

The L.A. Organizer

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NAPO - Los Angeles

March 2004

NAPO-LA Annual Conference

Putting the “Professional” in Professional Organizing

Deborah Kawashima, Creative Organizer

“Organizers have huge hearts and love to help people. But don’t you do it for free!” said Julie Morgenstern, keynote speaker at the 2004 NAPO-LA Annual Conference, addressing a room full of professional organizers.

Inspirational and informative, Julie Morgenstern’s honest tips embraced the idea that “Organizing is a profession, not a favor” and urged us to put value in what we do. She covered the fundamental difference between someone who loves to organize and the professional organizer.

Here are Julie’s four key points that set us apart, turning organizing into a business:

- *We study systems.* As professional organizers, we gather different sys-

tems, borrowing from one industry to another, which Julie calls “cross-pollinating” and bring a fresh point of view to our clients.

- *We bring objectivity.* Unlike friends or a spouse, professional organizers are non-judgmental. “We never comment on their stuff.” Even a compliment, however positive, is still judgmental. Julie emphasized the importance of only complimenting on a client’s progress, and their performance in the organizing process.

- *We organize people, not things.* Don’t impose your own system on a client, rather, study the person, solve the human problem and design a system that’s foolproof that will last so that it can’t be undone easily and you’ll get a referral.

See “Morgenstern,” page 2

NAPO-L.A. Annual Conference a Huge Success!

Laurie Clarke, Life Simplified / L.A. Organizer Publisher

What else can be said about NAPO-LA’s 2004 Annual Conference, but that it was a huge success? It featured a “star” speaker, great education from excellent presenters, prizes, and a great energy from an attendance that more than doubled from last year.

This year’s conference, with the theme of “Balance Your Life,” featured author and organizing guru Julie Morgenstern as the keynote speaker. She also answered questions from attendees that were collected earlier in the day during the conference’s third session.

Attendance at the February 7th conference reached 145, up from last year’s

See “Conference,” page 3

President’s Message

Looking Back on a Great Year

*Marilyn Crouch, Avenues to
Organization / NAPO-LA President*

What a fantastic 2004 NAPO-LA Annual Conference we experienced last month! I am so proud of what the Conference Committee was able to accomplish this year. The Conference took NAPO-LA to a new level, and the comments from the attendees clearly validated what a highly successful event we had. Thank you to Heather Thompson, Conference Chair, and all the volunteers who contributed to making the event such a success!

We are now going into a transition phase for NAPO-LA. In January, the board voted to change the future board terms to be consistent with the NAPO National and other chapter board terms. The term for the current board will end one month early on April 30, 2004. The board also voted not to have a meeting in April, and the new board will be in place for the May 24 chapter meeting.

With this board’s term soon coming to an end, I wanted to thank the amazing group of volunteers that I had the honor to work with this term. I’d like to especially thank my Board of Directors: Tanya Whitford, Past President; Nicole Juarez,

See “President’s Message,” page 3

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"Morgenstern," from page 1

- **More than billable hours.** Grow your business by learning to divide your time equally between billable hours (working on the job), administrative time (billing) and marketing (getting new clients).

The four most common mistakes we make are:

- **Undervaluing Your Services.** If you take what you do seriously, your client will too. Julie calls it the "Designer Price Tag Mentality." If it costs more, it must be worth it. And you are! Weed out the undesirable clients and raise the bar for yourself by charging the rate you're worth.

- **Being Vague or Sloppy.** From the start, be clear and concise about your services. List everything on your invoice, so there are no misunderstandings.

- **Overstepping Boundaries.** We're not psychologists, we're organizers. Stay focused on the positive things, on the work at hand, not on the psychology of it. If your client gets caught up in their stories, gently draw them back to the organizing. Refrain from telling your stories! Focus on your client, not you.

- **Ignoring Red Flags.** Julie urges us always to listen to the red flag. It's saying, "This one won't pay." Do a Needs Assessment to protect your own interest. Charge a flat fee and provide value by giving them a time estimate, a general recommendation -- what's working, what's not -- and a rough plan of action.

