

# The LA Organizer

Volume 9, Issue 2

NAPO-LOS ANGELES

November 2001

## November Meeting Topic

## Preserving Festive Memories

**By: Lanna Nakone**, Program Director, *Perfection Prevails*

It is that time of year again when we come together, reflect, attend parties and even eat just a little too much!! This month, at our NAPO meeting, we will do just that! Let's start with eating festive goodies, then move on to discussing how we, as organizers, keep our own memorabilia and photos organized and celebrated! ("Show and Tell" perhaps?)

Yvey Sommerfeld of "Creative Memories" will steer us in the right direction and make this a truly fun experience. We deserve it! We have all worked very hard this year, accomplished many things, and continue to strive to reach our never-ending goals. Let's enjoy this celebration!



**Dorothy Breinger**, President, NAPO-LA  
*Center for Organization & Goal Planning*

## Professional Organizing Industry Stays Strong, Your Business Can Stay Strong Too!

If you are a seasoned professional organizer, you are undoubtedly aware of the importance of keeping business expenses to a minimum. If you are thinking of becoming a business owner, you need to learn how to be a penny-pincher from day one. Now that our country is experiencing a temporary slow-down in the economy, it is necessary to "recession proof" your business now, to remain strong, and to even grow despite the economic conditions.

According to Dr. Jonathan Pond, Professor of Finance at Northeastern University in Boston, small businesses can ride the wave of a recession through preparation and expense reduction. Pond, author of "Safe Money in Tough Times" and "1001 Ways to Cut Your Expenses," suggests

the following:

1. Inquire of local colleges about business school courses that require students to advise small businesses. They can provide a fresh outlook to analyzing your business situation.
2. Join your customers' trade associations. It can provide you the opportunity to understand the needs of your current client base, while simultaneously generating new business.
3. When it comes to professional services, be fee-conscious. Lawyers, accountants, printers, advertising, dry cleaning, and haircuts can be expensive. Let your service people know that you may be concerned about their fees

*(Continued on page 2)*

## Meeting Agenda

**Monday, November 26, 2001**

Fourth Monday of every month  
except May & December

- 5:50 Registration  
PLEASE WEAR YOUR BADGES
- 6:15 Meeting begins (PROMPTLY)
- \* President's Remarks
  - \* Silent Auction
  - \* Member Spotlights
  - \* Announcements
  - \* Member Introductions
  - \* Organizing 101
- 7:05 Break
- 7:15 *Preserving Festive Memories*
- 8:30 Closing Remarks
- 8:40 Meeting Adjourned

### Where:

Olympic Collection Conf. Center  
11301 Olympic Blvd.

Cross street is Sawtelle.

Parking at the center is \$4.

Limited street parking after 6:00 p.m.

Please look for the signs with our meeting room location.

All Professional Organizers and those interested in entering the field are welcome to attend (no clients, please). Business attire is appreciated. Networking table is available to display brochures and flyers. No member products for sale. Meeting charge \$7 for NAPO-LA members; \$15 for visitors and prospective members.

*\*If you wish to make an announcement, please notify Lanna Nakone prior to the meeting at [perfectprevails@cs.com](mailto:perfectprevails@cs.com) or (818) 990-0559.*

## Features

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## The Wisdom Of Insecurity

**Dorothy Breininger**, President, NAPO-LA  
*Center for Organization & Goal Planning*

According to author, Douglas Bloch: "Life is dynamic and ever changing. There are no guarantees. The security that so many search for does not exist; the best that we can hope for is temporary stability. In searching for that elusive security, it is easy to fall into a rut and feel trapped by circumstances. But circumstances can control us only when we give them the power to do so. Every day we read stories of individuals who have decided to break out of the mold and do something bold. Accepting the wisdom of insecurity is liberating. Knowing that nothing is certain reminds us to keep life fluid and to live one day at a time."

As organizers, we can move to a higher level despite the insecurity in our world right now. Try making your own

list of affirmations to read daily. Below are some examples to get you started.

