

The Year of Professional Excellence

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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:

Chris McKenry
ChrisMcKenry@napola.org
323-525-0678

Vice-President:

Tiffany Schwartz
TiffanySchwartz@napola.org
310-453-6878

Secretary:

Dee Saar
DeeSaar@napola.org
818-686-6823

Treasurer:

Cindy Kamm
CindyKamm@napola.org
310-836-6471

Director of Marketing:

Laurie Clarke

ANNOUNCEMENTS

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

Don't Forget: NAPO-LA will participate in the seventh annual L.A.'s Largest Mixer, a "Mega Networking" event on July 21st at the Pacific Design Center, 5:30-9:00 p.m. We will promote the NAPOLA.org referral program as we network with 32 Southern California business associations and more than 2,000 business owners. Dress is Business Casual. Cost is \$20 per person. For more information, check out their website, www.largestmixer.com. Also, see related article further along in this newsletter.

CALENDAR

July

20 July/August Newsletter emailed to members
21 L.A.'s Largest Mixer
25 NAPO-LA Board Meeting - 2:30 p.m.
25 NAPO-LA Chapter Meeting - 6:15 p.m.

August

1-7 "Simplify Your Life" Week
10 CD Support Group
15 Q&A Night
25 Deadline for submissions to Sept./Oct. newsletter
29 NAPO-LA Board Meeting - 2:30 p.m.
29 NAPO-LA Chapter Meeting - 6:15 p.m.

September

September is Self-Improvement Month!
9 Do-It Day (aka Fight Procrastination Day)
20 Sept./Oct. Newsletter emailed to members
26 NAPO-LA Board Meeting - 2:30 p.m.
26 NAPO-LA Chapter Meeting - 6:15 p.m.

LaurieClarke@napola.org

310-210-0761

Director of Membership:

Lynne Gilberg

LynneGilberg@napola.org

310-839-9969

Director of Professional Development:

John Trosko

JohnTrosko@napola.org

323-512-7039

Director of Administration:

Kristine Oller

pdxbadger@earthlink.net

818-872-0619

Director of Communications & Technology:

Jodi McDaniel

JodiMcDaniel@napola.org

310-503-3877

Director of Finance:

Beverly Murdoch

BeverlyMurdoch@hotmail.com

805-405-9067

Immediate Past President:

Robin L. Davi

RobinDavi@napola.org

805-522-9687

Coordinators & Committee Chairs

Associate Member Coordinator:

Barb Schmit

Database/Directory:

Jodi McDaniel

Golden Circle Advisor:

Ann Gambrell

Greeting Coordinator:

Toni Scharff

Greeters:

Stevven Bennett, Randy Sandiforth

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Anne Bauman

Meeting Assistant:

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MET Program Coordinators:

Jean Furuya, Ann Gambrell,
Barbara Ricketts, Tanya Whitford

New Member Orientation:

Jean Furuya, Ann Gambrell

Prospective New Member

Coordinator:

Claire Quinlan

Public Relations:

Laurie Clarke

Registration Assistants:

Susan Honnold, Tiffany Schwartz

July and August NAPO-LA Programs



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

NAPO-LA's

"Year of Professional Excellence" continues with two impressive programs for July and August. Plan on arriving early to reserve your seat!

Monday, July 25th Program



**Stephanie Culp
Nationally Syndicated Columnist**

Risk and reinvention contributed to the evolution of Stephanie Culp's 20-year career as a successful professional organizer. A NAPO Founder, Stephanie is a nationally syndicated columnist and has authored eight books. In a rare engagement, she will discuss strategies that worked for her business, as well as share some of her biggest mistakes. Following the program, Stephanie will autograph books for

Volunteer Coordinator:

Mishele Vieira

Webmasters:

Jodi McDaniel, Cindy Kamm,
Gayle Westrate, Tanya Whitford

Web Listing Coordinator:

Toni Scharff

The Los Angeles Organizer
Newsletter Staff

Editor:

Claire Flannery

ClaireFlannery@napola.org

310-822-1820

Proofreaders:

Sheila McCurdy, Cheryl Perkins,
Toni Scharff, Kathleen Wakefield

Submission Guidelines: Published 6 times per year in January, March, May, July, September and November. 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 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 ClaireFlannery@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.)

\$85 - Basic Member w/ website referral

purchase. This is a **NOT**-to-be missed program! For more information, [click here](#).

Monday, August 29th Program

Panel Discussion on Friendly Competition

Competition is one of those words everyone approves of. A little competition can be a good thing, right? It can sharpen our business focus and provide better value. On August 29th, NAPO-LA will host a special panel discussion on "Friendly Competition." Four guests, including an athlete, a Hollywood casting director, a former Pentagon media trainer and a realtor, will discuss how competition helps them in their businesses. They will help us to think about competition differently, too, and how we, too, can use it to our advantage.

