



Capital News & Views

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www.DCorganizers.org

February 2008

Make Money While You Sleep

Creating Passive Income

Learn about sources of alternative and additional income in this interactive presentation. Areas of discussion will include referrals and affiliations, writing books, publishing e-books and creating webinars, selling products on your web site, and more. Our presenters will be Kathy Jenkins, President of Organized A to Z, and Omar Soliman of College Hunks Hauling Junk.

“Ask the Experts” Focus Group

Come early (6:30 pm) 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.

Next Meeting: March 10 Topic: Marketing. “Five Mantras for Growing Your Business,” Ira J. Koretsky , Koretsky Communications Group.

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February 4 Chapter Meeting Information

Location

Fairview Park Marriott
3111 Fairview Park Drive
Falls Church, VA 22042
703-849-9400

From the Beltway (I-495) in Virginia take the US-50 East / Arlington Blvd, Exit 50 toward Arlington.
Immediately, take the Fairview Park ramp. Take the Fairview Park South ramp, onto Fairview Park Drive.
Make first left, which is also Fairview Park Drive, and Hotel will be on the Right.

Meeting Agenda

6:30 - 6:55 pm Registration, Networking, and "Ask the Expert" Focus Group for New Organizers

7:00 - 7:15 pm Business Meeting

7:15 - 8:00 pm Leadership Forum

8:00 - 9:00 pm Program

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

Professional attire please.

This Issue
Networking

Mid- Atlantic
Regional Conference
for
Professional Organizers



Saturday, March 1, 2008

8:00 am - 6:00 pm

More information on page 8

President

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deb@dallisonlee.com
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Social “Net”working



Scott Roewer, CPO®
Solutions by Scott LLC
NAPO-WDC Chapter President
www.solutionsbyscott.com

Once the idea of networking was limited to attending meetings, community functions and social gatherings. Today, networking has gone cyber. Yes, networking has truly become ‘net’ working, with online Social Networks.

Social networking services, such as MySpace, Facebook, Linked In, Bebo, Flickr and Friendster, allow users to create profiles of themselves. Users can upload their resumes, biographies, photos and video clips to create their own online, interactive social network profiles.

Some of the online Social Networking sites are more casual, where you add ‘friends’ to connect with yourself and others. Different platforms, such as Linked In, allow registered users to maintain a list of contact details of people they know and trust in business. The people in this list are called Connections. Users can invite anyone (whether a site user or not) to become a connection. In most cases, users must confirm they are ‘friends’ or that there is a ‘connection’ before they are linked.

The idea of Social Networks has expanded much over the last four years. The various platforms offer personal profiles, groups, discussion forums, event coordination and other common social and community features. Basic memberships are often free but many core functions, like searching for people with specific qualifications or messaging people with whom one is not already connected, can only be accessed by paid subscribers. Social networks usually have privacy controls that allow the user to choose who can view their profile, who can contact them or what information is displayed.

As social networks connect people at low cost, this system can be beneficial for entrepreneurs and small businesses looking to expand their contact base without leaving home. These networks often act as a customer relations management tool for companies selling products and services, even professional organizing services.

Give cyber networking a chance. You might discover an entire group of people you’ve been missing.

New Member Brunch

Calling All New Members: Save the Date!

Saturday, April 5, 2008
10:00 am until 12 pm

Home of Margaret Buco
Brunch Coordinator
Potomac, MD

If you joined the chapter after September 1, 2007 and were not able to attend the brunch that was held in October 2007, we

cordially invite you to be our guest. This is a great opportunity to socialize with other newcomers. In addition, members of our Board of Directors will be on hand to let you know how to make the most out of your membership.

We will need a minimum of ten new members in order to host this brunch. Please RSVP and/or direct any questions that you may have to Margaret Buco at maggi-esueb@yahoo.com.

New NAPO-WDC Mentor Program



Susan Unger
ClutterSOS
<http://cluttersos.com>

The new NAPO-WDC Mentor Program has arrived! This program will provide potential, new and existing professional organizers with a source of training, guidance and advice. The support provided will help those being mentored (the mentee) to develop or learn new skills, start, grow and/or expand their business.

Mentor Requirements

To become a mentor, you must be a member of NAPO for at least three years, a member of NAPO-WDC Metro Chapter and have at least three years experience as a professional organizer. The fee for a mentor to be listed on the NAPO-WDC website is \$50 per six month period. Suggested topics for mentoring include:

- Business Set Up
- Record Keeping and Taxes
- Setting Up a Home Office
- Getting Started with Clients
- Organizing: Residential vs. Business
- Getting Business: How to Market Your Company
- Education & Professional Growth
- Organizing Supplies

Register to be a Mentor

If you are interested in being a mentor, please visit the NAPO-WDC website [Members Only section](#) to register and complete the mentor application. Please note that all arrangements (time, costs, and offerings) are to be arranged directly with the mentee.

For more details or should you have any questions, contact Susan Unger, Mentor Program Coordinator at 703-864-1055.

