

Treat Everyone Like a CEO

Five Mantras for Growing Your Business

Ira J. Koretsky , Chief Storyteller at *Koretsky Communications Group* excels at building business relationships. His presentation, at the March 10 chapter meeting will blend improvisational humor and storytelling with proven sales and marketing techniques. Learn five key mantras to build stronger and more profitable business relationships:

1. Tell your story
2. Yes And
3. Poke Your I Out
4. Be a Deliberate Networker
5. Be a Business Dating Expert

“Ask the Experts” Focus Group

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. Come early (6:30 pm) to register and network.

In place of our April meeting, on March 31 we will be having our Roundtable Discussions. Members and guests will discuss various topics related to the organizing profession and operating a business.

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March 10 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 - 7:30 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
Marketing

Developing a Marketing Plan

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Scott Roewer, CPO®
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NAPO-WDC Chapter President
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We hear about marketing all the time, that it's fundamental for business growth. Do you know what marketing is? Marketing is the act of communicating the value of your services to your prospects and your customers. In order for this to work, you have to understand the clients' needs and put a strategy into action. We help our clients set goals, understand their situation, develop and implement plans and manage the outcome. Step back and do the same thing to develop a marketing strategy.

What is Your Goal?

When was the last time you asked yourself, "How many clients do I want to work with this year?" or "How many new clients would I like to attract through a new marketing idea?" Have you reviewed your marketing goals to match your financial goals so your marketing plan supports that bottom line? Having a strategy to obtain the number of clients necessary to reach your financial goals is key.

What is the Message?

Determining your marketing message can be a challenge. Put yourself in the shoes of your clients and ask a few simple questions. Why do they want to work with an organizer? Why should they select you instead of someone else? How did they find out about you? Knowing these answers will help you develop a plan.

"Marketing is the act of communicating the value of your services to your prospects and your customers."

What is Your Target?

Marketing to the right audience is key to a successful marketing plan. Have you identified an "ideal client?" Perhaps you want to work specifically with mothers, executives, small business owners, or students. Where do you find these clients? What publications do they read? What events do they attend? Figure out who your target client is and direct your plan to the right audience.

What is Your ROI?

Measuring your return on investment (ROI) is often overlooked when it comes to a complete marketing plan. To determine your ROI, keep track of how many referrals you receive from each stream of marketing: which pages were visited on your website, the number of claimed coupons, or the volume of calls from a specific advertisement. Ask your clients how they found you and keep track of which plan gives you the most business.

For your marketing plan to work, you must set goals, determine your message, know your target client, and measure your ROI. There is no cookie cutter way to do this right; you must make it your own.

2008 - 2009 Elections Are This Month



Debrah Shaver
Lifestyle Solutions®, LLC
NAPO-WDC Director-At-Large
www.lifestylesolutions.org

Remember to vote for your 2008-2009 NAPO-WDC Board of Directors during the month of March. All chapter members will receive an email containing an electronic ballot during the first week of March.

Bios and photos of the nominees for the positions of President, Vice President, Secretary, Treasurer, Director of Membership, Director of Marketing, Director of Communication and Technology, Director of Professional Development, and Director of Corporate Partners will be sent to chapter members via the internet. Please take time to read their bios and VOTE!

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

GO Month 2008

Bikes for the World



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

On January 28, a team of professional organizers worked to steer Keith

Oberg, director of Arlington-based non-profit Bikes for the World (<http://bikesfortheworld.org>), through an office makeover. Bikes for the World is a project sponsored by the non-profit Washington Area Bicyclist Association. They collect repairable two-wheel bicycles, parts, accessories, tools, and also portable electric sewing machines. For a \$10 donation to help defray the costs, they ship the items overseas. From 2005 through 2007, Oberg, together with hundreds of Bikes for the World volunteers, collected over 18,000 used bikes and sent them overseas to organizations in ten countries.

Struck with the untimely death of its book-keeper in December, Bikes for the World was struggling with its mission of bringing much-needed bikes to impoverished areas. Those most in need of functional transportation were in danger of being forced to do without unless Bikes for the World could regroup and reorganize on the fly. NAPO-WDC selected Bikes for the World to receive its GO Month attentions

due to its tenacity, need and the powerful simplicity of its mission. After a pre-event visit to the office, Karen Swain, CPO® said "Keith's number one problem is paper, pure and simple. He's buried in paperwork."

