitment to make certification a reality have been vital in helping NAPO reach this milestone. Over the next several months, Judith Kolberg, NAPO Director of Professional Development, will be recruiting volunteers who are interested in contributing their time and expertise to the launch of this top-notch program. This is your opportunity to step forward and make a difference.

NAPO is committed to offering an affordable, world-class certification program and has appropriated the financial and human resources necessary to ensure its stability and widespread acceptance in the marketplace. You can be certain that NAPO leadership recognizes the importance of establishing a legally defensible credential which will be highly regarded, a credential that you will be proud of, and well worth the wait. Whether you choose to personally pursue certification or not, you can take pride in knowing that when we say NAPO is The Organizing Authority, we mean it!

Sincerely,
Barry J. Izsak
NAPO President

FREQUENTLY ASKED QUESTIONS

Q: Why should I become certified?

A: Certification is voluntary and cannot guarantee your success. It enhances your credibility and reflects your commitment to the profession. It conveys to your clients that you have studied a body of knowledge, reached a professional standard conferred by the industry's leading authority and agreed to abide by an enforceable Code of Ethics.

Q: Do I have to be a NAPO member to become certified?

A: No. Anyone who meets the eligibility requirements will be able to pursue certification.

Q: Why has NAPO waited to offer a certification program?

A: NAPO has been exploring the feasibility of certification for professional organizers since 1996. A world-class certification program is expensive to create, administer and sustain. It is the fiduciary responsibility of NAPO leadership to ensure that market conditions are favorable and that sufficient financial and human resources are available to sustain such an endeavor. Due diligence indicates that by 2007, the industry will have matured to the point that the public will begin asking for credentials and there will be enough professional organizers who qualify and choose to pursue certification to maintain the program.

Q: Will there be an examination?

A: Yes, there will be a legally defensible examination prepared by a psychometric testing and measurement company that will test an applicant's understanding of the body of knowledge and core competencies.

Q: When will the first examination be offered?

A: Spring, 2007

Q: How much will it cost to become certified?

A: This has not yet been finalized. NAPO is committed to making the program as affordable as possible to allow for maximum participation of those who qualify.

Q: Can I be sure that the program will launch?

A: Yes, you can. NAPO leadership is committed to this effort. A significant amount of human and financial resources has already been devoted to this program to ensure that moving forward is the proper course.

Members in the News

Organizer **Lynne Gilberg** and NAPO-LA Past President **Marilyn Crouch** were both quoted in an article in the *Wall Street Journal's* Career Journal. Both were interviewed in regards to people hiring organizers during the holiday lull to get set up for the new year.

Lynne Gilberg was also interviewed for a syndicated article titled "Organizing is vital in relocation." One of the papers that featured the article is the *Arizona Republic*.

John Trosko of OrganizingLA was quoted in the *Los Angeles Times* in an article on December 18. The article titled "A Handy Holiday Switch" reported on the trend of Los Angeles residents outsourcing their holiday tasks. People are hiring organizers to take down their holiday decorations and keep them in good order for next year.

On December 27, **Chris McKenry** of Get It Together LA was featured on KABC-7's 5 o'clock news. Consumer Reporter Ric Romero's segment showed how to organize holiday decorations to become tomorrow's heirlooms. [To see interview, click here.](#)

Volunteer Opportunities

NAPO-LA Newsletter Seeks New Editor and Publisher

Looking to make your mark? Do you like to work behind the scenes but be recognized for your talents?

NAPO-LA is looking for a new editor and new publisher for the *LA Organizer*. The Editor solicits articles for the newsletter and edits all incoming copy. The Publisher places the articles into the newsletter format and looks for creative ways to make it look professional and interesting. The layout is now done online, so no software programs are necessary. Both roles require working with the Board, especially the NAPO-LA President and the Director of Communications and Technology.

Both positions are excellent opportunities to contribute to the chapter and to get to know other organizers in NAPO-LA without a huge time commitment. You will also learn skills that can help you market your own business.

For more information, please e-mail Dee Saar at deesaar@napola.org for questions or interest in being Editor.
E-mail Laurie Clarke at laurieclarke@napola.org with questions or interest in being Publisher.

Golden Circle Newsletter Liaison Needed

A new volunteer is needed to manage the Golden Circle Column for our chapter newsletter. This entails asking Golden Circle members, with expertise in a specific area of organizing, to submit articles to be published in the newsletter.

This is a great opportunity to help our veteran members share their knowledge with the entire membership.

If you are interested, contact Golden Circle Liaison Ann Gambrell via e-mail at gambrellann@aol.com or newsletter editor Dee Saar via e-mail at deesaar@napola.org.

email: newsletter@napola.org
web: <http://www.napola.org>

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Ann Gambrell, Creative Time Plus
Kevin & Lynn Hall, Clutter No More, Inc.
Sheila McCurdy, Clutter Stop
Donna McMillan, McMillan & Company
Nancy Miller, Clutterology
Tanya Whitford, Organizing Wonders

[For information about each organizer listed above, click here.](#)