[Sign up to be a Mentor Today!](#)

NAPO-WDC 2007-2008 Committee Chairs

Golden Circle

Jessica Williams
clutterdr@earthlink.net
703-497-7939

Newsletter

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

Nominating

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

Regional Conference

Cheryl Richardson
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Points of Contact

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Donation Station

Make-A-Wish Update



Deb Lee
D. Allison Lee LLC
NAPO-WDC Vice President
www.dallisonlee.com

THANK YOU to everyone who donated supplies and money to the Make-A-Wish Foundation during November and December 2007. Your kindness and generosity has not gone unnoticed.

"On behalf of the Board of Directors and staff of the Make-A-Wish Foundation of the Mid-Atlantic, Inc., a nonprofit organization that fulfills the wishes of children battling life-threatening medical conditions, I thank you for your donation of travel supplies, toiletries, and toys for our wish children. The need for support con-

tinues, and your generosity is greatly appreciated. **Thank you for directly making a difference in a child's life.**"

Catherine Martens
President & CEO of the
Mid-Atlantic chapter.

To make additional contributions or learn about other ways of getting involved, please contact Ashley Korbas at the chapter headquarters (see below).

Make-A-Wish Foundation
of the Mid-Atlantic, Inc.
Chapter Headquarters
10920 Connecticut Avenue, Suite 1600
Kensington, MD 20895
301-962-9474 (WISH)
301-962-6900 (fax)
www.midatlantic.wish.org

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
Hyatt Regency,
Bethesda, MD
- 13 Book Club

December

- 3 Chapter Meeting:
Business Support
Tools – Ways to
Manage Your
Business Better
Fairview Park
Marriott,
Falls Church, VA

January

- 7 Chapter Meeting:
Aim High - New
Year, New Goals
Hilton Executive
Meeting Center,
Rockville, MD
- 22 Book Club

February

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

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Is It Your Time To Lead?

Nominations Now Accepted



Debrah Shaver
Lifestyle Solutions®, LLC
www.lifestylesolutions.org

Are you excited about where our industry is going? Do you want your business to be on the ground floor of the future of organizing? Then nominate yourself to serve on the 2008-2009 NAPO-WDC Board of Directors. This is your chance to make a difference, help the chapter and network with leaders of the industry.

Now is the time to submit your desire to run for a position. Members can nominate themselves for a leadership role on the Board of Directors.

The Call for Nominations for the 2008-2009 NAPO-WDC Board of Directors will take place through February 27, 2008.

To nominate yourself, or someone else, just complete the Call for Nominations form that will be distributed electronically to all members on February 1. The form will also be posted on the members only section of the website. Please include a bio and electronic photo when submitting your nomination.

Voting will take place, by electronic ballot, during the month of March. An email will be sent to all members outlining the voting procedures. The 2008-2009 NAPO-WDC Board of Directors will be announced at the March 31 chapter meeting and sworn in at the May 5 award dinner meeting.

If you have any questions about the nominations procedure, please contact Debrah Shaver at debrah@lifestylesolutions.org.

Duties of Chapter Board of Directors

- Understand NAPO bylaws and NAPO Chapter Operations Handbook;
- Understand chapter policies and procedures;
- Be familiar with operations and requirements of a non-profit Board of Directors;

Leadership Forum 2008

You are invited to attend a 45-minute Leadership Forum event during our next chapter meeting on Monday, February 4. The Leadership Forum will start at 7:15 pm, immediately following the business part of the meeting, which will begin at 7 pm. You will have the opportunity to hear from the members of our Board of Directors. Each officer will give a brief overview of their position followed by time for questions and answers. Come join us and then nominate yourself for a position on the 2008-2009 Board of Directors.

- Maintain fiscal well-being of the organization;
- Prepare for and attend Board and chapter meetings;
- Deliver appropriate reports at Board and general chapter meetings as needed;
- Maintain proper reporting channels;
- Be proficient in fax and e-mail technology;
- Participate in budget and financial review process of chapter;
- Take part in chapter sponsored events;
- Fulfill all duties of office, seeking help where necessary;
- Set an example of ethical professionalism and excellence in business within the chapter;
- Encourage members to support the chapter and become involved;
- Educate oneself, board members, chapter members and prospective members about the professional organizing industry.

Duties of Chapter Officers

President

- Shall be considered the executive officer of the chapter and shall supervise the chapter's business and activities;

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Is It Your Time To Lead?

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- Shall create agenda and preside over chapter Board of Directors meetings;
- Shall create agenda and preside over chapter general membership meetings;
- Shall be responsible for recommending suitable replacements for board vacancies subject to Executive Committee approval;
- Shall approve obligations of the chapter, sign contracts and manage subcontractors;
- Shall approve communications representing the chapter to prospective members, the general membership and the public at large;
- Shall serve as liaison to NAPO and other chapters;
- Shall perform other duties as may be prescribed by the Chapter Board of Directors or by the NAPO Board of Directors.

