

## NAPO is on the GO!



We are pleased to have NAPO Past President Barry Izsak join us at our September 10 meeting! He will fill us in on what's happening at NAPO and answer any questions you might have. With

twenty years of experience as an entrepreneur and ten years as a professional organizer, he will close by sharing his own secrets that you can follow to achieve your own success as a professional organizer.

Barry Izsak, an inaugural CPO<sup>®</sup> is the owner of *ARRANGING IT ALL* in Austin, Texas where he has been helping corporate and residential clients get organized

since 1996. He is author of the best-selling book, *Organize Your Garage in No Time*.

Come hear this articulate spokesperson who has been quoted in hundreds of newspapers and magazines nationwide and has appeared on national television networks.

Join us and meet Barry in Shula's Lounge after the chapter meeting.

### Ask the Expert Focus Group

Come early (6:30pm) to register and network. If you are new to organizing, attend our informal "Ask the Expert" focus group from 6:30 to 6:55 pm, hosted by a member of NAPO's Golden Circle.

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## September 10 Chapter Meeting Information

### Location

Tyson's Corner Marriott  
8028 Leesburg Pike  
Vienna, VA 22182  
703-734-3200

From 495, take exit 47 West/Leesburg Pike/Tyson's Corner. The Marriott is located on the right behind the Shell gas station. Turn right immediately after the Shell station. The Marriott is less than half a mile from the Beltway exit and before the Tyson's Corner Shopping Center. Free parking is available.

### Meeting Agenda

6:30 - 6:55 pm Registration, Networking, and "Ask the Expert" Focus Group for New Organizers  
7:00 - 7:30 pm Business Meeting  
7:30 - 8:30 pm Program  
8:30 - 9:00 pm Wrap-up and Networking

Guests are welcome to attend for a \$25 fee per meeting.

**Professional attire please.**

This Issue  
Going Green

**NAPO-WDC 2007-2008  
Board of Directors**

President

Scott Roewer  
scott@solutionsbyscott.com  
202-249-8330

Vice President

Deb Lee  
deb@dallisonlee.com  
301-502-3835

Secretary

Heather Cocozza  
hcocozza@Cocozza  
OrgDesign.com  
703-276-1243

Treasurer

Florence Lehr  
flehr@orgworks.com  
301-320-7380

Director-At-Large

Debrah Shaver  
debrah@lifestyle  
solutions.org  
301-652-9383

Communications/Technology

Judy Parkins  
judy@gentlyorganized.com  
703-548-1000

Marketing

Laura Caron  
LLCaron@verizon.net  
703-978-0311

Corporate Partners

Kim Oser  
kim@putitaway.net  
240-350-9091

Membership

Cheryl Larson  
cherylsorganizingcon-  
cepts@msn.com  
301-916-9022

Programs & Professional  
Development

Terri Fischer  
terri@terrifischer.net  
703-638-5995



Scott Roewer, CPO®  
Solutions by Scott LLC  
NAPO-WDC Chapter President  
[www.solutionsbyscott.com](http://www.solutionsbyscott.com)

# Welcome Back!

Welcome back to an exciting new membership year! NAPO-WDC's Capital News & Views has moved to the digital age this membership year by offering the newsletter exclusively online to all Chapter members, guests, and web site visitors. You will save time retrieving the newsletter, increase the visibility of our profession to web site traffic, highlight our corporate partners, promote our advertisers, and reduce paper waste by not mailing copies of the newsletter. We're excited about this change.

Speaking of paper waste, too much of what we help clients edit from their lives ends up in the trash. We can do our part to encourage our clients to responsibly recycle or donate their unnecessary belongings. Think paper, plastic and glass – practically everything can be recycled. Global warming, landfill waste, and polluted water have encouraged companies to find ways to reuse and recycle. Here are a few resources you can review and have available for your clients.

**Batteries:**

All single-use (alkaline) or rechargeable batteries can be taken to any Whole Foods Market or RadioShack for recycling. Rechargeable batteries can be recycled at any recycling kiosk within Best Buys nationwide. Rechargeable Apple product batteries can be recycled at any Apple retail location in the U.S.

**Cell Phones:**

Cell phones are replaced on the average of once per 18 months. That's a lot of waste! Verizon Wireless retail stores accept phones in any condition, from any service provider. The phones are either refurbished or recycled. With the funds raised from the sale of refurbished phones, Verizon donates wireless phones and airtime to victims of domestic violence. Best Buy stores provide recycle bins inside their front doors accepting cell phones, rechargeable batteries and ink jet cartridges.

If you or your clients don't want to leave the house, the number one hassle-free way to recycle cell phones is through charitable recycling.

Visit: <http://tinyurl.com/2omyps> to print out a nifty prepaid mailing label on your home computer, paste it to an envelope and drop your old phone in the mail.

**Tennis Shoes:** <http://tinyurl.com/2layaq>

Turn in any brand of worn-out athletic shoes to Nike's Reuse-A-Shoe program. Shoes are ground up and processed into new material to make sports surfaces like soccer and football fields, basketball and tennis courts, running tracks and playgrounds.

**Computers:**

According to a 2004 report by the National Safety Council, over 75% of computers ever sold remain stockpiled in our closets, garages, office storage rooms and warehouses. Apple offers free take-back and recycling of your old computer and monitor, regardless of manufacturer, when you purchase a new Mac.

**Fleece Clothing:** <http://tinyurl.com/2spsu6b>

In 2005, Patagonia launched their Common Threads Garment Recycling Program. Customers can give their worn out Capilene® Performance Base layers, Patagonia fleece,

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## Welcome Back

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Polartec® fleece from other manufacturers and Patagonia organic cotton T-shirts to their list of recyclables. Drop them off at Patagonia, located at 1048 Wisconsin Ave NW, Washington, DC 20007.

### Packing Peanuts:

Take your old packing peanuts to any UPS, Parcel Plus, Mail Boxes Etc. or other shipping outlet and they'll be glad to take them off your hands.

