



# Capital News & Views

## Legal Matters - Protecting Your Business

We eagerly anticipate the chapter meeting on October 1st as we'll be hearing about a topic that affects us all. Some of our members are new to organizing, while others have been organizing for years. The needs of a business change as the business matures. Whatever stage your business is in, Matt Brennan, Attorney at Law and Ed Jones, CPA, address ways to protect your business, legally and financially. Mr. Brennan concentrates his practice in the area of business law, and provides general counsel for small and medium sized businesses that do not have legal counsel on staff. Mr. Jones has experience in public accounting, specializing in tax preparation and planning, start-up ventures and small business accounting systems. Small

business concerns will be addressed including legal entities, trademarks, bonding, business liability insurance, as well as topics for the more established business. Matt Brennan and Ed Jones often work together.

Next Meeting: November 3, 2007 Topic: Time Management – Save Time, Energy and Stress with Repeatable Processes. Lauren Kirby, TurnAround, LLC. Location TBD.

### Ask the Experts 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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## October 1 Chapter Meeting Information

### Location

Tysons Corner Marriott  
8028 Leesburg Pike  
Vienna, VA 22182  
703-734-3200

From 495, take exit 47 West/Leesburg Pike/Tysons Corner. The Marriot 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 Tysons 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  
**Teamwork**

# Go Team Go!

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

As chapter president, I've had the invaluable opportunity to attend two Leadership Forums presented at NAPO National Conferences. In 2006, Marty Clarke presented his "*Leadership Landmines: Eight Specific Communication Catastrophes and How to Avoid Them.*" His amusing stories of behaviors that cripple one's ability to emerge as a true leader immediately became part of my leadership knowledge base. This past year, association and recruiting expert, Cynthia D'Amour, presented her "Go Team Go" philosophy on how to lead today's volunteer teams to victory.

Cynthia described her approach to leadership, and discussed the evolution of association volunteers of various generations. "In the past, ascending to chapter president was a really big deal," said D'Amour. "You had to serve in every office before the position of chapter president was offered. That was after you showed you were a hard worker by serving on committees for a few years." Life and volunteerism has changed, especially with Generation X. These volunteers have different expectations of their associations. They want to go further, faster. They challenge "why you did, what you did, and the way you did it."

Personally, I fall in to the 'Gen X' category. My involvement with NAPO-WDC began in 2003, when I joined the chapter. It was built

on a strong foundation that offered member education and the promotion of the professional organizing industry. As a person who always questions 'why' something is the way it is, I saw room for growth. I also wanted to establish myself quickly in the industry. The "go further, faster" option was only possible by personally offering to share my skills, facilitating change, and contributing to chapter goals. I decided to become involved, which eventually led me to serve as your Chapter President.

Today, all volunteers fall into 'Generation Me'. D'Amour describes these volunteers as those who want to know, 'What's in it for me?' When we say 'yes' to volunteering, we say 'no' to something else. Therefore, in order to feel good about saying yes, volunteers need to identify what they need or value in their volunteering experience. As the Board recognizes this need, we offer a variety of volunteer opportunities, each with a flexible investment of your time.

'Gen Me' volunteers are described as three different types;

1. Requiring personal and professional development
2. Making a difference/community service
3. Belonging to a community

It was easy for me to identify how I fit in to these types.

1. As an organizer, I joined NAPO to grow and learn about the organizing industry.
2. I participate in GO Month activities because I appreciate community service and I am motivated to give back to others.
3. I want to be around people who live and thrive in the same profession as I do.

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## Go Team Go!

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As professionals, we all come with a wealth of experiences. We value our time and we want to feel appreciated. So... what's your hot button? What inspires you to be a leader or to participate as a volunteer? Why does this work matter to you? What type of opportunities do you want to fulfill your needs?

### A call to action – I want to hear from you!

How can we encourage you to explore leadership opportunities that are attractive to you? What makes volunteering attractive to 'Generation Me'? How can we help you 'go further, faster'? Send your comments to [president@dcorganizers.org](mailto:president@dcorganizers.org). These comments will be anonymously shared with the Board and Committee Chairs so we can explore opportunities and alternative ways for you to be part of our 'Go Team'.