Vice President

- Shall act in place of the President when the President is absent or unable to act;
- Shall perform other duties as requested and/or delegated by the President.

Secretary

- Shall record, prepare, disseminate and maintain minutes of the chapter Board of Directors meetings and chapter meetings;
- Shall provide minutes for approval by meeting participants;
- Shall maintain inventory of chapter's official supplies and materials;
- Shall maintain chapter historical records and operations documents;
- Shall send Chapter Monthly and Board of Directors Minutes to NAPO on a quarterly basis along with financial reports due to NAPO. Reporting dates are: Within thirty (30) days after the end of each of the first three fiscal quarters (quarters end December 31, March 31 and June 30) and forty-five (45) days after the September 30 fiscal year end.
- Shall perform other duties as requested and/or delegated by the President.

Treasurer

- Shall act as Treasurer for the chapter and chair the Finance Committee if it exists;
- Shall be responsible for the funds and finances of the chapter;
- Shall prepare and forward to NAPO all financial reports and budgets as outlined in Chapter Financial Controls and Reporting Guidelines in this Handbook;
- Shall prepare and submit a proposed budget to the chapter Board of Directors to be approved and implemented before the beginning of the fiscal year, October 1;
- Shall collect and account for chapter dues and meeting fees;
- Shall pay chapter financial obligations;
- Shall review contracts and/or agreements;
- Shall review chapter financial records and present them to the chapter membership at least quarterly;
- Shall perform other duties as requested and/or delegated by the President.

Duties of Chapter Directors

Membership

Shall oversee all duties related to the following, either directly or through a committee chair:

- Review and process all chapter membership applications;
- Forward any NAPO membership applications to NAPO headquarters;
- Conduct membership renewal process;
- Oversee hospitality and registration;
- Respond to all inquiries regarding membership;
- Conduct new member orientation;
- Distribute new member information packets and materials;
- Oversee mentoring program;
- Chair the Membership Committee;
- Monitor compliance with NAPO membership categories;
- Maintain chapter membership database and inform NAPO headquarters of changes on a monthly basis;

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Fairview Park
Marriott,
Falls Church, VA

March

- 1 10th Annual Mid-Atlantic Regional Conference for Professional Organizers
8:00 am - 6:00 pm
Doubletree Hotel and Executive Meeting Center
Bethesda, Maryland
- 10 Chapter Meeting: Marketing and Advertising
Location TBD
- 18 Book Club
- 31 Chapter Meeting: Roundtable Discussions
Fairview Park Marriott,
Falls Church, VA

April

- 9-12 NAPO National Conference
Reno, NV

May

- 5 Chapter Meeting: Member Appreciation Dinner and Awards
Location TBD
- 20 Book Club

June

- 2 Chapter Meeting: My Favorite Things
Hilton Executive Meeting Center,
Rockville, MD

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

PR Corner

Kim Oser, Put It Away!SM and Need Another YouSM spoke to the Jewish Women's Circle of the Chabad of Upper Montgomery County, MD on January 9. Her GO Month presentation was titled "The Well-Ordered Home, A professional organizer shares her techniques for inviting serenity into your life".

Kim Oser, Put It Away!SM promoted Simple Tips for Getting Students Organized at Stone Mill Elementary School in North Potomac, MD on November 30.

Scott Roewer, *Solutions by Scott*, appeared in three segments on Fox 5, on January, 2. He discussed storing holiday decorations, organizing closets and organizing kids playrooms.

Jackie Kelley, *Clearing House LLC*, was quoted in an article in the February 2008 issue of Parenting Magazine, titled "Get Organized Now: Start the Year Off Right!"

Heather Coccozza, *Coccozza Organizing & Design, LLC*, presented "How to Get the Clutter Out of Our Lives" at St. Mary's Court senior residential community in Washington DC as a GO Month project.

Is It Your Time To Lead?

(Continued from page 5)

- Confirm eligibility for chapter board candidates;
- Oversee production of membership directories;
- Oversee production of all member packets;
- Collect and tabulate member survey data;
- Shall perform other duties as requested and/or delegated by the President.

Professional Development/Programs

Shall oversee all duties related to the following, either directly or through a committee chair:

- Find and reserve chapter meeting location;
- Maintain program calendar in the appropriate venues;
- Procure and communicate with speakers;
- Schedule and facilitate program portion of chapter meeting;
- Create, distribute and review program evaluation forms;
- Oversee chapter conference;
- Develop ongoing educational programs in addition to chapter meetings;
- Shall perform other duties as requested and/or delegated by the President.

Marketing

Shall oversee all duties related to the following, either directly or through a committee chair:

- Get Organized MonthSM
- Public relations
- Media tracking
- Special events
- Chapter promotional products
- Shall perform other duties as requested and/or delegated by the President.

Communications & Technology

Shall oversee all duties related to the following, either directly or through a committee chair:

- Newsletter
- Web site
- Electronic communications
- Shall perform other duties as requested and/or delegated by the President.