### Televisions:

Televisions contain toxic materials, which can contaminate the environment if broken in a landfill. Because of that, in 1997 the U.S. EPA declared computer monitors and TV screens as hazardous waste and banned them from landfills. Due to their toxic nature, there is usually a fee to recycle televisions. For a nominal fee, Best Buy will haul away televisions, computer monitors, and appliances when new purchases are made or delivered.

**Everything Else:** <http://freecycle.org>

Freecycle is an international and entirely nonprofit grassroots movement of people who are giving (and getting) stuff for free in their own town. One person's trash is another person's treasure! Everything posted on Freecycle is free; individuals and groups work out their own bartering systems.

We can help our clients Reduce, Reuse, and Recycle by having resources available to make the process easier. It is my long-term goal to continue helping my clients take environmental responsibility for everything we edit in their lives. Starting with this membership year, please consider making your business a 'green' friendly business.



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## Meet the New Programs Director



**Terri Fischer**

*Consider It Done*

*NAPO-WDC Programs and Professional Development Director*

[terri@terrifischer.net](mailto:terri@terrifischer.net)

Terri Fischer of *Consider It Done*, has joined the NAPO-WDC Board of Directors as Director of Programs and Professional Development. In 1992, long before the internet, Terri started her business while completing degree requirements for a B.A. in Social Sciences at Marylhurst University, near Portland, Oregon.

Terri moved to the Northern Virginia area one year ago after living in Portland for 32

years. Looking at the need to re-build her client base in a new location, she joined NAPO and NAPO-WDC. Terri recently told Scott Roewer, "NAPO, and in particular the Washington D.C. Chapter, has been an invaluable source of information sharing, support and education."

In Terri's free time, she keeps in balance with yoga, walking, and exploring D.C., NoVA, and the surrounding areas. In addition to being an organizer, she is a contemporary quilter, and has sold the majority of pieces she's created.

Please be sure to welcome Terri at the September 10 chapter meeting as our new Director of Programs and Professional Development.

## NAPO-WDC 2007-2008 Committee Chairs

### Golden Circle

vacant

### Hospitality

vacant

### Newsletter

Janet Schiesl  
Schiesls@aol.com  
571-265-1303

### Nominating

Debrah Shaver  
debrah@lifestyle  
solutions.org  
301-652-9383

### Public Relations

vacant

### GO Month

vacant

### Regional Conference

Cheryl Richardson  
cherylrichardson@cox.net  
703-869-3948

### Points of Contact

#### Book Club

Lynn Meltzer  
Lynn20@closecall.com  
301-530-3551

#### Lending Library Coordinator

Karen Swain  
buffettbabe@comcast.net  
703-534-3864

#### Webmaster

info@dcorganizers.org

#### Yahoo Group

Scott Roewer  
scott@solutionsbyscott.com  
202-249-8330

# New Membership Year

## September

- 10 Chapter Meeting:  
NAPO is on the GO!  
Tysons Marriott
- 18 Book Club
- 27-29 NSGCD  
Conference

## October

- 1 Chapter Meeting:  
Legal Matters -  
Protecting Your  
Business  
Tysons Marriott
- 20 New Member  
Brunch, Daily Grill,  
Bethesda, MD

## November

- 5 Chapter Meeting:  
Time Management
- 13 Book Club

## December

- 3 Chapter Meeting:  
Business Support  
Tools – Ways to  
Manage Your  
Business Better

## January

- 7 Chapter Meeting:  
Aim High - New  
Year, New Goals
- 21 Book Club

## February

- 4 Chapter Meeting:  
Making Money While  
You Sleep – Ways  
to Create Passive  
Income

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Cheryl Larson  
*Cheryl's Organizing Concepts*  
 NAPO-WDC Membership Director  
[www.CherylsOrganizingConcepts@msn.com](http://www.CherylsOrganizingConcepts@msn.com)

Welcome to the 2007-2008 membership year! This looks to be a banner year for NAPO-WDC. Membership nationally has skyrocketed and so has publicity regarding our association and industry. The NAPO-WDC board is committed to providing our members with strong programming around the areas of professional development, organizational skills, and personal growth which you helped us develop through our programs survey. We will continue with the popular New Member Brunch, Mid-Atlantic Regional Conference for Professional Organizers (formerly Spring Seminar), GO Month activities, and to bring you more information and resources via our website. You don't want to miss out!

In order to take advantage of the benefits of membership (listed on page 10 and 11), you must renew by September 30. Dues will remain the same as the last two years, at \$135. Remember, an active membership in NAPO is a prerequisite to chapter membership.

For our current members, membership renewal is easy! Just go to

[www.dcorganizers.org/renew.php](http://www.dcorganizers.org/renew.php). All you'll need to do is select your membership type and enter your credit card information through our secure online payment system.

It's easy and takes less than two minutes to complete! After you renew, be sure to log on to the [dcorganizers.org](http://dcorganizers.org) members only section to update your profile to make changes to your contact information or specialties.

If you are interested in joining our chapter, you can register securely online at [www.dcorganizers.org/join.php](http://www.dcorganizers.org/join.php). Remember you'll need your National NAPO ID# to register.

For any questions regarding online membership renewal and payment contact:

Communications and Technology Director  
 Judy Parkins  
[judy@gentlyorganized.com](mailto:judy@gentlyorganized.com)  
 (703) 548-1000

Membership Director  
 Cheryl Larson  
[cherylsorganizingconcepts@msn.com](mailto:cherylsorganizingconcepts@msn.com)  
 (301) 916-9022

We look forward to seeing new and familiar faces in September!



# Welcome our New Corporate Partner

Welcome Mark Cavallaro  
 Closet Creations, LLC!

Please visit his website [www.closetcreationsllc.com](http://www.closetcreationsllc.com) or contact him at [mark@closetcreationsllc.com](mailto:mark@closetcreationsllc.com) to learn of incentive programs for NAPO-WDC members.



# Save a Tree by Reducing Junk Mail

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Pierrette Ashcroft, CPO®  
[GetOrganizedDC.com](http://GetOrganizedDC.com)  
[www.getOrganizedDC.com](http://www.getOrganizedDC.com)

The average person receives 560 pieces of unwanted and unsolicited mail a year, but there is

good news. You can eliminate up to 90 percent of that.