Thank You

Thank you to Adam Urbanski, Marketing Strategist and May's program speaker. You may reach him at adam@theMarketingMentors.com.

President's Message



Coming Attractions!

*By Chris McKenry
Get It Together LA!*

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 May Board Meeting

1. Finance Committee to be formed.
2. L.A. Conference moved from winter to fall; next conference Fall of 2006.
3. Theme for this year set as, "The Year of Professional Excellence."
4. Program matrix approved for year.
5. Incorporation process almost complete.

~By Dee Saar, *Space Diviner*
NAPO-LA Secretary~

MEMBERSHIP REPORT

APRIL:

No meeting due to National Conference.

MAY:

40 Members
17 Visitors
57 Total Attendees
Total Chapter Membership: 116

NEW MEMBERS

March

Nancy Arnold, Goleta
Anne Bauman, Thousand Oaks
Susan Eleftherakis, Hollywood

NAPO-LA President

The summer movie season isn't the only time for LA-area blockbusters. This is the "Year of Professional Excellence" for every organizing business on the rise in NAPO-LA. Get ready for "Your Year."

Here are the trailers of our upcoming season:

A KABC-AM 60-second commercial has been airing as a component of our participation in L.A.'s Largest Mixer to take place on July 21st. [Did you hear it?](#)

Stephanie Culp, industry leader and NAPO founder, will present a special program July 25th on the risks and reinventions she tackles as her organizing career evolves.

Our website, napola.org, continues to evolve as well. A redesign, along with navigation and visual appeal, is underway for an October "release" date. The new website will coincide with the "premiere" of a Professional Resources and Networking Expo in October.

January is "Get Organized Month." Our chapter's "smash hit" charity event will allow members to volunteer for a day of organizing to benefit a local non-profit.

Get your "red carpet" shoes ready. The first annual Los Angeles Organizing Awards has received the green light as part of "Get Organized Month." Cast and crew are confidential, but be assured this will celebrate our profession and our accomplishments. Besides our chapter's annual awards, the public will be able to vote on napola.org for their favorite organizing book, favorite organizing retailer and other new categories.

March 22nd-25th are the dates of the next NAPO National Conference in Boston. Book your calendars now. Then the following Monday, we return to our chapter meeting to continue where Conference left off.

The 2006 NAPO-LA Organizing Conference will now take place in the fall. And with NAPO National's conference in the spring, this will assure our members a high-caliber educational opportunity at least every six months.

Jenne Mercer, Bakersfield
Randy Sandiforth, Pasadena
Jacqueline Sargent, Redondo Beach

April

Lisa Babajian, Manhattan Beach

May

VeeJay Blue, Culver City
Sandra Ateca, Culver City (rejoined)

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 and phone number. The list is only for members of NAPO-LA and does not guarantee work. The Assistants List is found here in the Newsletter and also 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.