Corporate Partners

- Shall serve as liaison between the Chapter Board and the Corporate Partners.
- Shall perform other duties as requested and/or delegated by the President.

Eligibility for Nomination

To be eligible for nomination to the chapter Board of Directors as an Officer or Director, the candidate must meet the following criteria:

Be a chapter member with current dues paid to the chapter and NAPO and have consented to serve.

A. Regular members must be actively working as a professional organizer.

B. Nominees for the office of President shall have been members of the chapter for at least one (1) year prior to the election meeting.

C. Nominees for the office of Vice President shall have been a member of the chapter for at least six (6) months prior to the election meeting.

D. Nominees for all other board positions shall be chapter members.

E. A Corporate Partner can serve on the Chapter Board as a Director but not as an officer, i.e., President, Vice President, Secretary, Treasurer, or Immediate Past President.

Three Strengths I needed to serve in this position	Three things I loved about serving in this position
President - Scott Roewer	
<ol style="list-style-type: none"> 1. Management skills for both project management and people management 2. Ability to strategically plan for the future of the organization 3. Good listening skills and the ability to understand multiple view points 	<ol style="list-style-type: none"> 1. Opportunity to meet people involved with NAPO throughout the World 2. Enjoyed serving as a positive role model for the profession 3. The confidence it gave me to achieve more in my business
Vice President - Deb Lee	
<ol style="list-style-type: none"> 1. Ability to work well with others 2. Ability to maintain focus while working of multiple tasks 3. Commitment to excellence 	<ol style="list-style-type: none"> 1. Camaraderie among board members 2. Working on a variety of projects 3. Opportunity to make a difference in the chapter
Secretary - Heather Cocozza	
<ol style="list-style-type: none"> 1. Listening skills 2. Writing skills 3. Leadership or management experience leading project teams, boards, and committees 	<ol style="list-style-type: none"> 1. Being able to make a difference through the direct efforts of the Bylaws Task Force 2. Opportunities to provide direct feedback on programs and services to our members 3. It opened doors for myself and my business to grow beyond expectations
Treasurer - Florence Lehr	
<ol style="list-style-type: none"> 1. Knowledge of Quickbooks for PC 2. Attention to financial details/numbers 3. Ability to assemble and then manage the annual budget 	<ol style="list-style-type: none"> 1. Participating in the decision making and future direction of the chapter 2. Working with members on the BOD that I wouldn't normally work with 3. Getting to know many chapter members
Director of Programs & Professional Development -Terri Fischer	
<ol style="list-style-type: none"> 1. Ability and desire to interact with a wide variety of people 2. Persistence 3. Willingness to learn 	<ol style="list-style-type: none"> 1. Contacting prospective presenters and coordinating with them 2. Participating and getting to better know other members 3. Having input on future programs
Director of Corporate Partners - Kim Oser	
<ol style="list-style-type: none"> 1. Self motivated/self starter 2. Risk taker 3. Dependable 	<ol style="list-style-type: none"> 1. Developing the Corporate Partner program 2. Developing relationships with companies who serve our industry 3. Contributing to the increased publicity of our industry
Director of Communications and Technology - Judy Parkins	
<ol style="list-style-type: none"> 1. Attention to detail 2. Ability to follow-up 3. Willingness to share duties with committee members 	<ol style="list-style-type: none"> 1. Learning about NAPO-WDC 2. Working with the Communications and Technology Committee 3. Giving something back to NAPO-WDC as a volunteer
Director of Membership - Cheryl Larson	
<ol style="list-style-type: none"> 1. Ability to learn new technology 2. Ability to problem solve 3. Patience to deal with a wide range of personalities 	<ol style="list-style-type: none"> 1. Interacting with other board members 2. Getting to know the new members 3. Opportunity to Learn new technology



Membership Directory

Detailed information about members can be found on our chapter web site, www.DCorganizers.org, in the Members Only section. **Changes and Corrections** Once you join or renew chapter membership, you can update your own information at any time. Go to www.DCorganizers.org. From the "About Us" menu, select "Members Only Pages." Enter your NAPO National membership number and your unique password. Click "My Account" and make changes.

Board Meetings

The next board meeting is scheduled for February 4, 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.

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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GO & GROW on March 1

Caitlin Shear
A Sorted Affair, LLC
2008 MARCPO Speaker Liaison
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Only a few days left to take advantage of the discounted early registration which ends Friday, February 1, 2008 for the Mid-Atlantic Regional Conference for Professional Organizers (MARCPO) on Saturday, March 1! Don't delay; register today to receive the special discounted rate for early registrants.

Don't miss the chance to learn from our incredible guest speakers, including keynotes given by industry pioneers **Judith Kolberg** and **Monica Ricci**. In addition, I want to highlight the dynamic speakers leading our workshop sessions. We have two main categories of workshops: Building Your Business and Serving Your Clients.