Later on in the Q&A session, Julie's advice was invaluable, giving concrete how-to's for every level of organizer. [See inset of Q&A.]

In conclusion, as your business grows, Julie advises, learn how to balance your time and become a manager. Identify your weaknesses, and then decide whether to hire someone or develop the skills yourself. "Elevate the industry and grow your business!"



Julie Morgenstern and her assistant Ellen Kosloff Photo by Evelyn Gray

Notes from the Q&A Session with Julie Morgenstern:

Friends as clients? Julie advises against it, but if you do, "Don't discount."

What if a client doesn't pay? "Never leave a job before getting paid!" Get a retainer up front and have them pay as you go.

How to be gracious with a red flag client? Say "This is not what my company does." And regarding another person calling for the person who has clutter: "In my experience, the person who needs to get organized needs to be the one to initiate the call." Refer them to NAPO.

Stop a job you already started? "This is not a match." "Let's work together to make this a success." Or try working in shorter intervals, a few hours at a time.

How do you estimate your time? Keep a journal to log in hours on each task, and then average it out.

Can you teach new habits? Yes, for time management, but no, on physical organizing. Julie suggests building a system around their natural habits, teaching them to "put things away for the next use."

Biggest mistake you ever made? Julie learned that the most important thing to do is pace yourself with your client. Don't move too fast, do it in small bites, returning several times to complete the job.

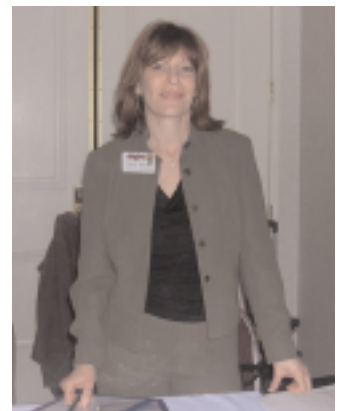
Conference Pictures & Quotes

* All photos by Evelyn Gray



"It was even better than I expected, the best of all the conferences we've ever had."
Christine Lynn Cohen,
Professional Organizing, Etc./
Past President
NAPO-LA

"Julie Morgenstern is absolutely inspirational! This is the best conference I have been to – well orchestrated, rich in content and strategically located." Sherry Kelly, Kelly Organizing



“Conference,” from page 1

draw of 57 organizers. Last year’s conference was on a smaller scale, according to Conference Chair Heather Thompson.

“This year we’ve taken our conference to a whole new level because of all the new educational opportunities,” she said.

Held at the Radisson Hotel in Culver City, the conference featured 12 sessions from which to choose and included such topics as the Chronically Disorganized vs. ADD, great products, earning income through speaking, networking, running a successful professional organizing business and creating and keeping wealth.

Overall, the conference attendees were enthusiastic about the speakers and conference evaluations provided lots of positive feedback.

“The quality of speakers was fabulous – at a very high level,” said Debbie Gilster, Vice President NAPO National.

Following the session on “Easy Sell” with speaker Ann Convery, Kathleen Huff of Escondido, Calif., exclaimed, “Now that alone was worth the cost of

the conference!”

Organizers traveled from all over the country to attend, some from as far as Pennsylvania, Wisconsin, Georgia, Colorado, Arizona and Idaho. More traveled from Northern California and 15 organizers (half their membership) from the NAPO San Diego Chapter made it.

Besides attending the sessions and taking copious notes, organizers in attendance had the opportunity to buy raffle tickets for chances to win any of the 30 prizes valued at \$50 to \$100. All prizes were donated by the many conference sponsors (see page 11) and included free online courses, gift certificates, books by Julie Morgenstern and many great products for organizing.

During lunch, NAPO-LA President Marilyn Crouch presented Robin Davi with the award for Volunteer of the Year, and Heather Thompson was presented the Leading Edge Award.

At least 36 volunteers assisted Heather in not only making this a successful conference but in keeping the entire day running very smoothly.

