

## In This Issue

- August Program
- President's Message
- Feature
- Silent Auction
- Organizing Tips
- Golden Circle Update
- NAPO-LA 2004-2005 Annual Membership Renewal
- Members in the News

## NAPO Los Angeles

**Mission Statement:** 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

## NAPO Los Angeles Who's Who

**President:** Robin Davi  
(805) 522-9687

robindavi@napola.org

**VP Membership:** Nicole Pacheco

(909) 476-8448

nicolejuarez@napola.org

**Director of Professional Development:**

Andy Frasure

(818) 571-8685

andyfrasure@napola.org

**Director of Communications and**

**Technology:** Chris McKenry

(323) 571-2134

chrismckenry@napola.org

**Secretary:** Heather Thompson

(818) 621-7185

heatherthompson@napola.org

**Treasurer:** Cindy Kamm

(310) 836-6471

cindykamm@napola.org

**Past President:** Marilyn Crouch

(310) 375-9927

marilyncrouch@napola.org

Welcome to your new NAPO-LA newsletter. The new version you are viewing includes links that take you to the NAPO-LA website or a member's website where you can find more information.

Please note that because this is an html document, it will not print like our past newsletters with defined page boundaries. Also, how it prints out for one person will not be the same way for someone else.

If you would like to share your thoughts on this new format, please scroll to the bottom of the left-hand column. We would love to hear from you!

Scroll all the way down for information on two great events coming up in the next few months.

## CALENDAR

August 1-7: Simplify Your Life Week

August 14: National Garage Sale Day

August 15-21: Reduce the Clutter Week

August 23: NAPO-LA Board Meeting 2:30 p.m.

August 23: NAPO-LA Chapter Meeting 6:15 p.m.

September is Attention Deficit Hyperactivity Disorder Month and Self Improvement Month  
Sept. 7: Do It Day!

Sept. 20-24: National Love Your Files Week

Sept. 23: NAPO-LA Board Meeting 2:30 p.m.

## Coordinators & Committee Chairs

### Associate Member Coordinator:

Barb Schmitt

### Conference Coordinator: *Open*

**Database/Directory:** Tanya Whitford

**Golden Circle Advisor:** Ann Gambrell

**Greeting Coordinator:** Toni Scharff

**Greeters:** Dee Saar, Barbara Ricketts, Toni Scharff

**Librarian:** Lenore Sokol

**Meeting Assistant:** Sara Getzkin

### MET Program Coordinators:

Jean Furuya, Barbara Ricketts, Tanya Whitford

### New Member Orientation:

Jean Furuya, Ann Gambrell

**Public Relations:** *Open*

### Registration Assistants:

Susan Honnold, Claire Quinlan

**Scrapbooker:** Mary Lasnier

**Volunteer Coordinator:** Mishele Vieira

**Webmasters:** Cindy Kamm, Chris McKenry, Gayle Westrate, Tanya Whitford

**Web Listing Coordinator:** Toni Scharff

## The Los Angeles Organizer Newsletter Staff

**Editor:** Dee Saar

(818) 762-6226

DeeSaar@napola.org

**Publisher:** Laurie Clarke

(818) 783-5683

laurieclarke@napola.org

**Copy Editors:** Sheila McCurdy, Cheryl Perkins, Kathleen Wakefield

**Photographer:** Evelyn Gray

**Submission Guidelines:** Published 10 times per year. All articles are copyrighted, all rights reserved. Submit text in MicroSoft Word attachment or type directly into e-mail message. Attach visuals as .jpg or .tif. Send to DeeSaar@napola.org.

**Deadline:** The fifteenth of the month for any submission.

**Advertisements:** Ads appear as icons on an html page and include a hyperlink to your website. Send art in .jpg format at 72 dpi to LaurieClarke@napola.org. All art and payments must be received by the 15th of the month for submission. All payments to be arranged with Cindy Kamm (CindyKamm@napola.org).

**Ad Size:** 125x100 pixels

Sept. 23: NAPO-LA Chapter Meeting: 6:15 p.m.

## August Program



## 10 Tips to More

## Professional Business Processes

This month we are proud to welcome NAPO-LA member and NAPO National Vice President, Debbie Gilster (shown here). Debbie will be presenting her program "10 Tips to More Professional Processes" in which she will explore the components of successful business practices. This is one program you won't want to miss.

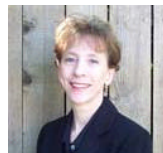
Our sincerest thanks to Audrey Burton for her engaging talk last month on marketing and networking. Audrey can be reached at (818) 508-1678 or by e-mail at coachaudrey@audreyburton.com.

