

# THE LOS ANGELES ORGANIZER



November/December 2011

Volume 19, Issue 1

## In This Issue

**NAPO-LA Calendar**  
**NAPO-LA Chapter Meeting**  
**Golden Circle World**  
**POLA Workshop**  
**CD Support Group**  
**Institute for Challenging Disorganization**  
**Simon Says**  
**Volunteer Opportunities**  
**Neighborhood Groups**



## Quick Links

[NAPO-LA](#)  
[NAPO National](#)  
[Newsletter Archives](#)

## Our Team

### Board of Directors



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Progressive Organizing Services  
(310) 910-3268



**Vice President**  
Nadine Levy  
Management 180  
818-585-4828

## NAPO-LA Calendar

### November 28th 2011

Board Meeting 2:45 pm  
New Member Orientation 3:30 pm  
Chapter Meeting 6:15 pm

### December

No Chapter Meeting

## NAPO-Los Angeles Chapter Meeting

### NAPO-LA Chapter Meeting

November 28, 2011

6:15 pm

### Identifying Clients at Risk for Sweepstakes Marketing Fraud

In your role as a professional organizer, have you ever come across sweepstakes marketing materials in a client's home? Are these solicitations harmless, or could they put a client at financial risk? According to Congress, Americans lose nearly \$40 billion each year to fraudulent marketing. An informed professional organizer could play an important role in protecting a more vulnerable client from fraud.

Join us for this CEU eligible chapter meeting, where we'll hear from Adriane Fleming of the National Telemarketing Victim Call Center. Ms. Fleming will present an overview of sweepstakes marketing, including:

Deceptive sweepstakes marketing tactics

How a victim misreads the text

Sweepstakes solicitations from charities: are they legitimate?

How to evaluate charitable giving

Red flags to watch for if you come across sweepstakes mail in a client's home

Steps that professional organizers can take if a client is being targeted by fraudulent marketers

The National Telemarketing Victim Call Center (NTVCC) has been in operation since 2006. It provides education and prevention services to consumers who have been victimized or are at risk of being victimized by Mass Marketing Frauds, from lottery and prize scams, to oil and gas investments.

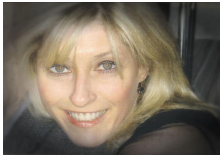
NTVCC works one-on-one with consumers in gathering information about the "promises" made, counseling about lulling techniques used by con artists to avoid detection by law enforcement, asking for refunds of fees, helping filing formal complaints and keeping those consumers informed about civil and criminal processes.



**Treasurer**  
Nicole Ballard  
[Nicole Ballard Design Group](#)  
562-235-1908



**Secretary**  
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[A Clear Path](#)  
818-400-9592



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[Organizing Concepts & Designs](#)  
310-560-5060

**Open**  
**Director of Communications & Technology**



**Director of Membership**  
Kathryn Masci  
[Get Organized / Be Harmonized](#)  
805-300-2876



**Director of Marketing**  
Robyn Reynolds  
[Organize2Harmonize](#)  
310-625-6522



**Director of Associate Membership**

This promises to be an informative, eye-opening meeting. CEU Eligible

## Golden Circle



By Ann Gambrell

I was impressed one evening years ago when I heard Donna McMillan speak on personal appearance and how it affects our personal and business success. She quoted Mary Kay Ash of Mary Kay Cosmetics who said, "Look successful and you will become successful." Both Mary Kay and Donna should know.

Along with those inspiring words, I would like to add the importance of professional demeanor or behavior. A good place to start and to practice is at our monthly NAPO-LA chapter meetings. The meetings are an excellent place to "rehearse" a 20-second commercial regarding you and your business. It is also a perfect opportunity to practice "working a room" as you would in a business gathering, a networking group or in almost any situation, including riding in an elevator or standing in line at the supermarket. As an entrepreneur you are marketing yourself in every situation because you never know when a potential client may appear.

Along with behaving professionally is dressing appropriately. Yes, you may specialize in organizing garages or clearing clutter from attics, but when you want to impress possible businesses or certain clients, you do not dress in sweats or jeans...even if that is your usual working attire. I have networked with plumbers, contractors, housecleaners and garage mechanics. None of them showed up to business or networking groups in their working duds. No, they didn't appear in Armani suits and ties or expensive corporate business wear either. They were simply dressed in appropriate business casual attire, and I was impressed with their professionalism.