Abbreviated Minutes February Board Meeting

*Talia Eisen, Clarity Professional
Organizing / NAPO-LA Secretary*

1. The Board will be putting together a member survey for the March meeting.
2. In the future, the website will utilize only PayPal for receiving payments, rather than continue to accept checks by mail.
3. Smead has just become our newest website sponsor.
4. The Board agreed to sell NAPO T-shirts at the National Conference to raise funds for the chapter.

Membership Report

*Nicole Juarez, Elements of
Organizing/ NAPO-LA VP Membership*

February Mtg. Attendance.....	63
Members.....	47
Guests.....	16
Total Membership.....	96

“President’s Message,” from page 1

Vice President; Talia Eisen, Secretary; Robin Davi, Treasurer; Chris Janetsky, Communications Director, and Heather Thompson, Program Director. The NAPO-LA dedicated volunteers have all worked hard this term for the advancement of the chapter. Here are some of our accomplishments:

- The 2004 NAPO-LA Annual Conference booked a best-selling author/organizing guru, experienced record attendance, assembled quality workshops, received the most revenue from a conference, and introduced a new sponsorship program that brought in many sponsors.
- A very successful member holiday dinner party and town hall meeting.
- A donation of \$16,000 in labor for 30 organizers who organized the offices of Habitat for Humanity-LA for the 2003 Get Organized Week event.

- The streamlining of new member registration and visitor meeting registration processes to include on-line registration.

- An increase in fundraising through the sales of NAPO-LA T-shirts, \$130 from the “Donate a Phone” program, and NAPO-LA website shopping mall revenue.

- The startup of a Mentoring, Education and Training program, new organizer Q&A nights, and a Mentor Directory.

- The purchase of the 2003 NAPO National Conference tapes and the consequent opening of the NAPO-LA Library.

- The accomplishment by the board of the reduction of the NAPO-LA website listing fee by 50%.

- The initiation of a 15-minute Q&A after the chapter meeting for visitors and new members to meet with two board members.

- The re-establishment of engaging “meeting greeters” to welcome visitors and members.

- The hiring of a graphic designer to update the look of NAPO-LA website.

- The establishing of an updated look for the newsletter and the publishing of it at the beginning of the month.

- The utilization of the NAPO-LA website voting system to vote on important chapter issues, giving all members the opportunity to vote.

- The NAPO-LA financial books were brought into accounting standards and passed an accountant’s audit.

It has been an honor to serve this term as the NAPO-LA President, and I look forward to working with the 2004 – 2005 board as the Past President.

Leading Edge Award Presented to NAPO-LA Program Director for Outstanding Contributions

Marilyn Crouch, Avenues to Organization / NAPO-LA President

The President's Leading Edge Award is the most prestigious award NAPO-LA bestows. 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.

This year at the 2004 NAPO-LA annual conference, the President's Leading Edge Award was presented to Heather Thompson for her outstanding contributions to NAPO-LA. Heather is currently serving on the Board of Directors as the Program Director, has been the Conference Chair for the last two years, and has taken the conferences each year to new and exciting levels.



In 2003 she turned the conference into the highest profit margin event the chapter had so far experienced. She also increased the level of education by dramatically increasing the number of speakers and sessions.

In 2004, she further developed the conference by creating the conference sponsorship program, securing best selling author Julie Morgenstern as the keynote speaker, getting high quality workshop presenters, doubling the attendance for this conference, and making this the highest profit margin event that the chapter has ever experienced.

The Past Presidents, the Board of Directors and I commend and thank Heather for her outstanding contributions to NAPO-LA and for the large role she played in the success of our chapter.

New Award for Volunteer of the Year Presented at Conference

Marilyn Crouch, Avenues to Organization / NAPO-LA President

NAPO-LA has many volunteers who contribute to the effective running of NAPO-LA and the success of the chapter. This year a new award was given for "Volunteer of the Year": an award recognizing a volunteer for their dedication to the chapter and contribution of extensive volunteer hours.



