

# THE LOS ANGELES ORGANIZER



March 2005

Volume 12, Issue 3

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## 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  
Phone (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  
nicolepacheco@napola.org  
**Director of Professional Development:**

## ANNOUNCEMENTS

**Quick Poll:** Are you going to the NAPo National Conference in San Diego? If so, please send an e-mail to NAPo-LA President Robin Davi at [robindavi@napola.org](mailto:robindavi@napola.org) with "Yes" and your full name in the subject line.

**Did you vote?** If you have not voted for the new NAPo-LA board members be sure to login to [napola.org](http://napola.org) and cast your vote!

The **L.A. Organizer** will be bi-monthly this year. Look for Announcements from the Board in between issues. The next issue of the *L.A. Organizer* will come out in May.

If you missed the NAPo-LA conference or wish you could have gone to ALL of the sessions, now you can! **Cassette and CD recordings** of all the sessions at the 2005 NAPo-LA Annual Conference are available for \$10 each at [www.vwtapes.com](http://www.vwtapes.com). Just look for the NAPo logo.

### CD Support Group for LA Chapter Members

If you are working consistently and on an ongoing-basis with Chronically Disorganized clients, you are invited to participate in an informal support group. Meetings will be held quarterly. The first meeting will be Wednesday, April 13, from 6 p.m. to 7:30 p.m., at the home of Michelle Quintana in Long Beach. Besides sharing our individual issues, the topic of discussion is "Working with Chronic Shopping clients." A simple pot luck is planned. To RSVP or for further information, contact Jean Furuya, at [Jean@TheOfficeJeanie.com](mailto:Jean@TheOfficeJeanie.com) or (310) 316-1753.

The **Q&A Night with Veteran Organizers** on March 21st has been cancelled. Look for another Q&A Night coming soon!

## CALENDAR

**March**  
"Financial Security Month"

Michelle Quintana  
(888) 665-5887  
michellequintana@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

#### **Coordinators & Committee Chairs**

**Associate Member**

**Coordinator:**

Barb Schmit

**Database/Directory:** Tanya  
Whitford

**Golden Circle Advisor:** Ann  
Gambrell

**Greeting Coordinator:** Toni  
Scharff

**Greeters:** Barbara Ricketts,  
Toni Scharff

**Librarian:** Lenore Sokol

**Meeting Assistant:** Sara  
Getzkin

**MET Program**

**Coordinators:**

Jean Furuya, Ann Gambrell,  
Barbara Ricketts, Tanya  
Whitford

**New Member Orientation:**

Jean Furuya, Ann Gambrell

**Public Relations:** Chris  
McKenry

**Registration Assistants:**

Susan Honnold, Claire  
Quinlan, Tiffany Schwartz

**Scrapbooker:** Mary Lasnier

**Volunteer Coordinator:**

Mishele Vieira

**Webmasters:** Cindy Kamm,

Chris McKenry, Gayle  
Westrate, Tanya Whitford

**Web Listing Coordinator:**

Toni Scharff

March 7-13: "National Procrastination  
Week"

March 8: "Organize Your Home Office  
Day"

March 28: Board Meeting - 2:30 p.m.

March 28: Chapter Meeting - 6:15p.m.

#### **April**

*No Chapter Meeting this month*

April 28-30: National NAPO Conference-  
San Diego

#### **May**

May 23: Board Meeting - 2:30 p.m.

May 23: Chapter Meeting - 6:15p.m.

### **March Program**



## **Program to Feature**

# **Professional Resources Critical to Your Organizing Business**

Your clients are ready to part with their possessions. Great! What are the next steps? Come to our March meeting and discover a world of excellent professional resources that will assist you to help your clients "get rid of stuff" the easy way.