Building Your Business

In "Positive Inquiry=Business Success," **Denslow Brown** will help us to understand how to analyze the best place for our individual businesses within the industry. She'll teach us how to value, analyze and understand our more positive client experiences and develop direction from that analysis.

Franne McNeal will share her knowledge as a "serial entrepreneur" and business coach. We will learn how to answer 10 critical questions to increase our profitability, improve our business practices and be more effective with clients. Franne's "Business Pea Pod" system will help us turn our dreams into dollars.

Serving Your Clients

Jocelyn Coverdale will help us bring our clients into the 21st Century by teaching us how to incorporate technology solutions into our services. We'll learn how to convert the onslaught of information into usable knowledge, not buried treasures.

Kathy Waddill will give us an overview of her Eyes of a Stranger Method™. We'll learn to assess what's really going on in any environment, identify the underlying problems—and then solve those using basic organizing principles.

In "Deepening Client Commitment and Connection," **Denslow Brown** will teach us how clients can be called up to a great partnership in system design, greater ownership in the organizing work and greater commitment to maintaining order.

Janice Russell will show us how organizing time and organizing physical space are intimately entwined. We will learn to incorporate key time management principles and tools to enhance our ability to effect lasting organization with clients.

It will be hard to choose between these concurrent sessions, but please let us know which ones you plan to attend.

The conference also features Ask the Experts panel, Book Store, Book Signings, Vendor Marketplace, Continental Breakfast, Lunch, Refreshment breaks and unlimited networking opportunities with other professional organizers.

Please visit the conference website <http://www.dcorganizers.org/conference08> to review important conference details and to register.

If you are attending from out-of-town, plan ahead to take advantage of **Exclusive NAPO-WDC Hotel rates starting at \$119 and in effect until Friday, February 8**. Please call the DoubleTree Hotel at 301-652-2000 to inquire or book your accommodations and mention that you are attending the "NAPO-WDC."

If you have questions or comments, please send an email to conference08@dcorganizers.org. I look forward to seeing you on March 1.

Networking as Farming

(Continued from page 8)



Jane Campbell, CPO®
Back In Sorts Organizing Systems
janecamcpo@comcast.net

Here's how enthusiastic I am about networking. I estimate that I have a gross (144) or more business cards collected within about a year, contained in a binder whose pages were designed to hold bubblegum cards. I recommend this system because it's small stacks of business cards I want to organize, not singletons. Perhaps not the most elegant, sweeping and foolproof system, but it does let me put the business cards away, get them out again, and run my curious fingers over them.

Now, if someone says to you, "Join my business networking group; you'll get a ton of business," don't believe them. What you'll get is a network. Getting the ton of business will continue to be up to you.

I belong to Business Network International (BNI). Each week, my chapter mates and I crawl from our warm beds, dress for success, and take a 7:15 am meeting. A network is a way of being. What you'll get by networking is a context - a formal tradition of talking about your business and of asking people how they do business. I think of it as business school over breakfast. As you talk more about your business and begin to get referrals, you will refine things such as how you speak about the kind of business you want.

Networking gets me clients, and the further I let it take me, the more happens. Here's my favorite saying about networking: it's less like huntin', and more like farmin'. Does the most fulfilled farmer farm simply out of cussed determination to turn soil into soybeans? Probably not. Many good things happen to me because I network; some of it gets me business.

A savvy networker in BNI knows how to leverage their BNI privileges. I'm allowed

to drop in on other BNI chapters, although if a direct competitor belongs, I cannot promote my own company there. I'm still allowed to promote the organizing profession in general and to promote my own BNI chapter. My goal at most of the networking events I attend is to meet one or two new people and to continue getting to know one or two others, because networking is a circuit, and you will see some faces repeatedly. Do the people who know them like and trust them? Do they show a healthy enthusiasm for the line of work they're in? Do they receive convincing testimonials from the people who know them? One of the subtler ways I'm

“Networking gets me clients, and the further I let it take me, the more happens.”

attempting to promote *Back In Sorts* is to be the person who listens, researches, knows, remembers.

One of networking's biggest payoffs for me is that every so often, someone I know has a problem that a business person I know solves. It is of intrinsic value to me that I can produce a name, a phone number, and a thermometer reading as to how highly I can recommend that business. Sometimes, it's my own problem I'm solving, but not usually. Sometimes, it's not about money changing hands, and those times have their own sweetness. I'd met a locksmith repeatedly at BNI functions and had heard about a surprising array of security problems he had solved, hearing both from him and from others in testimonials. He deserved business, so I was elated when a call went out over the NAPO-WDC email chat for his exact services. I was happy to recommend him. Another time, I connected a BNI chapter buddy with a guy in my church choir who also does barbershop singing. You see, It's not all business.

It is mostly business, though, and I'd say that over half of what I've learned about business has come either directly from my BNI relationships or from something I was spurred on to by BNI.