At our monthly meetings you may not be looking to impress future clients per se, but you might want to think about impressing other organizers who may have a need to hire you as an assistant or to offer a client referral. Attending the NAPO National Conferences keeps me constantly aware of the professionalism in our industry. I may have a need to refer a potential client to an organizer in another state or country. I want to make a good referral for my client, friend or relative and an organizers' professionalism, along with their knowledge and ability, will influence my referral.

Another reason for professional demeanor in our chapter meetings is that we have new and potential organizers visiting each month. It is our responsibility as chapter members to provide a professional environment for their visit. Why? Because we want them to know we are serious business owners and we would like them to be a part of our industry and association.

After all, we are the National Association of Professional Organizers. And we may never get a second chance to make a first good impression.

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**Golden Circle Update**  
**By Mishele Vieira, CPO®**  
**Golden Circle Liaison**

Leslie Haber  
An Organized Life  
213-507-1389



Director of Professional Development  
Lisa Suchek  
Timeline Organizing  
562-438-5650



Immediate Past President  
Katherine Macey  
Organize to Excel  
310-800-7430

### Coordinators & Committee Chairs

Associate Member Coordinator  
Lois Koch  
[assOCIAtEmEmberShIp@nApOlA.org](mailto:assOCIAtEmEmberShIp@nApOlA.org)

CD Support Group  
Jean Furuya

CPO Certification Liaison  
Barbara Ricketts CPO®

Fundraising  
Wendy Hughes

**Golden Circle**  
Mischele Vieira, CPO®, Chair  
Claire Flannery, CPO®  
Toni Scharff  
Esther Simon  
[goldencircle@napola.org](mailto:goldencircle@napola.org)

Greeter Coordinator  
Danielle Lescure

Historian  
Christie Gelsomino

Librarian  
Tina Brooks

Meeting Assistant  
Open  
Member Spotlight  
Beth Zeigler

Neighborhood Groups  
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[neighborhoodgroups@napola.net](mailto:neighborhoodgroups@napola.net)  
Burbank/Glendale/Pasadena: Cari Dawson  
Hollywood: Beth Zeigler  
South Bay: Roxanne Hoeming  
Upland: Millie Hinkle  
Ventura: Kathryn Masci

Open



(Jean Furuya is missing because she was the one taking the photo)

On Saturday October 15, the Los Angeles Area Golden Circle gathered at the Torrance home of Beverly Clower. Toni Scharff co-hosted with Beverly. All enjoyed a great time and enjoyed a delicious lunch prepared by Beverly and Toni.

Welcome to our newest Golden Circle members:

Deborah Kawashima  
Jodi Watson  
John Trosko  
Justine Micelli  
Heidi Chianta  
Katherine Macey  
Leslie Haber  
Lori Gersh  
Pamela Morency  
Sara Caputo

The next Golden Circle gathering will be on Sunday, January 15, 2012 when we will be visiting the Getty Museum. Please mark your calendar and watch for the Evite. All members are respectfully requested to respond to the evite to confirm or decline their attendance.

\*\*Please watch for and respond to the Golden Circle survey this month.\*\*

### GOLDEN CIRCLE LISTSERV

Are you a member of the Golden Circle ListServ? Open only to Golden Circle members, this ListServ allows more seasoned professional organizers to network with each other. To get started, log into [www.napo.net](http://www.napo.net) and go to the Golden Circle Page. In the second paragraph you will see a link for the Golden Circle ListServ. Clicking the link will allow you to go to the page to sign up for the ListServ. Once approved, you can post to the ListServ by sending an email message to [golden-circle@lists.napo.net](mailto:golden-circle@lists.napo.net).

NOTE: Qualifications for Golden Circle membership include five years in business as a professional organizer and one year as a NAPO member. Quarterly meetings are held in the homes of Golden Circle members, where we network, share information, and get to know each other on a more personal level.