Our featured speakers will be our own Brenda Cotton from 1-800-Got Junk, the conscientious hauling company; David Smith from AuctionExpress.net, your client's answer to e-Bay overwhelm; Rick Stoff of Chrysalis, a 20-year-old Los Angeles non-profit organization helping the economically disadvantaged towards self-sufficiency by hiring them for sorting, cleaning and light hauling; and finally Dessin Meyer, from Deseret Industries, a 60-year-old non-profit organization providing quality merchandise from donations at low prices to the public through its small chain of retail stores located throughout the greater Southland area.

This meeting promises to be rich in informational content that can be used in

**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, Toni Scharff,  
Kathleen Wakefield

**Staff Writers:** Talia Eisen,  
Deborah Kawashima, Glorya  
Schklair, Tanya Whitford

**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](mailto:DeeSaar@napola.org).

**Deadline:** The 25th 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](mailto:LaurieClarke@napola.org).

All art and payments must be  
received by the 25th of the  
month for submission. All  
payments to be arranged with  
Cindy Kamm. Contact Cindy  
at [CindyKamm@napola.org](mailto:CindyKamm@napola.org).

**Ad Size:** 125x100 pixels

**Ad 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

**Coupon Price:** \$35  
Members,  
\$45 Non- NAPO Members

your practice for years to come! See you  
on March 28th.

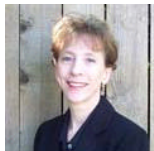
*Many thanks to our panel members in  
January who discussed their nightmare  
organizing situations. Barbara Ricketts,  
Karen Fulks and Michelle Quintana gave  
all of us plenty to think about.*

*In February, Mary Ann Pate, an  
organizing and productivity consultant  
from the Bay Area, gave a presentation  
on how to do powerful client needs  
assessments and book multiple  
appointments. Thank you, Mary Ann, for  
coming to L.A. and sharing such great  
information!*

*~ Michelle Quintana, The Simple  
Organizer/NAPO-LA Director of  
Professional Development*

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

**President's Message**



**Success  
Reigns  
for**

**NAPO-LA and  
the 2005  
Conference**

Wow! What a fantastic day we had at our  
Annual 2005 NAPO-LA Conference. For  
those who attended, thank you for making  
this our second most successful event. We  
hosted 100 guests, 14 speakers and two  
keynote speakers to a day of learning,  
laughing and networking. This was the  
first year that we had both the keynote  
and speaker sessions recorded and made  
available for purchase on CD and  
cassette.

From Debbie Allen's exhilarating  
morning keynote to Stephanie Denton's  
educational afternoon Q&A session, we  
were able to motivate and enlighten  
everyone from veteran to beginning  
organizers. Those who were attending for  
the first time or were pursuing their  
interest in professional organizing also  
had plenty to take in.

## Chapter Membership

National NAPO membership required. Price includes electronic newsletter.

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

\$85 - Basic Member w/ website referral listing

\$135 - Basic Member w/ website referral listing and paid meeting fees (Available only with annual renewal in September.)

\$50 - Out-of-State Individual

\$250 - Associate Member/Local

\$150 - Associate Member/Branch

\$10 - New/Lapsed Member Processing

\$10 - Meeting Fee

### Non-Members

\$25 - Newsletter Subscription (Annually)

\$15 - Visitor Meeting Fee

### National Membership Annual Dues:

\$200 - Individual

\$150 - Associate-Branch

\$250 - Associate-Local

\$550 - Associate-Corporate

\$20 - New Member

One-Time Processing Fee

### Abbreviated Minutes January Board Meeting

1. The board voted to make the LA Organizer Newsletter a bi-monthly publication with Board announcements used the other months for chapter communication.

2. The chapter will utilize online voting for the 2005 election of officers.

### February Board Meeting

We raised more than \$750 in raffle ticket sales, which has been earmarked to purchase both the 2005 NAPO-LA and the 2005 NAPO National Conference CD's for our chapter library. In addition, the chapter profited over \$2,200 after conference expenses, which makes this our third consecutive year in the black.

I want to personally thank both Heather Thompson for spearheading the 2005 NAPO-LA Conference Committee and a group of wonderfully dedicated volunteers, Sara Getzkin, Rosalind Lakomy, John Trosko, Mishele Vieira, Laurie Clarke, Cheryl Perkins, Chris McKenry and Cindy Kamm for all of their hard work that totally paid off.

