



# The LA Organizer

NAPO-LA's newsletter

Volume 10, Issue 6

April 2003

The President's Message

Note on the Next Meeting

## WHAT A TERM THIS HAS BEEN!

Tanya Whitford, *Organizing Wonders*

How quickly a term goes by! It is already time to turn things over to a new Board. This past year has been amazingly successful, the collective accomplishment of many truly incredible volunteers. Our Board Members, Marilyn Crouch, Robin Davi, Talia Eisen, Justine Miceli, Kathleen Klein and Dorothy Breinger, were instrumental in leading the way. So much has happened this year: here are the highlights.

### What We Revived

- Conducted a Membership Survey
- Held a Members-only meeting
- Audited Chapter financial records

### What We Improved

- Raised over \$2,100 from the 2003 Winter Workshop—our first big workshop profit
- Increased the number of speakers at the Workshop from three to thirteen
- Earmarked raffle proceeds for our next GO Week project
- Donated \$13,000 worth of professional organizing time when twenty-two organizers overhauled the offices of Break the Cycle during GO Week
- Increased the Chapter's net income

for fiscal year ending September 30, 2002 by more than \$8,000.00, an increase of 236% over the previous fiscal year

- Halfway through this fiscal year, we continue to improve on the above figure through efforts to generate new sources of income and find new ways to save.

### What We Initiated

- Implemented online membership renewals, reducing paperwork, saving time, and allowing members to pay by credit card
- Created new membership levels that allow Members to prepay all of their meetings at a discount.
- Initiated our Web Sponsor program to raise money for the Chapter and provide resources for Members
- Started a Member's email group for the purpose of sharing information and resources.
- Offered "Website Office Hours" twelve hours per week during September to assist Members in the use the website.

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## CASE STUDIES MELANGE

Justine Miceli, *Organizing by Miceli*

Our April 21st Chapter Meeting will focus on four case studies, followed by questions and answers. These cases will provide an opportunity for organizers to present situations they have encountered with clients, share their creative solutions and discuss the lessons—good or bad—that they learned in their attempts to solve unique or challenging problems.

Lisa Sarasohn of *Hire Order* and Justine Miceli, Organizer, will present a case about a chronic "messy" whom they discovered living waist-high in clutter and garbage that had been accumulating over a period of twenty-two years in her large, two-bedroom mobile home. This situation presented multiple challenges that required creative solutions, lots of hired help, endless stamina and plenty of positive energy and patience.

Robin Davi, *Simply Arranged*, and Claire Quinlan, Organizer, share their experiences assisting "Susie." A former executive disabled in a car accident and a recent cancer survivor, she is bankrupt

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## Regular Features

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# Who's Who in NAPO-LA

## 2002-2003 OFFICERS

|                                     |                    |
|-------------------------------------|--------------------|
| President                           | Tanya Whitford     |
| <i>TanyaWhitford@napola.org</i>     | (323) 377-1312     |
| VP Membership                       | Marilyn Crouch     |
| <i>MarilynCrouch@napola.org</i>     | (310) 375-9927     |
| Program Director                    | Justine Miceli     |
| <i>JustineMiceli@napola.org</i>     | (310) 576-6043     |
| Communications Director             | Kathleen Klein     |
| <i>KathleenKlein@napola.org</i>     | (213) 481-1810     |
| Secretary                           | Talia Eisen        |
| <i>TaliaEisen@napola.org</i>        | (310) 914-5426     |
| Treasurer                           | Robin Davi         |
| <i>RobinDavi@napola.org</i>         | (805) 522-9687     |
| Past President                      | Dorothy Breininger |
| <i>DorothyBreininger@napola.org</i> | (818) 710-8923     |