All eligible Golden Circle members are invited to join the Los Angeles Area Golden Circle. Chapter membership is not required; NAPO National membership is. More information is available on the NAPO National website or by contacting Mischele

Online Ambassador

New Member Orientation Chair and Assistant  
Master Cruz  
Photographer  
Sara Getzkin

Assistant Photographer  
Ashley Stanfield

Professional Organizers Learning Academy (POLA)  
Jean Furuya  
Regina Lark  
Donna D. McMillan  
Claire Flannery

Registration Assistant  
Jennifer Dion

Silent Auction  
Tara Kenavan

Visitor Liaison  
Lori Gersh

Website Coordinator  
Open

Webmaster  
Open

Google Docs Forms/Survey Expert  
Katherine Macey

Vieira at [goldencircle@napola.org](mailto:goldencircle@napola.org).

## NAPO-LA Professional Organizers Learning Academy

The Professional Organizers Learning Academy  
presents  
TWO GREAT WORKSHOPS ...  
ONE EXTRAORDINARY DAY!

### SESSION ONE: FILING MADE EASY WHEN YOU KNOW HOW

Instructor: Dolores Kaytes of Highly-Organized

A good filing system is the backbone of all offices. Corporate offices, home offices, even manager moms need to deal with lots of documents and records. In this popular workshop, you will learn the myriad components used in creating filing systems. Supplies will be provided for hands-on exercises where you will create both a business office system and a home filing system. Bring your laptop to practice creating file folder labels in Word using Avery templates.

### SESSION TWO: TAKE THE PAPERLESS PLUNGE

Instructor: Lelah Baker-Rabe, Paperless Organization Expert

Paperless organizing is one of the fastest growing segments of the organizing industry. This workshop will explain step-by-step how to take the paperless plunge in your own life and teach you how to guide your clients as they take the plunge themselves. We'll move beyond the basics into the nitty gritty, hands-on tools you will use when working with your clients. This workshop is for residential and business organizers who want to make more money by offering clients expertise in digital organizing.

We'll cover:

- \*What paperless really means
- \*How to go paperless, how to stay paperless
- \*Everything you always wanted to know about scanning
- \*The truth about backing up data and how to protect yourself from data loss
- \*Save time and money with mobile apps and software
- \*Much, much more!

Plus: Q&A, live demos and exciting giveaways, including a Fujitsu ScanSnap!

WHEN: Saturday, February 4, 2012

SESSION ONE: 9 AM to NOON

SESSION TWO: 1 PM to 4 PM

WHERE: Leeza's Place, 5000 Van Nuys Blvd., Suite #110, Sherman Oaks, CA 91403

PARKING: Parking is free. Garage entrance is on Addison St.

LUNCH: On your own

COST: Early Bird Fee: \$79 (per session) for NAPO-LA Members

\$99 (per session) Non-NAPO-LA Members

- OR - SPECIAL RATE OF \$150 FOR BOTH

Note: Add \$15 to any registration after January 25, 2012

REGISTER: [www.napola.org](http://www.napola.org)

Upon completion of your registration, you will receive a receipt. No refunds for POLA classes. If you are unable to attend this class, the fee will be applied toward another POLA class within one year's time.

INSTRUCTORS



## MEETING INFORMATION

### Attendance

#### September 2011

38 member

0 visitors

Chapter Membership: 126

#### October 2011

45 members

9 visitors

Chapter Membership: 125

### Board Meeting Mini-Minutes

#### September

- The the NAPO-LA circulating library is now fully digitized and updated! We now have systems in place to ensure the safe return of borrowed items. Thanks Tina Brooks ([www.methodsorganizing.com](http://www.methodsorganizing.com)) for taking the lead on this project.
- The NAPO-LA Membership database is now updated in time for the upgrades to our website! The Board thanks Cari Dawson ([www.CarisCustomOrganizing.com](http://www.CarisCustomOrganizing.com)) for the work she put into the updates.

#### October

- Two Board positions (Treasurer, and Director of Communications and

Technology) are currently open. Contact President Donna Rosman (donnarosman@me.com) for information, job descriptions, and to learn more about the many advantages to having an integral role in our growing organization.

- The Board is excited to announce a new way to access POLA classes! Beginning January 2012 if you are unable to attend a POLA class, you will be able to purchase and download the class, view the course at your leisure. Stay tuned for details.