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## Our New Golden Circle Liaison



Jessica Williams  
Clutter Doctor  
[www.clutterdr.com](http://www.clutterdr.com)

Please welcome Jessica Williams of Clutter Doctor who has volunteered to be the Golden Circle Liaison. Prior to beginning her

career as a professional organizer, Jessica worked in both corporate and non-profit settings where she gained experi-

ence in administrative and organizing roles, including fundraising, development, event coordination, database management, travel planning, desktop publishing and more. Clutter Doctor was formed in San Diego in 2001. Last year, Jessica moved to her new home in Woodbridge, VA.

Jessica will be facilitating various Golden Circle activities throughout the year. If you are in GC and would like to volunteer for 'Ask the Expert', please contact Jessica at [clutterdr@earthlink.net](mailto:clutterdr@earthlink.net).

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## Teamwork and Professional Organizing



Nick Friedman  
College Hunks  
Hauling Junk  
[www.1800JunkUSA.com](http://www.1800JunkUSA.com)

Teamwork is not some obscure, idealistic concept without meaning, but a collaborative effort by a group of people to reach a common goal.

The definition sounds simple enough, but teamwork is something businesses and individuals have struggled with for centuries. The professional organizing industry

takes on a slightly different form than the traditional concept of teamwork. Success in this industry, as defined by customer satisfaction and industry awareness, is contingent upon the level of teamwork taking place between professional organizers and their organizing peers, clients, and their preferred vendors.

The problem is that in a typical business setting today, many different goals or tasks need to be completed simultaneously thereby producing conflicts of interest and struggles. So, why are some or-

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## NAPO-WDC 2007-2008 Committee Chairs

### Golden Circle

Jessica Williams  
[clutterdr@earthlink.net](mailto:clutterdr@earthlink.net)  
703-497-7939

### Hospitality

vacant

### Newsletter

Janet Schiesl  
[Schiesls@aol.com](mailto:Schiesls@aol.com)  
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### Nominating

Debrah Shaver  
[debrah@lifestyle-solutions.org](mailto:debrah@lifestyle-solutions.org)  
301-652-9383

### Public Relations

vacant

### GO Month

vacant

### Regional Conference

Cheryl Richardson  
[cherylrichardson@cox.net](mailto:cherylrichardson@cox.net)  
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### **Points of Contact**

#### Book Club

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301-530-3551

#### Lending Library Coordinator

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703-534-3864

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## 2007-2008 Calendar

### 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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## Teamwork and Professional Organizing

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organizations so successful at fostering a collaborative effort between its employees, clients and peers?

In the professional organizing industry, NAPO fosters teamwork among members. When working one-on-one with a client, professional organizers seek to foster an environment of teamwork rather than dictating the client's decisions. Then working experience will have a successful outcome for them both. Since some jobs professional organizers encounter require assistance from outside vendors, they may require a team to meet their client's additional needs. Clients trust their their organizers and view them as experts; therefore, clients look to professional organizers for referrals and answers. It is important when assembling this team of outside vendors, that organizers make sure the vendors they recommend share in their goal of making the client happy. By working with a team of likeminded and reliable vendors with similar common goals, the professional organizer ensures their client's satisfaction and loyalty, which in turn propels word of

“Clients trust their professional organizers and view them as experts; therefore, clients look to professional organizers for referrals and answers.”

mouth referrals and the survival of the business.

At College Hunks Hauling Junk, no matter what the project is or task at hand, our ingrained common goal is to foster customer loyalty. We preach this to every employee regardless of their position

within the organization. They are all expected to ask themselves if their actions will create a loyal customer. While a short-term task may be to remove

the clients' items quickly and conveniently, the overall emphasis must be on giving each client a pleasant experience during that process.

Nick Friedman is President of College Hunks Hauling Junk ([www.1800JunkUSA.com](http://www.1800JunkUSA.com)) The Washington, DC based company provides friendly collegiate teams of professionals to remove unwanted items (old furniture, appliances, remodeling debris, computer equipment, clutter, etc.) quickly and conveniently from both commercial and residential properties, taking them to be properly recycled or disposed of.

## Corporate Partner Search



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

NAPO-WDC is looking to expand our Corporate Partners Program. If there is an organization that represents a product or service valuable to professional organizers and their clients and you feel they would be a good asset to our chapter, please contact Kim Oser, NAPO-WDC

Director of Corporate Partners at  
[kim@putitaway.net](mailto:kim@putitaway.net).

The Corporate Partners Committee is looking for volunteers to help recruit and coordinate with NAPO-WDC Corporate Partners. This is the perfect volunteer opportunity for members looking to get involved with the chapter. You will develop one-on-one relationships with businesses that are invaluable to us and our clients.