## COORDINATORS & COMMITTEE CHAIRS

|                                |  |
|--------------------------------|--|
| Associate Member Coordinator   | Barb Schmit                                  |
| Chapter Historian              | Heather Chapman                              |
| Client Referrals Coordinator   | Diane Ridley                                 |
| Database/Yellow Pages          | Shawna Smith                                 |
| Ethics Committee               | Sheila McCurdy                               |
| Golden Circle Advisor          | Ann Gambrell                                 |
| Greeting Coordinator           | Toni Scharff                                 |
| Meeting Assistant              | Debra Frank                                  |
| New Member Coordinator         | Debra Frank                                  |
| New Member Orientation         | Jean Furuya<br>Ann Gambrell                  |
| Prospective Member Coordinator | Claire Quinlan                               |
| Public Relations               | Heather Thompson                             |
| Special Projects Coordinator   | Jean Furuya                                  |
| Webmaster                      | Chris Janetsky, Shawna Smith, Tanya Whitford |
| Web Listing Coordinator        | Toni Scharff                                 |
| Web Sponsor Coordinator        | Heather Thompson                             |
| Workshop Co-Chairs             | Heather Thompson, Mishele Vieira             |

## LA ORGANIZER STAFF

|                                |  |
|--------------------------------|--|
| Editor/Publisher               | Lynne Gilberg  |
| <i>LynneGilberg@napola.org</i> | (310) 839-9969   |
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| Staff Writers                  | Talia Eisen, Jean Furuya, Glorya Schklair,<br>Kathleen Schulweis, Tanya Whitford |

## The LA Organizer

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**DEADLINE** The first of the month for any submission.

### ADVERTISEMENTS

| Size               | Members | Nonmembers |
|--------------------|---------|------------|
| 3-line classified  | \$5.00  | \$10.00    |
| Business card size | \$10.00 | \$20.00    |
| Quarter page       | \$25.00 | \$50.00    |
| Half page          | \$35.00 | \$70.00    |
| Full page          | \$50.00 | \$100.00   |
| Full page insert   | \$85.00 | \$150.00   |



*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**  
**Website: [www.napo.net](http://www.napo.net)**

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

### NATIONAL MEMBERSHIP ANNUAL DUES

|   |       |
|---|-------|
| Individual (renews on member's anniversary) | \$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](http://www.napola.org)**

### CHAPTER MEMBERSHIP

National Membership required  
 Includes electronic newsletter

### ANNUAL DUES

|  |       |
|--|-------|
| Basic Member (Oct. 1st–Sept. 30th)                 | \$75  |
| Full Member (includes meetings/available in Sept.) | \$135 |
| Out-of-State Individual (Oct. 1st–Sept. 30th)      | \$50  |
| Associate Member (Oct. 1st–Sept. 30th)             | \$150 |
| New/Lapsed Member Processing Fee                   | \$10  |
| Meeting Fee  | \$7   |

### NONMEMBERS

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



## EMAIL ETIQUETTE

Glorya Belgrade Schklair,  
*The Practical Organizer*

**Q** How do I send an important email message to a long list of recipients without displaying everyone's email address? I feel it is an invasion of privacy to circulate someone else's address without permission

**A** The following reply appeared in the *LA Organizer* in September of 2001. In the ensuing eighteen months, I have received many emails with long lists of recipients included. My answer is still relevant.

I usually send a copy of the following letter after I have received such an email. Many experienced and capable individuals have no idea how easy it really is to respect everyone's privacy. This is the letter that I keep in a Word file and can easily retrieve and send as an attachment.

Dear Friends,

This is my crusade. This message is for any of you who have used email to convey worthwhile messages to my email address. I have been the recipient of petitions, news, announcements and forwarded jokes. They often begin with the names of long lists of recipients *and* their email addresses.

We know that all of these messages have already gone to dozens and dozens of recipients. By sending these messages, you have unintentionally violated the unwritten rule of respecting the privacy of each and every one of the people you care about. The address list that heads your email has now been published for any

and all to copy and use for their own purposes. Take a moment to think about that phenomenon!

My email address—and yours—has now been forwarded to dozens, probably hundreds, of people I do not know. I have no way of knowing if any of the names on your now-published list, has been passed along to hundreds of others—it increases exponentially—any of whom may decide to sell the addresses, mine and yours included.

Now, *that* is a scary thought. The truth is, I do *not* wish to share email addresses with persons unknown.