1. My true security rests in my connection to .....
2. I live a day at a time and let the future take care of itself.
3. I am open to change at any moment.
4. My life is full of possibilities.
5. I have faith in \_\_\_\_\_ to cope with any situation that arises.
6. I am able to review my values, business and personal, which allows me to refine those values and create better life-balance for myself right now.

## Click Here

**By: Jessica Duquette**, Treasurer, *In Perfect Order Organizing Solutions*

Ever had trouble with someone else not being able to read one of your documents that you sent in an attachment? One way to get around this is to convert the document to a .pdf file with Adobe Acrobat. If you don't happen to have that program, here's how you can do that for **\*\*free\*\*** **CLICK HERE:**

<http://www.gobcl.com/>

Want a handy way for people to find your business fast? Check and see if you are listed in the online White Pages @ [www.whitepages.com](http://www.whitepages.com). If not, and you want your business listed, **CLICK HERE:** [http://kickapoo.infousa.com/data\\_col/](http://kickapoo.infousa.com/data_col/)

*(President's Message continued from page 1)*

- and begin a dialog about a temporary fee restructure.
4. Look for bargains to stock your inventory. Many companies and stores are suffering with larger inventories during a difficult economy. You can benefit from this.
  5. Send out your bills / invoices

regularly.

6. Be firm in your accounts receivable collection. Don't worry about alienating the customer your business will never survive if your customers are unwilling to pay you.
7. Don't entertain customers lavishly it's time to project a "lean and mean" image.

## Membership Report

**By: Mary Xanthos**, VP/Membership,  
*In It's Place*

Total Membership: .....	78
October Meeting Attendance: .....	40
Members .....	32
Guests .....	6
New Members .....	2



Several Chapter Member attended the San Francisco Annual Workshop on October 13th.



Ruth Kennison (2nd from left) and Tanya Whitford (3rd from left) won the Eldon Office Challenge in the SF Workshop. Tanya came in 1st place and Ruth a close 2nd. Prizes totaled over \$1,200 in Eldon Office Supplies.

# Ask the Organizer

By: **Glorya Belgrade Schklair**, *The Practical Organizer, Inc.*

*“How do I send an important e-mail to a long list of recipients without displaying everyone's e-mail address? I feel it is an invasion of other's privacy to circulate their address without their permission.”*

**Answer:** I usually send a copy of the following letter after I have received such an e-mail. Many experienced and capable individuals have no idea how easy it is to respect everyone's privacy.

Dear Friends, this is my crusade: This message is for any of you who have used e-mail to convey worthwhile messages to my e-mail address. I have been the recipient of petitions, forwarded news items, announcements and forwarded jokes. They often open with the names of long lists of recipients AND their e-mail 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 to be used for any and all purposes! Take a moment to think about that phenomenon. My email address (and yours) has now been forwarded to dozens, probably hundreds of people whom I do not know. I have no way of knowing if any of the names on your now-published list have been passed along to hundreds of others – it increases exponentially—any one of whom may decide to sell the list of names and addresses—mine and yours included. Now, that is a scary thought. The truth is, I do not wish to share email addresses with unknown persons.

There is a Solution-- a simple way to reach large numbers of people and still maintain the privacy of all. Please listen to my suggestion! 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. In that way, a copy of your message will come to your email address. You will know it has been successfully sent and all the dozens of other people you wish to enlighten, will receive your message -- Privately, with only their own name evident and your name as the sender.

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

Please e-mail comments to this month's article for publication in the next issue of *The LA Organizer* to Glorya B. Schklair, *The Practical Organizer*, gloria@schklair.com.