A word of thanks to all who submitted themes for this year's LA Conference. The winner is Evelyn Gray, who submitted the theme "Organizing for Success."

~ *Andy Frasure, Andy's Organizing / Director of Professional Development*

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

## President's Message



## Organizing and Planning Will Ease Your Mind

**Price:** \$25 Members / \$35 Non-NAPO Members

**Coupon:** This feature allows advertiser to provide a text of 50-75 words for a more detailed description than the sponsor link.

**Price:** \$35 Members / \$45 Non-NAPO Members

### Chapter Membership:

National NAPO membership required.  
Price includes electronic newsletter.

#### Annual Dues (Oct. to Sept.-Annually)

Basic Member.....	\$75
Website Listing (Optional).....	\$55
Out-of-State Individual.....	\$50
Associate Member.....	\$150
New/Lapsed Member Processing.....	\$10
Meeting Fee.....	\$7

#### Non-Members

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

### National Membership Annual Dues:

Individual.....	\$200
Associate-Branch.....	\$150
Associate-Local.....	\$250
Associate-Corporate.....	\$550
New Member One-Time Processing Fee..	\$20

### Welcome to NAPO-LA's Newest Members

#### JULY

Deanna Nadalin  
Huntington Beach

Genavieve Pendleton  
Los Angeles

### Abbreviated Minutes July Board Meeting

1. The cost for advertising on the website calendar was changed to \$25 per month to correspond with the LA Organizer ad rates.
2. The Chapter's "Who to Call" list has been updated and will be added to our

## While You're at Play

Is there a vacation in your future? There should be. You and your clients deserve one! With the summer vacation season well under way, wouldn't it be great to plan a trip, whether it is just for you, your family or perhaps your client?

Before your departure, create a list of everything you need to do. This list might include:

- Finalize travel plans.
- Purchase tickets for travel, events you want to attend during your trip, amusement parks, local tours, etc.
- Arrange for child or pet care in advance.
- Buy travelers checks.
- Place mail and newspaper deliveries on hold.
- Refill all prescriptions. (I personally recommend doing this as we were in New Jersey during 9/11, and I only brought enough medication for four days. I had to contact my doctors, arrange for a local pharmacy to fill the medication which then took 36 hours). A must when traveling.
- Find someone to house-sit.
- If you are traveling out of the country, be sure you have all the necessary paperwork such as passports, identification cards, and driver's licenses.

Be sure to examine all of your travel confirmations from tickets, hotel confirmations and event tickets for accuracy the minute you receive them. Do not assume they are correct. If confirmed by telephone or computer only, be sure to keep the confirmation number(s) with you when you travel.

When you are about four weeks away from your scheduled departure day, review projects that need to be completed. Block out time to finish these projects.

Choose one "emergency contact" person and give that person access to your itinerary, hotel name and number, as well as any other pertinent information needed. Discuss in detail

website.

3. The LA Annual Conference theme contest was won by Evelyn Gray. Our 2005 theme is "Organizing for Success."

4. The dues restructuring will be announced at the July meeting, and an article will follow in the LA Organizer.

~ Heather Thompson, Organization Matters/NAPO- LA Secretary

### Membership Report

July Meeting Attendance.....	51
Members.....	39
Guests.....	9
New Members.....	3
Total Chapter Membership.....	107

~ Nicole Pacheco, Elements of Organizing/NAPO- LA VP Membership

### Assistants List

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

Laurie Clarke  
(818) 783-5683

Evelyn M. Gray  
(626) 576-2059

Susan Honnold  
(310) 948-0493

Cindy Kamm  
(310) 836-6471

Mary Lasnier  
(310) 782-7083

Chris McKenry  
(323) 525-0678

Blue Pendleton  
(310) 709-4508

Susan J. Slay  
(661) 291-2496

John Trosko  
(310) 806-7638

Robin Valdez  
(818) 886-9635

what you would consider to be an emergency, and what you would NOT consider an emergency!

Decide which tasks you can delegate to others in your absence. This might include:

E-mail: Are you going to check your e-mail or would it be best to have someone else handle this in your absence? (You can set up an e-mail account on [www.mail2web.com](http://www.mail2web.com) to check e-mail from any computer anywhere).

Voicemail: Same as with e-mail.

Either you or someone else can retrieve your messages.

Paper mail: If you are a one-person company, you will have to deal with it when you return. If you have an employee or assistant, give them specific instructions on how to sort your mail and be sure to have them trash the junk mail.

