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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

ANNOUNCEMENTS

Reminder: The *L.A. Organizer* is now published bimonthly. Look for "Announcements from the Board" in between issues. Deadline for submissions for the July/August newsletter is June 25th.

Save the Date: NAPO-LA will participate in the seventh annual LA's Largest Mixer, a "Mega Networking" event on July 21st at the Pacific Design Center, 5:30-9:00 p.m. We will join 32 Southern California business associations and more than 2,000 business owners to promote the NAPOLA.org referral program. If you are interested in volunteering in the NAPO-LA booth, contact MisheleVieira@napola.org. Dress is Business Casual. Cost is \$20 per person. For more information, check out their website, www.largestmixer.com.

CALENDAR

May

May 15: May Newsletter published on-line
May 23: NAPO-LA Board Meeting - 2:30 p.m.
May 23: NAPO-LA Chapter Meeting - 6:15 p.m.

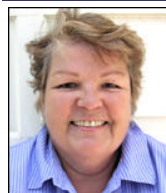
June

June 06: Small Business Week
June 14: Family History Day
June 25: Deadline for July newsletter
June 27: NAPO-LA Board Meeting - 2:30 p.m.
June 27: NAPO-LA Chapter Meeting - 6:15 p.m.

July

July 01: Financial Freedom Day
July 15: July Newsletter published on-line
July 17: Golden Circle quarterly meeting
July 21: L.A.'s Largest Mixer
July 25: NAPO-LA Board Meeting - 2:30 p.m.
July 25: NAPO-LA Chapter Meeting - 6:15 p.m.

Editor's Note



By Claire Flannery, *Simplify*
NAPO-LA Editor

With this issue, I am taking over as Editor of the *L.A. Organizer* from Dee Saar, who has done a terrific job. So, if appropriate, I will be reminding you - OK hounding you - of deadlines and maximum word count but will also watch out for topics of interest to all.

This is your newsletter. Yes, essential information on NAPO-LA is here, calendar items are here, meeting information, member spotlights, etc., but there is also space enough to make it what you want. Do you have an organizing story that is screaming to be told (in 500 words or less)? Have you discovered a new product that will make everyday organizing jobs so much easier? How did you find it? Where did you buy it? Do you have a great suggestion for keeping track of things to do or a new way of handling mail? Have you been spotlighted in the media recently or written an article that was published? Did you fly out of state

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Tanya Whitford

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Ann Gambrell

to do an organizing job? Anything new personally? Did you get married, have a baby, run a marathon?

Introduce yourself at chapter meetings, and let's bounce around some new ideas. Or send an email to ClaireFlannery@napola.org.

May 23, 2005 Program



Attraction Marketing: Getting Clients to Come to You

Adam Urbanski, Speaker

*By John Trosko, Organizing LA
NAPO-LA Director of Professional Development*

Are you tired of confusing marketing advice and promotional strategies that never live up to your expectations? Whether you are a brand-new organizer or a grizzled veteran, the balancing act of doing your professional organizing work and finding the time to market your services can be daunting!

If you have ever said to yourself, "I just wish that I could do my work instead of having to market and sell myself all the time," then join us for a power-packed presentation and tap into the marketing brainpower of an experienced serial entrepreneur. In just one hour, this presentation will fast-forward your professional organizing business by years.

You'll learn:

- How to build a professional organizing practice from zero to all the clients you can handle in six to twelve months - starting from scratch and on a shoestring budget.
- What three critical components will turn your dull brochures or fliers into "killer marketing pieces" that will make your phone ring.
- Tested and proven ways to quadruple your referrals from existing clients.
- And a lot more!

Attend the next NAPO-LA chapter meeting on Monday, May 23rd at 6:15 p.m. to hear this engaging presentation by Adam Urbanski, Marketing Strategist to Independent Service Professionals. You will discover new marketing ideas and find out how to never again struggle to attract new business, guaranteed.

