

The LA Organizer

Volume 9, Issue 3

NAPO-LOS ANGELES

January 2002

January Meeting Topic Conversations With Myself

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

The beginning of a New Year and maybe a new direction in your business can seem daunting and challenging. We begin everything "new" with some mental impediments, but sooner or later we miraculously get to that goal.

Well, wouldn't it be nice if we could get to that goal without all the pain or grief that we inflict upon ourselves? We are lucky to have two different insights into the world of self-help. Christine Palen, a fellow Professional Organizer, will talk about her experiences in the "Coaching" realm and how it has changed her business and her life. Ardice Faoro, a successful, self-

employed, business owner and author of "Conversations with Myself", will provide a humorous, heartfelt look at being in business for yourself. She will share powerful tools and techniques that will assist anyone to become more effective and fulfilled in their work.

Attending this "New Year" meeting is so important to you and your business. Staying focused and confident is what this meeting is about. Come to the meeting in order for you to sustain or develop a successful Organizing business in 2002. The very best to all of you!!

Meeting Agenda

Monday, January 28, 2002

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 *Conversations With Myself*
- 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 or (818) 990-0559.*

LEARNING TO COPE WITH ENTREPRENEURIAL STRESS



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

It is not just the holiday and post-holiday financial stress that we face. As business owners, we have an added "bonus" of entrepreneurial stress. As noted by David P. Boyd's and David E. Gumpert's article, 'Coping With Entrepreneurial Stress,' published and summarized by the Harvard Business Review:

Succeeding at your own business is one of the great American dreams. It suggests that you've achieved some of the most valued goals of our society: independence, wealth, and satisfaction

in a career. A recent study of 450 entrepreneurs done by Boyd and Gumpert confirms that many successful entrepreneurs do, indeed, achieve these goals and that small-business ownership is one of the most satisfying career experiences available in American life. But the study also shows that entrepreneurs pay an extremely high cost for such satisfaction: at least once a week 55% - 65% of those surveyed have back problems, indigestion, insomnia, or headaches. To keep

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getting the satisfaction entrepreneurship brings, they appear willing to tolerate such evidence of stress.

As a result of the author's research, they question whether a high level of stress is an inevitable by-product of small-business ownership. In this article, they show several entrepreneurs describing the changes they have made to reduce the stress their work causes and offer additional approaches for coping with such stress.

Much has been written about entrepreneurial concerns with regard to starting a business and what produces financial success. In the article noted above, The Harvard Business Review saw something new in the literature --an inquiry into the emotional and psychological effects of owning a business.

Boyd and Gumpert enumerated the most frequently-mentioned benefits and costs of entrepreneurial stress. Listed in order of frequency, they note:

MOST FREQUENTLY MENTIONED BENEFITS

1. Freedom to make decisions about business
2. Accountability only to yourself
3. Financial rewards and prerequisites
4. Feeling of achievement
5. Involvement in all aspects of the business
6. Opportunity to respond quickly to change
7. The challenge of taking risk in new areas
8. Personal contact with employees and customers
9. Having direct impact on the company's direction
10. Absence of bureaucracy and organizational politics

MOST FREQUENTLY MENTIONED COSTS

1. Personal sacrifices
2. Burden of responsibility
3. Dominance of professional life
4. Loss of psychological well-being
5. Lack of human resources
6. Uncontrollable forces
7. Isolation in problems
8. Friction with partners and employees
9. Commitment of personal finances to start up
10. Difficulty of finding creative time

Finally, the authors list several ways to control stress:

1. Become aware of how destructive stress can be to the physical and psychological patterns in one's life.
2. Clarify the cause of your stress: loneliness, business immersion, people problems, obsessiveness, and need to advise.
3. Network to relieve loneliness and share experiences with other business owners.
4. Get away from it all. Those who take the plunge to get away nearly always found the experience worthwhile.
5. Find satisfaction outside your company. If entrepreneurs can step aside from the work and become more passionate in life itself, they may gain some emotional perspective.

If you are interested in learning more about the effects of entrepreneurial stress, you may purchase the article, "Coping with Entrepreneurial Stress," from the Harvard Business Review by dialing 617-495-6192.

Excerpts from this article have been reprinted with the authors' permission.

