

THE LOS ANGELES ORGANIZER



March 2005

Volume 12, Issue 3

In This Issue

- [March Program](#)
- [President's Message](#)
- [2005 NAPOLA Annual Conference](#)
- [NAPOLA Leading Edge Award](#)
- [NAPOLA Volunteers of the Year](#)
- [NAPOLA National Conference & Expo](#)
- [Silent Auction](#)
- [Volunteer of the Month](#)
- [Members in the News](#)

NAPOLA Los Angeles

Mission Statement:
NAPOLA is an organization dedicated to bringing Southern California Area organizers together through networking, education, professional growth, industry updates, support and public awareness.

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NAPOLA Los Angeles Who's Who

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nicolepacheco@napola.org
Director of Professional Development:

ANNOUNCEMENTS

Quick Poll: Are you going to the NAPOLA National Conference in San Diego? If so, please send an e-mail to NAPOLA President Robin Davi at robindavi@napola.org with "Yes" and your full name in the subject line.

Did you vote? If you have not voted for the new NAPOLA board members be sure to login to napola.org and cast your vote!

The **L.A. Organizer** will be bi-monthly this year. Look for Announcements from the Board in between issues. The next issue of the *L.A. Organizer* will come out in May.

If you missed the NAPOLA-LA conference or wish you could have gone to ALL of the sessions, now you can! **Cassette and CD recordings** of all the sessions at the 2005 NAPOLA Annual Conference are available for \$10 each at www.vwtapes.com. Just look for the NAPOLA logo.

CD Support Group for LA Chapter Members

If you are working consistently and on an ongoing-basis with Chronically Disorganized clients, you are invited to participate in an informal support group. Meetings will be held quarterly. The first meeting will be Wednesday, April 13, from 6 p.m. to 7:30 p.m., at the home of Michelle Quintana in Long Beach. Besides sharing our individual issues, the topic of discussion is "Working with Chronic Shopping clients." A simple pot luck is planned. To RSVP or for further information, contact Jean Furuya, at Jean@TheOfficeJeanie.com or (310) 316-1753.

The **Q&A Night with Veteran Organizers** on March 21st has been cancelled. Look for another Q&A Night coming soon!

CALENDAR

March
"Financial Security Month"

Michelle Quintana
(888) 665-5887
michellequintana@napola.org
**Director of
Communications and
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chrismckenry@napola.org
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(310) 836-6471
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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
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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

March 7-13: "National Procrastination
Week"
March 8: "Organize Your Home Office
Day"
March 28: Board Meeting - 2:30 p.m.
March 28: Chapter Meeting - 6:15p.m.

April

No Chapter Meeting this month
April 28-30: National NAPO Conference-
San Diego

May

May 23: Board Meeting - 2:30 p.m.
May 23: Chapter Meeting - 6:15p.m.

March Program



Program to Feature

Professional Resources Critical to Your Organizing Business

Your clients are ready to part with their possessions. Great! What are the next steps? Come to our March meeting and discover a world of excellent professional resources that will assist you to help your clients "get rid of stuff" the easy way.

Our featured speakers will be our own Brenda Cotton from 1-800-Got Junk, the conscientious hauling company; David Smith from AuctionExpress.net, your client's answer to e-Bay overwhelm; Rick Stoff of Chrysalis, a 20-year-old Los Angeles non-profit organization helping the economically disadvantaged towards self-sufficiency by hiring them for sorting, cleaning and light hauling; and finally Dessin Meyer, from Deseret Industries, a 60-year-old non-profit organization providing quality merchandise from donations at low prices to the public through its small chain of retail stores located throughout the greater Southland area.

This meeting promises to be rich in informational content that can be used in

**The Los Angeles
Organizer
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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
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

your practice for years to come! See you
on March 28th.

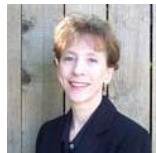
*Many thanks to our panel members in
January who discussed their nightmare
organizing situations. Barbara Ricketts,
Karen Fulks and Michelle Quintana gave
all of us plenty to think about.*

*In February, Mary Ann Pate, an
organizing and productivity consultant
from the Bay Area, gave a presentation
on how to do powerful client needs
assessments and book multiple
appointments. Thank you, Mary Ann, for
coming to L.A. and sharing such great
information!*

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

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

President's Message



**Success
Reigns
for**

**NAPO-LA and
the 2005
Conference**

Wow! What a fantastic day we had at our
Annual 2005 NAPO-LA Conference. For
those who attended, thank you for making
this our second most successful event. We
hosted 100 guests, 14 speakers and two
keynote speakers to a day of learning,
laughing and networking. This was the
first year that we had both the keynote
and speaker sessions recorded and made
available for purchase on CD and
cassette.