President's Message



The NAPO-LA Strategic Alliance

*By Chris McKenry
Get It Together LA!
NAPO-LA President*

Leaders of industry do not get to the top alone. By building a team of driven professionals dedicated to creative thinking, successful executives reach the pinnacle of their field. The same is possible for every member of

Greeting Coordinator:

Toni Scharff

Greeters:

Barbara Ricketts, Toni Scharff

Historian:

Mary Lasnier

Librarian:

Hazel Thornton

Meeting Assistant:

Sara Getzkin

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Barbara Ricketts, Tanya

Whitford

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Submission Guidelines:

Published 6 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

ClaireFlannery@napola.org.

Deadline: All articles must be received by the 25th of the

NAPO-LA.

As you build your strategic alliances, do not overlook your chapter. Arrive at the May 23rd meeting early and meet someone new that excels in an area you do not service. Creating relationships will offer new opportunities for your business "team." Why turn down a client needing a specialty you do not offer if you can refer them to another? Some of the best business leads may actually be generated from your peers.

The inspiration of past chapter leaders, the enthusiasm of the new board, and the excitement from our chapter members signals success for everyone involved in NAPO this year. Thank you for the words of encouragement as our new board begins working for you. I look forward to your ideas, input, and involvement. The Los Angeles Chapter was the first chapter in NAPO and is now one of the largest in the organization. With your participation, it will continue to be the best.

Outgoing President's Message



Thank You

By Robin Davi
Simply Arranged
NAPO-LA Outgoing President

As the new Board takes the helm on May 15th, I want you to know how much it has meant to me to serve as your chapter President. Our chapter volunteers are the backbone of this organization; so I thank you all for your past year of service, hard work and devotion to NAPO-LA.

A special "thank you" to my wonderful outgoing board members, Nicole Pacheco, VP/Membership; Cindy Kamm, Treasurer; Heather Thompson, Secretary; Chris McKenry, Director of Communications & Technology; Michelle Quintana, Director of Professional Development, and Marilyn Crouch, Immediate Past President. And thanks, too, to Talia Eisen, Interim Chapter Secretary, for her dedication to NAPO-LA. Thank you, everyone, for raising the bar, going the extra mile, and continuing to make NAPO-LA shine.

I would also like to thank the 38 chapter members who attended this year's NAPO Annual Conference in San Diego last month. It was a wonderful event filled with laughter, learning and growing. And it was also a great time for meeting friends, both new and old.

My best wishes to the incoming 2005-2006 Board for a terrific year filled with glorious milestones.

Accomplishments of NAPO-LA 2004/2005 Board

Things Brought Back From Years Past:

- A holiday party with catered buffet dinner enjoyed by members.
- NAPO-LA T-shirts sold with new NAPO logo.
- Meeting greeters reinstated at monthly chapter meetings.
- 2004 and 2005 NAPO Annual Conference CD's purchased for NAPO-LA Library.
- Raised more than \$800 in raffle ticket sales at NAPO-LA Annual Conference.
- NAPO-LA Policy and Procedure Manuals updated.

month prior to publication.

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

LenaerAspa@napola.org. All art and payments must be received by the 25th of the month prior to publication. All payments to be arranged with Cindy Kamm. Contact Cindy at 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

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

- \$500 for GO Week supplies donated to Project Angel Food.

Things Improved Upon:

- Increased net profit of NAPO-LA Annual Conference more than \$2,200 over prior year.
- Obtained breakfast and luncheon sponsors, generating over \$1,500 for the Annual Conference.
- Donated a total of \$18,000 in labor for 40 organizers (record number) who organized the offices of Project Angel Food-Los Angeles.
- Changed the newsletter to web-based, bimonthly publication.