(Continued on page 10)

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")	\$30
Medium (3 1/2 x 4")	\$50
Large (7 x 4")	\$100

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 Mid-Atlantic Regional 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 guests and members offering personal and professional support.
5. Enhanced membership identification for Golden Circle members and CPOs®.
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)

Networking as Farming

(Continued from page 9)

BNI exposed me to another affiliated network, a business coaching group I joined. When a BNI chapter mate suggested that my public speaking needed work, I joined Toastmasters. I garnered a new client the first time I gave a speech.

I'm in my eighth year of BNI, and the learning curve is less steep than it used to be. I think of quitting — especially at 5:45

a.m. on Friday (my BNI day). Even at that hour, I know that if you take care of your BNI chapter or other networking group—insisting the rules get followed by one and all, going after anyone whose ethics make you uncomfortable, avoiding absenteeism and other morale-busters—it will likely repay you with an interesting, educational, heartwarming or profitable experience week after week. This explains the feeling I always start to get by 7:15 a.m. Friday morning - enthusiasm.

Book Club

Lynn Meltzer
Clutter and Paperworks

When: Tuesday, March 18, 7 pm
Where: The home of Lynn Meltzer

What: *Don't Toss My Memories in the Trash* by Vickie Dellaquila

A professional organizer brings expertise to helping seniors face the physical and emotional aspects of moving to a new home. This book discusses downsizing and moving in an organized, efficient and caring manner.



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 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 chapter meetings.

First Annual NAPO Talent Show!

Come to the most exciting Wednesday networking event ever at the NAPO 20th Annual Conference and Organizing Exposition!

Did you know that there are those among us who can tap dance or ride a unicycle? A new NAPO tradition, this inaugural talent show will showcase your colleagues in a way you have never before witnessed or suspected! This after-dinner event will be held in the fabulous celebrity showroom at the casino! The ticket price includes entry to the show, one drink ticket, and an array of delicious dessert choices, featuring tableside cocktail service. The evening culminates with the panel of judges awarding prizes, donated by NAPO's very own

chapters, to top participants.

Look for an easy signup form in your conference registration form. If you want to be in the show, look for the upcoming application on the NAPO website.

Shawn Kershaw (Shawn Kershaw, Inc., Chalfont, PA) and Lorie Marrero (LivingOrder, Inc., Austin, TX) are coordinating the show. If you have questions or you'd like to volunteer, e-mail them at talentshow@napo.net. We will need volunteers for timing the acts, ushering, stagehands, and attending to the judges. If you volunteer, you will get to participate in this great inaugural show, and you'll even get a cool and coveted ribbon for your name-tag!

Networking through Volunteer Work

Monica Premo
Practically Perfect
Practical Organizing Solutions for the Home and Office
organizeme@practicallyperfect.biz

"You would be so good at that!" How many times have you heard that right after you have been asked to volunteer for something? As a professional organizer, you have the skills and desire to help others that make you a perfect, and frequent, nominee for volunteer jobs. Should you just do it or just say no? You may be more inclined to say "yes" when you consider the networking opportunities through volunteer work.

Make a Strategic Business Decision

Volunteering can be a strategic business decision to create networking opportunities to grow your business. Whether you want to meet potential clients, cultivate a referral source, increase your business exposure in the community, or gain visibility in the organizing industry, volunteering can provide the networking opportunities to help you reach your goals. Decide up front why you want to be involved in the group and how much time and energy you are willing to spend volunteering and make sure they are in line with your goals.

Make the Most of Your Volunteer Effort

If you are already involved with a group or organization, take advantage of the networking potential. Find ways to serve the group and achieve your goals, and it will always be a win-win situation. Use your organizing skills to write procedures, plan

an event, organize the files or supply room, chair a committee, or be the Team Mom. Maximize your exposure and gain credibility by taking a leadership role.

Find Volunteer and Networking Opportunities

Now that you know the kinds of people you want to meet, how do you find them? Ask around, read the newspaper, and search the internet to find the organizations you seek. Community and civic groups, business and professional associations, schools, churches, hobbies, and support groups can all give you an outlet to help others and network with them. You could volunteer to speak at a meeting, act as a resource, provide information, or offer hands-on organizing help without being an active member of the group.

Reap the Benefits

Networking is about building and nurturing relationships and volunteering is about helping and serving others. We refer business to people that we like, know and trust. By actively participating in a group, you are building relationships with other members and giving them an opportunity to see you in action. No need to toot your own horn – do a good job while you work together and they will toot it for you! That's the best kind of referral you can get.

Monica Premo, *Practically Perfect – Practical Organizing Solutions for the Home and Office* is a member of NAPO-GA. For more information, visit www.practicallyperfect.biz.

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
4. Leadership opportunities through committee positions, board leadership, project and event coordination.

Our New Corporate Partner

Welcome Mike Hood and Erin Joy Cabinet Correctors

Please visit their web site www.cabinetcorrectors.com or contact Mike at mike@cabinetcorrectors.com to learn more about Cabinet Correctors.