Click Here

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

Click Here for two excellent resources if your clients need some extra group support for their clutter issues. You'll find many resources by clutterers for clutterers here:

<http://www.clutterless.org/index.html>
<http://www.messies.com/selfhelp.htm>

Click Here for a great article on archival storage tips from the Container Store:

<http://www.containerstore.com/browse/tips/archivalStorage.jhtml>

Identity Theft is the fastest-growing non-violent crime in the US (I should know, it just happened to me!!). *Click Here* for two excellent resource sites regarding what to do if your (or your client's) identity has been stolen. (By the way, it probably was NOT via the internet that my social security number was taken... something to think about.)

<http://www.consumer.gov/idtheft/>
<http://www.stolen-identity.com/>

MEMBER SPOTLIGHTS



January Meeting
Estelle Kates
Tanya Whitford
Diana Ryan

Membership Report

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

November Meeting Attendance:	35
Members	29
Guests	6



January Silent Auction

Sheila McCurdy

By: **Jean Furuya**, Special Projects Coordinator, *The Office Jeanie*

During this month's chapter meeting, one hour of Sheil McCurdy's time will be auctioned.

Sheila McCurdy started CLUTTER STOP, an organizing business, in March 1993. She has a degree in Management with 20 years of experience in corporate America and has special training in physical environment management. She also has expertise in organizing and decluttering home and office environments. Her specialty is helping to organize those with ADD, dyslexia,

learning disabilities, and hoarding issues. Within that scope, she also does estate organizing; budgeting; schedules, setting goals and moving services.

Sheila is currently the Ethics Chair, Certification Chair, National Hotline Coordinator for the 909, 760 and 626 area codes, Newsletter Proofreader, and is in the Mentor program. This year she will be the roommate coordinator for the National Conference in Atlanta, GA. in April.

She is also a member of NAWBO, the National Association of Women Business Owners, where she is currently the President-Elect of the Inland Empire Chapter and becomes President in July.

Sheila currently runs a support group for organizationally-challenged adults in Upland, CA and gives seminars, workshops, and classes to different groups. She has published a booklet and is currently in the process of publishing a book, hopefully to be out early this year.

November Board Meeting Abbreviated Minutes



By: **Marianna Long**, Secretary, *Spacial Consultants*

1. New Policies & Procedures Manual discussion and review started.
2. Budget Report was discussed.
3. President Elect position eliminated plus addition of Past President as voting officer was submitted to NAPO National for vote.
4. "Store" fund raising ideas were discussed.
5. Green will be new logo color.

Thank You To Our November Chapter Meeting Speaker

Yvey Sommerfeld
Creative Memories
818-716-5052
23840 Albers Street
Woodland Hills, CA 91367

Welcome New Members

Submitted by: **Marilyn Crouch**, New Member Coordinator, *Avenues to Organization*

Barbara Black

Creative Organizing Solutions
P.O. Box 3072
Palm Springs, CA 92263
Tel: (760) 322-5151
E-mail: theorganizers@earthlink.net

Barbara spent the past 25 years as head designer and CEO of her own line of women's apparel. As a clothing manufacturer, she utilized her organizing skills from product development through production and shipping internationally. In her new business, Creative Organizing Solutions, she looks forward to helping others with residential, small office, and relocation needs. She would like to work with the following client types: artists, CEO/Executive, manufacturing, real estate, retail/wholesale, and seniors. Her partner in this new business is her daughter, Karina Black, and they both look forward to working together as a team.

Karina Black

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Karina has been an occupational therapist for eighteen years. She has helped thousands of individuals lead more productive and successful lives. She is well-experienced at modifying both home and business environments to improve daily function and increase productivity. Karina plans to use her organizing skills and therapy background to help seniors relocate making sure that their new environments are not only organized but ergonomic and safe, as well. She also wants to focus on home organizing and time management. She is having fun co-creating her new business with her mother, Barbara Black.





The Completely New and Improved www.napola.org



By: Tanya Whitford, Communications Director, *Organizing Wonders*

Our website just had a complete make-over. Have you seen it? In order to meet our expanding needs, improve our professional presence on the web, and to streamline some time-consuming Chapter activities, we needed to completely redo our website. We chose a company that specializes in non-profits who could offer us the things we needed and then some. They provided us with many useful templates and the ability to add as many pages as needed. They trained us so that we are now in complete control of our site.

I think you will be pleasantly surprised at the amazing difference. This new site has more to offer the public, prospective members, and current members. The home page shows a path for each group to follow in order to get the information they are most likely searching for.