It's not just an inconvenience. There are more than 100 million trees cut down and ground up annually to produce the entire nation's junk mail, according to Native Forest Network, an environmental group.

To start reducing your annual mountain of junk mail try these approaches:

1. Direct Marketing. Most importantly, start with contacting the Direct Marketing Association.

This alone can reduce your unwanted mail by 75 percent. Fill out the online form or the mail-in registration form at [www.dmaconsumers.org/cgi/offmailing](http://www.dmaconsumers.org/cgi/offmailing). Both cost a \$1.

2. Solicitations. To stop unwanted credit card solicitations you can fill out a secure form at <https://www.optoutprescreen.com>. You can also call 888.5OPTOUT (567.8688).

3. Mailing List Removal. Get off the major mailing list providers' databases. These companies compile information about U.S. consumers then resell it. You need to include your name and all its derivations and spellings, along with your complete address including zip code when asking to be removed from any list or database.

Abacus  
[optout@abacus-us.com](mailto:optout@abacus-us.com)

Donnelley Marketing  
Database Operations  
416 South Bell Avenue  
Ames, IA 50010

4. "Occupant" Mailings. A substantial portion of your annual mail comes addressed simply to 'occupant' or 'resident'. You can

stop this too. Several companies are responsible for millions of mailings each year.

ADVO <http://www.advo.com/consumersupport.html>

Cox Target Media - ValPak  
<http://www.coxtarget.com/mailexpression/s/DisplayMailSuppressionForm>

5. Privacy Notices. This is the brochure with very small type that you receive once a year from credit card companies, banks, brokerage companies and other service providers describing how they use your personal information and possibly sell it to other companies. Read the fine print near the end about where to call or write them to limit the use of your address.

There are some things you may have done that have contributed to the junk mail you receive.

**"The average person receives 560 pieces of unwanted and unsolicited mail a year."**

6. Warranty Cards. Stop filling out warranty cards, which are not necessary to activate a product warranty.

7. Sweepstakes Forms. Ignore these forms because they are mostly marketing tools to get you on multiple mailing lists.

8. Charities. When you donate to a charity, ask them not to share or sell your name and to limit their solicitations to once a year.

9. Change of Address. When moving, individually notify all service providers, credit card companies, subscriptions and others you want to have your new address. Do not fill out a postal service change of address form because they will sell your new address to any company or list broker willing to pay.

10. Electronic Bills and Statements. After you have cut out most of your junk mail, you can also reduce the paper from your wanted mail. Choose online bills and statements rather than bulky paper statements that you will be tempted to fill a file

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## March

- 3 Chapter Meeting: Marketing and Advertising
- 17 Book Club
- 31 Chapter Meeting: Roundtable Discussions

## April

- 9-12 NAPO National Conference Reno, NV

## May

- 5 Chapter Meeting: Member Appreciation Dinner and Awards
- 19 Book Club

## June

- 2 Chapter Meeting: My Favorite Things

**No chapter meetings in July or August.**

**Board Meetings:** The next board meeting is scheduled for September 10, immediately preceding the chapter meeting. Board meetings are open to all chapter members. To ensure space and for the location of an upcoming board meeting, non-board members who wish to attend should contact Chapter President, Scott Roewer, one week prior to the meeting.

## PR Corner

Lynn Meltzer, *Clutter & Paperworks*, presented a one week class on Organizing at Chautauqua Institution in New York, this summer.

Heather Coccozza, *Coccozza Organizing & Design*, published an article for the July issue of Metro Washington Home Improvement magazine under "Ask the Experts."

Heather Coccozza, *Coccozza Organizing & Design*, spoke to the Fairfax New Mom's Group on "How to Organize Your Baby's Room" on July 25.

Janet Schiesl, *Basic Organization*, spoke to the Fairfax Weichert Realty office on July 24, on "Helping clients buy and sell their homes".

### Membership Directory on Web Site

Detailed information about members can be found on our chapter web site, [www.DCorganizers.org](http://www.DCorganizers.org), in the Members Only section. The membership list is available in Excel format.

### Changes and Corrections

Once you join or renew chapter membership, you can update your own information at any time. Go to [www.DCorganizers.org](http://www.DCorganizers.org). From the "About Us" menu, select "Members Only Pages." Enter your NAPO National membership number and your unique password. At the top, click "My Account" and make your changes.

## Save a Tree by Reducing Junk Mail

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cabinet with. Most utilities, credit card companies, banks and brokerage companies will send you an email notifying when you can log onto your account to view your bill. Don't be lured to print it out. Just review it on screen, then save it as a .PDF file to your hard drive. Be sure you are backing up to a safe location.

11. Catalog and Online Purchases. Ask the company not to sell or share your name and address. You can also request that they limit the number of catalogs and promotional materials that they send to you.

12. Magazines, Journals, Newspapers and Other Periodicals. Consider receiving subscriptions online instead of in print

form. When that is not possible or practical, notify each company and ask them to keep your name strictly on their in-house list. You can even call those free weekly newspapers and tell them to stop delivery.

Remember to recycle any unwanted mail you receive and do not forget to first shred any personal or sensitive information, such as account numbers. According to the Center for a New American Dream, a Maryland-based nonprofit organization, 5.6 million tons of junk mail ends up in U.S. landfills annually. Only 22 percent is recycled.

Keep in mind that many lists and mailings are prepared several weeks in advance so it may take up to three months before you see a dramatic drop in the unwanted mail you receive.

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## Donation Station

### Looking for a Place to Donate Furniture?

Harriet Contract  
*Let's Do It!*  
[HarrietContract@aol.com](mailto:HarrietContract@aol.com)

A WIDER CIRCLE is a 501(c)(3) charitable nonprofit organization based in Bethesda that helps furnish the homes of people living in poor conditions in the greater DC area. Their organizational mission is to empower children and adults to break the cycles of poverty and poor health.

Every day A WIDER CIRCLE receives 50 calls from across the county. Through donations of both money and household items in good condition, they are able to furnish 20 to 30 homes a week. They have a waiting list of more than 200 people in need of help.