There is, however, a way to reach large numbers of people and still protect their privacy. Please try my solution!

When sending a message to more than one recipient, put your own name in the "To" address line. Put all the other names on the "Blind Copy" line. That way, a copy of your message will come to your own email address, so you will know it has been sent successfully. All the dozens of other people you wish to enlighten, will receive your message privately, with only their own name evident and yours as the sender.

Isn't that better? Please respect my privacy and the privacy of the people you care about. Thank you.

If you ave any questions or comments about this month's column, please contact me at [glorya@schklair.com](mailto:glorya@schklair.com)

## Agenda

**Monday, April 21, 2003**

- 5:50 Registration: Please wear badge
- 6:15 Meeting begins promptly
  - President's Remarks
  - Member Spotlights
  - Announcements \*
  - Computer Tips
- 7:00 Break
- 7:15 Case Studies
- 8:35 Meeting adjourned

Fourth Monday except as announced  
Olympic Collection Conference Center  
11301 Olympic Blvd. at Sawtelle

Parking: \$5 Look for signs to meeting.  
Meeting: \$7 NAPO-LA members  
\$15 Visitors/prospective members

We welcome all Professional Organizers and those interested in entering the field (no clients please). Business attire is appreciated. Networking table is available to display brochures and flyers.

*\* To make an announcement, please email JustineMiceli@napola.org prior to the meeting or call her at (310) 576-6043.*

## Abbreviated Minutes March Board Meeting

Talia Eisen, Staff Writer

1. The financial records audit will be completed by June 1, 2003.
2. The Treasurer's report will now be posted at Chapter meetings.
3. There will now be a Golden Circle update at every meeting.
4. Once the Relocation Committee gives it's report on possible alternate meeting sites, the Board will present two relocation options to the membership.

## CONFIDENT SELLING:

### Or, How to Distinguish Yourself From the Pack & Maintain Your Integrity & Inner Peace

Kathleen B. Schulweis, PhD, *Confidence Connections*™

Do you hate selling? Selling yourself means you have to push and manipulate. With traditional selling, you spend ten percent of your time building rapport (being enthusiastic about YOU); twenty percent of your time identifying needs (seeing where YOU can help); thirty percent presenting offerings-(promoting YOURSELF); and, forty percent of the time closing the deal (trying to meet YOUR needs).

Whew! No wonder most people hate selling themselves and hate being sold. If I spent seventy percent of my time trying to convince someone I was the right consultant for them, I would quit and get a day job. Of course, there are other ways to grow a business, such as referrals from happy customers, for example. But short of the slam-dunk referral, there is a way to sell that is consistent with values of mutual respect and responsibility. It helps me wake up in the morning, happy to get on the phone and develop my business.

I spend ninety percent of my time building rapport, five percent discussing my services, and five percent on determining if there is a mutual commitment.

How does this look in reality? The mindset for this approach is one of connecting to our confidence—not the false confidence of enthusiastic selling, but the real confidence that comes from understanding what the client needs and deciding together if I am the person to meet those needs. I am looking for synergy not *a close*. I am looking to see if the match is right. The more time I spend asking questions and clarifying expectations, the more likely we will connect around real needs and goals.

Once I am confident that I understand what the caller is looking for, I ask if they are interested in hearing how I work and what I think I might be able to do for them—or not. If *we* are interested in working together, we make a commitment.

Thus I spend ninety percent of my time building the relationship, five percent on a presentation of services, and five percent on commitment. This shift in focus makes all the difference in my day-to-day life and changes me from an unhappy salesperson, selling my training, to a business development consultant with happy clients.



#### *Sponsors/Resources*

We wish to extend a great big  
***Thank you***  
to our Platinum Website Sponsors

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***Organized  
Living***

Go to [www.napola.org](http://www.napola.org) and click on Sponsors/Resources for more information on what our sponsors have to offer.