New Initiatives:

- Generated a PR package for the 2004 GO Week event.
- Received radio coverage for the 2004 GO Week event (The President and Director of Communications & Technology represented the chapter on K-Earth Radio for their Sunday morning community segment.)
- Recorded the 2005 NAPO-LA Annual Conference Keynote speakers and workshops onto CD's for purchase.
- Created on-line voting for all members for the annual board elections.
- Approved two-tier membership levels.
- Increased chapter dues and meeting fees.
- Began chapter incorporation process.

Volunteer Recognition

Team Effort at the Heart of NAPO-LA

At the March Chapter meeting, Outgoing President Robin Davi acknowledged the work of all NAPO-LA volunteers and presented each one with a certificate of appreciation. Our chapter thrives on the efforts of people willing to devote their time and energy to NAPO-LA. Volunteers support the chapter in many ways, from participating on the Board of Directors to giving a hand at our annual Get Organized Week Charity event. Many thanks to all those who gave of their time and energy to NAPO-LA this year!

For information on becoming a volunteer, please contact

MisheleVieira@napola.org.

Silent Auction Volunteer



Veteran Organizer up for Bid

**Lynne Gilberg,
Lynne Gilberg Organizing**

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

**Abbreviated Minutes
March Board Meeting**

1. VIP passes giving guests and visitors free admission to their first chapter meeting are ready for the membership.
2. The position of librarian will now report to the Director of Administration.
3. The Chapter will participate in L.A.'s Largest Mixer this year.

*By Heather Thompson
Organization Matters
NAPO-LA Secretary*

**Membership Report
March Meeting**

Total Attendance: 51
Members: 37
Guests: 11
New Members: 3
Total Membership: 111

New Members

March, April, May and June New Members will be listed in the July/August newsletter.

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. To add your name to the list, send an email to Assistant@NAPOLA.org.

Organizing events of members may be listed on the NAPO-LA

By Beverly Murdoch, Let Us Get You Organized

Lynne brings a wealth of recent experience to her work as a professional organizer: she knows how to organize people, projects and processes. After raising a family, she worked for the Skirball Museum for five years as the project coordinator of a new collection. She also edited 40 how-to books for Sunset Publishing, a job that required great organizational skills. Five years later, at Stanford University, Lynne coordinated the faculty appointment and promotion process for the 26 departments at the School of Medicine by tapping into her extraordinary organizing skills! After returning to Los Angeles, Lynne established her organizing business in 2001.

Lynne is an active member of NAPO-LA, where she has served as editor and publisher of the *L.A. Organizer* and recently joined the Board as Director of Membership. She was also on the Education Committee for NAPO National. She is an active member of the National Study Group on Chronic Disorganization and has not only taken nearly 40 of their classes, but has also served as their publications editor. Currently, Lynne is enrolled in their Level III certification program. She was recently interviewed for articles in both the *Chicago Tribune* and the *Wall Street Journal*.

Lynne specializes in working with chronically disorganized clients but also organizes a large number of home offices and residential relocations. Lynne is energetic and enthusiastic about her work and welcomes the opportunity to share her experience with you.

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.

NAPO-LA "In the Schools" Project



Volunteers Teach Students Organizing Skills

*By Laurie Clarke, Life Simplified
NAPO-LA Director of Marketing*

Who would have thought that fifth graders would actually enjoy getting organized?

In April, Deborah Kawashima and Laurie Clarke gave a presentation as part of the NAPO-LA "In the Schools" project at Calvert Street School in Woodland Hills. The goal was to give some basic ideas on how and why students should be more organized.

NAPO-LA Treasurer, Cindy Kamm, who was there as an observer, said, "You could see that the kids understood the pain of being disorganized. They liked getting some direction. Before it was over, they were already starting to organize their pencil boxes and backpacks."

The presentation included homework for the kids, both on organizing their backpacks and on mapping out longer projects on a calendar.

"The homework generated conversations with their parents, and the kids said that they actually had fun organizing their backpacks," said Paula Silver, the students' teacher, who also loved the calendar homework.

Paula said that not only did the presentation make her look good to her

calendar for only \$30 per month. Include event, date, time, location and your contact information, along with 50-word description to Calendar@NAPOLA.org, and your event will be listed.