The organization accepts furniture, all baby items (toys and clothing), and is especially in need of mattresses of all sizes. Through their volunteer program, they provide trucks for pick up and will remove items from any room in the home. They also deliver items to the recipient.

Started in 2001, A WIDER CIRCLE has two paid employees along with 300 volunteers and interns who drive the trucks and run the warehouse (which looks like a

beautifully organized furniture store). People in need are referred by agencies that include Linkages to Learning, Jewish Information and Referral Services, and Bethesda Cares. A volunteer is always available to assist the recipient in their selection of items. It is important to the organization for clients to maintain their dignity.

Interestingly, many volunteers have been on the receiving end. They just want to be able to help others who find themselves in the same situation.

In addition to providing home needs, A WIDER CIRCLE oversees other Comprehensive Programs and Services through their inner works programs that include workshops on:

1. Stress and Anger Management
2. Nutrition
3. Financial Planning
4. Healthy Self Esteem
5. Yoga and Tai Chi

To learn more about A WIDER CIRCLE, you may check their web site [www.AwiderCircle.org](http://www.AwiderCircle.org).

For more information, and to schedule an appointment e-mail them at [contact@AwiderCircle.org](mailto:contact@AwiderCircle.org)

# Corporate Partner Report



Kim Oser, CPO®  
*Put It Away!*  
NAPO-WDC Director of  
Corporate Partners  
[www.putitaway.net](http://www.putitaway.net)

Welcome to the 2007-2008 NAPO-WDC membership year! NAPO-WDC is embarking on our first full membership year with Corporate Partners. We were fortunate to have Nick Friedman of College Hunks Hauling Junk and Denny Stotlemeyer of Closet Factory join us last year during the NAPO-WDC Corporate Partner inaugural year. Thanks to Nick and Denny for supporting the chapter and helping us build the program!

What are Corporate Partners? They are companies who share a common interest with our members and organizations promoting a product or service which benefits business owners and/or our clients.

NAPO-WDC Corporate Partners are members of our chapter. They receive benefits similar to regular chapter members. They enjoy some additional benefits to help them partner with our members. In addition to promoting their product or ser-

vice by print media or samples at our chapter meeting's Marketplace table, they also have access to our chapter database. They may use the database to advertise their product/service, publicize NAPO-WDC member only specials, or offer a referral bonus/incentive to chapter members who chose to do business with their company.

We attempt to partner with organizations who rate top in quality and customer service. This year's chapter goal is to triple the number of Corporate Partners. We need your input. If you partner with a company who has an interest in our field, supports NAPO's ethics and offers high quality products or service, please encourage them to join NAPO-WDC as a Corporate Partner ([http://www.dcorganizers.org/become\\_benefits.html](http://www.dcorganizers.org/become_benefits.html)). The list of Corporate Partners is available by clicking on the *Our Corporate Partners* link from [dcorganizers.org](http://dcorganizers.org) home page. Contact Kim Oser, Director of Corporate Partners with questions ([corppartners@dcorganizers.org](mailto:corppartners@dcorganizers.org)). Looking forward to a fantastic year!

Do you promote a product or service useful to professional organizers? NAPO-WDC would like to have you as our Corporate Partner. For more information please visit [www.dcorganizers.org/become-corporate-partner.php](http://www.dcorganizers.org/become-corporate-partner.php)

## Become a Certified Professional Organizer® (CPO®)

<http://www.certifiedprofessionalorganizers.org/>

On this site you should find everything you need to know about the BCPO Certification Program. Find eligibility requirements, answers to commonly asked questions, and other details to help you decide if you are ready to sit for future CPO® examinations.

## Benefits of Certification

- Recognition of achievement within the industry
- Competitive market advantage
- Professional development and increased knowledge gained through preparation for the BCPO examination
- Listing on the BCPO web site
- Authority to use the CPO® designation on letterhead, business cards and all marketing materials

Visit this site often for new details and developments.



## New NAPO Benefit Announced

### Long Term Care Insurance

NAPO has announced the availability of long-term care insurance (LTC) at special discounted rates just for NAPO members, their employees, and their families! NAPO members assume the premium for the insurance, but with NAPO sponsoring the plan, members can enroll with lower group rates, customized plans, and free professional consultations. This plan will pay for home health care, assisted living, adult day care, or nursing home care.

The formal definition of long-term care is assistance with activities of daily living—bathing, continence, dressing, feeding, toileting, transferring—for a condition expected to last at least 90 days. Examples of reasons for such care range from a car

accident to a stroke, falling off a ladder to multiple sclerosis. It can also be care for a person who has a severe cognitive impairment, such as Alzheimer's disease or senile dementia. This care is provided at home, in assisted living facilities, and in nursing homes.

Long-term care insurance can save policyholders a lot of money, but it is not appropriate for everyone. For more information, members may contact local specialists Elizabeth Stein by phone at 703-648-1739 or e-mail at [Elizabeth.Stein@LTCFP.com](mailto:Elizabeth.Stein@LTCFP.com) and Penny Gilbert at 703-281-0914 or e-mail at [Penny.Gilbert@LTCFP.com](mailto:Penny.Gilbert@LTCFP.com). You may also contact LTC Financial Partners toll-free at 1-800-461-2051 or visit [www.LTCFP-NAPO.com](http://www.LTCFP-NAPO.com).

## Newsletter Information

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Chapter of NAPO, PO Box  
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### Committee Chair & Layout

Janet Schiesl  
Schiesls@aol.com  
571-265-1303

### Editors

Amy Goldberg  
therunaround@att.net  
301-922-0196

Cheryl Richardson  
cherylrichard-  
son5952@gmail.com  
703-869-3948

Alisa Levy  
Alisajl@verizon.net  
301-587-6346

### Advertising

Janice Landfair  
mdinshd1@aol.com  
301-649-3441

## Newsletter Topic Schedule

September	Going Green
October	Teamwork
November	Time Management
December	ADD Clients
January	Moving & Relocation
February	Networking
March	Marketing
April	Public Speaking
May	Conference Reports
June	Finding the Right Clients

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## Share The Experience



Amy Goldberg  
*The Runaround*  
[www.runaround.com](http://www.runaround.com)

How often have you been asked "Has this ever happened to you?" Has a client ever asked you "Is this the worst project you have ever had?" The answers to those and other questions may seem simple, but the way we answer them and the signals we send in doing so, can provide insight into how we approach a problem or project. So, in future newsletters, NAPO-WDC would like to offer our readers the opportunity to have those questions answered. It is our way of "sharing" our ex-

periences with all of you and perhaps solving a problem for a fellow professional, client or consumer. If you have a question or have had an experience with a client that you would like to share, please let us know and we will do our best to help.