Robin Davi

Robin Davi was given this year's Volunteer of the Year award at the 2004 NAPO-LA Annual Conference. Robin is serving on the Board of Directors as the Treasurer, was one of the Get Organized Week team leaders, coordinated the "Donate a Phone" program fundraiser, was a sponsorship chair for the conference, and is always the first to volunteer for anything!

Our thanks go to Robin for her outstanding contributions to NAPO-LA.

Hard working volunteers result in undeniable success

This year's Annual Conference was a huge success. The 2004 Conference Committee would like to thank all of the volunteers, whom without we would not have been organized and prepared for the conference.

Sandra Ateca
Monica Bellows
Laurie Clarke
Marilyn Crouch
Robin Davi
Talia Eisen
Andy Frasure
Jean Furuya
Ann Gambrell
Sara Getzkin
Lynne Gilberg
Debbie Gilster
Michele Gordon
Evelyn Gray
Kevin Hall
Jennifer Hartman
Chris Janetsky
Nicole Juarez
Cindy Kamm
Susan Lasater
Bette Martin
Donna McMillian
Justine Miceli
Cheryl Perkins
Terry Prince
Claire Quinlan
Barbara Ricketts
Dee Saar
Gloria Schklair
Sue Slay
Lenore Sokol
Susan Taylor
Robin Valdez
Mishela Vieira
Tanya Whitford
Dionne Wu

THANK YOU FOR BEING A PART OF THE ANNUAL CONFERENCE!

(We apologize for any omission of a volunteer's name.)

NAPO-LA Board of Director Nominees

Find Out Who May Be Leading Our Chapter for 2004-2005; Elections Held at March Meeting

Talia Eisen, Clarity Professional Organizing / NAPO-LA Secretary

Nominations for the 2004-2005 NAPO-LA Board took place at the February 23rd meeting. The floor will be open for nominations until the March 22 meeting, at which time the final elections will be held. Below you will find bios for all the nominees to date.

Nominee for President: Robin Davi

Robin Davi joined NAPO in 2001 and moved right into a volunteer position as the chapter's Prospective Member Liaison and supported this position for a year. Robin has served as secretary on the Board of Directors, as well as treasurer in the current term. Robin implemented the chapter's "Donate a Phone" recycling/fundraising project, contributed to the GO Week outreach program and volunteered for the 2003 and 2004 Annual Conferences. She also assisted on special projects including the Chapter's Hospitality Table at the 2002 NAPO National Conference and the current Policy and Procedures Committee. Robin is the recipient of the 2003 Volunteer of the Year Award. Based in Simi Valley, Robin's company, Simply Arranged, specializes in paper management and control and residential organizing.

Nominee for VP/Membership: Nicole Juarez

Since joining NAPO in June 2002, Nicole has volunteered for GO Week and the Annual Conference for the past two years and attended the NAPO National Conference last year in Colorado. She is currently serving as NAPO-LA Vice President and is in charge

of membership. Nicole says, "Having an active role in NAPO-LA has helped me both professionally and personally. I hope to continue taking part in the growth of our chapter." Nicole's company, Elements of Organizing, is based in Rancho Cucamonga. She specializes in residential, home-office and small-office organizing.

Nominee for Communications Director:

Chris McKenry

Chris McKenry believes in the power of communication and looks forward to serving the members of NAPO-LA. Chris joined NAPO in 2001 when he started his career in organizing. Joining an organization is not enough for Chris, getting involved is important to him. Currently, Chris is the Assistant's List Coordinator and was instrumental in the publicity of GO Week 2003. His business, Get It Together LA!, is based in the West Hollywood area. He currently serves on the board of the West Hollywood Chamber of Commerce. His business has grown because of the relationships that developed in NAPO, and he would like the opportunity to give back to this chapter and the industry.

Nominee for Program Director: Andy Frasure

Andy has been a member of NAPO since July 2003. The skills he acquired from his background in big-box retail management gave him a great foundation for starting his Sherman Oaks-based organizing business, Andy's Organizing. As part of his past responsibilities, Andy was responsible for coordinating and participating in weekly speaking presentations. Andy hopes to contribute to the excellent quality and professionalism of the meetings and

See "Nominees," page 6

Members in the News

Leisure World, a local television program in Orange County, featured NAPO-LA Member **Cathy Torre-Houghton** of Organize with Style on February 5th. Cathy discussed how to reduce clutter and get organized for the program's Social Services Corner.

