

The L.A. Organizer

Volume 11, Issue 6

NAPO - Los Angeles

April 2004

President's Message

What is the power of one? What Can Be Accomplished by the Power of Many?

Marilyn Crouch, Avenues to Organization / 2003-04 NAPO-LA President

As my term as NAPO-LA President comes to an end this month, I can say what I now know for sure -- the power of one person can make a great impact on the growth of our chapter; and with our collective power we can take this chapter to an even greater level.

At the March meeting, I recognized the valued volunteers who contributed to the success of NAPO-LA during my term. Each one of these volunteers contributed their time and their talents to the further growth and success of the chapter:

Pat Brubaker	Laurie Clarke
Robin Davi	Talia Eisen
Karen Embree	Claire Flannery
Debra Frank	Andy Frasure
Jean Furuya	Ann Gambrell
Sara Getzkin	Lynne Gilberg
Jennifer Hartman	Chris Janetsky
Nicole Juarez	Cindy Kamm
Mary Lasnier	Sheila McCurdy
Chris McKenry	Nancy Miller
Cheryl Perkins	Claire Quinlan
Barbara Ricketts	Dee Saar
Toni Scharff	Barb Schmidt
Karen Simon	Lenore Sokol
Heather Thompson	Mishele Vieira
Gail Westrate	Tanya Whitford
Dione Wu	

I sincerely thank each of these vol-

unteers for their contributions to NAPO-LA. The great things that were accomplished this year are a direct result of these dedicated volunteers and the power that each of them contributed individually and collectively. Yes, the power of one person can make a great difference to NAPO-LA!

The volunteer team is the motor that runs NAPO-LA. As we transition into the new board term in May, I encourage each of you to play an important role in the growth of the chapter by becoming an active volunteer. Get

involved in the chapter! It is a great opportunity to contribute your skills, learn new ones, and make great friends! Your contribution is essential for the continued growth of NAPO-LA and our profession.

As I leave my position as the NAPO-LA President, I know that I walk away from the experience having grown personally and professionally. It has provided me the opportunity to learn and grow in many areas of my life and I can say that I am a much better person for having served as the NAPO-LA President. And most importantly, I have had the opportunity to give to the chapter and contribute to its further growth. Thank you for letting me be your President for the last term; I am humbled by the experience.

May Program

Encore Speaker plus National Conference Review

Heather Thompson, Organization Matters / 2003-04 NAPO-LA Program Director

Back by popular demand will be Jerry Van Eimeren of the L.A.F.F. (Labor And Fun Formula) Society. Jerry spoke at this year's NAPO-LA Annual Conference and received overwhelming response to his presentation, "Personality Profiles."

At the May meeting, Jerry is going to assist us in taking the process a step further by examining techniques for managing our clients. From handling problems to developing on-going relationships, he will help us continue to develop our businesses.

We will also take time to hear from those Chapter members that attended the NAPO National Conference. From the educational opportunities to the networking and friendship building, we will get to hear about all of the fun and excitement.

See "Program," page 2

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"Program," from page 1

June will be our Annual Case Study meeting. The presentation of case studies provides a chance for members to give an accounting of a challenging client or problem and tell us how they handled that particular situation. There will be audience participation by way of group discussion and Q&A. The idea is to see how various organizers handle different situations.

If you have worked with a special client (hoarder, chronically disorganized, ADD), have encountered a situation which you wish you had handled differently or was just a really good learning experience for you, please contact Andy Frasure at AndyFrasure@napola.org. We need four great case study presenters!

This is my last article as Program Director. I want to thank all of you for your kindness as I developed in this position. I have enjoyed my term and look forward to continuing to be an active member of the Board in my new position.

Calendar

April

No Chapter Meeting this Month

Tackle Your Clutter Month

8 International Feng Shui Awareness Day

28 NAPO National Conference, Chicago, IL

May

National Garage Sale Month

National Moving Month

3-7 National Organizing Week

24 Board Meeting: 2:30 pm

24 Chapter Meeting: 6:15 pm

June

Entrepreneurs "Do It Yourself" Marketing Month

21 Q&A Night w/Veteran Organizers 6:00 pm

23 Let it Go Day

28 Board Meeting: 2:30 pm

28 Chapter Meeting: 6:15 pm

More Tips for Your Trip to NAPO's National Conference

Robin L. Davi, Simply Arranged / 2003-04 NAPO-LA Treasurer

NAPO's National conference is a time to get 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 Chicago.