If you are interested in joining the Corporate Partner Committee, please contact Kim Oser.

# Managing an Organizing Team

(Continued from page 4)



## An interview with Victoria Robinson, *Clutterbucks*

by Janet Schiesl

### 1. When did you decide to hire other organizers for your business?

I began my business in 1997 and hired my first assistant in 2001.

### 2. What qualifications do you look for when contracting with associate (or assistant) organizers?

I look for people with organizing aptitude, some previous experience and a willingness to learn on the job. They must have good people skills and be willing to work, patiently, with different types of people. Associates must be totally trustworthy not only with clients' possessions, but in accurately billing and collecting fees. I look for discretion and adherence to NAPO's ethical code. I'm also interested in what other skills and aptitudes the individual can contribute: perhaps interior design, space/closet planning, handyman tasks, or perhaps an ability to work with seniors, children or business people. I hope for someone who takes initiative, while learning how and when to keep me informed. I realize that the balance of initiative and 'touching base' may need to be developed over time.

Team members must have some time flexibility, their own transportation, a computer, cell phone, and business liability insurance. They can't be 100% dependent on *Clutterbucks* income. I ask everyone who works for me to sign an Independent Contractor Agreement, which includes a limited non-compete clause. Part of my business practice is to encourage charity donations and recycling of clients' excess stuff – it's useful if everybody buys into that.

### 3. Where do you find these people?

While I meet people at NAPO chapter meetings and through the small-group seminars for aspiring organizers that I

conduct, I talk to people everywhere!

### 4. How do you delegate responsibilities for an organizing job?

I gather info over the phone about clients' needs, goals and, if possible, something about their work style. I make an 'educated guess' about whether it's a solo or multi-organizer job, and which organizer might best suit the client. I consider each organizer's individual strengths, be it paperwork or design, etc. I ask the client if there is a deadline to the job and if anyone else will be involved in organizing. If there is a tight timetable and/or lots of things to change, it may benefit the client to work with a team. If possible, I prefer to have the team onsite during the initial assessment so that all of us can gather impressions, contribute to the plan-of-action and begin 'connecting' with the client.

### 5. What do you take responsibility for as the owner of the business?

I handle the initial client contact, gather client demographics, needs and goals and assess whether the client might benefit from working with one or more organizers. I schedule appointments with the clients, orient my fellow organizers and maintain communication with all parties via e-mail, phone, and our online, central calendar.

If I work with the client, I take the lead in assessing the client's space and putting together an action plan. I bill and collect fees, set goals, discuss homework with the client and schedule follow-up sessions. I'm also responsible for ongoing marketing of new, past and existing clients, business strategy, and my own professional development.

### 6. What have been the benefits to you in working with others in the business?

Multiple organizers at the same site have saved my back and sometimes my sanity! We learn from each other. Being able to schedule more than one job/day has also helped to expand my business.

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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 October 1, immediately preceding the chapter meeting. Board meetings are open to all chapter members. To ensure enough space at 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

Heather Coccozza, *Coccozza Organizing & Design*, presented the course "Organize Your Office & Control the Paper" on September 13 through Arlington County Adult Education.

Heather Coccozza, *Coccozza Organizing & Design*, participated as a guest speaker and subject matter expert in office organizing for the course "Organizing Solutions for Work" at Georgetown University on September 20.

Scott Roewer, *Solutions by Scott LLC*, was featured in the Washington Post, Home Section on August 9, in the article "Home work before homework".

Scott Roewer, *Solutions by Scott LLC*, presented Small Spaces/Big Impact at the Design Within Reach store in Adams Morgan.

## 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.

## Managing an Organizing Team

(Continued from page 5)

### 7. What do you think the benefits are for the people who work for you?

The big benefit of working for someone else is the opportunity to work without having to generate the jobs. You also gain experience and education on the job. I offer a collegiate environment, respect, flexibility and an income.

### 8. How do your clients benefit from having more than one organizer on the job?

Not all clients can tolerate interacting with a team of people, but for the ones who can, the benefit is getting more done in a timely way. Seeing results more quickly can be satisfying and good motivation for continued change. I also structure my fees so that a client gets 'more bang for the buck' with multiple organizers.

### 9. How could someone looking to work for another organizer find work?

Network at NAPO meetings, leave a flyer with your contact information at the Market Place or run an ad in the newsletter.