## Thank You To Our September & October Chapter Meeting Speakers

**Holly Bohn**  
1211 Rotella Dr.  
Newbury Park, CA 91320  
805-499-2465

**Debbie Gilster**  
*Organize and Computerize*  
25002 Hollyberry Lane  
Laguna Niguel, CA 92677  
949-389-0440

**Karen Simon**  
*PC Tech Associates*  
2118 Wilshire Blvd., #257  
Santa Monica, CA 90403  
310-390-3370

**Beverly Clower**  
*Office Overhaul*  
PMB 325  
1223 Wilshire Blvd.  
Santa Monica, CA 90403  
310-820-3353

**Barb Schmit**  
*Esselte*  
17395 Via Calma  
Tustin, CA 92780  
800-962-6248

### Congratulations

**Marcie Melton**  
On the birth of her daughter

**Gabriella  
Alexandrea**  
October 29, 2001

### MEMBER SPOTLIGHTS

November Meeting



**Janet Aird  
Heather Chapman  
Barb Schmit**

### Congratulations NAPO Walkers

**Heather Chapman  
Jessica Duquette  
Tanya Whitford**



**AIDS 10 KM Walk**

## Family Organizing: Cooking with Kids

By: **Esther Simon**, *The Traditional Home Organizer*

Many home organizers are asked advice on how to get kids interested in organizing. Countless times while organizing a kitchen or other areas of the home, I am asked how to get kids involved, stay focused and be organized. In this particular issue, the focus is on cooking with kids.

For those clients who like to bake, I set up a bake center. This is an area in the kitchen that can accommodate all ingredients for baking cakes, breads, etc. I suggest emptying flour, sugar, powdered sugar, and brown sugar into Rubbermaid plastic containers. I choose Rubbermaid because they are inexpensive and easy to find in the store.

Another reason I like Rubbermaid is because they stack. The number 4 square container holds a five-pound bag of flour or sugar. Each container is see-through and has enough room for a permanent measuring cup or spoon to remain inside. Keeping these containers labeled, clean and in an easily accessible place makes baking much easier and enjoyable.

As kids become interested in baking, create a notebook with clear sheet protectors for their collections of favorite recipes. My experience has been that when I work side-by-side with my child and show them how easy and fun baking can be, they also learn to take pride in their own

accomplishments.

Start with simple recipes found in magazines with a picture of the finished product. Also, enjoy the private time spent together in the kitchen. Keeping each baking activity more organized will help you and your child have more fun and less stress in the kitchen!

*In each issue, this column will focus on a different aspect of organizing large families. If there is a topic you would like covered, please send an e-mail request to Esther Simon at [tradhomorg@aol.com](mailto:tradhomorg@aol.com)*

## Golden Circle Field Trip

By: **Ann Gambrell**, *Golden Circle Chair, Creative Time Plus*

On Saturday, October 13, 2001, the Los Angeles Chapter's Golden Circle members ventured out on a field trip. We were on a quest for knowledge and of course...a fun time as well. We met at my home and carpooled to the Container Store in Costa Mesa. Beverly Clower had been in contact with their sales associate, Dee Dee, and we were given a grand tour. We were also gifted with a packet of very useful information on their myriad of products.

The tour took longer than our guide had anticipated...and she was very accommodating and flexible with our group. You see, we had to discuss the products and talk about their obvious uses and their possible uses! They were very happy for us to be there and most hospitable.... and patient!

After the tour, we departed the store and headed out for lunch nearby.

Then, it was time to return to the store and really "look at the stuff". This took much longer than the tour as we all had favorites that we needed to examine more closely and, of course, a few things to purchase.

Golden Circle is a group within NAPO, whose members have been in the organizing business for a minimum of five years and a NAPO member for at least one year. Membership is free and obtained by verifying proof of business status. Members receive, from the national NAPO office, a certificate to frame and a Golden Circle membership pin, usually worn on their NAPO name badges.

Some NAPO chapters choose to use their Golden Circle meetings for educational purposes with speakers, workshops, etc. Our chapter chooses

to use their quarterly gatherings as a time of friendship, food and fun. We find that it is a time to reconnect with former chapter members (national members who are not chapter members are invited to attend), members from out of the Los Angeles area and local members we just never seem to have time to talk with at meetings. On occasion, at our meetings, a member will bring a situation or problem that they are experiencing in their business or with a client, and we offer suggestions and/or advice.

If you are eligible for membership please speak to me or to Donna McMillan who is our national Golden Circle chair. Golden Circle is not so much a unique group, as it is a symbol of the longevity of our profession. Won't you join us?