The information we had on our previous site has been moved over and expanded. Here are a few of the NEW things we now have for everyone to enjoy:

- Registering for our Winter Workshop and paying on-line through PayPal.
- A Calendar with all Chapter meetings, Board meetings, and Golden Circle meetings, as well as, special holidays related to organizing and business. Click on the meetings for more information.

- A NAPO-LA store to buy the products we sell which will be expanding in the near future.
- A Chapter Contacts page complete with job descriptions and pictures of Board members and key volunteers.
- A resource page of advertisers who sell organizing products and non-organizing services that we, as Professional Organizers, utilize in our own businesses and for our clients.
- A mall full of major on-line retailers. Our Chapter will receive a percentage of purchases made through the mall- so get to your favorite retailer through us- and tell your friends!

And for members only, we have:

- Your own log in and password.
- Renewing your dues on-line through PayPal.
- An e-mail address @napola.org
- Updating your own contact information.
- A forum to post or answer questions on the topics of organizing, business, ethics, and our Chapter. Lynn Hall is our moderator.
- A fantastic opportunity to post your own workshops that you normally advertise for with flyers. For a small fee, we will add your workshop to the Calendar section and set up a page for the details.

The site is not completely done. We will soon be able to search for an organizer by specialty and/or location. (If you are not currently listing your business on our website, please contact Toni Scharff.) We also need to get advertisers to join us so that we not only have a truly useful resource section, but so that we may turn our website from an expense to an income. This will benefit our entire Chapter. If you have any resources, from a small scrapbooking supply store to a major moving company, tell them to go to our site. The *Sponsors/Resources* button shows the many options that are available and the *Advertising* button has all the necessary information.

This has been a huge project that involved many of our members. Thanks to Janet Aird, Evelyn Gray, Toni Scharff, and Amy Siu for being a part of the Website Steering Committee that helped make decisions before the proposal was presented to the Board. Many, many thanks to Shawna Smith and Toni Scharff for spending hours and hours working on this project with me right around the holidays. It was a lot more work than we expected, but the results have made us proud. None of us had any experience with web design, but we learned how to do what we needed to do. Thank you Shawna & Toni for hanging in there with me and making this new website a reality.

Now go check out the website!!!

Important Note

All members should update their profiles on-line as soon as possible. It is very easy to do! Instructions were e-mailed. The Organizing Specialties and the Travel Zones have been changed. Our referral coordinator needs this updated information in order to do her job. If you have any questions or problems, please contact Shawna Smith.

Who to Contact for the website

Toni Scharff- toni_scharff@earthlink.net

- Website Listings
- Tips

Shawna Smith- orgsol@1stnetusa.com

- Database
- Member profiles

Tanya Whitford- orgwonders@usa.net

- Advertising
- Calendar
- Chapter Contacts
- Chapter e-mails

Ask the Organizer

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

Referral Fees: A Win Win Win Marketing Tool

By: **Paula Royalty**, *WorkSmart Productivity Consulting, Bellevue, WA*

Dear Ask the Organizer:

I am in a quandry about referral fees. What is acceptable, how does it work, who pays whom and how can I learn more about referral fees in our industry? TM

Dear TM:

In the winter of 1997, Paula Royalty, WorkSmart Productivity Consulting of Bellevue, Washington wrote the following article on Referral Fees. It is my opinion that organizers need to make careful note of this information--it is valuable! Glorya Belgrade Schklair

Q. What is a referral fee?

A. A percentage of sales for a specified time, or a flat amount of money paid for referring a client to a business. Also known as a finder's fee and similar to a sales commission.

Q. How are referral fees a form of marketing?

A. One element of marketing is promotion. One way to promote your business is to have other professionals promote it for you. When someone has a need that another business can satisfy, everyone wins: the referred business gets a new client, the referring professional gets a referral fee, and the client gets their need satisfied. Win, win, win!

Q. Why pay a referral fee?

A. I respect other professionals' time as much as my own. They take their time and effort to promote my business and I obtain business I otherwise would not receive.

Q. Is a written agreement required?

A. No. Some businesses use a written agreement, but many have a verbal agreement.

Q. How do you make sure you get paid?

A. I operate on the honor system with professionals I refer. I rely on them to pay me the referral fee when their client pays them.