1. 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.
2. Workshops fill up quickly, so register now! (If you haven't already.)
3. 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.
4. In addition to the Organizing Exposition, the NAPO Marketplace is where NAPO regular members can sell organizing products. Meet members from other NAPO chapters and see what they have to offer.
5. 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.
6. Shop early for the best airfares. Most websites have a fare watcher feature that will let you know when there is a less expensive airfare to Chicago.
7. The Sheraton is a member of the Starwood Preferred Guest program. If you belong to this program, contact them to see if you have enough points to possibly get a free night or room upgrade.
8. Don't forget that Friday evening is dinner on your own, so 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.
9. When packing for the big trip, bring snacks to keep in your room, they will be a life saver for that mid-day hunger attack. I usually bring dried fruit, nuts and of course something sweet (aka chocolate), a must have for all attendees.
10. Lastly, make time to see Chicago and check the weather forecast at www.weather.com so you bring the right clothing.

Founder Continues to Nurture Members and Support NAPO

Talia Eisen, Clarity Professional Organizing / 2003-04 NAPO-LA Secretary

Ann Gambrell, Creative Time-Plus / NAPO Founder and Golden Circle Liaison

Perhaps one of the best known names in our chapter, let alone in NAPO, is that of Ann Gambrell. One of the founders of the association, Ann has played an active role in sustaining and developing this outstanding group from the very beginning. She has given NAPO her love and kindness, the same way a mother would nurture a child, always there to support yet leaving room to grow.



As a mother herself, perhaps these instincts come naturally. A mother of two grown children with four granddaughters and one on the way, she has had plenty of practice helping others. As if

that were not enough, Ann was also a registered nurse for 25 years, before she became an organizer. She is caring and strong, a true role model for us all.

Ann is a great example of someone who consistently supports NAPO. She volunteers for NAPO-LA by running the new member orientation program with Jean Furuya. They meet with new members every month before our chapter meetings, to orient them to the chapter and NAPO National.

"I thoroughly enjoy working with new members," says Ann, "I love encouraging them."

Ann also volunteers as the Golden Circle Liaison for the Chapter. She was the national chair for about five years, until recently when she decided to focus on the local Golden Circle activities. She helps plan their programs and activities, and they put on a panel twice a year at

chapter meetings.

Ann started her business, Creative Time-Plus in 1985, assisting busy people to better organize their time, activities and environment through seminars and workshops and other speaking engagements. She has worked with private clients in their homes, offices, and classrooms in hands-on situations organizing and de-cluttering. She also spent several years consulting in the homes of clients with live-in staff, helping to develop household policies and procedures, emergency lifesaving classes and solving staff problems. Ann continues her work as a speaker, and holds seminars and workshops regularly in the Los Angeles area.

Ann has been married for 38 years to "a wonderful guy" she says, adding that he is also very organized. You may notice that Ann has been seen lately with another Gambrell family member at meetings. Her daughter Mary Lasnier has recently joined NAPO and plans on becoming an organizer, too.

Highest NAPO-LA Conference Revenue

Marilyn Crouch, Avenues to Organization/ 2003-04 NAPO-LA President

We broke records this year by bringing in the highest revenue the chapter has experienced in its history for an annual conference!

The final numbers are in and the chapter made \$8,000 profit on the 2004 NAPO-LA Annual Conference.

Again, thank you to Heather Thompson and the volunteers who contributed to the great success of the conference.



New NAPO-LA president, Robin Davi. Past-President Marilyn Crouch.
Photos by Evelyn Gray

New Board Features Veterans and New Faces

Talia Eisen, Clarity Professional Organizing / 2003-04 NAPO-LA Secretary

Board elections were held at our chapter meeting on March 22nd bringing in a new panel of board members for the upcoming term.