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## Teamwork: It's a Family Affair



Helen Long  
*Long Solutions, LLC*  
[www.longsolutions.org](http://www.longsolutions.org)

Since most professional organizers are solo acts, we might find it difficult to think about working as a team. Teamwork can mean enlisting the help of a

colleague. But it can also mean involving your client's entire family.

Recently, a client of mine enlisted my help in reorganizing her 10-year-old son's room. Both parents were having a difficult time letting their son transition to becoming a "tween." He had outgrown his race-car bed as well as most of his clothes and toys, but they still took up space in his room. Dozens of pieces of kindergarten artwork still lined the hallway and the door of their son's room, taped up haphazardly.

My first step was to suggest that we involve her son in this project. Cautiously, the mother approached him with this idea. He lit up like a light bulb at the chance to finally part with the babyish things that cluttered his space. He confided in me that he had been wishing his parents would do something like this for years!

The first item to be donated was the race-car bed. Following it were dozens of bags of outgrown toys, books and clothing.

Over the course of the summer, her husband also became involved in the project. He became interested in making some changes of his own. He sorted through some of his childhood items that he had boxed up years ago and was able to part with a number of these mementos.

By involving each member of the family, we were able to break down some of the barriers that were keeping the family frozen in time. No one had been able to make decisions or move forward because each family member had their own treasure trove of goodies that no one could touch. Working together, they realized that they

could help each other move on. The process of working as a team gave validity and recognition to individual personalities and perceptions while also creating a harmonious atmosphere for all.

I felt great when her son told me how proud he was to have friends come into his room to play video games. "It's not a 'baby' room anymore," he announced triumphantly.

Gooooo, team!

**"I felt great when her son told me how proud he was to have friends come into his room to play video games."**

# NAPO Chat Digest

## Great Toy Organizing Tips

In March of 2007, NAPO member, Amy Mattix, posted a question on the listserv soliciting tips for organizing toys to use in an upcoming presentation. Below is a compilation of the suggestions she received.

Thank you all for your amazing responses to my request for toy organizing tips! I was surprised by how many people sent such great responses. As promised, all the tips have been compiled into a list that I am pleased to share with all of you.

I'd like to point out that these are just ideas for coping with toy clutter. You will want to tailor any toy storage area to the child who is using it. Some children need to see (and dump out) everything at once and others are easily over-stimulated and need to be able to focus on one item at a time.

### Toy areas

- Keep the toys where you expect the children to play with them. For younger children this is probably not their bedrooms.
- Consider a centralized play area for all the children.
- Organize the toy area like a kindergarten classroom (activity zones, labeled bins, etc.).
- Many people recommend open shelving with bins or baskets.

### Containers

- Use big containers for big items, and small containers for small items.
- Alternatively, consider using one big bin instead of asking children to sort into lots of different containers. They will dump everything out anyway.
- Keep everything visible to the kids: open shelving, transparent bins, good labeling.

- Have a special bin just for small, promotional toys.
- Have a large clear jar or canister on a high shelf for tiny toys or mystery pieces that you find laying around.

### Labels

- Label with photos of the contents (possibly that the child takes himself)
- Label with line drawings and words (possibly done by the child)
- Take a photo of the toy storage area when all the toys are put away, as a guide for what "clean up your toys" means.
- Use color-coding to indicate where items go on shelves. (Post-it® Flags are ideal for this purpose, since they are removable / repositionable).

### Clean up time

- The goal is for children to learn to put away their own toys.
- Have a certain time (or times) each day for a toy clean up, possibly with special time afterward (a story, a video).
- Use a timer to motivate everyone to clean up quickly (Mom too!).
- Have the children clean up their toys from one activity before getting out supplies for a new activity.

### Managing the Excess and Setting Limits

- Keep only what will fit in the designated toy area.
- Enforce the one-in / one-out policy.
- Change gifting habits. Don't give small toys, stop buying toys if the grandparents are already buying too many and ask for event gifts instead of toy gifts.
- Consider teaching children to refuse new trinkets that they don't need (as

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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.



## Newsletter Information

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## 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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## Great Toy Organizing Tips

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- part of a larger discussion about environmental impact, etc.).
- The Great Toy Rotation! Rotate toys or establish a regular "toy store" where the kids can exchange their current toys for new ones from the rotation.
- Purge without very young children present, and temporarily store the toys elsewhere before donating in case any are missed.
- Have a sentimental box for toys the child no longer plays with but wants to keep.
- Set up a storage area for toys for younger/future children.
- Have a holding area for toys to donate or sell (out of sight and reach).