## I'm Worth How Much and Other Public Perceptions

By: Michelle Quintana *The Simple Organizer, Mill Valley, Ca.*

I have been struggling for several weeks on how to write this article to my fellow beloved organizers so as to not create a perception of "fee fixing" or "price setting" within our profession. This struggle emerged at conference after discussing what fees other organizers across the USA charged and the negative or limited public awareness of our valuable and desperately-needed services. I was mortified to discover that some established and experienced PO's in large metropolitan areas were charging \$30 an hour, not because they felt they were not worth more but, simply because that is what they felt their clients and/or community was willing to pay them!

We, as a nation, are proud of our consumerist ways. So much so that we were the first to create and accept respectable and entrepreneurial career opportunities for personal trainers, image consultants, computer technicians, spirituality instructors, sales training seminar leadership speakers, coaches and yes, professional organizers. All of the aforementioned specialties help others with very specific and often troubling aspects of their client's physical, psychological, economic, or technical struggle. The big difference, however, is how we, as professional organizers, currently position our services so as to create the public perception and awareness that we do charge a professional fee for our consulting services, not one on the level with house cleaners and day laborers!!

For example, when a serious prospective client picks up the yellow pages or, is referred to a personal trainer or computer technician, they are already expecting to pay professional fees of anywhere between \$75-\$150 per hour for services. When we fear calling an attorney, we do so knowing and expecting that his/her fees will be in upwards of \$175-\$350 an hour. A good sales motivational corporate speaker can easily make \$1,000-\$5,000 per day and continue to be in constant demand!

Why and how have these professional groups, and dozens of others, developed the public's accepted perception that this is what the average professional fee scale is and are able to raise rates, consistently obtain new clients and rarely have to justify their fees?

I believe that the public's perception for professional fees is a delicate, but consistent, combination of the perception of the needed value plus, the level of professional education and training to obtain the title, as well as the collective efforts of members of their field in setting fees at a level that is consistent with the services offered. For example, a massage therapist in Austin is not that much less expensive than one in San Francisco. Isn't it time that the public perceives our unique and highly-skilled services, and the fees that accompany those attributes, in the same manner as they do a personal trainer, motivational speaker, or therapist or any other number of well-paid service professionals?

How many professional service consultants will drive to a client's home or office, offer a myriad of strategic, intelligent, and creative solutions to years of accumulated unresolved issues and then jump in with both hands and begin to sort, toss, hang, file, recycle, dump, drag, and get dirty in the process to come up with visible and attainable goals to benefit their clients' expectations?

Does this spectacular service not warrant the public awareness of the highest caliber and, thus, justify the fees that are inherent to a problem-solving business requiring this level of one-on-one, intimate, personal attention? When we, as organizers, see ourselves on this level with other professional service consultants, then a PO in Birmingham, AL will be able to charge what a PO in Los Angeles is charging due to the public's

perception and positioning of our gifted work. Think of it this way, a Mercedes Benz in Gary, IN does not cost less than a Mercedes Benz in Beverly Hills. Why? The client is expecting to pay for it.

*Submitted by Christine R. Palen, CHAOS CONTROL® , Past President NAPO-LA and reprinted with the author's permission*

**Come and see  
Michelle Quintana  
at  
Our 2002 Winter  
Workshop**

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### SUBMISSIONS TO THE NEWSLETTER

#### GUIDELINES

To submit, e-mail the editor, Susan Pitcher: spitcher@earthlink.net. Please remove font changes. Clean text only documents will be accepted.

DEADLINE- \*\*\*December 24, 2001\*\*\*

This includes all articles, advertisements, photos, and announcements

Member advertisement prices: \$5.00/3 line classified; \$10.00/business card size (2" x 3.5"); \$25.00/quarter page; \$35.00/half page ad; \$50.00/full page ad; \$85.00/full page insert.

Non-member advertisement prices: \$10.00/3 line classified; \$20.00/business card; \$50.00/quarter page ad; \$70.00/half page ad; \$100.00/full page ad; \$150.00/full page insert.