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 35 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 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

Golden Circle Report



Jessica Williams
Clutter Doctor
NAPO-WDC Golden Circle Liaison
clutterdr@earthlink.net

Upcoming Meetings

Our next quarterly Golden Circle gathering will take place at 6:00 pm on Sunday, February 10, 2008. We will meet in the private room of the Daily Grill in Tysons Galleria Mall (first floor near Neiman-Marcus) in McLean, Virginia. Please see their website at www.dailygrill.com for a map, menu and more. The topic of discussion will be hiring and managing subcontractors and employees. Specific questions for consideration will be emailed to Golden Circle members closer to the meeting date. Please RSVP to Jessica Williams ASAP to secure your place at the table!

Golden Circle members are also invited to gather after the Mid-Atlantic Regional Conference on March 1. Join us at The Wine Bar in the Double Tree Hotel for a no-host cocktail hour starting at 6:00 pm. We hope those Golden Circle members visiting from other cities will stop by as well.

Golden Circle Listserv

The Golden Circle Member Listserv is a terrific venue for more seasoned professional organizers from around the country to network with each other. This resource allows you to ask for advice, get a referral for a vendor or product or share your knowledge about a variety of topics with

other Golden Circle members. Learn more information about this listserv at <http://www.napo.net/members/gc.html>.

Ask the Expert Table

At each chapter meeting an Ask the Expert table is hosted by one or more Golden Circle members. This gives new organizers the opportunity to benefit from the wisdom of seasoned organizers and offers Golden Circle members a chance to give back to the organizing community. Thanks to Lynn Meltzer and Vernestine Laughinghouse for hosting in January!

Hosts are needed for the March-June chapter meetings. A half hour of time by those Golden Circle members who can arrive by 6:15 would be greatly appreciated! Please contact Jessica to schedule a date today!

Applying for Membership

Qualifications for Golden Circle membership are listed to the left of this article. If you are approaching your 5-years-in-business milestone, be sure to start gathering your application materials now. If you want to receive your new Golden Circle Member pin at Conference, you should allow for about 2 months lead time. As a Golden Circle member you will be allowed to attend special conference sessions and have the opportunity to network with the some of the most experienced and well-respected organizers from around the country.

Questions? Contact Jessica Williams, Clutter Doctor, Golden Circle Liaison at clutterdr@earthlink.net.

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

Share The Experience

Client Interaction



Amy Goldberg
The Runaround
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 experiences with all of you and perhaps solving a problem for a fellow professional organizer, 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.

The Messages We Send

Have you ever stopped to think about the messages you send to our clients, potential clients or fellow professionals without realizing it? A significant portion of individual business styles and philosophies are reflected in some very subtle ways. I became aware of these while working with a new client recently as we were discussing the process she went through in choosing an organizer. Her hiring decision was based as much on my experience, references and style as it was on the “feeling” she got from our first conversation.

Since most initial contact from prospective clients is through phone calls or emails, the tone in which we respond is the first impression we make. If you receive a call from a potential client or business contact and you are working or distracted, you cannot give them your complete attention. While I never ignore a call, I make it a point to say that I am interested in speaking with them, but that I am unable to do so at this particular time. There is nothing wrong with letting someone know that when you are with a client you are providing them with all of your energy and attention, that is, after all, what we are being hired to do. They will appreciate your candor and receive the message that you are interested in devoting all of your attention to what they have to say and the questions they need answered. My experience is that the more personal your initial contact is with someone, the more likely you will be to get the job.

When answering an email, even though it is not a handwritten correspondence, it can still be personalized. Respond in the manner in which their email is signed. If they use their first name, so should you. This indicates that you are taking the time to read their inquiry and not respond with a pre-written reply. You should always offer to provide additional information about your approach to organizing and a list of references. Include the specific fees you charge and if applicable the minimum number of hours in a session.

I have always believed that the personalized nature of our business creates unique relationships between our clients and us. Hiring decisions are based on not only our experience, but also the subtle messages people perceive in the manner in which we respond to their needs.

Send all correspondence to SharetheExperience@dcorganizers.org

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 or contact the Membership Director, Cheryl Larson at membership@dcorganizers.org. For Corporate Partner questions, contact Kim Oser at 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:

National Association of
Professional Organizers
15000 Commerce Parkway
Suite C

Mount Laurel, NJ 08054
Tel: 856-380-6828
Fax: 856-439-0525

Visit the web site to download a membership application or join directly at:

http://www.napo.net/join_napo_regular.html

Welcome New Members!

Flavia Campos
Soothing Spaces, Inc
 202-285-4244
flaviacampos@soothingspaces.com

Kimberly Fairbend
 717-235-6365
kimberlyfairbend@comcast.net

Julie Gray
Profound Impact
 703-517-2449
julie@profound-impact.com

Lauren Halagarda
The Organization Connection
 910-581-1255
lauren@2organizeu.com

Lauri Mennel
 703-336-9231
ltarver@austihn.rr.com

Lynn Ross
 301-829-7674
lynn_ross@verizon.net

There are currently 124 members and four Corporate Partners in NAPO-WDC. 52 members attended the January meeting and the chapter hosted 7 guests that evening.