- Establish a toy exchange with other children.
- Talk to children about sharing their toys with others, and ask them to select toys to give to other children.
- Small toys: Donate them immediately and give them to teachers or other groups. Beware of safety issues surrounding certain giveaway toys and never wash them in the dishwasher or expose them to heat.

Thanks, fellow organizers, for sharing your toy tips. You all are the best! I'm looking forward to my presentation during which I will share a number of these ideas.

Amy Mattix, Finding Order, Inc. can be reached at [amy@findingorder.com](mailto:amy@findingorder.com).

## Share The Experience



### MOTIVATION

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

Have you ever asked yourself, "What can I do to motivate my client?" Motivation can come in some very interesting forms. Certainly having someone visualize a clutter free home or office is one, but sometimes just knowing that help is on the way can give a client the motivation to get the organizing party started. Over the past 11 years, I have discovered that people are motivated in very different ways. Customizing an individual set of motivators can be as important as the system we are trying to create. After all, what good is a system if we can't inspire our clients to use it? If a picture is worth a thousand words, take along an example of a past project complete with before and after photos. By sharing the experiences of others, I have successfully motivated clients into action by allowing them to see that they can also be successful in reducing their clutter.

Motivating your client is only one piece of the organizing party. I know there have been times when I have found myself floundering for motivation to continue working on projects that have proven exceptionally challenging. When I am faced with waning motivation, I simply remind myself of my primary obligation to my client to keep them feeling positive. Remember, as part of NAPO-WDC you are fortunate to have a wonderful group of professionals for support. Sometimes that extra motivation is on the other end of the phone.

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

Next month's topic: TIME MANAGEMENT. Share your tips or questions on the subject. Do you have a system that you have had great success with? If there is a topic you would like addressed, please let us know!

# Creating Team Spirit

(Continued from page 8)



Debrah Shaver  
Lifestyle Solutions®  
[www.lifestylesolutions.org](http://www.lifestylesolutions.org)

How do you get others to work FOR you when they don't have an obligation TO you?

As my business grew over the past 12 years and I started hiring independent contractors to help me handle the ever-growing needs of my clients, I was faced with this problem and decided to use the words of Napoleon Hill, author of *Think & Grow Rich*, as my guide to build an atypical team.

**“I succeed by attracting the forces I wish to use and the cooperation of other people.**

**I induce others to serve me because of my willingness to serve others.**

**I cause others to believe in me because I believe in them and myself.”**

How do I do this? I make sure my consultants know on a regular basis that they are appreciated and valued, both personally and professionally. I remind them that they are part of, and contribute to, a successful team and company.

Here is my team-building strategy, all of which demonstrate **my willingness to serve others.**

1. Check in with each consultant on a weekly basis to see how things are going with their professional and their personal life. Since we don't see each other on a regular basis, and are so focused on our projects, this helps build **cooperation.**

2. Gather their input on team projects. While I provide the consultants with guide-

lines, I trust them to use their expertise to do the project. After all, I **believe in them**; that's why I hired them.

3. Schedule monthly luncheons, paid for by me, where the consultants have a chance to get to know each other personally and professionally. Again, I build **cooperation.** When the consultants learn more about each other's expertise, they too can benefit from one another's strengths on projects.

4. Hold quarterly retreats to do a fun activity together as a team. One retreat included a “day of beauty,” followed by a photo shoot for our website team picture, and lunch. Another retreat was held at Hillwood Museum and Gardens for a tour, including an exhibit and lunch. Again this offers a chance to build **cooperation**, while experiencing new activities.

5. Celebrate the December holidays with a dinner for consultants who have worked with me all year at one of Washington's best restaurants. At this dinner, bonus

checks are presented to the consultants based on the amount of work they did for me during the year. This

encourages them to spend as many hours as possible working for me – **I induce them to serve me.**

6. Celebrate birthdays with cards, emails, and flowers. What more can I say, it feels good to be remembered on your special day.

Every company and group of people is different, but these guidelines have helped me build a team of highly skilled consultants who not only contribute to the success of *Lifestyle Solutions* on a daily basis, but work together, and with me, as a team.

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.