Although some members of the board are veterans, some positions have changed and several new inaugurates were added. Robin Davi who has served on the board for two terms as both secretary and treasurer now ascends to the role of president. Her experience and leadership will be invaluable in this new position.

Heather Thompson, Marilyn Crouch and Nicole Juarez also continue their service to the chapter as board members. Joining the board are new recruits Cindy Kamm, Chris McKenry and Andy Frasure.

We are fortunate to have their diverse and extensive expertise as part of our chapter leadership. With a change in the board term this year, the new Board will become active May 1st.

The new Board of Directors for the 2004-05 term are as follows:

- President: Robin Davi
- VP/Membership: Nicole Juarez
- Communications Director: Chris McKenry
- Program Director: Andy Frasure
- Secretary: Heather Thompson
- Treasurer: Cindy Kamm
- Past President: Marilyn Crouch

Member in the News

The *Los Angeles Business Journal* featured a story on **Donna McMillan of McMillan & Co. Professional Organizing** in the March 1st issue. The article profiled McMillan and her 20 years as a professional organizer from her initial start as a secretarial service to a growing business using her talents in organizing.

2004 NAPO Annual Conference & Organizing Exposition

“The Growth Factor: Choices, Challenges & Opportunities”

April 28 to May 1 • Chicago, IL

NAPO offers the best opportunity to learn from the best in the industry. You'll return with knowledgeable and productive money-making strategies as well as time-saving tactics to increase client satisfaction, reduce business risk and be more successful, profitable and fulfilled.

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A Special Thank You to Past President

Tanya Whitford Contributed Greatly to Chapter in a Variety of Roles

Marilyn Crouch, Avenues to Organization / 2003-04 NAPO-LA President

As Tanya Whitford, Past President, completes her fourth consecutive Board term, it is important to acknowledge all that she has contributed to NAPO-LA.



Photo by Evelyn Gray

Tanya has been an active member of NAPO-LA since joining the chapter. She immediately got involved and clearly has been the main driving force these

last few years while the chapter has taken great strides in its development. Her vision, drive and determi-

nation have been a huge asset to NAPO-LA.

Tanya has filled the positions of Secretary, Communications Director, President, and most recently Past President and is the winner of the President's Leading Edge Award for two years in a row. Tanya clearly demonstrated that no task was too big for her.

Here are a few of Tanya's major accomplishments:

- The streamlining of the various chapter communication channels.
 - The creation of the NAPO-LA Policy and Procedure and the Webmaster User Manuals, almost single-handedly.
 - The work involving the creation and development of the MET program.
- The creation of a very professional NAPO-LA website and the maintenance of the site as the webmaster.
 - The establishment of processing most chapter business on-line.

On behalf of the Board of Directors and the membership, I wish to extend a sincere thank you to Tanya for her thousands of hours of volunteer time, her great leadership, her vision, her ability to make it look so easy, her drive, and her determination to make NAPO-LA the best chapter in the association. We are truly a stronger chapter due to the hard work of Tanya Whitford.

May Silent Auction Volunteer

Experience Helps Organizer Visualize Organizing Successes

Jean Furuya, The Office Jeanie

Robin Davi began her organizing business, Simply Arranged, in 2001. Her combined studies in home economics and business give her a unique perspective on organizing. She is just as effective helping a homemaker organize a kitchen or closet, as she is teaching a business executive how to manage paper.

Robin's 20 plus years of experience in office management has taught her the value of being organized -- from the client's point of view. She has honed her problem solving, time management, paper management, and space

organizing skills in the real world, and now shares these talents with her organizing clients.

Her specialties include home offices, paper and file management, records retention, and residential organization including closets, kitchens and garages.

Robin operates according to a very simple organizing philosophy: to give her clients the gift of time by organizing their space and paper.

Robin's greatest organizing strength is

her talent for visualization. She can look at an unused or disorganized space and envision a practical and aesthetic plan that can be utilized effectively for her clients.

"I make a space more functional by organizing my clients' belongings in a 'visual' way, so they can see and find things when they need them," she said.

She is the newly elected president of our chapter and begins her new role May 1st. In this past year she served as the chapter's treasurer.