From Debbie Allen's exhilarating
morning keynote to Stephanie Denton's
educational afternoon Q&A session, we
were able to motivate and enlighten
everyone from veteran to beginning
organizers. Those who were attending for
the first time or were pursuing their
interest in professional organizing also
had plenty to take in.

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 (Available only with annual renewal in September.)

\$50 - Out-of-State Individual

\$250 - Associate Member/Local

\$150 - Associate Member/Branch

\$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 January Board Meeting

1. The board voted to make the LA Organizer Newsletter a bi-monthly publication with Board announcements used the other months for chapter communication.

2. The chapter will utilize online voting for the 2005 election of officers.

February Board Meeting

We raised more than \$750 in raffle ticket sales, which has been earmarked to purchase both the 2005 NAPO-LA and the 2005 NAPO National Conference CD's for our chapter library. In addition, the chapter profited over \$2,200 after conference expenses, which makes this our third consecutive year in the black.

I want to personally thank both Heather Thompson for spearheading the 2005 NAPO-LA Conference Committee and a group of wonderfully dedicated volunteers, Sara Getzkin, Rosalind Lakomy, John Trosko, Mishele Vieira, Laurie Clarke, Cheryl Perkins, Chris McKenry and Cindy Kamm for all of their hard work that totally paid off.

As you know, it takes a village to run a conference. Thanks to all of our members who graciously volunteered their time on conference day to see that all systems were a go, everything ran smoothly, and all of our guests had a great time. Without all of you, there would be no conference.

Congratulations to Chris McKenry, recipient of the 2005 President's Leading Award and to Laurie Clarke and Dee Saar, recipients of the 2005 Volunteer of the Year Award.

So now it's on to San Diego and the 2005 NAPO National Conference April 27-30, 2005!

~ *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



**Debbie
Allen
Rocks**

NAPO-LA Conference Shamelessly

The shameless self-promotion diva Debbie Allen told us that every business

1. The new guest/visitor packets are complete and will now be distributed at meetings.
2. The 2005 NAPO-LA Annual conference raised over \$2,300.
3. Board nominations were announced and voting is set to begin during March. The new board will be announced at the March chapter meeting.

~ Heather Thompson,
 Organization
 Matters/NAPO-LA Secretary

Membership Report

January Meeting

- 63 - Total Attendance
- 52 - Members
- 11 - Guests
- 7 - New Members
- 100 - Total Membership

February Meeting

- 61 - Total Attendance
- 56 - Members
- 5 - Guests
- 7 - New Members
- 108 - Total Membership

Assistants List

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

Ana Goldseker
 (323) 933-9526

Debbie Greene
 (805) 532-2251

Hazel Thornton
 (818) 896-0134

New Members

January
 Laura Brown
 Fountain Valley

Ana Goldseker
 Los Angeles

is a people business. And she tells her staff, "As soon as we stop having fun, we're going to do something else." Debbie believes that when you learn to be a master communicator, you can do anything! She held our attention with illustrations, humor and stories while teaching us about her principles of the Science of Self-Promotion.

3 Scientific Behaviors Directly Related To Success

1. Put yourself in front of people that can make a difference in your business.
2. Share your uniqueness, your core, your knowledge and brand awareness.
3. Don't give up! Most marketing fails because many give up before creating results.

The energy and strength of her convictions is obvious, as Debbie shared with us that it is essential to believe in yourself, developing gutsy goals that make you stretch and using affirmations and visualization to improve success with long term goals. Since 95 percent of what we do is habitual, then how we think and act can be changed and become habit. Once something becomes a habit, then it also becomes comfortable. Through repetition, affirmations can become beliefs, negative self-talk can be avoided, and rejection can stop holding us back from promoting ourselves.

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

Debbie Allen says successful people make it look easy, and yes, she does.

~ Dee Saar, *Space Diviner*

NAPO-LA Leading Edge Award



**NAPO-LA
 Director
 of**

**Communications
 Honored at**

Jennifer MacDowell
Tarzana

Nancy Morrissey
Huntington Beach

June Riggio
Long Beach

Nilufer Toren
La Crescenta

February
Cindy Duffy
Redondo Beach

Teine Kenney
Newbury Park

Alice Morris
Newbury Park

Vivienne O'Brien
Los Angeles

Lori Ross
Huntington Beach

Kimberly Sherwood
Capistrano Beach

March
Nancy Arnold
Goleta

Jenne Mercer
Bakersfield

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 "Members Only" section of the website on the membership directory page.

Conference

The President's Leading Edge Award is the most prestigious award given by NAPO-LA. This award is given in recognition of vision, resourcefulness, and outstanding contributions to NAPO-LA. The recipient of this award is nominated by the Board of Directors and voted on by the current President and the two most recent Past Presidents.