Quantum Space/Time Clean-Up creator, **Tamara Zook**, married the heart of both her worlds as a professional organizer and professional actress for the cast, director and writer of the new theatrical stage project, "CLUTTER." Tamara presented NAPO and NSGCD materials which would be useful to them in developing the show's characters and deepen the authenticity of the production.



"Nominees," from page 5

conferences that keep the LA chapter moving forward.

**Nominee for Treasurer:
Cindy Kamm**

Cindy joined NAPO in January 2003 concurrently with leaving the corporate world and launching her organizing business. She recently volunteered to be one of the NAPO-LA webmasters and is excited to be part of an already great team that updates and maintains our website. Cindy looks forward to having a more active role in NAPO and bringing her skills and experience to the chapter. Cindy's company, Details Etcetera, is based in West Los Angeles and she specializes in residential and home/small-office organizing and event planning.

**Nominee for Secretary:
Heather Thompson**

Heather Thompson has been a member of NAPO-LA since May 2002. In that time she has served as the 2003-2004 Program Director and as the Conference Chairperson for both the 2003 and 2004 Annual Conferences. Heather was presented the 2004 President's Leading Edge award at this year's conference. She has also been a GO Week volunteer for the past two years. Heather says, "I want to stay an active member of the NAPO-LA board in order to be a part of this chapter's continued growth and success." Heather's company, Organization Matters, specializes in creating custom scrapbooks for clients and is based in Encino.

Calendar

March

- 1-7 National Procrastination Week
- 4 International Scrapbooking Day
- 9 Organize Your Home Office Day
- 22 Board Meeting: 2:30pm
- 22 Chapter Meeting: 6:15pm- Election Night

April

- No Chapter Meeting this Month
- Tackle Your Clutter Month
- 8 International Feng Shui Awareness Day
- 28 NAPO National Conference, Chicago, IL

May

- National Garage Sale Month
- National Moving Month
- 3-7 National Organizing Week
- 24 Board Meeting: 2:30pm
- 24 Chapter Meeting: 6:15pm

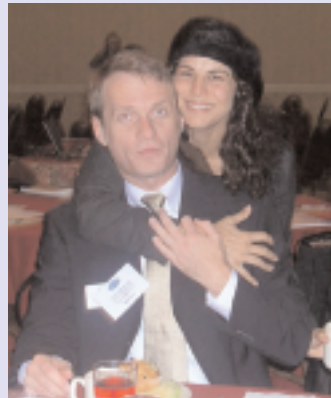
More Conference Pictures & Quotes

* All photos by Evelyn Gray



"The conference was great! Julie was spectacular and *with it* in every way. The Crouch/Whitford and Gilster workshops were so enthusiastic and informative, and the crowd had great energy."

Charlotte Matthews, Extra Wife



"My favorite presentation was the one on products: it was useful, practical, visual and we could touch and feel the items."

Barbara Ricketts, Lifestyle Management Associates



"I came to observe and learn from this program about how to put on a conference, and all my expectations were met by all the great people and material!"

*Sally Allen, A Place for Everything, LLC/
President, NAPO-Colorado chapter*



Organizing Products Reign Supreme

Heather Thompson, *Organization Matters / NAPO-LA Program Director*

Organizers use products. ORGANIZERS LOVE PRODUCTS. This month we will focus our attention on the products we use the most in our businesses and with our clients.

We will have representatives of some preferred companies bring highlights of their product lines: file folders, label systems, storage containers and more! Plus, members of our chapter will introduce you to their favorite products. In some cases, you may learn a new use for an old product.