As you know, it takes a village to run a conference. Thanks to all of our members who graciously volunteered their time on conference day to see that all systems were a go, everything ran smoothly, and all of our guests had a great time. Without all of you, there would be no conference.

Congratulations to Chris McKenry, recipient of the 2005 President's Leading Award and to Laurie Clarke and Dee Saar, recipients of the 2005 Volunteer of the Year Award.

So now it's on to San Diego and the 2005 NAPO National Conference April 27-30, 2005!

*~ Robin Davi, Simply  
Arranged/NAPO-LA President*

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

## 2005 NAPO-LA Annual Conference



**Debbie  
Allen  
Rocks**

## NAPO-LA Conference Shamelessly

The shameless self-promotion diva Debbie Allen told us that every business

1. The new guest/visitor packets are complete and will now be distributed at meetings.
2. The 2005 NAPO-LA Annual conference raised over \$2,300.
3. Board nominations were announced and voting is set to begin during March. The new board will be announced at the March chapter meeting.

~ Heather Thompson,  
 Organization  
 Matters/NAPO-LA Secretary

### Membership Report

#### January Meeting

63 - Total Attendance  
 52 - Members  
 11 - Guests  
 7 - New Members  
 100 - Total Membership

#### February Meeting

61 - Total Attendance  
 56 - Members  
 5 - Guests  
 7 - New Members  
 108 - Total Membership

#### Assistants List

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

Ana Goldseker  
 (323) 933-9526

Debbie Greene  
 (805) 532-2251

Hazel Thornton  
 (818) 896-0134

#### New Members

**January**  
 Laura Brown  
 Fountain Valley

Ana Goldseker  
 Los Angeles

is a people business. And she tells her staff, "As soon as we stop having fun, we're going to do something else." Debbie believes that when you learn to be a master communicator, you can do anything! She held our attention with illustrations, humor and stories while teaching us about her principles of the Science of Self-Promotion.

### 3 Scientific Behaviors Directly Related To Success

1. Put yourself in front of people that can make a difference in your business.
2. Share your uniqueness, your core, your knowledge and brand awareness.
3. Don't give up! Most marketing fails because many give up before creating results.

The energy and strength of her convictions is obvious, as Debbie shared with us that it is essential to believe in yourself, developing gutsy goals that make you stretch and using affirmations and visualization to improve success with long term goals. Since 95 percent of what we do is habitual, then how we think and act can be changed and become habit. Once something becomes a habit, then it also becomes comfortable. Through repetition, affirmations can become beliefs, negative self-talk can be avoided, and rejection can stop holding us back from promoting ourselves.

The daylong conference also featured twelve other sessions to choose from, including experts speaking on feng shui, space planning, products, filing systems and business marketing.

Debbie Allen says successful people make it look easy, and yes, she does.

~ Dee Saar, *Space Diviner*

### NAPO-LA Leading Edge Award



**NAPO-LA  
 Director  
 of**

**Communications  
 Honored at**

Jennifer MacDowell  
Tarzana

Nancy Morrissey  
Huntington Beach

June Riggio  
Long Beach

Nilufer Toren  
La Crescenta

**February**  
Cindy Duffy  
Redondo Beach

Teine Kenney  
Newbury Park

Alice Morris  
Newbury Park

Vivienne O'Brien  
Los Angeles

Lori Ross  
Huntington Beach

Kimberly Sherwood  
Capistrano Beach

**March**  
Nancy Arnold  
Goleta

Jenne Mercer  
Bakersfield

#### 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 "Members Only" section of the website on the membership directory page.

## Conference

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

At the 2005 NAPO-LA Annual Conference, the President's Leading Edge Award was presented to Chris McKenry for his outstanding contributions to NAPO-LA. Chris is currently serving on the Board of Directors as the Director of Communications and Technology. Over the past year, Chris not only volunteered as a team leader for our GO Week project at Project Angel Food, he was instrumental in acquiring our new chapter banner, and has become a digital camera guru helping to chronicle our NAPO-LA events.