We all like to feel that everyone we know and talk to is trustworthy, but if you are going out of town be careful who you tell about your upcoming vacation plans. If you are a sole proprietor with a home-based business and must explain your lack of availability, simply state that you can be reached through voicemail.

Pay your bills a few days before your vacation to avoid forgetting or paying late charges. Carry your doctor's name and phone number with you in case of an emergency, along with your health insurance card.

Bon Voyage! Expect to be doubly productive after your vacation; so relax and enjoy.

~ Robin Davi, Simply Arranged/NAPO-LA President

[For more information on Robin and other NAPO-LA Board Members, click here.](#)

Feature

## Where to Focus Your Marketing

## Participate in NAPO-LA

The Assistants List is available as a resource connecting those available to serve as assistants for projects of organizers. Submit your request each month you wish to be listed. Include your name, business name, phone, and email address. The list is only for members of NAPO-LA and does not guarantee work. The Assistants List is found in the member's only section of the website on the membership directory page. To add your name to the list send an email to [Assistant@NAPOLA.org](mailto:Assistant@NAPOLA.org).

Organizing events of members may be listed on the NAPO-LA calendar for only \$30 per month. Include event, date, time, location and your contact info along with 50-word descriptions to [Calendar@NAPOLA.org](mailto:Calendar@NAPOLA.org) and your event will be advertised.

Submit your organizing tips for monthly listing on NAPOLA.org. Each "Tip" should be 50-75 words and will be used at the discretion of the editor of this section. Your name and business name will be listed. Send your tips to [Tips@NAPOLA.org](mailto:Tips@NAPOLA.org).

## Golden Circle Volunteer Needed

Looking for a volunteer! We are in need of someone to manage the Golden Circle Column for our Los Angeles Chapter newsletter. The job entails asking Golden Circle members, with expertise in a specific area of organizing, to submit articles to be published. This is a great opportunity to help our veteran members share their information and knowledge with the entire membership.

If you are interested, contact Ann Gambrell at [anngambrell@napola.org](mailto:anngambrell@napola.org) or [DeeSaar@napola.org](mailto:DeeSaar@napola.org). Step forward to help show that we ARE "The Organizing Authority."

## Member Survey

What do you think of the new NAPO- LA newsletter? Love it? Hate it? What could we do to improve it? What types of articles would you like to see in the newsletter? Send a quick e-mail to [newsletter@napola.org](mailto:newsletter@napola.org).

[For more information on becoming](#)

## Budget

Mention "marketing" to business owners and there are typically two types of responses: "It costs too much," or "I do not know where to start."

Most people see marketing as bottomless traps of expenses and choices. And that might be true IF you think you must have the capital to invest in print advertising, a multi-media website, a 4-color brochure, a fancy logo, mailing lists and regularly scheduled mailings to your entire network, membership in five or more networking organizations, training in networking, and, of course, training as a speaker.

Whew! Who would not recoil at the costs of marketing in time and dollars? But there are some things you can do to take control of your marketing strategies.

Author of *Get Clients Now!*, marketing expert C.J. Hayden, argues there are six basic ways you market your business for growth. In order of effectiveness they are:

- direct contact and follow-up;
- networking and referral building;
- public speaking;
- writing and publicity;
- promotional events;
- and advertising.

That's right. If you want to market your business for success, you may want to reconsider writing articles, sponsoring promotional events and costly print advertising. It may work for some of you some of the time, but you might as well burn your money for all the good it is doing your business.

The top three moneymakers involve your active interaction with others. If Hayden is right, and my professional experience supports her research, then you can prioritize your marketing with the least costly strategies for the greatest ROI. So when you think marketing, think networking and follow-up, referrals, and public speaking.

[a NAPO member, click here.](#)

## Quick Links...

- [NAPO-LA Website](#)
- [NAPO Website](#)
- [NAPO-LA Annual Conference](#)
- [NAPO San Francisco Bay Area Chapter Conference](#)

## Our Sponsors



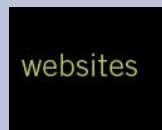
[Visit Our Sponsor](#)



[Visit Our Sponsor](#)



[Visit Our Sponsor](#)



[Visit Our Sponsor](#)

**Join our mailing list!**

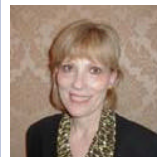
Other recent trends include skipping the picture logo and using a strong company name and typeface. You can also pass on the fancy brochure and develop a one-page document. The one-pager should have your company name and contact information, four or five benefits you offer in your business, some testimonials, and your bio along with your picture. You should be able to build this on your computer and make adjustments. Once you have your business focus, you have developed your value proposition, and you understand how to promote the benefits of your unique value proposition, then you may want to consider a brochure.