This meeting is designed to educate all of us about the tools of our business. Thank you to our wonderful Golden Circle panel: Beverly Clower, Office Overhaul; Lynn Hall, Clutter No More, Inc.; Jean Furuya, The Office Jeanie; Esther Simon, The Traditional Home Organizer, and our facilitator, Dorothy Breininger, Center for Organization & Goal Planning. Their discussion at the February meeting on "Day-to-Day Client Management" was insightful and inspiring to all of us. We all got a few pointers on improving our businesses and dealing with all types of client issues.

For more information about joining Golden Circle, please contact Ann Gambrell at GambrellAnn@aol.com or (310) 212-0917.

FUTURE MEETINGS

April: No meeting due to the NAPO National Conference.

May: Case Studies presented by Chapter Members.

Taking Care of New Members with Warmth and a Smile

Talia Eisen, *Clarity Professional Organizing / NAPO-LA Secretary*

Claire Quinlan impresses you first and foremost with her tremendous warmth. She always has a ready smile and open arms for a hug as anyone who knows her can attest.

Many of us at NAPO know Claire because we have either worked with her or at least seen her at every meeting at the welcome table when signing in.

She has been a dedicated volunteer, holding the position of Prospective Member Coordinator, since April of 2002. In this position she is responsible for responding to inquiries that come through the website, for greeting new members and guests when they come to meetings, and for giving them information on how to get started at NAPO.

To Claire, becoming actively involved in the chapter proved to be a vitally important networking opportunity.

"Volunteering is how you get to know people. I certainly recommend it," she says.

When Claire first joined NAPO-LA, she began the process of her business growth, in part by becoming an assistant to other organizers. This gave her the chance to get more experience, learn from other organizers and

make contacts. Many of these contacts then turned into other jobs, and the skills she learned working this way helped her with clients of her own.

Claire began her organizing business in New England. She is a fourth generation hotelier, so she has a tremendous background in hospitality and business.

She ran her family's hotel in New England until times and economics changed, and the world of old-style hotels for families began to fade away.

Claire is an amazingly resilient woman and found a new path for herself. The organizing was starting to go really well, when her life was uprooted once more by the need to move to Los Angeles.

Claire is the mother of six children, whose ages range from six to thirty. Her children are of utmost importance to her and help shape everything she does.

When describing her business, she notes that she intends to stay small and keep it very personal so she has time for her kids.

We are all so glad she is here and gives her precious time and love to NAPO-LA.



Photo by Evelyn Gray

7 Ways to Reduce Stress and Help Your Family

Esther Simon, The Traditional Home Organizer

1. Simplify your schedule

Prioritize, plan and set a pace for yourself. If you are a mother, you should use a calendar/daily planner to set a schedule and make plans for the family. Schedule important appointments and meetings; write in time for relaxing, reading and errands. Spread them out during the entire week. Don't book too much on any one day in order to avoid burnout.

2. Get organized

Set aside 20 minutes a day to organize a part of your home, i.e., desk, drawers or pantry. Organize so that you know where things are and can easily reach them.

3. Take occasional breaks

Plan time to relax, stretch or walk during the day. Right after driving the kids to school is a good time to take a 20-minute walk before going to work.

4. Exercise regularly

Get into a schedule of physical activity on a regular basis. Your energy level and health will greatly improve with exercise and you will feel better about yourself. This is also a good outlet for stress, anger or frustrations.

5. Get enough sleep

You may not realize how sleep affects the body until it's too late and you are run down. Set a time to be in bed and read. The extra sleep will make you feel so much better in the morning and all throughout the day.

6. Eat well

Plan meals so that the time is nurturing. Select a variety of foods that provide nutrients to keep the body healthy. When you eat right you will lessen stress and increase energy. Drink a lot of water.

7. Be positive

Don't be overly judgmental with respect to yourself. Try to find people with a positive outlook on life and share your concerns with them. Read books and articles on positive self-help. Build your self-esteem and personal growth through the support of your children and family. Stay connected with family and friends and remain supportive of one another.

March Silent Auction Volunteer

Clutterbuster Donates Time For Chapter's Silent Auction

Jean Furuya, The Office Jeanie

Barbara Glass is a native of Kentucky, but lived in Japan, West Berlin, Denver, and Austin, Texas before making Los Angeles her home. She represents the epitome of planning, organizing, and delivering comprehensive, yet simplistic, lifestyle solutions.