His vision has dramatically changed the look and technology of our chapter newsletter and website. Chris has worked tirelessly as the chapter's Public Relations Director, coming up with new and innovative ways to promote NAPO, NAPO-LA and the professional organizing industry.

The past Presidents, the Board of Directors and I commend and thank Chris McKenry for his outstanding efforts on the part of NAPO-LA and for contributing to the success of our chapter.

~ Robin Davi, *Simply Arranged*

### NAPO-LA Volunteers of the Year



**NAPO-LA**

## Newsletter Editor and Publisher

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 information, 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](http://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).

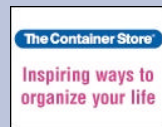
[For more information on becoming a NAPO member, click here.](#)

### Quick Links...

- [NAPO-LA Website](#)
- [NAPO Website](#)
- [NAPO National Conference & Expo in San Diego](#)

### Visit Our Sponsors









## Named Volunteers of the Year

NAPO-LA has many volunteers who contribute to the running of NAPO-LA and the success of the chapter. This award recognizes a volunteer for their dedication to the chapter and their contribution of extensive volunteer hours. This year we took volunteer recognition to the next level and awarded two "Volunteer of the Year" awards.

At the 2005 NAPO-LA Annual Conference, Laurie Clarke and Dee Saar were both awarded the 2005 Volunteer of the Year.

Laurie volunteered for both the 2004 GO Week project and the 2004 NAPO-LA Annual Conference. She was this year's conference public relations manager, writing and publishing all of the conference materials and so graciously served as emcee for this year's conference. We thank Laurie for her phenomenal work as publisher and contributing writer of our chapter's newsletter.

Dee has continued to volunteer her time and effort since joining the chapter in August of 2003. She worked as a team member at the 2004 GO Week project at Project Angel Food and assisted Julie Morgenstern, our keynote speaker at the 2004 NAPO- LA Annual Conference.

Dee is known as the stealth volunteer as she works many long and tireless hours as our newsletter editor, coordinating staff writers, proofreaders and reviewing article content.

Thank you to Laurie and Dee for their outstanding contributions to NAPO-LA.

~ Robin Davi, *Simply Arranged*

[NAPO National Conference & Expo](#)

## Join Us in San Diego!



**Join our mailing list!**

## Planning for Conference

Not sure yet if you plan to attend the 2005 NAPO National Conference in San Diego this April? Well, I am here to tell you that if you can, you most definitely should!

As I approach attending my fifth 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 to my own personal experiences.

Each year there is usually something that I need, forgot 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 one. 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 cold.
3. Be sure to wear comfortable shoes 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.
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.

7. If you can, use a credit card for your airline ticket purchase, hotel reservation and Conference registration. If you have any problems, they are easier to fix with your credit card company.

8. Make time to visit the Organizing Exposition. It is a great way to see new and innovative organizing products and ideas. Most vendors have products to sell, usually at a significant conference-only discount. Be sure to leave enough room in your suitcase for all of the conference goodies and purchases.

9. If you are going to conference for the first time, please be sure to attend the First Timers' Orientation. Each first-time attendee is given a Conference Partner to answer your questions and guide you throughout the conference.

10. Don't forget that Friday evening is dinner on your own. Bring casual clothes and have fun. A lot of organizers get together for dinner, cocktails and shopping. Join in; you will have a fantastic time.

11. When packing for the big trip, bring snacks to keep in your room. They will be a lifesaver for that midday hunger attack. I usually bring dried fruit, nuts, and, of course, something sweet (aka chocolate), a must-have for all attendees.

Conference is a time to be inspired, meet new friends and catch up with old ones. The workshops will stimulate your mind and influence your business. We are part of a fantastic organization filled with amazing people, so have fun and be sure to find me in San Diego.