Next month's topic: MOTIVATION. Share your tips or questions on how to keep the organizing ball rolling. How do you keep your clients or yourself motivated? Please share both successes and failures. Knowing what not to do saves time too!

Send all correspondence to [SharetheExperience@dcorganizers.org](mailto:SharetheExperience@dcorganizers.org)

## NAPO Chat Digest

### How to Find New Clients

In May, Pamela Unterbach, a NAPO member, posted a question on the listserv. She asked for suggestions on getting new clients. Here is her response.

To My Wonderful Fellow PO's,  
Thank you to all who contributed so wisely to my need of getting new clients; Ilene, Marilyn, Stephanie, Marcia, Pam, Diane, Brandie. You all are so generous with your time, thoughts and great ideas. I would like to share all that I've learned. (Many of you more "seasoned" PO's just might glean a new idea here!)

1. Use your existing customer base: calling to check in, to just say "hi", might result in a new appointment or referral.
2. Offer a limited time discount: i.e. "if you book your appointment for the next two weeks only....." to fill in the voids in your calendar.
3. Contact realtors and other business groups to create a "get to know you meeting" that should last 30 minutes tops.
4. Join a chamber or other business group and go to the mixers (with lots of business cards).

5. Join a leads/marketing group such as BNI.
6. Review a couple of good books that were recommended by the author Alan Weiss: "Million Dollar Consulting" and "Value Based Fees".
7. Do a mailing to current, past and potential clients.
8. Create partnerships with other businesses such as interior decorators, local moving company, etc.
9. Hire a business coach.
10. Offer to be a guest speaker: PTA's, Mom's groups, church groups, chambers, etc.
11. Volunteer: join any club (book, sewing, gardening etc.) to meet new people.
12. Re-evaluate your business plan.
13. Do a pro-bono job that could result in some free advertising.
14. Donate organizing at silent auctions.
15. Be confident.

I know it's a long list, but I do believe in the "what goes around, comes around" rule and I do appreciate all of you. The good news is that this week I am talking to three new clients.

Pamela Unterbach, *NEAT Organizing Solutions*, can be reached at [pbunterbach@sbcglobal.net](mailto:pbunterbach@sbcglobal.net).

# Recycling and Hazardous Waste Disposal

(Continued from page 8)



Janet Schiesl  
Basic Organization  
[www.basicorganization.com](http://www.basicorganization.com)

If caring for the environment is important to you, both you and your clients can help by educating yourselves on ways to dispose of hazardous waste and recycling in your community. Websites

will contain additional information for each location including acceptable materials, fees and directions!

## VIRGINIA:

**Fairfax County's** two disposal sites are: the I-66 Transfer Station on West Ox Road and I-95 Lorton Landfill on Furnace Road. They are open seven days a week. Materials for recycling are accepted at these locations. You also have the option of putting recycling out with your regular trash for pick up.

[www.fairfaxcounty.gov/dpwes](http://www.fairfaxcounty.gov/dpwes)

**Arlington County's** disposal site is located on S. Fern Street and is open on Saturdays. They also have an Environmental Collection and Recycling Events (E-CARE) twice a year for Arlington residents to safely dispose of household hazardous materials. Along with curb side pickup, Arlington County operates two recycling drop-off centers: the North Arlington site on North Quincy Street and the South Arlington site on Columbia Pike and South Four Mile Run.

[www.arlingtonva.us](http://www.arlingtonva.us).

**Alexandria's** facility is located on Wheeler Avenue at Duke Street and is open on Mondays. The city has four drop-off recycling centers, open 24 hours a day, seven day a week. They are located at: S. Whiting Street, Wheeler Avenue, Eisenhower Avenue and Jones Point Park.

[www.alexandriava.gov/tes/sw/stop\\_pgm](http://www.alexandriava.gov/tes/sw/stop_pgm)

**Prince William County's** landfill is located on Dumfries Road, in Manassas and is open seven days a week for recycling. At this location you can drop off hazardous waste every Wednesday and

Saturday. The Too Good to Waste Place allows residents to drop-off or pick up items that can still be used, such as appliances, furniture, building supplies, bicycles, home fixtures, etc. [www.pwcgov.org](http://www.pwcgov.org)

## WASHINGTON, DC:

In the District of Columbia, hazardous waste is collected twice a year at Carter Barron Amphitheater. Recycling is picked up the same day as the regular trash service. For more information on what is accepted for recycling and hazardous waste and an upcoming date for collection of hazardous waste, go to [www.dpw.dc.gov/dpw](http://www.dpw.dc.gov/dpw).

**“Has caring for the environment become more important to you these days?”**

## MARYLAND:

**Montgomery County's** waste collection site, the Shady Grove Transfer Station, located on Fredrick Road, is open Thursday through Sunday for collection of hazardous waste. They also have other satellite collection events in the county. You can put out regular recycling materials at the curb for pick up on a specific day and all materials collected at the curb are also accepted at the Shady Grove Transfer Station seven days a week. There are Satellite Collection Events.

[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov).

**Prince George's County's** waste facility, Brown Station Road Sanitary Landfill is located on White House Road, in Upper Marlboro. It is open for disposal of hazardous waste on Thursday, Friday and Sunday. In addition to scheduled collection days, you can drop off recycling at the Brown Station facility and the Missouri Avenue Solid Waste Acceptance and Recycling Center on Missouri Avenue in Brandywine.

[www.co.pg.md.us/government/agencyindex/der/waste](http://www.co.pg.md.us/government/agencyindex/der/waste)

Now that you know where to go and how to get the information you need, DO IT. It's all the rage these days!

The deadline for each newsletter submission is one week after each chapter meeting.