**“I succeed by attracting the forces I wish to use and the cooperation of other people.”**

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

**Invest In Your Future  
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Professionalism  
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**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)*

# Book Review

## *Broken for You* by Stephanie Kallos



Reviewed by  
Melanie Patt-Corner  
*Cabin John Organizing*

On July 17, the book club met for our once-a-year discussion of a work of fiction. We had almost a dozen attendees, a large group for the NAPO Book Club meeting during the summer break. While our book was fiction, it was very relevant to us as organizers, as its main character, Margaret, has a lot in common with many of our clients. She is elderly, with no children or other relatives to whom she can pass on her possessions. She has suffered from several early losses - her mother died when Margaret was 12 and her father when she was 24. Her only child, Daniel, died at the age of ten in a car accident and her husband left her soon after.

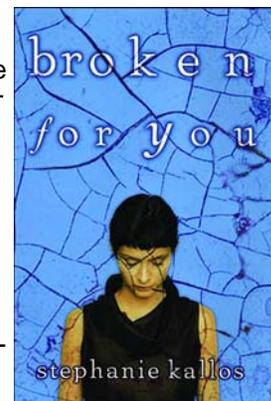
Margaret becomes a caretaker for a palatial mansion in Seattle full of valuable antique porcelains handed down to her by her father. After the loss of her son and her husband, she stopped having relationships with people and started having relationships with her things. By the time we meet her, she is spending all of her time going from room to room, cleaning, dusting, and talking to her porcelains.

Margaret is jolted into making a change in her life when she finds out she has a deadly tumor. She decides to downsize both her possessions and her inherited

guilt. After her father died, she learned he was a Nazi-sympathizer and that his valuable antiques were all stolen from the Jews during the 1930's and 40's.

She also decides to expand her life. She takes in boarders and creates a "family of choice" to replace her missing biological family. Her first boarder is Wanda, whose search throughout Seattle for her ex-boyfriend (who downsized his life by getting rid of his home, his possessions, and dumping his girlfriend) is really a search for the father who abandoned her. The gradually increasing boarders are colorful characters who include Bruce, a gay Kosher chef, Susan, a hospice nurse, Troy, a stage hand who is in love with Wanda and Gus, an elderly hotel valet who falls in love with Margaret.

Margaret and Wanda have both been broken by life. They discover that by breaking the china in the house, beginning with Margaret's wedding china, they can break their emotional ties to sad events and the objects that are reminiscent of them. As Wanda "repairs" the china by gluing it back together into dramatic new art forms, mosaics, she and Margaret repair past hurts and create new relationships. In the end, Margaret is transformed by getting rid of her unwanted china. Wanda is transformed by finding a new, meaningful use for it.



## Join Us for the New Member Brunch

This is a special invitation for members who joined the chapter in 2007! Please join us for Brunch on **Saturday, October 20, 2007** from 10 a.m. until 12 p.m. at the Daily Grill, One Bethesda Metro Center, in Bethesda, MD. This is a great opportunity for socializing and networking with other

newcomers. In addition, members of our Board of Directors will be on hand to let you know how to make the most of your NAPO-WDC membership. Please contact Margaret Buco, [maggiesueb@yahoo.com](mailto:maggiesueb@yahoo.com) or 301-983-9488 to RSVP. We look forward to seeing you there!

# September Chapter Meeting Review



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

## Chapter Announcement Highlights

1. All chapter memberships expire on September 30, so be sure to renew now. There is a \$25 administrative re-activation fee for late payments.
2. The New Member Brunch will be held October 20, 10 am-12 pm at the Daily Grill in Bethesda, MD. Please contact Margaret Buco at 301-983-9488 if you plan to attend.
3. Three of our corporate partners, College Hunks Hauling Junk, Closet Factory and Closet Creations, LLC, provide discounts for clients or referral fees.
4. Support National Preparedness Month by giving your clients free preparedness brochures available at the meeting or available via order from [www.Ready.gov](http://www.Ready.gov).
5. Gain web exposure by writing an article for our chapter's monthly newsletter which is now posted on our website for NAPO members and non-members alike.
6. We are looking for volunteers to assist in the new Buddy Program. You will greet visitors, introduce them to the chapter, and sit with them during their first visit.