Complete details on becoming a NAPO-LA Website Sponsor are available online or by contacting Heather Thompson, our Web Sponsor Coordinator, at [advertising@napola.org](mailto:advertising@napola.org)



#### *Members...*

**...remember to bring any unused cell phones and ink cartridges to the meeting for recycling. You can download and print a receipt for the cell phones at our Chapter's website. Go to <http://www.napola.org/displaynewsletter.cfm>, then download and print the pdf file for Donate-a-Phone.**

**Thanks!**



## President's Message

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- Posted an Assistant's list, updated monthly, in the Members Only section of the Chapter website
- Created a printable, quick-reference membership directory, updated monthly
- Recycled 103 ink jets, raising \$55 while helping the environment
- Recycled ninety-six cell phones
- Utilized Inventory Forms to track Chapter assets and supplies
- Introduced the Volunteer of the Month award with ceremonies at Chapter meetings and articles with photos in the newsletter.
- Held Volunteer Appreciation Night, demonstrating nearly fifty-percent participation!
- Drew a large meeting attendance for the first Golden Circle Panel, which will become an annual program
- Created, completed, and implemented the *2003 NAPO-LA Policy & Procedure Manual*—a huge accomplishment!!

It has been an honor to serve as President this year. This Board accomplished everything it set out to do at our retreat in June—and so much more. Thank you to the many volunteers who helped to make these things happen! I want to especially thank Robin Davi and Marilyn Crouch for going beyond the call of duty often and for supporting me always. I am so proud to be a NAPO-LA member!

Good luck to our incoming Board Members: President, Marilyn Crouch; VP/Membership, Nicole Juarez; Program Director, Heather Thompson; Communications Director, Chris Janetsky; Treasurer, Robin Davi; and Secretary, Talia Eisen. I look forward to serving with you as Past President.

## Family Organizing

### PLANNING A WEDDING

Esther Simon, *Traditional Home Organizer*

These past few months have been busy ones: I have become a wedding organizer. Since planning the “big event” for my eldest daughter, I feel qualified to practice my new skills and give advice on how to organize a 400-guest wedding. Here are my first and most important tips.

Create a three-ring binder with sheet protectors and dividers with categories for guests, vendors and personal needs.

Use Act 2000 or any other good program to create a database for the guest list and address book and mailing labels. Ask Karen Simon, *PC Tech Associates*, if you need help. Send out invitations using the alphabetical system. You can then easily mark the list as the return envelopes come in.

Collect vendors' names and price quotes and put them into your binder. This is a convenient way to collect your

phone numbers and check quotes against one another.

Collect ideas for the invitations, dress designs or other items for the wedding and put them in the sheet protectors for easy review. This will also keep paper or fabric samples clean.

Write down lists of events, timing—the band leader is a good co-ordinator for this also—and things that have to be done the day of the wedding.

Take advantage of the many books and magazines that describe each stage of the wedding, bearing in mind that it is best to ask someone who recently planned a wedding. Their resources are local and tested.

Remember to have a wonderful time. Don't get caught up in the panic and worry. For questions or referrals to good vendors, you may send an email to me at TradHomOrg@aol.com.



### WEBSITE HITS NAPO-LA 2003

Chris Janetsky, *All Organized*

|                               | <u>January</u> | <u>February</u> |
|-------------------------------|----------------|-----------------|
| Home Page                     | 4750           | 3827            |
| Find an Organizer             | 2471           | 1778            |
| Click on Individual Organizer | 1097           | 814             |
| Calendar                      | 319            | 208             |
| Becoming a Member             | 167            | 81              |
| Cumulative Hits               | 13647          | 9664            |

# Happy Birthday to You!

## April

- 8 *Jean Furuya*
- 20 *Tamara Zook*
- 22 *Karen Embree*
- 22 *Gary Baer*
- 28 *Dorothy Breininger*
- 29 *Karen Fulks*
- 30 *Justine Miceli*

## May

- 7 *Barbara Ricketts*
- 8 *Marilyn Crouch*
- 16 *Susan Lasater*
- 28 *Sherry Kelly*
- 30 *Estelle Kates*

## June

- 10 *Dolores Kaytes*
- 28 *Talia Eisen*

## July

- 10 *Chris Janetsky*
- 12 *Ann Gambrell*
- 17 *Diana Ryan*
- 18 *Heather Thompson*