Over the coming months, this column will cover different areas of marketing. Next, we will review your value proposition: the top questions you need to ask yourself to align your strengths with your business description. Then we will review a great formula for networking success and finally a great prescription for taking on speaking and presentation opportunities. In the meantime, if you have questions or concerns regarding marketing or business development, you can contact me at [kathleen@confidenceconnections.com](mailto:kathleen@confidenceconnections.com), I am happy to answer your questions.

~ **Kathleen Schulweiss,**  
**Confidence Connections/NAPO-LA Member**

[For more information on Kathleen Schulweiss, click here.](#)

## Silent Auction



**Pioneer**

**Organizer to be on the Auction Block**

**Donna McMillan, McMillan &**

## Company Professional Organizing

After working in the corporate arena for 20 years in sales, property management and insurance industries, this "pioneer" Professional Organizer founded her business in 1984 and is now celebrating the 20th Anniversary of that business.

It was created on the basis of the "Golden Rule" and a commitment to help others. She has applied her creative and organizational talents, learned skills and gained experience in performing hands-on organizing services, and privately coached clients in corporate offices, small businesses and residences.

Donna has a passion to make a difference and a goal to empower each client. As a consultant/coach/speaker/writer, she helps them gain control in their offices, homes and lives. She gently guides those who are anxious to change their situations and habits. Many affectionately labeled her their personal "Clutter Therapist." Donna said she teaches her clients that "being organized means being able to quickly find what you need whenever you need it! It's not about being tidy" and "Organizing is a 'process' ... it's not a one-day project."© In 1993, Donna published the *Personal Assets Inventory Workbook*.©

As an "Organizing and Efficiency Consultant," she specializes in the management of time, space and paperwork in offices and homes, plus relocation coordination and unpacking services.

Since 1991, Donna has been extremely active in NAPO and NAPO-LA. Also, she has been a private coach and workshop trainer for Professional Organizers since 1993. Her distinguished services include:

NAPO-LA Newsletter Editor and Publisher, 1993-1994

NAPO-LA Chapter President (two terms), 1994-1996

"Golden Circle" designation since 1994

NAPO National "Founders Award" Winner, 1998

Member of the National Certification Committee two years  
Director on NAPO National Board of Directors, 1999-2000  
Taught workshops at four NAPO National Conferences  
Golden Circle Tips Booklet  
Committee Member/Advisor, 2000 - present  
NAPO National Golden Circle Chair, 2000 - present

**~ By Cindy Kamm, Details Etcetera/NAPO-LA Treasurer**

*The Silent Auction is a regular fundraiser for our chapter and is held at each meeting. During the meeting the volunteer will be announced and a clipboard will be passed around to everyone at the meeting. Anyone can bid by signing the sheet as it goes around. The highest bidder wins a one-hour in-person or telephone consultation during which time they can ask anything regarding the professional organizing business.*

**[For more information on Donna McMillan, click here.](#)**

## Organizing Tips

### **The Good Book**

I love to shop. Turn me loose in Linens 'n' Things, Staples or Organized Living, and I'm a kid in a candy store. I know where everything is, and I'm in and out in 15 minutes. Turn my clients loose in the same stores, and they become laboratory rats in a maze just looking for the exit. Plainly put, I like to shop for my clients. It may sound like a control issue, but it has proven to be the most efficient method. I've created a "Resources & Ideas" binder to make shopping easy.

My binder has four-inch rings and lots of plastic sheet protectors. As I shop, read the paper, or browse magazines, I cut out anything that might be useful. Think: Target ad on Sundays, Lillian Vernon catalogues, project sheets from Home Depot, handouts from chapter meetings, etc. Of course, being an organizer, I have different sections such as Containers, Closets, Shelving,



Furniture, Garage, Office, etc. My binder seems to grow a bit each week, so I will eventually break it down into smaller binders -- one binder for a category or two.

I love my binder. I ALWAYS have it with me. I share it with clients, which allows me to (1) introduce products & tools, (2) give an estimation of cost, and (3) pick the most functional & aesthetically pleasing items. Think of it as catalogue shopping. Clients approve the items and are empowered when you let them decide what to buy. At the same time, you have both agreed upon which items will be used, before money or time is spent.