**~ Robin Davi, Simply Arranged**

*Feature article coming in May:  
"Harnessing the Media to Build Your Business" by Marcia Ramsland. You can hear Marcia speak at the NAPO National Conference in San Diego.*

**[For more information on the NAPO National Conference,](#)**

[click here.](#)

## Silent Auction



# Organizer For Auction Went From Paper Flow to Photo Flow

## Heather Thompson, Organization Matters

Heather Thompson started her business, Organization Matters, in May 2002. While she never intended to be a professional organizer, she discovered NAPO while reading a book on career changes. She attended the annual conference in February 2002 and the rest, they say, is history.

"I knew I had found a way to use both my desire and talent to put things in order and meet deadlines," Heather said.

She has focused primarily on clients with small-to-medium sized businesses that need help with time and paper management. She likes working with people who would like to do more with the time they have, and she gets a great sense of satisfaction when a client tells her they are accomplishing more due to their working together.

She has also spent the last few years practicing what she preaches. When she started her business, she became very involved with NAPO-LA as a volunteer and then a board member. She also became involved with several chambers of commerce chapters. This forced her to manage her time well as she juggled launching a new business with business-building activities, networking and many other commitments she made for herself.

"My clients often appreciate the fact that I am always on time and ready to work when I have so many things on my plate," she said.

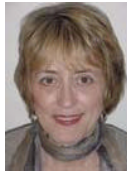
Her professional background is in insurance. It was during her time in this

paper-intensive, data-driven industry that she realized she enjoyed the process of making the business work. Making the paper flow and keeping on top of the deadlines was the fun part of her job. So she made that her only job and became an organizer. She now focuses solely on scrapbooking, organizing photos into an album that tells a story.

*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.*

~ **Cindy Kamm, Details, Etc.**

## Volunteer of the Month



## **Creative Organizer Promotes NAPO-LA and Gets Organizers Out in the Streets**

Karen Fulks was honored at the January chapter meeting as Volunteer of the Month for her work promoting our chapter at the Annual DooDah Parade in Pasadena. Along with fellow chapter members, she helped organize and plan the NAPO entry, a march that included use of file boxes and an organizing-themed chant, as well as a banner telling the world who we are. They had lots of fun and did an amazing job promoting our chapter and the field of organizing.

Karen has been a member of NAPO since 1990 but has been an organizer since 1986. She was in between jobs when she literally dreamt of being an organizer.

The name for her business, "Organizer Extraordinaire," also came to her in a dream, on two separate nights! She decided this was worth listening to and began doing residential organizing, but quickly moved into financial organizing.

She calls herself a "Quicken Maven." However, Karen has recently begun exploring the world of the Chronically Disorganized. She joined the National Study Group of the Chronically Disorganized (NSGCD) and looks forward to segueing her work in that direction. Being a "4th generation pack-rat" she says that she really empathizes with what those clients are going through.

In addition to her devotion to her clients and to NAPO, Karen is an animal lover. She has recently become a dog person and explained that her pooch just graduated from training, though Karen was told that she failed! Although her dog had mastered the training, Karen still needs some work.

This wonderful storytelling ability, sense of humor and *joi de vivre* make Karen a great person to talk to and learn from. She really takes life by the horns and has fun with it. Karen has just returned from a two week stint in New York, helping the crew of hundreds put up the Cristo installation in Central Park.

~ **Talia Eisen, Clarity Professional Organizing**

### **Members in the News**

Organizer **Robin Valdez** of Expert Organizers was quoted in two recent articles, one in January for the *Daily News* titled "Garage Cleanups" and another article for the *San Fernando Valley Sun* in November. That article was titled "Buy Nothing on November 26th, Encourage Valley Organizers" and featured a photo of Robin and one of her jobs.

## 2005 NAPO-LA Conference Sponsors

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guidance in your  
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business?  
This is the place  
to look!**

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services:*

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Ann Gambrell, Creative  
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Michelle Quintana, The  
Simple Organizer  
Tanya Whitford,  
Organizing Wonders

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organizer listed above,  
click here.**