## Associate Members



### Custom Closets

[Email Kay Wade](#)

(310) 516-7000 x224



### Go Junk Free America!

[Email Evan Berger](#)

(800) GO JUNK FREE



[North Star Los Angeles Movers](#)



### Custom Garage Systems

[Email Gus Gougas](#)

(818) 232-7683



### Office Organization Products

[Email Barbara Schmit](#)

(818) 232-7683



### Custom Glide-Out Shelves for Cabinets & Pantries

[Email Michelle Smith](#)

(310) 980-4906

**SESSION ONE:** Dolores Kaytes, President of Highly Organized for the past 14 years, is an educator, a professional speaker, an entrepreneur. Custom filing systems and QuickBooks training are her specialties. A Past President of NAPO-LA, Dolores was the recipient of the prestigious NAPO-LA Leading Edge Award in 2006. Dolores is a filing guru.



**SESSION TWO:** Lelah Baker-Rabe is a professional organizer and member of NAPO-LA who has helped dozens of home office and small business clients reduce the amount of paper in their lives and become more comfortable with technology. Lelah has written numerous articles, blogged, and been interviewed about going paperless.

For more information: contact [pola@napola.org](mailto:pola@napola.org)

For details about NAPO-LA Education Committee classes, visit [napola.org](http://napola.org), click on Education tab

## CD Clients - Support Group For L.A. Chapter Members




If you are working consistently and on an ongoing basis (at least 1 year or more) with chronically disorganized clients, you are invited to participate in an informal support group.

Our next meeting will be Tuesday, January 10th. The topic will be "Long Term Clients: Where Are They Now?" Meeting time is from 6:00 pm to 8:30 pm. Time will also be spent sharing our individual issues. Limited to 12 attendees. A simple pot luck is planned.

To RSVP or for further information, email Jean Furuya at [Jean@TheOfficeJeanie.com](mailto:Jean@TheOfficeJeanie.com) or call (310) 316-1753.

## Institute for Challenging Disorganization

**PAUL ALBARIAN & ASSOCIATES, LLC**  
 BUYING AND SELLING  
 RARE COINS – PRECIOUS METALS – JEWELRY



**Paul Albarian**  
 License # 1912-1075  
 3500 West Olive Avenue, Suite 300  
 Burbank, CA 91505  
 818.200.8816  
 Paul@Albariancoins.com

[Email Paul Albarian](mailto:Paul@Albariancoins.com)

Paul Albarian & Associates, LLC  
 3500 West Olive Avenue Suite 300  
 Burbank California 91505



Certified Professional Organizer in Chronic Disorganization - CPO-CD® Certification Training is offered by ICD once a year. Applications for January, 2012 are available now and are due mid-November, 2011.

## Advertising

### Promote Yourself or Your Product: Advertise!

By Kenya Erving  
 Erving Consulting Group

Don't miss out on the opportunity to advertise your business in *The Los Angeles Organizer*. Let everyone know about the products and services you offer by running an ad in our award-winning newsletter.

Space is available for members, non-members and associate members.

To purchase an ad, go onto the NAPO-LA website at [www.napola.org](http://www.napola.org) and click Advertising. Size options and prices are available online. Advertising space starts as low as \$25.

Hurry, act now! Space is limited!

For more information, contact Kenya Erving at (323) 253-3426 or send her an email at [newsletteradvertising@napola.org](mailto:newsletteradvertising@napola.org). If you know of any businesses that offer great products and/or services for Organizers, please forward their information to Kenya to contact regarding ad space.

### [Download the Level III Entrance Application - January 2012 \(Word Version\)](#)

A Level III Certified Professional Organizer in Chronic Disorganization (CPO-CD®) is a professional organizer who has been educated in depth on the issues of chronic disorganization. The CPO-CD® student spends 17-20 months of intensive time studying and applying this learning in practical application with current clients. The purpose of the ICD CPO-CD® program is to develop a professional organizer's skills and knowledge by utilizing a mentor-style relationship. This program provides the intermediate and advanced professional organizer an environment and forum to discuss client issues, problems and challenges. Participation in the CPO-CD® program develops professional integrity and improves an organizer's communication skills. The CPO-CD® program is specifically geared to improve the quality of service, techniques and knowledge professional organizers provide to their CD clients.