The NAPO-WDC Chapter is committed to providing information through the newsletter. Contributions from members are encouraged. All articles are subject to editing. Please include your full name, business name, email address and photo for possible publication.

If you would like to advertise in this newsletter, please contact Janice Landfair. NAPO-WDC makes no endorsement of products or services advertised.

Advertising sizes and rates:

Small (3 1/2 x 2") \$20

Medium (3 1/2 x 4") \$35

Large (7 x 4") \$60

25% discount for members

25% discount for repeat ads (3 or more consecutive months)

All ads must be pre-paid. Rates subject to change at anytime.

**Chapter Mission:**  
To develop, lead and promote professional organizers and the organizing industry.

**Invest In Your Future  
Success and  
Professionalism  
Join NAPO-WDC**

**Education**

NAPO-WDC offers education opportunities to help you become more efficient, knowledgeable, and competitive:

1. NAPO-WDC Annual Conference and Marketplace Expo – members receive a discount!
2. Free admission to all chapter monthly education meetings.
3. Mentor program for new and aspiring organizers.
4. Ask The Expert program available to guest and members offering personal and professional support.
5. Enhanced membership identification for Golden Circle members.
6. Increased professional credibility.

**Professional Resources**

NAPO-WDC provides resources and services geared toward your professional growth and development:

1. Free electronic subscription to Capital News & Views, NAPO-WDC's monthly newsletter.
2. Tape/CD recordings from previous NAPO & NAPO-WDC conferences available to be checked out from the chapter lending library.

*(Continued on page 11)*

# Plastics Recycling

Amanda Kovattana,  
*Don't Agonize, Organize!*

Is it worth our time to make sure every plastic container is set aside for recycling? Consider that plastic, if not carefully captured, often ends up tossed by the wind into our waterways and oceans. There it is swirled by the currents into a floating mass of plastic, the size of Texas, breaking into ever smaller pieces eaten by wildlife, plankton and eventually us. Yes, we should recycle plastic; the question is can we?

Like all recycling, plastic recycling is a marriage of government legislation and the market. To comply with state mandates to reduce waste, cities have set up recycling programs. But it is the job of the hauler to find a market for what is collected. If you are helping a client who doesn't know what their hauler accepts, check the local phone book yellow pages under recycle or search online for guidelines for that county.

As long as there is enough volume of a recoverable material, there is a market for it, making it worth the expense to sort and bail it for shipping. For our local haulers, this usually means to China. There it is made into carpet backing, plastic wood and polar fleece or "downcycled" meaning it doesn't become another plastic bottle but an item ultimately not recycled.

Even if bottles are made into new bottles, the chemical polymer chains break down each time they are melted for manufacturing, so the plastic is combined with virgin material for strength. This means that plastic packaging will never be a closed loop, especially since it is made from petroleum, a non-renewable resource. Many peak oil experts are now saying that we have reached the point of diminishing

supply that will rapidly be depleted as demand grows. That said, consider not buying water or sodas that come in plastic bottles.

Did you know that if you leave the cap on the bottle, it is more likely to go to the landfill? Not only are the caps sometimes not made of a recyclable material, but when crushed under pressure, they become dangerous projectiles.

Other plastics, such as the impossible-to-open blister package, bottle caps, pill bottles and #7 yogurt containers are most

**"As long as there is enough  
volume of a recoverable material,  
there is a market for it."**

likely garbage. Haulers may collect plastic #1 through #7 because it is

more convenient for their customers if they don't have to sort it, so in the end more recoverable plastic is collected.

Currently one fifth of the plastic bottles produced are collected. However, this gives the illusion that all the plastic collected is being recycled. Not so. Recycling programs cannot keep up with all the different plastics manufacturers create. By sending this plastic to the landfill, we are essentially paying for permanent offsite storage of broken, obsolete products and single use packaging. The solution to this is what's called "extended producer responsibility" laws which would force manufacturers, rather than citizens, to recycle what they make.

*Amanda Kovattana reads exhaustively about environmental concerns. She is happy to answer questions about extended producer responsibility laws, cradle-to-cradle design and zero waste.*

Amanda Kovattana, *Don't Agonize, Organize!*, is a member of NAPO-San Francisco. You can contact her at [akovatana@aol.com](mailto:akovatana@aol.com)

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# Volunteer Voice



Heather Coccozza, PMP  
*Coccozza Organizing & Design*  
NAPO-WDC Secretary  
[www.CoccozzaOrgDesign.com](http://www.CoccozzaOrgDesign.com)

As the new year commences, it is a perfect time for beginning or renewing your involvement and commitment to

NAPO-WDC. We are launching the initiatives listed below and looking for committee members and chairs. If you want to build stronger relationships with others in the chapter and have fun too, consider participating!

## Bylaws Task Force

**Purpose:** To ensure that the bylaws, policies and procedures remain current, address the needs of the chapter and comply with the national NAPO bylaws.

**Looking for Volunteers:** Interested in editing documents or managing chapter voting, experienced in the process of policy making or who want to learn more about chapter operations.

## Awards Committee

**Purpose:** To provide recognition of chapter members who give service and support to the chapter, its members and our industry.

**Looking for Volunteers:** To promote recognition efforts at the Awards Dinner and at the national level as well as exploring other, new opportunities for the appreciation of members. As this is a new committee, your involvement will shape and define this effort.

## Historical Committee

**Purpose:** To collect and arrange materials that document the activities and progress of the chapter and its individual members. To display the information for members and guests to enjoy at each chapter meeting.

**Looking for Volunteers:** To gather and preserve information and memorabilia; to take or collect pictures of chapter events; to keep a record of the activities of the chapter in the form of a scrapbook. You can demonstrate your creative vision through participation in this new committee.

By volunteering your voice, you can help to shape the future, support the present and preserve the past.

Please email me at [hcoccozza@CoccozzaOrgDesign.com](mailto:hcoccozza@CoccozzaOrgDesign.com) with your areas of interest. Thank you in advance.