At the 2005 NAPO-LA Annual Conference, the President's Leading Edge Award was presented to Chris McKenry for his outstanding contributions to NAPO-LA. Chris is currently serving on the Board of Directors as the Director of Communications and Technology. Over the past year, Chris not only volunteered as a team leader for our GO Week project at Project Angel Food, he was instrumental in acquiring our new chapter banner, and has become a digital camera guru helping to chronicle our NAPO-LA events.

His vision has dramatically changed the look and technology of our chapter newsletter and website. Chris has worked tirelessly as the chapter's Public Relations Director, coming up with new and innovative ways to promote NAPO, NAPO-LA and the professional organizing industry.

The past Presidents, the Board of Directors and I commend and thank Chris McKenry for his outstanding efforts on the part of NAPO-LA and for contributing to the success of our chapter.

~ Robin Davi, *Simply Arranged*

NAPO-LA Volunteers of the Year



NAPO-LA

Newsletter Editor and Publisher

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 information, along with 50-word descriptions to Calendar@NAPOLA.org, and your event will be 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.

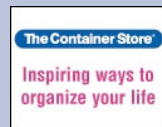
[For more information on becoming a NAPO member, click here.](#)

Quick Links...

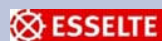
- [NAPO-LA Website](#)
- [NAPO Website](#)
- [NAPO National Conference & Expo in San Diego](#)

Visit Our Sponsors









Named Volunteers of the Year

NAPO-LA has many volunteers who contribute to the running of NAPO-LA and the success of the chapter. This award recognizes a volunteer for their dedication to the chapter and their contribution of extensive volunteer hours. This year we took volunteer recognition to the next level and awarded two "Volunteer of the Year" awards.

At the 2005 NAPO-LA Annual Conference, Laurie Clarke and Dee Saar were both awarded the 2005 Volunteer of the Year.

Laurie volunteered for both the 2004 GO Week project and the 2004 NAPO-LA Annual Conference. She was this year's conference public relations manager, writing and publishing all of the conference materials and so graciously served as emcee for this year's conference. We thank Laurie for her phenomenal work as publisher and contributing writer of our chapter's newsletter.

Dee has continued to volunteer her time and effort since joining the chapter in August of 2003. She worked as a team member at the 2004 GO Week project at Project Angel Food and assisted Julie Morgenstern, our keynote speaker at the 2004 NAPO- LA Annual Conference.

Dee is known as the stealth volunteer as she works many long and tireless hours as our newsletter editor, coordinating staff writers, proofreaders and reviewing article content.

Thank you to Laurie and Dee for their outstanding contributions to NAPO-LA.

~ Robin Davi, *Simply Arranged*

[NAPO National Conference & Expo](#)

Join Us in San Diego!



Join our mailing list!

Planning for Conference

Not sure yet if you plan to attend the 2005 NAPO National Conference in San Diego this April? Well, I am here to tell you that if you can, you most definitely should!

As I approach attending my fifth NAPO National Conference this year, I can honestly say that after each conference is over, I find myself reflecting on what I have learned, from all of the sessions I took to my own personal experiences.

Each year there is usually something that I need, forgot to bring or would never bring again. First-timers or fifth-timers, here are some of my helpful tips to make your National Conference experience one you will always remember. Please keep in mind that the dress for conference is business casual and fragrance-free.

1. Pack light. Try to bring clothes that you can mix and match, such as a suit that has both a skirt and slacks, and then bring two to three different blouses or sweaters to wear with each one. I have found that if I bring clothes in a basic color, such as black or navy, and then add another color for my blouses, sweaters and accessories, I can get three to four outfits, enough for each day of conference.
2. Be sure to bring a warm sweater or jacket as the temperature in hotel meeting rooms tends to run cold.
3. Be sure to wear comfortable shoes as you will be walking around quite a bit, especially in the Vendor Expo.
4. Keep your budget and expenses in mind by getting a roommate or two. Not only will you save money, you will make new friends. Be sure to ask other chapter members if they are going to conference and if they would like a roommate.
5. Bring plenty of your business cards. Most of the vendors ask for them so they can send you product information and catalogs. Share them with organizers from other cities; they are the perfect networking tool.
6. Taking notes is critical; a supply of pens and notepaper is a must. A spiral notebook works well as does a planner

pad. I like to use the BIC Velocity retractable ballpoint pens; they come in blue, black and red and have a comfort grip. I also bring scissors, scotch tape, a stapler and rubber bands.

7. If you can, use a credit card for your airline ticket purchase, hotel reservation and Conference registration. If you have any problems, they are easier to fix with your credit card company.