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

Quick Links...

- [NAPO-LA Website](#)
- [NAPO Website](#)

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principal, but parents were also thanking her.

Other NAPO-LA organizers who attended as observers were Cheryl Perkins, Toni Scharff and Estelle Kates. All six organizers are part of a larger team who hope to visit more schools soon.

If you would like more information on being a part of this project, please contact Deborah Kawashima at DeborahKawashima@aol.com.

CD Support Group for LA Chapter Members

Next meeting June 8th

If you are working consistently and on an ongoing basis with chronically disorganized clients, you are invited to participate in an informal support group.

Our next meeting will be Wednesday, June 8, from 5:30 p.m. to 7:30 p.m., at the home of Sheila McCurdy in Upland (near Pomona). Limited to 10 attendees.

Time will be spent sharing our individual issues, as well as discussing tools that work for chronically disorganized clients. A simple pot luck is planned. To RSVP or for further information, email Jean Furuya at Jean@TheOfficeJeanie.com or call (310) 316-1753.

Golden Circle Feature Article

Use the Media to Increase Your Business

By Marcia Ramsland, Golden Circle

Have you ever wondered how some organizers appear on TV, in the newspaper or even in *Woman's Day* magazine?

It's not just luck or simple coincidence. And, yes, you too can be in the media.

How do you do it? And why? Following are some tips from my own experience.

Key Tip: When you are in the newspaper, you gain credibility; on radio, you gain impact; and on TV, you gain celebrity status.

Best of all, media exposure can result in increased fees!

True Story: When I was organizing homes and offices in Rochester, N.Y., a gal from Madison, Wis., called me and asked if I lived near her sister. I did. So she then asked if I would be her sister's Christmas present and organize her kitchen. I said, "Yes," but only if the sister agreed. She did, and we had a marvelous time. The organizing project lifted her spirits after she had lost her job. She said it was the best Christmas present she ever had.

A few months later, another woman called and asked if I remembered organizing that client. I said, "Yes," and she then said she was a friend of the sister in Madison, and was a writer for *Woman's Day* magazine. Would I give her my Top Ten Time Wasters? And that's how I ended up in *Woman's Day*.

My friends were impressed. My seminars and speaking engagements were more credible. Then one of my clients said, "Now that you're famous, I am sure you have raised your rates. What are they?"

That was my first clue that being in the media not only increased

business, but also qualified as a valid reason to raise my rates. So I did.

How do you get started in the media?

1. Newspapers - Write to a feature writer and compliment a story you liked. Ask if they would consider an article on "xyz." Propose either a timely or timeless topic that matches your expertise.

2. Radio - My book publicist got me on a national show last year. Recently, the same radio interviewer called me directly to do it again. Over 160 people signed up at my website for my free ezine. Within a week, I received 38 orders amounting to a four-figure income, so e-mail a proposed topic for a radio drive time show and field questions just like you would with a client.

3. TV - Find out the name of a TV producer and e-mail a topic proposal. Get your wardrobe and props ready! Be sharp! And don't forget, if and when you get called, whatever they ask, the answer is always, "Yes, I can do that!"

Marcia Ramsland of San Diego began organizing in 1985 and joined NAPO in 1988. She is the author of Simplify Your Life: Get Organized and Stay that Way and was also a featured speaker at the recent NAPO National Conference. You can reach her through her website www.organizingpro.com.

2005 NAPO National Conference



San Diego NAPO Conference the Biggest Yet!

*By Michelle Quintana
The Simple Organizer*

This year's 2005 National NAPO conference was not only a smash hit but the largest attendance ever with 850 participants from all over the world.

The Paradise Point Resort & Spa proved to be an exotic and relaxing venue. The weather was beautiful, with the one exception of Thursday morning when we awoke to a driving rainstorm. As can happen quickly, however, the sun came out and by noon it was 71 degrees.