JULY ASSISTANTS LIST

Susan Eleftherakis
(323) 856-4940

Justine Miceli
(310) 717-5780

Joeeph Csonge
(213) 422-0765

Stteven Bennett
(626) 222-5490

~~~~~  
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 a 50-word description to [Calendar@NAPOLA.org](mailto: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](#)

**Visit Our Sponsors**

Look for Board members and see how you can become involved in these phenomenal events. If you are interested in "screening" a Board meeting, we meet the fourth Monday at 2:30 pm before the chapter meeting. Members are always welcome as observers.

Thank you for your participation. The long, hazy days of summer are here, but our organization is hotter than ever. Join us!

**May Volunteer of the Month**

**Deborah Kawashima Organizer of the Next Generation**

*By Dee Saar, Space Diviner  
NAPO-LA Secretary*

Deborah Kawashima is passionate about children, writing, organizing and expressing herself creatively.

She was honored at the May 2005 NAPO-LA meeting as volunteer of the month for her contributions to the NAPO-LA "In the Schools" project. In an interactive classroom setting, Deborah challenges children with such questions as what they think organizing is and how it can make a difference in their lives. She makes a truly positive impression as she guides her students through an understanding of organizing as a tool, which she believes can make children more self-sufficient.

Deborah brings a diverse and creative background to her current career, formerly having worked in film as a fashion designer, as well as a writer. Her extensive travel in Asia in which she organized herself while living in very small spaces was, in fact, a preview into her future. Deborah focused on learning her craft first by joining NAPO-LA in October 2003, going to the 2004 L.A. Conference, and joining a networking group.

Now Deborah's focus is on the business details and developing her business, with specialties in kids and their rooms, organizing for creative minds, and

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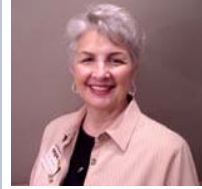
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Deborah currently teaches creative writing workshops and has a book club for kids, writes an organizing column for the Sun newspapers in Studio City and Sherman Oaks, and has been writing a series for the *L.A. Organizer* based on interviews with Golden Circle members.

[Silent Auction Volunteer](#)



**Bid  
High  
for  
NAPO**

**Founding  
Member**

**Ann Gambrell  
Creative  
Time-Plus**

Ann started her business in 1985, assisting busy people to better organize their time, activities and environments through seminars, workshops and other speaking engagements. She is a founding member of NAPO and remains an active member.

Ann has appeared on television and has been featured in newspapers and magazines across the country and as a columnist for The Daily Breeze newspaper in Torrance, California for four years.

She has worked with private clients in their homes, offices, classrooms, etc. in hands-on situations organizing and de-cluttering. She also spent several years consulting in the homes of clients with live-in staff.

Today, Ann is a speaker to educational, public, civic, social and religious associations in the Los Angeles area. She also provides seminars and workshops to groups including business conferences and public school districts.

She has taught classes to the public through The Learning

Annex and various school districts and has taught in the Torrance Adult Schools since 1985.

She presently conducts classes and has audiocassette tapes and CD's on a variety of topics including paperwork, clutter control, meal planning and kitchen organizing.

Ann also presents a unique workshop in her home, which is open to the public, and, of course, to professional organizers. She also facilitates clutter support groups for those with serious clutter situations.

*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 he or she can ask anything regarding the professional organizing business.*

[L.A.'s Largest Mixer](#)

## **NAPO-LA to Exhibit at L.A.'s Largest Mixer for the First Time**

***As part of promotion, radio ads can be heard on KABC-790AM***

*By Laurie Clarke  
NAPO-LA Director of Marketing*

On July 21st, NAPO-LA will participate in L.A.'s Largest Mixer, an annual event which expects to attract more than 2,000 business people from all over Los Angeles. NAPO-LA volunteers will be staffing a booth to promote NAPO-LA, the NAPO-LA website and the professional organizing industry.

To accompany our participation in this event, 60-second radio spots have been airing on KABC-790AM throughout July. The ads also

turn people's attention to the NAPO-LA website. With more traffic on the website, we can all look forward to more referrals as well as to more awareness that we are out there and available to work with people to get them organized!

L.A.'s Largest mixer will be at the Pacific Design Center on Thursday, July 21st, from 5:30 to 9 p.m.

**[For more information, Click here](#)**

**["NAPO-LA In the Schools" Project](#)**

## **Still Going Strong**

*By Deborah Kawashima, Creative Organizer*

"NAPO-LA in the Schools" project is continuing, in hopes of going national for GO Month 2006.

Judy Powell and Deborah Kawashima did a presentation to 5th graders at Yerba Buena Elementary in Agoura Hills on June 3rd, and Judy Powell went back for a second 5th grade class, doing the presentation with Estelle Kates. Both classes responded well to the idea of "getting organized" and saw the benefits of having an organizing system for their stuff!

If you are interested in being a part of this program in the Fall, contact Deborah now at [DeborahKawashima@aol.com](mailto:DeborahKawashima@aol.com) or call her at (323) 656-9665. There will be presentation training over the summer.

**[CD Support Group](#)**

## **CD CLIENTS - SUPPORT GROUP FOR L.A. CHAPTER MEMBERS**

***Next Meeting is  
August 10th***

If you are working consistently on

an ongoing basis with chronically disorganized clients, you are invited to participate in an informal support group. Topic of discussion will be OCD clients. Also, time will be spent sharing our individual issues.