The Level III program starts in January. Applications will be posted in mid-October and will be due in mid-November.

Thinking about becoming a CPO-CD®? Listen to our teleclass "So you want to be a CPO-CD®?"

More information is available at: [www.challengingdisorganization.com](http://www.challengingdisorganization.com)

Fourth Quarter ICD Teleclasses are being held most Thursdays from 5:00 - 6:00 PM through year-end, 2011. ICD classes may be applied toward ICD Certificates of Study and/or NAPO Re-Certification. Class schedules can be obtained through the address above.

**Education. Research. Strategies.**

## Membership

### NAPO National Membership

#### Annual Dues:

\$230 - Active Member\*  
 \$150 - Associate-Branch  
 \$250 - Associate-Local  
 \$300 - Associate-Corporate  
 \$20 - Processing Fee

\*Provisional member dues are \$200 plus a one-time \$20 processing fee. You are an active member\* if you have completed your provisional membership year, or are a new NAPO member with more than one year of professional organizing experience.

NAPO National dues can be paid online. Proof of paid dues is required at time of joining NAPO-LA. NAPO National submits its renewal notices directly to members on their anniversary dates. NAPO-LA annual membership dues are renewed each September. You can also join NAPO-LA online.

### NAPO-LA Chapter Membership

**Regular Members:** Dues are prorated 25%

## Simon Says



Keep a small spiral notebook in your car for quick "to-do" notes each day. Date the page with the current date and list your chores in priority order or in order of distance from your home. This will help you accomplish your errands efficiently.

If you have a lot of laundry, try to throw a load in on your way out in the morning or before you go to sleep. Then, throw it in the dryer when you come home or when you wake up. It will cut down on waiting time. Do the work while you are away or asleep!

quarterly. **\$100 - Level 1**

Yearly dues and Website Listing in the "Find an Organizer" section of our website. **\$25** - One-Time Processing Fee

**\$25** - Lapsed Member Processing Fee

**Associate Members:** Dues are prorated 25% quarterly.

**\$175 - Branch Associate Member** - Local branch or regional office of a Corporate Associate Member

**\$300 - Local Associate Member** - Locally-based, self-operating retailer, supplier, designer, or independent sales representative engaged primarily in the manufacture, distribution, and/or sale of organizational equipment, supplies, or organizing-industry related services.

**NOTE:** All members are required to sign a Code of Ethics as part of their membership.

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

[For the NAPO Code of Ethics, click here](#)

## Newsletter

### *The Los Angeles Organizer*



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[Organized Impressions by Audra](#)  
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*The Los Angeles Organizer* is published bimonthly (January, March, May, July, September and November). The newsletter is emailed to NAPO-LA members and associate members, NAPO national board members, and NAPO chapter presidents, and is available to the public on our website. All content is copyrighted. All rights reserved.

By Esther Simon, MSW

[The Traditional Home Organizer](#)

## Volunteer Opportunities in NAPO-LA

Below is a list of the open volunteer opportunities currently available with your NAPO Los Angeles Chapter. In most cases no experience is necessary and any training needed will be provided. The time commitment can vary depending on time of year (if it's closer to Awards season) but most require just a few hours each month. This is an excellent way to get more involved in your chapter and get to know other organizers outside of chapter meetings.

I will be sending this email to the yahoo group monthly, indicating which positions are currently open and which Board Position/Member oversees each. If you have questions, comments or would like to volunteer, you can contact me (Erin Haas) at [volunteer@napola.org](mailto:volunteer@napola.org) or you can contact the board member directly.

NAPO-LA Open Volunteer Opportunities:

### Neighborhood Group Liaison (Orange County, Westsiders & Central San Fernando Valley areas)

#### New Member Orientation Chair and Assistant.

The positions need to be filled ASAP. Please see position details below. It would be great if one of our Golden Circle Members could fill this position since you know more about NAPO and NAPO LA and can share your experiences with our new members. This is a great position for someone who is a natural "cheerleader" for NAPO-LA!

This position could also be a Co-NMO chair position if we have two interested volunteers.