## Speaker and Topic Highlights

Barry Izsak, NAPO Immediate Past President, answered the question, "Can you make a living as a Professional Organizer?" He enthusiastically responded, "Yes, you can. I bring in a 6-figure income." His presentation covered the following topics:

## NAPO Benefits

1. Credibility
2. Education & certification
3. Long-term care insurance

## NAPO Strategic View

1. Send the message: Organizing is for EVERYONE.
2. Use celebrities to provide testimonials about being organized or using a professional organizer.
3. Support college level organizing courses.

## Secrets to Success

1. Just do it.
2. Believe in yourself and what you are doing.
3. **Get involved in NAPO.**
4. Tell everyone you know.
5. Spend money for your business.
6. Charge enough for your services.
7. Create a website.
8. Keep a database.
9. Keep it simple.
10. Do what you say when you say you will do it.
11. Think like an entrepreneur.
12. Be professional.
13. Educate yourself.
14. Be likeable, trustworthy and fun.
15. THINK BIG!



Barry Izsak and NAPO-WDC Board of Directors at the Chapter Meeting.

## 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.

## 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)

# Donation Station

## A New Family Shelter



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

There is a new family shelter in Fairfax County, the Katherine K. Hanley Family Shelter located at 13000 Lee Highway, in the western part of the county.

The shelter provides safe, temporary housing for about twenty families until permanent housing is found for them. There is a daily schedule at the center, which includes school, work, training and group meetings.

The staff at the shelter welcomes donations of useful items for families to use during their stay, as well as items to use in their transition to permanent housing.

They always need clean clothing, including new underwear and socks for men, women and children and unused hygiene, baby and household items. They accept donations of school supplies and craft materials and are interested in obtaining vocational/training books, resume resource guides and how to interview books. They are also in need of furniture, kitchen items and linens for families as they move to permanent housing.

If you would like to be added to the shelter's email list, so they can inform you of their specific needs, please call at 571-522-6800. Due to limited storage space, please call the shelter to make sure they are able to accept your donations and set up a delivery time. You can find out more at [www.shelterhouse.org](http://www.shelterhouse.org).

# Book Club

Lynn Meltzer  
*Clutter and Paperworks*

When: Tuesday, November 13, 7:00 pm

Where: The home of Lynn Meltzer

What: *Buried in Treasures, Help with Compulsive Acquiring, Saving, and Hoarding* by David F. Tolin, Randy O. Frost and Gail Steketee

If you attended Dr. Tolin's lecture at our conference last year (and even if you didn't), you will want to read his book and join in the discussion on compulsive hoarding.



The NAPO-WDC Book Club meets every other month and chooses its own books.

Take part 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 pages 4 and 5) for future dates.

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

Directions will also be given out at each chapter meeting.

# Welcome New Members!

Melissa Castle  
*Busy Bee Organized*  
 703-378-5853  
[castlemah@hotmail.com](mailto:castlemah@hotmail.com)

Jacqueline Hoffman  
 301-588-9369  
[jackiesemail@verizon.net](mailto:jackiesemail@verizon.net)

Nealey Levi  
*On Track*  
 202-258-9040  
[liveontrack@gmail.com](mailto:liveontrack@gmail.com)

Theresa McDonald  
 215-266-0296  
[theresamcdonald24@yahoo.com](mailto:theresamcdonald24@yahoo.com)

Theresa Monahan  
*Time2B Organized*  
 703-327-9761  
[terri@time2borganized.com](mailto:terri@time2borganized.com)

Kimberly Grunett Purdy  
 703-201-7015  
[kimberlypurdy@verizon.net](mailto:kimberlypurdy@verizon.net)

Sally Wagner  
*Organized Peace*  
 703-922-9716  
[skwagner@organizedpeace.com](mailto:skwagner@organizedpeace.com)

Raleigh Weckbaugh  
*Organizing Results*  
 410-257-7451  
[rweckbaugh@yahoo.com](mailto:rweckbaugh@yahoo.com)

There are currently 132 members and three Corporate Partners in NAPO-WDC. 50 members attended the September meeting and the chapter hosted 15 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).