Building Your Business Through Networking

Dolores Kaytes, Highly Organized

If you lament that the clutter-ridden, disorganized public has yet to discover how talented and wonderful you are, consider networking. You have to get the word out there, and networking is a well established marketing tool. You can spend small fortunes on a direct mail postcard blitz, websites and print ads, but the best way to build your business is by expanding the network in which you operate. Like the politician who wants your vote, you have to let people see you, experience you, hear your voice and make a connection with you that will make them want to hire and refer you.

Networking in Person - Building Relationships

Types of Networking:

- Peer Groups

As a member of NAPO AND NAPO-LA, you are already networking with peers and colleagues. I always point out to new members and visitors that, though we all belong to the same profession, we all have unique talents and strengths. Use the opportunity to call attention to yourself by doing a Member Spotlight and let your colleagues know that bringing order to garages and attics makes your heart sing, or that creating and installing filing systems and office set up are your specialties. Referrals grow.

- Restricted Membership Groups

Usually these groups are made up of one representative from each profession to eliminate competition within the group. They generally require a weekly commitment. They can work really well, as some of our NAPO colleagues can corroborate, or can be an expensive waste of time. The success or failure relies on how "referrable" you find the other members of the group. The upside is that you have an audience of 10 to 40 professionals every week. These individuals become your sales people. Sooner or later, they are going to tell people about you. The downside is that you

only have an audience of 10 to 40 professionals every week or month and it could take up to six months for the referrals to start.

- Diverse Professions

Years ago, Steve Skidmore told me that to build his organizing business, he networked weekly at scrambled egg breakfasts, buffet lunches and rubber chicken dinners. Chambers of Commerce are the most notable groups that attract a large pool of diverse businesses. Other networking venues include NAWBO (National Association of Women Business Owners), WRS (Women's Referral Service), service clubs such as Rotary and Optimists, and a plethora of new groups being launched regularly.

These groups, I feel, offer the biggest ROI, return on investment. It's more like fishing in the ocean instead of a pond. You will get to meet more potential power partners and professionals with whom you can make strategic alliances. They also permit you to choose the time of day and frequency level that suits you best. Remember, it sometimes only takes one connection or referral to pay for your membership and meals for a year.

Networking on the Internet

Try Internet Networking by Googling the term "business networking" and see where the surfing takes you. There are several sites that are devoted exclusively to women businesses: SBA's Women's Business Center (www.onlinewbc.org), WOW Factor (www.wowfactor.com) and WomanOwned (www.womanowned.com).

Limitless choices await the undaunted. You can change the lament of the undiscovered to a celebration of success.

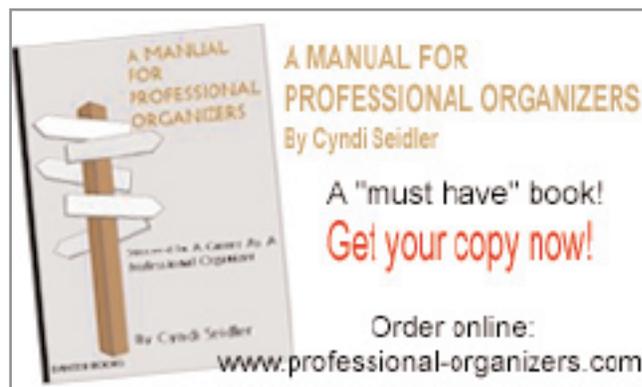
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It's Time For Spring Cleaning

Esther Simon, The Traditional Home Organizer

It's that time once again to turn the house inside out and get ready for spring.

In the orthodox Jewish household, it is a time to completely turn the house upside down preparing for the holiday of Passover. Clearing the house symbolizes a spiritual freedom. I de-clutter and re-arrange all the drawers, bookshelves, and cabinets, thoroughly clean the house, turn the mattresses, clean the carpets and re-do the pantry and kitchen.

But for most of us, just to clean out our house is good enough. Some suggestions for a thorough spring cleaning are to make a schedule and plan for each room in the house. For example, step into your bedroom and make a list: clean or vacuum the drapes, or dust the shutters, move the bed, dust, vacuum under the bed, turn the mattress, change the sheets, rearrange

and de-clutter the night stand tables. Then sort through magazines and books next to the bed, and re-organize the closet, giving away clothes that don't fit anymore.