The conference officially kicked off with keynote speaker Nicholas Boothman discussing "How to Connect in Business in 90 Seconds or Less." In no time, Mr. Boothman had us jumping up and down yelling "cauliflower" and "great" in many different ways. His point was to convey how verbal and non-verbal body language is the "deal breaker" when connecting with those in our life and how it takes just two seconds to make a judgment of someone.

During this year's conference, participants had over 31 workshops and break-out sessions to choose from. Workshops included basics like "The Fundamental Organizing Principals" and "Meet Me in the Kitchen Because Now I Love Being There," to the more advanced "Creating Strategic Alliances through Formal Partnerships" and The Golden Circle 15th Anniversary Panel Discussion.

During the Friday luncheon, our fearless leader and second-term NAPO President, Barry Izsak, gave a well-deserved round of applause to the five original founders of NAPO, including our own Ann Gambrell and Beverly Clower. Barry also discussed the huge rise in total NAPO membership which is now 3,200 members and growing. He announced that NAPO will be offering all members the opportunity to take credit cards in their businesses within the next few months and that the plans are firmly in place to offer official NAPO certification by 2007.

The Conference ended on Saturday with closing keynote speaker Erik Wahl discussing "The Art of Vision." He challenged participants to push the envelope by continually challenging their own rules and to remember that, "A mind once stretched by a new idea never returns to its original dimensions."

On that note, the conference was officially over. The hugs were plentiful; the memories, networking and friendships will never be forgotten.

Until Boston in March! Great Organizing!

Editor's Note: The 2006 NAPO Annual Conference and Organizing Exposition will be held in Boston at the Park Plaza Hotel from March 22-25, 2006.

[2005 NAPO National Conference](#)

Going to Conference: A First-Timers Account

By Deborah Kawashima, Creative Organizer

This year I took the plunge, and went to conference! I thought, "If I'm really serious about being an organizer and building my business, I have to go." It was an investment both in my business and in myself! I had to bite the bullet, financially, but I did it and have no regrets.

At conference, I was reenergized! I not only expanded my circle of friends, but also shared meals and workshops with other organizers from across the USA who soon became comrades in arms. Between sessions, we compared notes and shared ideas on running our organizing businesses. It was invaluable information from people who do what we do and who were both candid and frank.

The workshops helped me to explore other areas of organizing and to decide whether or not I want to expand in those directions. From how-to sessions on "Staging and Needs Assessments," to understanding the benefits of "Strategic Partnering" with other professionals, I was inspired to become the best of who I am, growing my business, and giving me the tools to get there.

I left San Diego feeling that we are on the ground floor of an industry on the verge of bursting at its seams with potential! At conference I was able to share that excitement with other entrepreneurial spirits! The benefits far out way that hotel bill I paid on credit! But maybe for next year's conference, I'll start saving NOW!

[2005 NAPO National Conference Recognition](#)



Tanya Whitford Wins Prestigious Award

Tanya Whitford, a powerhouse within our NAPO-LA chapter, won the prestigious President's Award at the recent 2005 NAPO National Conference in San Diego. The award was given to the entire Chapter Relations Committee for its work and dedication to create standards by which all NAPO chapters will be governed. Tanya, along with all members of the CRC, were honored for their efforts, which lasted two long years. Way to go, Tanya! Congratulations from the entire L.A. Chapter!



Debbie Gilster, Vice President Extraordinaire

Debbie Gilster, a long-time NAPO-LA Chapter member, was recognized at the recent NAPO Conference for her four years of service to the National Board. Debbie served as Director of Professional Development from 2001-2003 and as

Vice President from 2003-2005. She received a beautiful cut glass award as a sign of appreciation and said, "I am honored to have had the opportunity to serve NAPO at the national level and help to forward its growth." Thanks, Debbie, for making us proud.