Q. Do you refer other businesses just to get the referral fee?

A. No. I refer professionals I believe will do a superior job for my client.

Q. When do you pay a referral fee?

A. When I receive payment from the client.

Q. How much are referral fees?

A. There is no set amount for our industry. Antitrust regulations for professional associations prevent me from discussing specifics, but here are some examples from other industries. Some professionals pay a flat amount regardless of how much the job is worth or how long it lasts. For example, a car salesperson said he would pay me \$100 for every car buyer I referred to him, payable when he sold them a car. Other professionals pay a percentage of the sale. I spoke with a professional speaker who pays 25 percent of his speaking fee to the speakers' bureau that books engagements for him. Ultimately, the amount of fee you may pay or receive is individually determined by your firm's operational and marketing costs, and negotiations with the other party.

Q. What is the duration for paying a referral fee?

A. I request a percentage of the gross

sale for an amount of time from the first day worked with the client. After that time has elapsed, I cease receiving a referral fee. I have heard of referral fee durations lasting six months, one year, two years, and forever.

Q. How do you give a referral?

A. When someone requests a service from me that I cannot or will not perform, I give the client the contact name, telephone number, and why I believe this business can satisfy the client's need. The client *chooses* to contact the referred business, or I do it for them. I always contact the referred business to tell them I referred them.

Q. Do you close the sale?

A. When my client hires the business I refer without question, I have closed the sale. Sometimes they want to interview more than one business.

Q. How many businesses do you refer to a client for the same job?

A. I will refer as many as the client wants if I believe all of them can help. This increases the chances that a good match is made between the client and a referred business.

Q. How do you know if the business you refer can do the job?

A. I ask them what they do, question their approach, question their philosophy, read their materials, and so on. I use that information when I have a client with that need. If I am not sure a professional can satisfy their need, I tell the client that I met someone who does that type of work, but I have not used them myself. At least I have met the person and have

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Family Organizing Time Management for High School Students

By: Esther Simon, *The Traditional Home Organizer*

Every year I am asked to give a Time Management Class to 70 ninth graders in my daughter's private school. I base my discussions and information on the 7 Habits of Highly Effective Teens by Sean Covey, (Steven Covey's son.) Time Management for teens is very similar to management for adults with the exception that their focus point must be on schoolwork and social peer pressure.

In my discussion each year I emphasize the third habit, "First things First." This means trying to prioritize your activities and get the more

important work done first. I encourage each student to use a student day planner and divide the calendar day in half, using one side for test due date and the other for a planning to do list. Distribute the time throughout the week so they can get a little studying done each night.

The point is to plan ahead. I always emphasize that planning is vital. Each student should plan out his or her day the night before. A good way to do this is to lay out their school uniform, clothes, books, lunch, etc. Students must realize that often, the hours they spend using the telephone,

watching TV, and shopping are time-robbars and time-wasters. Kids should know that identifying the problem is the key and that combating each activity is the answer. Many students have to realize that they won't be an outcast if they tell their friend that they "can't talk now" or they "can't go out."

It takes courage and strength to change bad habits and develop good ones. Students must be aware that developing good study habits, systems, and behavior makes for a successful year in school.

(Ask the Organizer continued from page 5)

gotten an intuitive feel about them. That is more than my clients will get when they look in the Yellow Pages.

Q. What happens if you refer someone who does not perform satisfactorily for the client?

A. When this happened, I had such a strong working relationship with my client, that even though I referred this other professional, my client did not connect me with the professional's performance. There will always be some risk when you do not have control over the situation. The risk is worth it to me if I believe the client's needs will be satisfied.

Q. What if I cannot afford to pay a referral fee?

A. Occasionally, I hear from professionals who do not charge enough to pay a referral fee. This indicates to me that they do not consider marketing an expense and are not building it into their fee. I ask, how are you marketing now? When you are marketing (networking, selling, promoting,

etc.) you are not billing your time and sometimes you are spending money. How can you afford to do that if it is not calculated into your fee? Marketing is a necessary function for any business to survive.

Q. Are there any tax consequences with referral fees?

A. Yes. The IRS recognizes referral fees as a tax deductible marketing expense when paid, and as income when received.

When your client asks you for a referral, it shows they trust your opinion. If someone refers your business, it shows they trust your ability. You, your clients, and other professionals can all win when referral fees are used professionally.

(Written permission was provided to Glorya to reprint the article)

The LA Organizer is published monthly except in December. The articles are copyrighted, with all rights reserved.

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: ***January 29, 2002***

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.