Do this to each room in your house. Divide and conquer. Do a section at a time, and break into different days of the week or month. Hire help if you need to or enlist family members. The rewards of a clean, organized home are great.

Most important, remember to schedule all the chores, making a list and dividing up the cleaning into "bite-sized pieces." In my home, I plan a tight schedule using a calendar, designating a target date for completion and then work backwards. I decide which days I would clean each room and closet. Spacing the work for every other day and giving yourself a break after working so hard, and also allowing for interruptions or emer-

gencies that might slow down the progress are important - the idea is to pace yourself. Plot out your task and set goals.

I, of course, enlist each of my seven children and reward them. For example, when I tell the little ones to turn the pillows on the couch/sofa I hide candy in between them, so when they check and clean, they find a treat. For the older teenagers, I hide money and they really clean for the reward. The older ones help with shopping and cooking and get excited for the holiday.

The most important aspect of this is your attitude - be positive and energetic. We are role models for our children, family and friends. The training in this area provides life skills and attitudes that build character and personality at the same time. Remember our home is our castle and we are royalty.

NAPO National Conference Needs Your Vote!

Glorya Belgrade Schklair, The Practical Organizer / NAPO Conference Awards Chair

The Awards Luncheon is a highlight of the NAPO National Annual Conference. By now you have all seen the nominees and ballot for the Founders' Award. I hope you have taken a moment to complete the ballot and mail it to our new management company in Glenview, Illinois.

The Organizers' Choice Award will be determined by your votes on the floor of the Expo. You will find ballots in your registration packet asking you to vote on the following award categories when visiting the Expo. Four separate categories will be posted: Best Product – Business; Best Product – Residential; Best Product – Technology and Best Service. The exhibitors who support NAPO by attending our conference and talking to us about their products, deserve our cooperation. Ballots will be tabulated when the Expo closes on Friday and the awards will be presented at the luncheon. Be sure to show your encouragement by voting.

The Chicago Chapter contributed the names of commendable recipients for the annual Organizing Excellence Award. This award has been given since 1994 to a local individual or group that has demonstrated outstanding values and achieved measurable results through their organizational efforts. We are all looking forward to meeting this year's recipient! This year, Exhibitors have been asked to consider donating their leftover products to the recipient of the Organizing Excellence Award.

Working with Parents and Children

Peggy Marinello, Marinello's H.O.P.E. Professional Organizing /NAPO San Diego Chapter

Q. What do you do when the client has disobedient children?

A. Prepare the client in advance that all their concentration and attention is required during the organizing session. Just as they would need to do should they have an appointment with any other professional, they need to make arrangements for childcare. The children, obedient or not, will be happier, as will the client and the organizer, if off-site arrangements for childcare can be made.

If a client calls just before the appointment and says that her child is home sick for the day, it is best to reschedule. The parent will not be able to give full attention to the project...and you won't have the possibility of contagion.

Q. Do you work directly with children or help the parent teach their children to get/stay organized?

A. After first working with the parents, it may be effective to work with their children. It all depends on the relationships within their family, the age of the children and how comfortable they are with you.

The parents may just be in need of some coaching and/or techniques to better organize and manage the family and household. A professional organizer can guide them through a sensible streamlining process that will empower them with some new techniques for coping with future clutter challenges.

Once the parents feel confident and hopeful about their own success, they are better equipped to teach the children how to achieve, maintain, and enjoy better organizing of their clothes, toys, school supplies, etc. A calm and confident parent will help set the tone in the home and give the children a can-do atmosphere of encouragement so they can enjoy the benefits of being organized.

Often, busy parents ask, "What happens if I can't keep things organized?" I strongly encourage my clients to schedule a twice yearly organizing tune-up appointment. I try to foster a comfortable relationship with the parent that provides them with a sense of support and relieves some of their fears.

We adore chaos because we love to produce order.

-- M.C. Escher
(1898-1972)
Artist

Don't forget...

There is no chapter meeting in April.