## Benefits

*(Continued from page 10)*

3. Book club meetings held bi-monthly.
4. Media exposure through NAPO-WDC chapter promotions, print and electronic media.
5. Online referral network generating business leads and connections with new clients.
6. Unique Members Only section for additional resources.
7. Participation in the NAPO-WDC Yahoo Discussion Group.
8. Public relations and cooperative marketing efforts.

## Networking

NAPO-WDC recognizes the importance of being able to interact with and learn from the leaders in the organizing industry:

1. Meet manufacturers and distributors of organizing products, and give them your input on product development.
2. Take advantage of volunteer opportunities that provide experience, exposure, and the opportunity to affect the future of the organizing industry.
3. Your business web site linked to the chapter web site [www.dcorganizers.org](http://www.dcorganizers.org)
4. Leadership opportunities through committee positions, board leadership, project and event coordination.

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# Book Club

Lynn Meltzer  
*Clutter and Paperworks*

When: Tuesday, September 18, 7:00 pm

Where: The home of Lynn Meltzer

What: Bring a favorite book on ADD or ADHD and discuss two or three interesting ideas from that book.

The NAPO-WDC Book Club meets every other month and chooses its own books. Join us in this great opportunity to get to

know other members and to share your knowledge, thoughts and questions. All chapter members are welcome to attend. Please check the chapter newsletter calendar (on page 4 and 5) for future dates.

To RSVP and for directions, contact Lynn at 301-530-3551.

Directions will also be given out at the September chapter meeting.

## Golden Circle

Golden Circle originated in 1990 as a way to recognize our veteran members with a special designation for their dedication to the organizing profession and to NAPO. There are more than 300 members throughout the country and 38 in our area.

If you've been in business as an organizer for at least five years, and a NAPO member for at least one year, you may qualify for GC membership. To apply, go to [www.napo.net/members-only/golden\\_circle\\_application.pdf](http://www.napo.net/members-only/golden_circle_application.pdf) for an application.

There are no membership fees or dues and new members receive a GC certificate and gold membership pin. The GC logo can be used on your marketing collateral and you are designated in the National and Local NAPO Membership Directories, and websites, as a GC member.

GC members attend many outstanding events at the NAPO national conferences – including luncheons, special lectures and roundtable discussion groups – as well as local get togethers.



**Information & Referral  
Line**  
202-362-NAPO (6276)  
[www.DCorganizers.org](http://www.DCorganizers.org)

# Book Review

## It's All Too Much by Peter Walsh



Reviewed by  
Melanie Patt-Corner  
Cabin John Organizing  
[Melanie@dorsetwest.com](mailto:Melanie@dorsetwest.com)

We had a well attended Book Club meeting at Lynn Meltzer's on May 22. We discussed, among other things, the book *It's All Too Much*, and everyone agreed that it is one of the best organizing books we've read this year. It is one of those rare organizing books that would actually help our clients if they were to read it. Peter Walsh, the star of the television show, *Clean Sweep*, has written a book full of good ideas that are black-and-white and easy to follow.

Walsh has a set of basic rules to live by, that, while not always possible to adhere to, are a good start. He advocates such things as:

1. No more junk drawers
2. Do not own more than six pairs of shoes
3. Put like with like
4. Don't keep stuff for other people
5. Don't keep things you haven't used or worn in a year

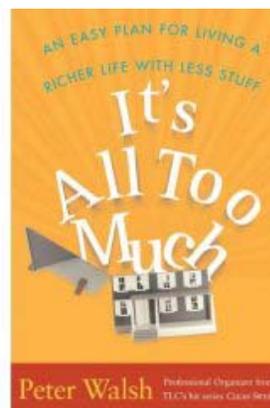
These are all things we tell our clients (except for the shoes, of course).

The book begins with the philosophy of clutter, how we have become a nation of consumers, and how we need to rethink the way that we live and shop. In this aspect, it was very similar to our book club selection from two years ago, *Affluenza*. Both books say that we shop because we are looking for happiness, and when it doesn't work, we go out and buy more.

Next, Walsh gets into the excuses that people give for not getting rid of their stuff. These include statements we've all heard before:

1. "I might need it one day."
2. "It's too valuable to get rid of."
3. "I just need more space."

He overcomes all of the excuses. Walsh then discusses how important it is to "imagine the life you want to live" and to streamline your possessions to help give you that life. In other words, he says, clearing the clutter is "not about the stuff.... it's about your ideal home."



Once the readers have accepted this philosophy of how their homes became so cluttered, they are ready to deal with the actual clutter removal. Walsh uses the rest of the book to go through each room in the house with detailed instructions for what to get rid of, what to keep, and how to organize it. He suggests that from now on, instead of collecting things, readers should use their money to go places together as a family and make memories. His mantra, repeated over and over throughout the book, is: "It's not about the stuff, it's about the people." Walsh tries to help them become their best selves by getting them out from under the weight of all their clutter.

We ended book club meeting by talking about books, how they represent knowledge, and how hard it can be for our clients to give away their knowledge. Books are often the hardest things for them to let go of. Walsh suggests that you keep only the number of books that fit on your shelves, and that if they don't all fit, you remove one out of every five books until they do.

---

# Welcome New Members!

Caroline Ford Coleman  
*Décor Solutions LLC*  
202-746-6982  
[ccoolean@decorsolutionsllc.com](mailto:ccoolean@decorsolutionsllc.com)

Carol Headley  
*Conscious Clearing with Carol*  
202-262-2330  
[carolheadley@hotmail.com](mailto:carolheadley@hotmail.com)

Kim MacCormack  
*Simply Better Professional Organizers*  
800-704-6076  
[kim@simplybetteronline.com](mailto:kim@simplybetteronline.com)

Christie Raupp  
703-440-0554  
[christiekiefer@hotmail.com](mailto:christiekiefer@hotmail.com)

There are currently 126 members and three Corporate Partners in NAPO-WDC. 39 members attended the June meeting and the chapter hosted 17 guests that evening.

## NAPO-WDC Chapter Membership Dues

Regular Chapter membership requires membership in NAPO National (*see below*).

Regular chapter member (local)	\$135
Regular chapter member (non-local)	\$ 90
New member one-time processing fee	\$ 25
Corporate Partner	\$250
New Corporate Partner one-time processing fee	\$ 50

Membership year is from October 1 through September 30.