January Chapter Meeting Review



Heather Coccozza, PMP
Coccozza Organizing & Design
NAPO-WDC Secretary
www.CoccozzaOrgdesign.com

- Announced our new corporate partner Cabinet Correctors, LLC, a distributor and installer for Shelf Conversion products
- The new Board of Directors determination process will begin next month. Nominations will occur in February, voting will be in March, and the new board will transition to their elected positions by mid-May
- Another New Member Brunch is scheduled for Saturday, April 5. Any new members that have joined since September and did not attend the October brunch are invited to attend

Speaker and Topic Highlights

Ed Modell, JD, ACC, a certified Executive and Life Coach, spoke on setting, tracking, and achieving business goals. Here is

a summary from the presentation.

- Discussed setting SMART goals
 - S = Specific
 - M = Measurable
 - A = Attainable
 - R = Realistic
 - T = Timely (and Thrilling!)
- Described four personality types, the pitfalls of each and suggestions on how to achieve goals:
 - Warrior – Take enough time to enjoy the journey of achieving your goals
 - Explorer – Write down your goals, make plans for them, and review them often
 - Diplomat – Make sure the goals you set are your own goals and not someone else's goals
 - Scholar- Do not wait for everything to be perfect before you take the plunge
- Demonstrated executive coaching techniques for setting goals with NAPO member and audience volunteer, Pam McLoone, *Get Command Professional Organizing*.

Web Site Report



Judy Parkins, *Gently Organized*
NAPO-WDC Director of Communication & Technology
www.gentlyorganized.com

This Year	Unique Visitors	Number of Visits	Pages	Hits
December 2007	888	1,269 1.42 visits/visitor	3,927 3.09 pages/visit	40,026 31.54 hits/visit

Last Year	Unique Visitors	Number of Visits	Pages	Hits
December 2006	664	1,024 1.54 visits/visitor	3,437 3.35 pages/visit	34,598 33.78 hits/visit

Fun Fact: It's no surprise that most of our website visits happened the first week in December and steadily tapered off throughout the month.

It's Not What You Know, It's Who You Know

Allison Carter, CPO®

The Professional Organizer

www.theprofessionalorganizer.com

Networking, as part of your business is an excellent way to meet people with similar goals, build relationships, generate referrals and leads and exchange ideas. It's what we do as members of NAPO.

Networking can be a cost effective way to develop a good base of contacts. However, when I say the word networking, many people cringe. "Oh, I just hate to talk about myself," they say to me, I think to myself, "you're going to have a hard time getting clients if you're uncomfortable telling people what you do."

So what are some of the first steps you need to take to present yourself and your business with confidence?

- Know who you are. It is impossible to talk clearly about your business if you do not know your business goals and preferences. Take time to consider who your ideal clients are, and what your ideal working situation. Decide what type of work you enjoy that most. That doesn't mean you won't accept other clients, situations or jobs. These are your preferences.

- Develop your 30-second commercial. Whether you're at a business networking function or at the grocery store, you will have the opportunity to talk about your business. This is your chance to shine and maybe even get a new client. You have 30 seconds to give.

"Networking can be a cost effective way to develop a good base of contacts."

- The Elevator Speech or the 30-second commercial. Think about the benefits you bring to people. Consider the type of people you help most. Pull out the most emotional works you can think of even if it sounds over-the-top. Then begin to fill in the blanks of a sentence like this: I work with _____ (people) who have _____ (problem) and want _____ (result). It's not so easy to do at first. However, with practice, it gets easier and easier. Say it in front of a mirror or practice on your friends.

Make your image match your message. How you look and act speaks louder than what you say. If you don't look that part, it's unlikely you will be considered for the role. If you talk about simplicity, dress

simply. If you are an organizer, be organized in what you do. That doesn't mean be perfect, but do pay attention to your image down to your shoes.

I personally love networking. I do it all day at the store, at school, and at parties. I even networked at the water park and got a client out of it ... in my bathing suit! Networking doesn't have to be done in formal groups. It is simply expanding the number of people you know. My best advice for networking is to join two social groups or clubs that appeal to you on a personal level and one business-networking group. Interview networking groups like you interview for jobs to make sure it's a good fit for your brand of organizing.

Allison Carter, CPO®, *The Professional Organizer*, is a member of NAPO-Georgia. She can be reached at organizer@bellsouth.net.

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

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.





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JULY/AUGUST

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NAPO MEMBERS RECEIVE A SPECIAL DISCOUNT ON SUBSCRIPTIONS AT OUR WEBSITE. WWW.ORGANIZEMAG.COM—USE THE SUBSCRIBE LINK AT THE TOP THEN CLICK ON THE NAPO SYMBOL. PLEASE FEEL FREE TO USE THE DISCOUNT TO GIVE YOUR CLIENTS A SUBSCRIPTION AS A "THANK YOU" GIFT.

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Norman Zalfa

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