We will see you:
May 24 ~ 6:15 p.m.
At the Olympic Collection
Olympic Blvd. and Sawtelle
West Los Angeles

NAPO-LA's Newest Members

January 2004

Deborah Kawashima
Creative Organizer
Studio City

Associate Member

Ray Miller
Garage Tek-LA
Santa Fe Springs

February 2004

Nathalie Loftus
Mind Over Matter
Laguna Beach

Joann Smith
Simply Organized Services
Camarillo

March 2004

Jonathan Marder
Garage Specialist
Woodland Hills

Abbreviated Minutes March Board Meeting

*Talia Eisen, Clarity Professional
Organizing / NAPO-LA Secretary*

1. VP/Membership discussed content for a membership survey to be issued in April.
2. Tanya Whitford has completed the monumental task of creating a Website Manual.
3. Photos from our conference will be posted on the website for membership to enjoy.
4. T-shirts have been ordered to sell as a fundraiser at national conference.

Membership Report

*Nicole Juarez, Elements of
Organizing/ NAPO-LA VP Membership*

March Mtg. Attendance.....	53
Members.....	43
Guests.....	10
Total Membership.....	98

NAPO-Los Angeles Who's Who

2003 - 2004 Officers

President: Marilyn Crouch
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(310) 375-9927

VP Membership: Nicole Juarez
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Commucations Director:
Chris Janetsky
ChrisJanetsky@napola.org
(562) 673-7271

Secretary: Talia Eisen
TaliaEisen@napola.org
(310) 914-5426

Treasurer: Robin Davi
RobinDavi@napola.org
(805) 522-9687

Past President: Tanya Whitford
TanyaWhitford@napola.org
(323) 377-1312

Coordinators & Committee Chairs

Associate Member Coordinator:
Barb Schmitt

Client Referrals Coordinator:
Pat Brubaker

Database/Directory: Tanya Whitford

Golden Circle Advisor: Ann Gambrell

Greeting Coordinator: Toni Scharff

Librarian: Lenore Sokol

Meeting Assistant: Sara Getzkin

MET Program Coordinators:
Jean Furuya, Barbara Ricketts, Tanya Whitford

New Member Coordinator:
Volunteer Needed

New Member Orientation:
Jean Furuya, Ann Gambrell

Prospective Member Coordinator:
Claire Quinlan

Public Relations: *Volunteer Needed*

Scrapbooker: Mary Lasnier

Volunteer Coordinator: Mishle Veiera

Webmasters: Cindy Kamm, Chris Janetsky, Gayle Westrate, Tanya Whitford

Web Listing Coordinator: Toni Scharff

Workshop Director: Heather Thompson



National Association of Professional Organizers Mission:
To develop, lead and promote professional organizers and the organizing industry.

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Glenview, Illinois 60025-1485
Telephone: (847) 375-4746
Fax (within US): (877) 734-8668
E-mail: hq@napo.net

National Membership Annual Dues

Individual	\$200
Associate-Branch	\$150
Associate-Corporate	\$550
Associate-Local	\$250
New Member One-Time Processing Fee	\$20
NAPO Name Badge	\$10

NAPO-LA Mission: NAPO-LA is an organization dedicated to bringing Southern California Area organizers together through networking, education, professional growth, industry updates, support and public awareness.

NAPO-Los Angeles
PMB 134, 10573 W. Pico Blvd.
Los Angeles, CA 90064
Hotline (213) 486-4477
www.napola.org

Chapter Membership:

National NAPO membership required.
Price includes electronic newsletter.

Annual Dues (Oct. 1 to Sept. 30)

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

Non-Members

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

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The L.A. Organizer Staff

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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 LaurieClarke@napola.org.

Deadline: The fifteenth of the month for any submission.

Advertisements: Send ads in .tif or .jpg format to LaurieClarke@napola.org. All ads and payments must be recieved by the 15th of the month for submission. All payments to be arranged with Robin Davi (RobinDavi@napola.org).

Size	Member	Non-Member
Business Card Size	\$10	\$20
Quarter Page	\$25	\$50
Half Page	\$35	\$70
Full Page	\$50	\$100