For NAPO-WDC Chapter membership information and application, visit [www.DCorganizers.org](http://www.DCorganizers.org) or contact the Membership Director, Cheryl Larson at [membership@dcorganizers.org](mailto:membership@dcorganizers.org). For Corporate Partner questions, contact Kim Oser at [CorpPartners@dcorganizers.org](mailto:CorpPartners@dcorganizers.org).

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## New Member Brunch

Calling All New Members: Save the date! NAPO-DC's New Member Brunch will be held on Saturday, October 20, 2007 from 10:00 am until 12 noon at the Daily Grill in Bethesda, MD. All new members who joined the chapter in 2007 are invited. This is a great opportunity to socialize with other newcomers. In addition, mem-

bers of our Board of Directors will be on hand for networking and answering everything you always wanted to know about organizing. We look forward to seeing you then!

Contact Cheryl Larson at [cherylsorganizingconcepts@msn.com](mailto:cherylsorganizingconcepts@msn.com) to RSVP.

---

## In a "Perfect" World

Amy Goldberg  
*The Runaround*  
[www.runaround.com](http://www.runaround.com)

Webster's dictionary defines perfection as: "Acting without flaws, being entirely without fault or defect; satisfying all requirements." While working with clients, I often face the dilemma of their desire for perfection.

I recently worked with a client who had the idea in her head that nothing short of perfection was acceptable. It started me thinking not only about the expectations that exist when approached by clients, but also the expectations I set for myself. Certainly I want to design a system or environment that they will be comfortable with, but is perfection necessary? I decided that it was important for me to encourage her to let go of the idea of perfection because

she had become crippled by an unattainable goal. I felt I had an obligation to explain that sometimes trying to achieve a "perfect" system might lead to no system at all. It is important to help clients design and implement a "working" organizing result and as professionals, we must recognize that there is no one "perfect" solution for everyone. By sharing my own "imperfections," I was able to convince her that she could function in a world that is less than perfect by definition, but "perfect" for her. This enabled her to see not only her environment in a different way, but also freed her to succeed in her organizing efforts. At the conclusion of our session, she thanked me and while smiling said how happy she was with the accomplishments of the day. Who could have asked for a more "perfect" result?

## NAPO National Member Dues

Provisional member annual dues	\$180
Active member annual dues	\$200
Corporate Associate member annual dues	\$550
One-time processing fee	\$ 20

Send NAPO National dues to:  
NAPO National Headquarters  
4700 W. Lake Avenue  
Glenview, IL 60025-1485  
847-375-4746

[hq@napo.net](http://hq@napo.net), [www.napo.net](http://www.napo.net)

# Are You Using the NAPO Logo Correctly?

There are many different NAPO logos. Do you know which logo is meant for you? All of the logos can be downloaded from the Members Only/Public Relations section of [www.napo.net](http://www.napo.net). Just log in as a member and then choose "NAPO logos". Guidelines for the use of each logo and directions on how to download them can be found there also.



1. The NAPO logo with the word "member" centered within the logo (shown here) is the logo members can use on their business card, web site, etc.

2. The NAPO logo without the word "member" centered within the logo is to be used only on materials prepared by NAPO National. Use by a chapter or individual member implies an endorsement by NAPO and is not allowed.

3. The NAPO logo with the chapter name centered within the logo is to be used only by the chapter on chapter materials (newsletter, web site, etc.) Use by an individual member implies an endorsement by the chapter and is not allowed.

## Chapter Meeting Review

Heather Coccozza,  
Coccozza Organizing & Design  
NAPO-WDC Chapter Secretary  
[www.CoccozzaOrgdesign.com](http://www.CoccozzaOrgdesign.com)

This new section of our newsletter will include highlights from the previous NAPO-WDC chapter meeting such as:

1. Important chapter announcements

2. Brief summary of the meeting topic and speaker

In case you cannot attend a meeting, you will be able to review this summary and quickly get caught up on the chapter's activities. If you would like to assist the Secretary in taking chapter meeting minutes or writing meeting reviews, please contact Heather Coccozza, [hcoccozza@CoccozzaOrgDesign.com](mailto:hcoccozza@CoccozzaOrgDesign.com).

## Web Site Report

Judy Parkins, Gently Organized  
NAPO-WDC Director of Communication & Technology  
[www.gentlyorganized.com](http://www.gentlyorganized.com)



This Year	Unique Visitors	Number of Visits	Pages	Hits
June 2007	958	1,251 1.3 visits/visitor	3,912 3,12 pages/visit	41,527 33.19 hits/visit

Last Year	Unique Visitors	Number of Visits	Pages	Hits
June 2006	675	923	3,495	36,656

Fun Fact: Links from NAPO website to our website - 69

# Moving?

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The Marketplace is available at chapter meetings for members' promotional materials including seminars, products for sale, or hiring subcontractors.

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**Norman Zalfa**

**Organize Your Estate, Inc.**

Tel: (703) 522-5813 Fax: (703) 522-1713

E-mail: oye@comcast.net

An advertisement for The Container Store. The background is a vibrant blue. On the left, there are several storage containers and organizers: a wooden hanger, a patterned fabric bin, a wooden bin, and a wooden box with a gold-colored belt inside. The text on the right side of the ad is white and yellow. The logo 'The Container Store®' is in a yellow oval. Below it, the tagline 'The Original Storage and Organization Store®' is in white. The main text reads 'The Container Store® is proud to support the National Association of Professional Organizers.' Below this, there are three store locations listed: Tysons Corner, Rockville, and Arlington. Each location includes the address and phone number. At the bottom, there is a section for 'Washington, D.C.' with the address and phone number. The store hours are listed as 'Monday - Saturday 9 am - 9 pm; Sunday 11 am - 6 pm'. The website 'www.containerstore.com' and the phone number '1-800-733-3532' are also provided. At the bottom left, the slogan 'Naturally Organized' is written in white. At the bottom right, there is a small copyright notice: '©2007 The Container Store® Inc. All rights reserved. ID-803 8/07'.

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MAGAZINE

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JULY/AUGUST

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