Donna McMillan is Golden

NAPO National recognized

Donna McMillan's five years of service as National Golden Circle Chair with a Certificate of Service. Donna feels it was an honor to have served veteran organizers for so long. "It was breathtaking to receive this recognition in front of such a large group of organizers." Donna is a 14-year member of NAPO-LA and has served our local chapter in various capacities, starting out as editor and publisher of the newsletter. Since retiring from the national committee, Donna's business has exploded and there aren't enough hours in the day to get everything done. Do you know an organizer who can help her? Congratulations, Donna!

Esselte voted Best Office Supply Product

Every professional organizer at the NAPO National Conference in San Diego had a chance to vote for the **Best Office Supply Product** showcased by the exhibitors. Esselte, an Associate Member of NAPO-LA, represented by our favorite sales rep, Barb Schmit, was voted #1 for its new, innovative product, PileSmart, which is a new way Esselte has come up with for organizing piles of papers for those clients who prefer to pile, not file. Congratulations to Esselte and to Barb. And if you ask Barb nicely, she might just show off her prize-winning product!

[SBA's Female Entrepreneur Award](#)



Dorothy Breininger Goes to Washington

Long-time member of NAPO-LA, National Board member and whirlwind, Dorothy Breininger, recently received the

"Home-Based Business Champion" category award during the U.S. Small Business Administration's (SBA) EXPO 2005 in Washington, D.C.

The SBA national awards, showcasing nine different category winners during National Small Business Week, were judged at a local and regional level prior to competing at the top level in the nation's capital where

President George W. Bush addressed the attendees.

Criteria for this award was based on the amount of time and energy volunteered to improve conditions for home-based businesses; engaging in entrepreneurial training specifically for home-based businesses and demonstrating interest in home-based businesses as an owner.

Dorothy, who has over 500 clients, acknowledges the rigors of entrepreneurial training. "As part of my coaching, I require all clients to create their own policies and procedures, set specific goals each day and network with other home-based businesses as much as possible," she states.

As well as writing many articles on how to grow your own business, Dorothy has appeared on NBC's "Today" Show, "The Dr. Phil Show," and has given lectures throughout North America on how to turn personal disaster into personal triumph for business, relationships and health.

Congratulations, Dorothy, from your L.A. Chapter. You are an inspiration to us all!

Editor's Note: On May 17th, Dorothy will also be honored by the Los Angeles Chamber of Commerce at the 24th Annual Small Business Awards.

February Volunteer of the Month



Boundless Energy and a Touch of Magic Make This Volunteer Shine!

Have you ever wondered how all of the supplies arrive at our monthly chapter meetings? And how those printer cartridges get recycled? It's none other than Sara Getzkin, Chapter Meeting Assistant, and a whiz at what she does. In February, Sara was recognized as the Volunteer of the Month, not only because she brings the supplies, sets them up, and then magically takes them away again, but also because Sara has served the Chapter in other ways. She was instrumental in the success of our 2005 NAPO-LA Annual Conference, serving as speaker/program coordinator, as well as enlisting volunteers to introduce each speaker.

Sara has been a member of NAPO since 2003 but has been organizing for as long as she can remember. She is a rare Los Angeles native and holds a bachelor's degree in sociology from UCSB. For more than a decade, Sara worked in the entertainment industry. In 2002, when Hollywood no longer glittered for her, Sara left the business.

After finding NAPO-LA on the web, Sara decided to combine her show biz knowledge and organizing skills. She founded Hands On! Organizing Services in 2003.

In addition to her commitment to her clients and to NAPO, Sara is an avid recycler and encourages everyone to recycle or donate whenever possible. She also donates her time and cooking skills during the holidays to a homeless shelter.

email: newsletter@napola.org

web: <http://www.napola.org>

2005 NAPO-LA

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Ann Gambrell, Creative Time Plus
Donna McMillan, McMillan & Company
Michelle Quintana, The Simple Organizer
Tanya Whitford, Organizing Wonders

[For information about each organizer listed above, click here.](#)

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