After planning and organizing for others' profits, Barbara decided the time was right to redirect her talents, thus The Clutterbuster, a personal organizing service, was born in

“Barbara especially enjoys the challenges and rewards of her work with senior citizens. She has helped many downsize into ‘smaller spaces.’”

1992. Barbara immediately joined NAPO and served as vice president for two years.

While home organizing, home office and small business organizing are the mainstay of her business, Barbara especially enjoys the challenges and rewards of her work with senior citizens. She has helped many downsize into “smaller spaces.” This includes being an attentive listener, being non-judgmental and at the same time leading them to make decisions to let go.

In addition to teaching organization and planning classes at Los Angeles area community colleges, she also conducts personalized workshops and speaks to civic and social organizations.

Her Clutterbuster achievements have been notable as well as rewarding. Clutterbuster accomplishments have been highlighted in numerous newspapers and magazines including the *Los Angeles Times*, *Los Angeles Sentinel*, and the *Holman United Methodist Church News*.

In her “spare time,” Barbara enjoys international travel, reading and participating in one of her favorite past times – theme parties. Displaying miraculous creativity and superb culinary talent, invitations to her Kentucky Derby Party are a prized commodity.

Let's Go To The Windy City

Are you ready for NAPO's National Conference?

Robin L. Davi, Simply Arranged / NAPO-LA Treasurer

Not sure yet if you plan to attend the 2004 NAPO National Conference in Chicago this April? Well, I am here to tell you that if you can, you most definitely should!

As I approach attending my fourth 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, as well as my own personal experiences.

Each year there is usually something that I need, forget 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. 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 colder versus warmer.

3. Comfortable shoes are essential, 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. If you cannot find a roommate, you may contact Sheila McCurdy at clutrstop@aol.com or (909) 985-4948.

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.

2004 NAPO Annual Conference & Organizing Exposition

"The Growth Factor: Choices, Challenges & Opportunities"

April 28 to May 1 • Chicago, IL

NAPO offers the best opportunity to learn from the best in the industry. You'll return with knowledgeable and productive money-making strategies as well as time-saving tactics to increase client satisfaction, reduce business risk and be more successful, profitable and fulfilled.

- More than 20 workshops to choose from.
- Pre-conference educational opportunities for new organizers.
- National Study Group on Chronic Disorganization Conference, April 27 - 28.

**** Register by March 10 for early bird discount ****

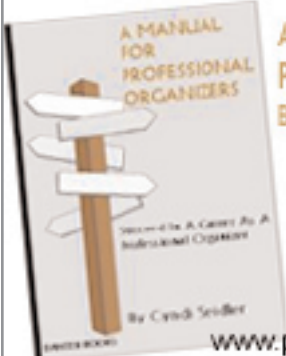
Visit www.napo.net for more information.



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NAPO-Los Angeles Who's Who

2003 - 2004 Officers

President: Marilyn Crouch
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(310) 375-9927

VP Membership: Nicole Juarez
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(909) 476-8448

Program Director: Heather Thompson
HeatherThompson@napola.org
(818) 621-7185

Commucations Director:
Chris Janetsky
ChrisJanetsky@napola.org
(562) 673-7271

Secretary: Talia Eisen
TaliaEisen@napola.org
(310) 914-5426

Treasurer: Robin Davi
RobinDavi@napola.org
(805) 522-9687

Past President: Tanya Whitford
TanyaWhitford@napola.org
(323) 377-1312

Coordinators & Committee Chairs

Associate Member Coordinator:
Barb Schmitt

Client Referrals Coordinator:
Pat Brubaker

Database/Directory: Tanya Whitford

Golden Circle Advisor: Ann Gambrell

Greeting Coordinator: Toni Scharff

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New Member Orientation:
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Prospective Member Coordinator:
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National Association of Professional Organizers Mission:
To develop, lead and promote professional organizers and the organizing industry.

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