Description: Be the first face of NAPO-LA to our incoming members, making them feel welcome and orienting them on all NAPO-LA offers and how they can make the most of their chapter membership.

Tasks: Lead the NMO meetings held from 3:30pm to 5:00pm monthly (before our regular chapter meetings). Welcome new members with an email letter and invite them to attend the NMO and report to the board on attendance.

If you have any questions, want a complete detailed description of this position, or are ready to step up and volunteer, please email [volunteer@napola.org](mailto:volunteer@napola.org)

Qualifications: Be an active member of NAPO-LA. Facilitate informal bi-monthly meetings by sending out an invitation to local NAPO-LA/NAPO National members. You will lead the group in discussions or topics. If you are interested, please contact Kathryn Masci at [tobeorganized@earthlink.net](mailto:tobeorganized@earthlink.net) for the detailed procedures. This position is very rewarding!

## NAPO-LA Neighborhood Groups

Many of the Neighborhood Groups hold informal bimonthly meetings throughout the Los Angeles area. A benefit of chapter membership, these offshoots of NAPO-LA offer education, networking and support. Check below for the group nearest you and contact the Facilitator for information on the next meeting.

If you'd like to volunteer as a Facilitator for one of the open groups, please contact Committee Chair Kathryn Masci by email at [neighborhoods@napola.org](mailto:neighborhoods@napola.org).

**Burbank/Glendale/Pasadena:** [Cari Dawson](#), Facilitator

**Hollywood:** [Beth Ziegler](#), Facilitator

**South Bay:** [Roxanne Hoerning](#), Facilitator

**Upland:** [Millie Hinkle](#), Facilitator

**Ventura:** [Kathryn Masci](#), Facilitator

### Submission Guidelines

**Articles:**

NAPO-LA members are encouraged to contribute to this newsletter. Articles are not to exceed 500 words in length. Submissions must be received by the Editor no later than the 20th of the month prior to the month of publication. You may send your article as a Microsoft Word document or directly in the body of an email. Photos should be .jpg, 72 dpi, sent with your article. All article topics and content must be approved by the Editor. Submit editorial to [editor@napola.org](mailto:editor@napola.org)

**Advertising:** Ads must be received by the 20th of the month prior to the month of publication. There are two types of ads available.

**Website Link:** This is a small ad containing a link to your website, located in the left side column of the newsletter. The ad can be your logo, a photo, or a short message. **Format:** .jpg, 72 dpi, 125 pixels w x 100 h. \$25 NAPO-LA Members  
\$35 Non NAPO-LA Members

**Block Ad:** This is a large block located at the end of the newsletter providing details about your company or service, along with a logo and/or photo. **Format:** Submit ad copy (100 words max) as a Word document and email with logo and photo as .jpg, 72 dpi.

\$35 NAPO-LA Members  
\$45 Non NAPO-LA Members  
Submit ads to [editor@napola.org](mailto:editor@napola.org)

### Welcome!

#### *New NAPO-LA Members*



Jenny Yang  
[ORGANIZED. By Jenny](#)

Michelle Powell  
[Some Like It Organized](#)

Nicole Rosenloecher  
[N&N Lifestyling](#)

Cassandra Thompson  
[A Time For Everything](#)

Jennifer Solomon  
[jennifersolomon@mac.com](mailto:jennifersolomon@mac.com)

Nancy McFarland  
[Association of Personal Photo Organizers](#)

### NAPO Los Angeles

**Mission Statement:** NAPO-LA is the organizing industry leader committed to providing the public with resources; providing professional organizers with education and support; and providing related industry professionals with unique



channels for their products and services.

NAPO-Los Angeles  
PMB 134, 10573 W. Pico Blvd.  
Los Angeles, CA 90064  
Phone 213-486-4477

The National Association of Professional Organizers, Los Angeles Chapter (NAPO-LA) is a legal entity separate and distinct from NAPO, Inc. (the National Association of Professional Organizers) and is not entitled to act on behalf of or to bind NAPO, contractually or otherwise.

For questions on our disclosure policy, please contact our [Chapter President](#).

NAPO-LA | PMB 134 | 10573 W. Pico Blvd. | Los Angeles | CA | 90064