8. Make time to visit the Organizing Exposition. It is a great way to see new and innovative organizing products and ideas. Most vendors have products to sell, usually at a significant conference-only discount. Be sure to leave enough room in your suitcase for all of the conference goodies and purchases.

9. If you are going to conference for the first time, please be sure to attend the First Timers' Orientation. Each first-time attendee is given a Conference Partner to answer your questions and guide you throughout the conference.

10. Don't forget that Friday evening is dinner on your own. Bring casual clothes and have fun. A lot of organizers get together for dinner, cocktails and shopping. Join in; you will have a fantastic time.

11. When packing for the big trip, bring snacks to keep in your room. They will be a lifesaver for that midday hunger attack. I usually bring dried fruit, nuts, and, of course, something sweet (aka chocolate), a must-have for all attendees.

Conference is a time to be inspired, meet new friends and catch up with old ones. The workshops will stimulate your mind and influence your business. We are part of a fantastic organization filled with amazing people, so have fun and be sure to find me in San Diego.

~ Robin Davi, Simply Arranged

*Feature article coming in May:
"Harnessing the Media to Build Your Business" by Marcia Ramsland. You can hear Marcia speak at the NAPO National Conference in San Diego.*

[For more information on the NAPO National Conference,](#)

[click here.](#)

Silent Auction



Organizer For Auction Went From Paper Flow to Photo Flow

Heather Thompson, Organization Matters

Heather Thompson started her business, Organization Matters, in May 2002. While she never intended to be a professional organizer, she discovered NAPO while reading a book on career changes. She attended the annual conference in February 2002 and the rest, they say, is history.

"I knew I had found a way to use both my desire and talent to put things in order and meet deadlines," Heather said.

She has focused primarily on clients with small-to-medium sized businesses that need help with time and paper management. She likes working with people who would like to do more with the time they have, and she gets a great sense of satisfaction when a client tells her they are accomplishing more due to their working together.

She has also spent the last few years practicing what she preaches. When she started her business, she became very involved with NAPO-LA as a volunteer and then a board member. She also became involved with several chambers of commerce chapters. This forced her to manage her time well as she juggled launching a new business with business-building activities, networking and many other commitments she made for herself.

"My clients often appreciate the fact that I am always on time and ready to work when I have so many things on my plate," she said.

Her professional background is in insurance. It was during her time in this

paper-intensive, data-driven industry that she realized she enjoyed the process of making the business work. Making the paper flow and keeping on top of the deadlines was the fun part of her job. So she made that her only job and became an organizer. She now focuses solely on scrapbooking, organizing photos into an album that tells a story.

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.**

Volunteer of the Month



Creative Organizer Promotes NAPO-LA and Gets Organizers Out in the Streets

Karen Fulks was honored at the January chapter meeting as Volunteer of the Month for her work promoting our chapter at the Annual DooDah Parade in Pasadena. Along with fellow chapter members, she helped organize and plan the NAPO entry, a march that included use of file boxes and an organizing-themed chant, as well as a banner telling the world who we are. They had lots of fun and did an amazing job promoting our chapter and the field of organizing.

Karen has been a member of NAPO since 1990 but has been an organizer since 1986. She was in between jobs when she literally dreamt of being an organizer.

The name for her business, "Organizer Extraordinaire," also came to her in a dream, on two separate nights! She decided this was worth listening to and began doing residential organizing, but quickly moved into financial organizing.

She calls herself a "Quicken Maven." However, Karen has recently begun exploring the world of the Chronically Disorganized. She joined the National Study Group of the Chronically Disorganized (NSGCD) and looks forward to segueing her work in that direction. Being a "4th generation pack-rat" she says that she really empathizes with what those clients are going through.

In addition to her devotion to her clients and to NAPO, Karen is an animal lover. She has recently become a dog person and explained that her pooch just graduated from training, though Karen was told that she failed! Although her dog had mastered the training, Karen still needs some work.

This wonderful storytelling ability, sense of humor and *joi de vivre* make Karen a great person to talk to and learn from. She really takes life by the horns and has fun with it. Karen has just returned from a two week stint in New York, helping the crew of hundreds put up the Cristo installation in Central Park.

~ **Talia Eisen, Clarity Professional Organizing**

Members in the News

Organizer **Robin Valdez** of Expert Organizers was quoted in two recent articles, one in January for the *Daily News* titled "Garage Cleanups" and another article for the *San Fernando Valley Sun* in November. That article was titled "Buy Nothing on November 26th, Encourage Valley Organizers" and featured a photo of Robin and one of her jobs.

2005 NAPO-LA Conference Sponsors

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Simple Organizer
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Organizing Wonders

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