Founders Award

By: **Ann Gambrell**, Awards Chairman, *Creative Time-Plus*

What exactly is the Founder's Award? Who qualifies to receive it?

How do they get nominated and by whom? Who votes on the nominees?

Good questions and I am here to answer them. The five founding members of NAPO designed and instigated the Founders' Award. As a founding member, I am very honored to present this award annually, at the national conference, to the NAPO member who best embodies the spirit of NAPO and the organizing profession. Who is that person? Well, she or he is in your chapter or in the group of organizers that you meet with regularly. This person is an organizer that has made a major contribution to the progress of NAPO and the organizing profession. Perhaps you only know of that person from what you read in the NAPO News or have heard about from other organizers. Maybe you have seen this member on television or read about him or her in a magazine article or newspaper. That person is someone you may or may not know personally, but

someone you admire and respect for their professionalism and special service to the profession and/or NAPO. You know this person and you can nominate him or her for the Founder's Award. Qualifying nominees are voted upon by the general membership through a mail-in ballot. The recipient's name is not disclosed until the award is presented.

The nomination process: For a candidate to appear on the official ballot they must:

1. Be a regular NAPO member (not an Associate member)
2. Have made an outstanding contribution to the organizing profession
3. Be nominated by at least three (3) NAPO regular members (self-nominations are not permitted.) It is not necessary to inform the nominee of your nomination.

If you have a nominee in mind, talk to two or more regular members who agree on the candidate and nominate this person by sending to

NAPO headquarters:

1. Name, address and phone number of the nominee
2. Name, and address of the nominators
3. Name of the award (Founder's Award)
4. A brief explanation (100 words or less) of why you think the nominee deserves the award. Be specific to their accomplishments.

The deadline is February 15, 2002.

But don't wait. Talk to your colleagues and consider a nominee. Become a real part of this very special and historic event at the 2002 conference.

Nominations are mailed to NAPO headquarters, attention Dianna Kise.

Past recipients include: Maxine Ordesky, Stephanie Culp, Ann Gambrell, Stephanie Farrar, Judith Kolberg, Barbara Hemphill, Donna Mc Millan, Harold Taylor, Gloria Schklair, and Jean Furuya.



January	February	March
Nat'l Lose Weight & Feel Good Month	International Expert Success	Ethics Awareness Month
7-11 Nat'l Thank Your Clients Week	3-9 Int'l Person & Business Coaching Week	24-30 National Clutter Awareness Week
7th Organize Your Home	12th Leadership Success Day	12th Organize Your Home Office Day
22nd Speak & Succeed Day	17th Random Acts of Kindness Day	23rd Make Your Dreams Come True Day
26th 2002 Winter Workshop	25th 2:45 Board Meeting 6:15 Chapter Meeting	25th 2:45 Board Meeting 6:15 Chapter Meeting



Happy Birthday!

January

Sheila McCurdy 6th
 Marianna Long 7th
 Barb Schmit 9th
 Kevin Hall 19th
 Karen Solomon 20th
 Bette Martin 30th

February

Heather Chapman 2nd
 Julie Signore 3rd
 Vanessa Kinsey 16th
 Janetta Whitley 16th
 Sandra Ateca 20th
 Tanya Whitford 23rd

March

Dana Rubin 7th
 Michelle E. Gordon 8th
 Esther Simon 27th
 Cathy Torre-Houghton 28th
 Diane Ridley 29th

**LOCAL REFERRAL
 HOTLINE REPORT**

November & December 2001

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

The Stats:

Inquiries for Organizers: 4
 Inquires for Misc. Information: 1
 Clients Contacted: 5
 Message Left Only: 0
 Organizers Referred: 3

Cities Referred To:

Thousand Oaks

Members Referred:

Chapman, Davi, & Valdez

2001-2002 OFFICERS

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COORDINATORS & COMMITTEE CHAIRS

Associate Member Coordinator	Barb Schmit
Chapter Historian	Sally Hulem
Client Referrals Coordinator	Diane Ridley
Database/ Yellow Pages	Estelle Kates
Ethics Committee	Sheila McCurdy
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	Heather Chapman
Special Projects Coordinator	Jean Furuya
Webmasters	Shawna Smith Tanya Whitford
Website Coordinator	Toni Scharff
Workshop Director	Sandra Ateca

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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

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: **\$99 Members & Non-Members**

Please check www.napola.org to register and pay only. You may also download the flyer and registration form to mail in.

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