# November's Featured Organizer

**By: Jan Benadom, Staff Writer**

**Bette Martin**  
*Necessary Indulgence*  
**Professional Organizing & Design**

Bette is one of the growing numbers of native Los Angelinos. She has two daughters, Miranda and Eliza.

Bette developed her business skills by running several "one-girl-office" businesses, including an office supply company. Mainly, she was a stay-at-home-mom, focusing on fundraising and organizing archival files at her daughters' schools.

Encouraged by friends and family, Bette pursued a career as a decorator, intending to build a home-based business. She attended UCLA where she was awarded Professional Designation in Interior and Environmental Design. Classes included drafting, building construction fundamentals, color theory, and space planning.

Working for a large closet company

provided additional knowledge in that specific design arena. From there, Bette went into designing storage spaces for residential and commercial sites.

Soon, she found that she preferred design over decorating. Even though she had been organizing, Bette thought it was an added service for her design clients. She didn't know organizing had a formal name until a vocational counselor introduced her to NAPO and our own Donna McMillan. Bette joined NAPO-LA in 1993.

In the indulgent 80's, Bette opened a home-based boutique business, Indulgence Design, offering unusual gift items. She expanded her company name to Necessary Indulgence Professional Organizing and Design after combining residential and commercial organization of paper, time and space. She has found her formal design and space planning education and experience invaluable when interpreting architectural plans

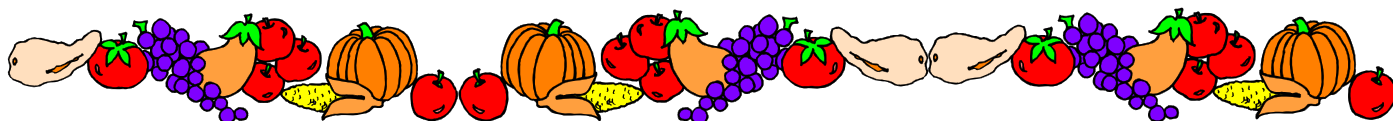
with her client's needs.

Bette's clients have taught her patience, and how to deal with diverse personalities. She has learned to be non-judgmental in dealing with different life- and work-styles, and that sometimes the client's ideas are better than hers.

Bette's advice to new organizers: learn how to run a business. Understand that it takes time to build a business. Always be professional with your clients, even when – especially when – they get very personal. Be very clear about what the job involves.

If you would like to contact Bette, she can be reached at 818-753-2927 or necindorg@aol.com.

*At every Chapter meeting, one lucky organizer can win the chance to be interviewed for this column. Just drop your business card in the marked container. Good luck!*



NOVEMBER	DECEMBER	January
<p><b>World Communication Month</b></p> <p>8-14 Pursuit of Happiness Week</p> <p>15th America Recycles Day</p> <p>23nd Buy Nothing Day</p> <p>26th 2:45 Board Meeting 6:15 Chapter Meeting</p>	<p><b>Stress Free Family Holiday Month</b></p> <p>10th Human Rights Day</p> <p>21st Look on the Bright Side Day</p> <p>30th Stay at Home Because You Are Well Day</p> <p>No Chapter Meeting</p>	<p><b>Nat'l Lose Weight &amp; Feel Good Month</b></p> <p>7-11 Nat'l Thank Your Clients Week</p> <p>7th Organize Your Home-</p> <p>22nd Speak &amp; Succeed Day</p> <p>26th 2002 Winter Workshop</p> <p>28nd 2:45 Board Meeting 6:15 Chapter Meeting</p>



November

Jessica Duquette 2nd  
 Susan Johnson 5th  
 Lynn Hall 6th  
 Janet Aird 9th  
 Robin L. Davi 14th  
 Carolyn Strauss 14th  
 Sally Hulem 16th  
 Steve Skidmore 30th

December

Christine Palen 2nd  
 Frances J. Apland 3rd  
 Gloria Schklair 4th  
 Janice Kemmer 6th  
 Ruth Kennison 6th  
 Rachel M. Sparks 23rd  
 Nancy Miller 25th  
 Leslie A. Story 26th  
 Christine Lynn Cohen 27th