## 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

Visit the web site to download a membership application or join directly at:  
[http://www.napo.net/join\\_napo/regular.html](http://www.napo.net/join_napo/regular.html)

## 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
August 2007	937	1,321 1.4 visits/visitor	4,319 3.26 pages/visit	50,551 38.26 hits/visit

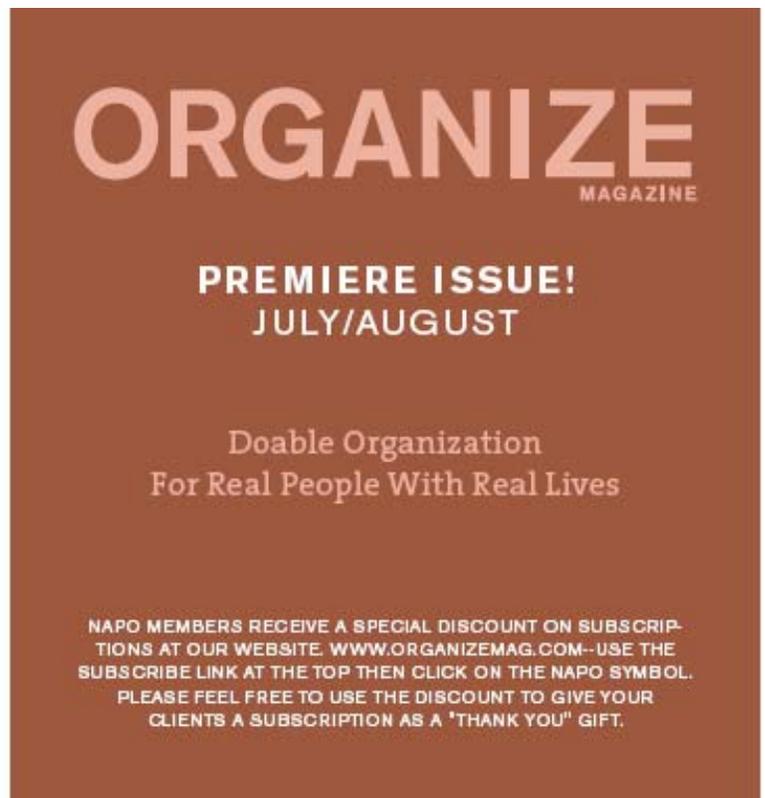
Last Year	Unique Visitors	Number of Visits	Pages	Hits
August 2006	914	1,346 1.47 visits/visitor	4,677 3.47 pages/visit	52,090 38.69 hits/visit

Fun Fact: In August 2007, 54% of visitors bookmarked our site.

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

"I like being part of the solution". This is my motto. I remind myself of this on everything I get involved in; whether it's my roles as a soccer mom, team captain, or NAPO president."

Standolyn Roberts  
*Things in Place*  
NAPO President





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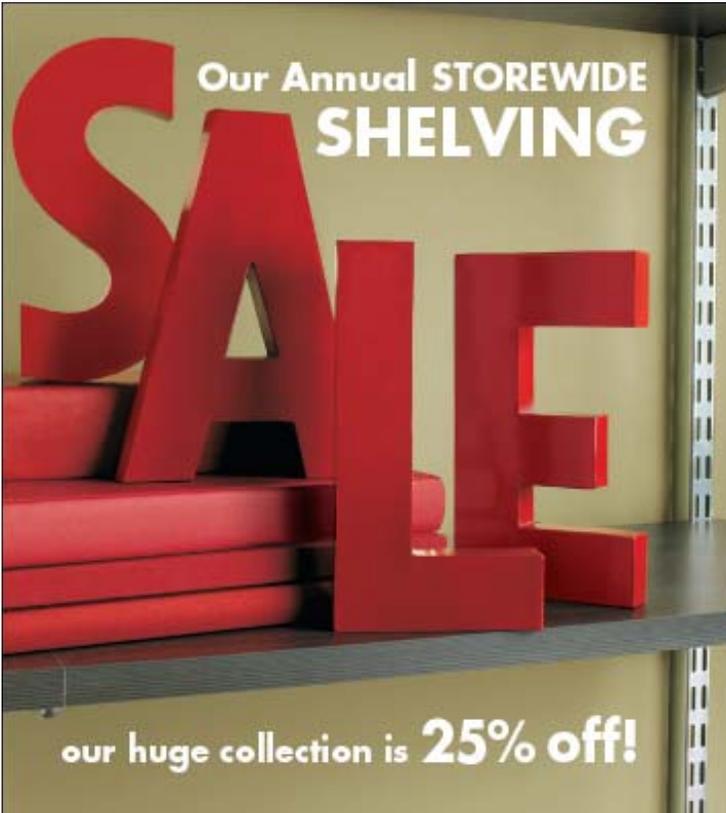
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