My clients love knowing I will take care of the shopping. I know whatever I buy is within their budget and "pre-approved." Using my binder, I never encounter why my client was "too busy" to get to the store, why they bought an item that is completely different from what we discussed, or why they were too overwhelmed by the selection at the store, etc. It is a win-win situation, and we get to the actual organizing much faster.

**~ Sara Getzkin, Hands On!  
Organizing Services/NAPO- LA  
Member**

*Have a good tip to share? We would love to make this a regular column so send us your tips! E-mail them to [deesaar@napola.org](mailto:deesaar@napola.org).*

**[For more information on Sara Getzkin, click here.](#)**

## **Golden Circle Update**

On July 17, the NAPO-LA Area Golden Circle members held their quarterly gathering in the home of Dolores Kaytes with co-host Karen Fulks. A time for sharing, networking, and of course, eating was enjoyed by all.

Subjects discussed within the group were articles for the newsletters, both chapter and national, teleclasses for all

Golden Circle members on a variety of educational topics, the Golden Circle Tips Booklet and the upcoming Tips Calendar. Submission of tips for the calendar, by Golden Circle members, will be accepted in the Fall. More information will be provided when available.

Donna McMillan, National Golden Circle Chair, also brought an update with information from the national level. She reminded members to watch for the July issue of the Golden Circle Bulletin; a newsletter distributed by NAPO headquarters. Members also bring inquiries and discussion topics to the group regarding a variety of business issues, e.g.: products, product and service sources, client situations and more.

Our next meeting will take place on October 16 in San Diego and will be hosted by Lynn Hall and Bonnie Winn. Mark your calendar and join us. Meeting dates will soon be posted on the NAPO LA website.

~ **Ann Gambrell, Creative Time-Plus/Golden Circle Liaison**

*NAPO members qualify for Golden Circle membership by having been a member of NAPO for one year and in the professional organizing business for a minimum of five years. For additional information on membership, contact Ann Gambrell or pick up the printed information at the NAPO LA chapter meetings.*

## **NAPO-LA 2004-2005 Annual Membership Renewal**

NAPO-LA is gearing up for the annual membership renewal process in September. Renewals will be available on-line through our website. This will make the process quick and easy. You'll be able to pay your annual dues by credit card using PayPal.

Here are your options:

**Level 1 Membership Option**

\$85.00

Basic Membership  
Website Referral Listing

**Level 2 Membership Option:**

You can pay in advance for monthly chapter meeting fees and receive 50% discount.

\$135.00

Basic Membership  
Meeting Fees, you pay \$5 per meeting (10 meetings)  
Website Referral Listing

Meeting fees will be \$10 starting October 1st. NAPO-LA Chapter membership dues are payable by September 30, 2004. A processing fee of \$10.00 will be applied to renewals received after September 30, 2004. If your regular dues are received after this date, your membership will not be activated pending receipt of the additional \$10.00 fee.

~ **Nicole Pacheco, Elements of Organizing/VP Membership**

## Members in the News

Evelyn Gray of Organizing for Success was named the 2004 Volunteer of the Year at the Annual Conference Awards Banquet for the National Study Group in Chronic Disorganization. She was recognized for her 2-year commitment of time and talent on the layout of the NSGCD newsletter *The Chronical*, and her creation of this year's NSGCD Directory in PDF format. The NSGCD Board of Directors selects volunteers of the year in the Spring of each year for work the volunteer has done the preceding year.

email: [newsletter@napola.org](mailto:newsletter@napola.org)  
web: <http://www.napola.org>

**Ann Gambrell  
Presents  
a Home  
Organizing**

**Saturday   
October 30th  
8:30 a.m. to  
12:30 p.m.**

## Workshop

A unique learning experience in the home of a Professional Organizer. Learn to organize all areas of your home.

Open To The Public and Professional Organizers. Register now! Space is limited!

[For more information and to register, click here.](#)

## SFBA NAPO Regional Conference

NAPO's San Francisco Bay Area Chapter is proud to present its 16th Annual Regional Conference: **Now's The Time!**

**Saturday, October 16**

The Newark/Fremont Hilton Hotel  
Newark, California

*Hurry! Early-bird deadline is September 10, 2004*

[For more information, click here.](#)

### Additional Display Options

Include a left navigation?

Do not include a left navigation

Area header for this sub page:

Do not use a header graphic

\* Use these two options if you plan on opening new browser windows for this sub page.

Include the navigation graphics?

If you answer Yes (default) this page will be displayed within the graphics created for your site.

Yes

Include Area Header Graphic?

If you answer Yes (default) this page will include the area header.

Yes