The next meeting will be Wednesday, August 10th, from 6pm to 8pm, in the West Los Angeles area. Limited to 10 attendees.

A simple pot luck is planned. To RSVP or for further information, email Jean Furuya at [Jean@TheOfficeJeanie.com](mailto:Jean@TheOfficeJeanie.com) or call (310) 316-1753.

### Golden Circle Interview Series

## The Do's and Don't's of the Initial Phone Call

*By Deborah Kawashima, Creative Organizer*

How do you turn a potential client into a paying customer? Three Golden Circle members, **Donna McMillan of McMillan & Company, Ann Gambrell of Creative Time-Plus, and Michelle Quintana of The Simple Organizer**, share their expertise.

1. **DO** ask open-ended who, what, where, why and when questions that quickly define the project and evaluate the potential client's needs.
2. **DO** ask what the client's expectations are. "Organizing is a process. It's not a one-day project," reminds McMillan.
3. **DO** ask, "Why now?" as an icebreaker question.
4. **DO** establish value right away by calling yourself a professional organizing consultant.
5. **DO** listen. Be sympathetic, supportive and non-judgmental. Have an "I'm only there to make your life better" attitude.
6. **DO** get to know the potential client as much as you can to see if it is a "good match."
7. **DO** establish a timeline on the project. If it doesn't fit into your schedule, refer it to another

organizer and ask for a referral fee.

8. **DO** assume the sale. Ask when the best time for an appointment is. Morning? Beginning of the week?

9. **DO** turn the money question around to create your value. Ask, "What do you need? What are you looking for?" suggests Gambrell.

10. **DO** realize your strengths and emphasize them. Partner with another organizer to do a section of a project that you're unsure about.

11. **DO** answer an email referral with a request to talk on the phone instead. Then you can evaluate their needs," suggests Gambrell.

12. **DON'T** try to talk them into hiring you," warns McMillan. "Either they want you or they don't; can afford you, or they can't."

13. **DON'T** answer, "What is your rate?" before establishing value in what you do. "The client needs to understand that they are hiring more than an assistant," explains Quintana, "As a professional, you offer intuitive skills that make emotional connections and are sensitive to their needs."

14. **DON'T** reduce your rate! People will try to talk you down. By reducing your rate, you reduce your value.

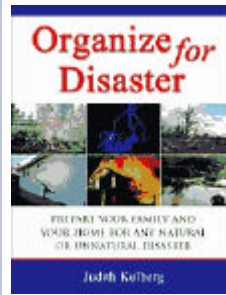
15. **DON'T** say you can do something if you can't.

16. **DON'T** be upset if you don't get a response from an email referral. People are eager to get organized one day, but it becomes low priority the next." Gambrell explains.

Take the time on the phone to establish a good rapport, understand the potential client's needs and create value in what you do. End the call by setting up an appointment and/or a Needs Assessment. Remember, they don't become a client until they pay you!

*The above article is a compilation of interviews with the three Golden Circle members quoted here and is one of an on-going Golden Circle Interview Series.*

[Book Review](#)



## **"Organize for Disaster"**

**by Judith Kolberg**

*Reviewed by Toni Scharff, The Simplicity Project*

As organizers, we want to be in the exclusive 10% of Americans who the Red Cross says are prepared for disasters. If we ourselves can get our own affairs in order with the expert assistance of Judith Kolberg, author of "Organize for Disaster," then we'll be far more able to help our clients do the same. Kolberg's instructions for how to prepare will help us begin. She covers any contingency one can think of and includes task lists in priority order, a table of resources, and templates for the forms she suggests.

With personal anecdotes by disaster survivors at the beginning of each chapter, Kolberg brings immediacy to events that can seem distant or improbable, thereby reminding us that indeed, these things could happen to us. She also emphasizes that we have responsibility not only to ourselves, our families and our clients, but also on a broader scale not to become a drain on public resources.

Kolberg's book is probably one of the most comprehensive, inclusive presentations available. It should be at the top of our reading lists. It can be ordered for \$15.99 through Kolberg's website [www.fileheads.net](http://www.fileheads.net) or on [www.Amazon.com](http://www.Amazon.com).

**Q&A Night**



**Learn  
from**

## **Experience at Q&A Night!**

***Save the Date:  
August 15th***

*By Barbara Ricketts, LifeStyle  
Management Associates*

Join us for an evening of dynamic discussion and a fun way to increase your knowledge about the organizing profession.

Veteran organizers will facilitate a forum for learning the business aspects of organizing. This class is designed for both new and prospective professional organizers and is an opportunity to learn vital concepts that will help you start and/or grow your own company.

Past Q&A attendees have asked about: starting a business, networking, client referrals, fees, publicity, advertising, client types, handling difficult clients, building alliances with other professionals, target marketing, diversification, licenses, insurance, burnout and more. All of your business-related questions will be answered by veteran organizers.

You will leave with a new sense of purpose, some great reference materials, a book list and a list of government and industry agencies dedicated to helping the new small business owner.

The next Q&A Night is scheduled for **August 15th**. [Click here](#) to register.

### [Members in the News](#)

**John Trosko, OrganizingLA** and **Chris McKenry, Get It Together LA!**, were featured in May on ABC 7. The segment featured Chris giving closet organizing tips and John offering advice in a cluttered garage. To view the segment, [click here](#).

*Have you recently been on TV or quoted in the media? Let us know about it so we can include that information here! Send an email to*

ClaireFlannery@napola.org.

email: [newsletter@napola.org](mailto:newsletter@napola.org)

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

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