**LOCAL REFERRAL  
 HOTLINE REPORT**

September 2001

By: **Lisa Sarasohn**, Hotline Rep., Hire Order

**The Stats:**

Inquiries for Organizers: 5  
 Inquires for Misc. Information: 2  
 Clients Contacted: 4  
 Message Left Only: 1  
 Organizers Referred: 7

**Cities Referred To:**

Huntington Harbor, Los Angeles,  
 Riverside

**Members Referred:**

Reifer, Hulem, Heyman, Solomon,  
 Kemmer, McCurdy, Hall

2001-2002 OFFICERS

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Fundraising	Chris McKenry
Golden Circle Advisor	Ann Gambrell
Greeting Coordinator	Toni Scharff
Member-At-Large	Carolyn Strauss
New Member Coordinator	Marilyn Crouch
New Member Orientation	Jean Furuya, Ann Gambrell
Prospective Member Coordinator	Robin Davi
Public Relations/Advertising	Heather Chapman
Special Projects Coordinator	Jean Furuya
Website Coordinator	Toni Scharff
Workshop Director	Sandra Ateca

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 napo@assnmgmt.com

NATIONAL MEMBERSHIP

Individual Annual Dues (renews on member's anniversary).....	\$200
Associate Annual Dues-Corporate .....	\$550
Associate Annual Dues-Branch .....	\$150
Associate Annual Dues-Local .....	\$250
New Member one-time processing fee .....	\$ 20
National NAPO Name Badge.....	\$ 10

**MISSION STATEMENT - NAPO**

The mission of the National Association of Professional Organizers is to encourage the development of Professional Organizers; promote recognition of, and to advance the professional organizing industry.

NAPO-Los Angeles

PMB 134, 10573 W. Pico Blvd.  
 Los Angeles, CA 90064  
 (213) 486-4477 HOTLINE  
 www.napola.org

CHAPTER MEMBERSHIP

National Membership required. Includes electronic newsletter.

Individual Annual Dues (Oct. 1st - Sept. 30th).....	\$ 75
Out-of-State Ind. Annual Dues (Oct. 1st - Sept. 30th) .....	\$ 50
Associate Member Annual Dues (Oct. 1st - Sept. 30th) .....	\$150
New/Lapsed Member processing fee .....	\$ 10
Meeting Fee .....	\$ 7

NON-MEMBERS

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

**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-LA Winter Workshop: To Market We GO! January 26, 2002**

Whether you are a new organizer struggling to sell your services, a seasoned pro faced with specific marketing and/or expansion dilemmas, or somewhere in between, Winter Workshop 2002 has something for you. The focus will be on sales, marketing, and business expansion.

**Join us for the following amazing speakers:**

**Michelle Quintana:** "Overcoming Objections- How to Effectively Diffuse Prospective Client Objections and Explode Your Business by 50-100%"

**Lanna Nakone:** "Tricks of the Trade for New Organizers"

**Ken Keller:** "Building a Better Business from the Inside Out"

The Day Includes:

- Continental Breakfast 8:00am-8:50am
- Fabulous Mexicali Lunch Buffet
- Awards Ceremony including the 2002 President's Leading Edge Award
- Vendor Presentations and Expo
- Door Prizes
- Refreshments PLUS networking opportunities throughout the day

**Please check "Upcoming Events" at [www.napola.org](http://www.napola.org) for complete workshop flyer and registration form.**

The Details:

**When:** Saturday, January 26, 2002  
 Registration begins at 8:00am  
 Workshop ends at 5:00pm  
**Where:** Marina Beach Marriott  
 4100 Admiralty Way  
 Marina Del Rey, CA 90292  
 (310) 301-3000  
**Cost:** **\$89 Members Early Bird Registration** (before December 31, 2001)  
**\$99 Non-members** (and members after December 31, 2001)

If you have any questions, please contact the workshop director, Sandra Ateca, at (310) 280-3144 or [SAteca@earthlink.net](mailto:SAteca@earthlink.net)