# Calendar

## April

- 21 Board Meeting 2:30PM
- 21 Chapter Meeting 6:15PM
- (NOTE: This is not the usual 4th Monday of the month, which would conflict with National Conference.)
- 30 NAPO National Conference begins in Westminster, CO

## May

- Executive Coaching Month
- National Moving Month
- 4-10 Small Business Week
- 5-9 National Organizing Week
- (NOTE: No Chapter Meeting or Newsletter in May)

## June

- Entrepreneurs Do-It-Yourself Marketing Month
- 23 Let-it-Go Day
- 23 Board Meeting: 2:30pm
- 23 Chapter Meeting 6:15pm

## July

- 6-12 Take-Charge-of-Change Week
- 28 Board Meeting 2:30pm
- 28 Chapter Meeting 6:15pm

## Notes on the Next Meeting

*continued from Page 1*

and living in appalling conditions. Organizing efforts are hampered by this client's dysfunctional tendency to put other's needs and issues before her own.

Tanya Whitford, *Organizing Wonders*, will present a case study dealing with the untimely death of a young parent. The case involves a stay-at-home mother, unprepared for the sudden and devastating loss of her spouse, who had to become the head of the household.

Marianna Long, *Spacial Consultants*, will discuss a client with severe OCD and hoarding tendencies who becomes highly agitated during home organizing projects. During this process, the organizer learns as much about herself as she does about her client. She must set professional boundaries, establish a more effective organizer-client relationship, and learn how to deal with OCD for the future.

I want to thank our eloquent and inspirational speakers featured at our March 24 meeting: Clinical Psychologist, Anne Panofsky PhD, Professional Organizer, Sheila Mc Curdy of *Clutter Stop* and organizing client, Sandy Rogero, for the informative panel discussion on ADHD/OCD.

For further information about last month's panel, please contact Dr. Anne Panofsky (310) 472-4648 or Sheila McCurdy (909) 985-4948.

## Membership Report

Marilyn Crouch, VP Membership  
*Avenues to Organization*

|                          |    |
|--------------------------|----|
| March Meeting Attendance | 54 |
| Members                  | 37 |
| Guests                   | 15 |
| New Members              | 02 |
| Total Membership NAPO-LA | 82 |

## JEAN FURUYA, THE OFFICE JEANNIE

All by herself

At our April 21 NAPO-LA meeting, yours truly, Jean Furuya, *The Office Jeanie*, is on the auction block during our Silent Auction. In 1991, just before leaving the company where I worked as the Office Manager, someone told me that I should become a Professional Organizer. At first, it was difficult to imagine establishing my own business; yet organizing was a natural part of me. Now, I can't imagine doing anything else.

Since childhood, I had wanted to become a schoolteacher. Unfortunately, that didn't happen; but once I started my business, I had the opportunity—for 8 years—to teach “Starting a Home-Based Business” class at the Adult Education

School. That experience was very enjoyable and rewarding for me.

Equally fulfilling is coordinating the New Member Orientation program. It is my desire to see that the new members of NAPO-LA get off to a successful start in their businesses.

After 30 years of working for corporations and small businesses and being a professional organizer, I still love helping my home-office and business clients to solve their problems through consulting, coaching, mentoring, teaching and hands-on organizing. I will be delighted to share my experience with this month's winner of the Silent Auction.



### **HELP NEEDED IN THE HOSPITALITY SUITE AT CONFERENCE!**

- Greet visitors
- Give them a tour of the hospitality suite
- Meet organizers from all over the world in an intimate environment.

To volunteer, contact Karen Simon, Hospitality Suite Chair at [karen@yourpctech.com](mailto:karen@yourpctech.com) or (310) 390-3370



## *Going to the 2003 NAPO National Conference in Colorado?*

# *Great!*

**Conference is fun, educational and important for the health of your business**

**Learn new tips and tricks**

**See new products**

**Make new friends**

**Greet old friends**

**Forge business alliances**

**Grow and prosper!**

For more information, visit <http://www.napo.net>

## *Sign up! Be there!*