The organizing, by Jane Campbell, Karen Swain and newcomer Judy Tiger, began with a blitz to get all the piles of papers off the floor. The PO's then worked closely with Oberg to re-organize and prioritize office files, find and rearrange all the stray office supplies, straighten up several walls of books and clear off the top of the desk. At the end of the makeover, Oberg said "I found this to be a relaxing experience. I felt at ease and all of the participants complimented each other as a group. I feel that I can now easily bring in an intern and explain our systems and procedures. I will no longer be embarrassed by the state of the office."



Jane Campbell, Karen Swain and Judy Tiger

NAPO-WDC 2007-2008 Committee Chairs

Golden Circle

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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
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

(Continued on page 5)

Book Review

Cut to the Chase by Stuart R. Levine

Reviewed by
Valerie Quinn
valerie.quinn@verizon.net

At our last meeting we discussed Stuart R. Levine's [Cut to the Chase and 99 Other Rules to Liberate Yourself and Gain Back the Gift of Time.](#)

Levine, the CEO of a consulting and leadership development company, provides 100 rules for using time more efficiently. Although this book is not aimed at professional organizers, we can and do make use of many of these rules. Here are a few that we discussed, and how they might apply to our profession.

Have a meeting before the meeting.

Sit down with your client before starting work. Talk about what the client hopes to achieve, and how you and the client will go about making that happen.

Tell a story.

Use examples taken from your own experience to help illustrate your points. These examples or stories can also serve to get conversations going and lighten the mood.

Tailor your message to your audience and know your work style and theirs.

Different clients have different needs and communication styles. Learn how your client likes to work, and adapt to that style. Does the client want a written assessment or want to jump right in and sort? Does the client need you to be there, or can they accomplish a great deal doing homework by themselves?

Think in bullets.

Distill your thoughts, then devise some clear goals and tasks for the client. Write these down. Consider posting them on the client's refrigerator or bulletin board.

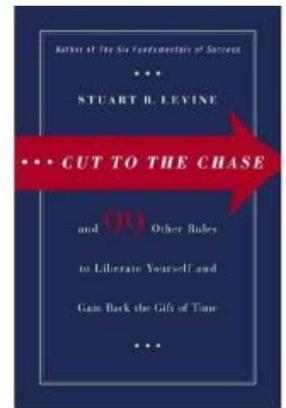
If you need a drummer, hire a drummer.

Hire people with the right skills and experience. For example, if you don't know how to install a closet system, hire someone to do it. If a client keeps putting off doing a home repair, suggest they hire someone to do it, and provide them with referrals if necessary. And speaking of unfinished tasks...

Procrastination takes years off your life.

Dr. Michael Roizen and Dr. Mehmet Oz, coauthors of the "You: The Owner's Manual" series, state that "Nagging Unfinished Tasks," what they call "NUTs" can add years to your life. Point this out to the client, and add that unfinished tasks often lead to clutter.

The book club's assessment is that [Cut to the Chase](#) is a useful book and a quick read. The fact that Levine followed his own advice and included many real life examples makes it especially readable.



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

Personal Presentation

A Marketing Strategy

Brita Bolane,
pare it down, inc.
www.pareitdown.com

Do you judge a person based on how they look or by their communication skills? Most people do. If that's true, then how you present yourself is very important when marketing your business. How are you presenting yourself? Do you dress professionally? Do people describe you as friendly? Do you use proper grammar? Are you a good listener? Do you take the time to look and sound polished? All these questions may seem trivial, but I hear over and over how important they are. I've had people tell me they want to work with me because they think I'm "really pulled together". Now, whether I am or not is unknown to them but I have successfully engaged them on presentation alone.

Presentation is a fundamental aspect of how I run my business. I want to help people live an organized, streamlined life so they can accomplish their goals and live to their full potential....which includes looking and feeling your best. How do you know if you need to revamp your presentation? Ask for honest feedback (be willing

“how you present yourself is very important when marketing your business.”

to hear it). If a friend says I've always wanted to see your hair shorter or yellow isn't really your color, thank them for the honesty and make an effort to adjust. If a colleague tells you that you use the word "like" too much during conversation, acknowledge it and work on reducing it. Fix only what's broken and improve on what's working.

So, how do you evolve your presentation? Go to the pros. For wardrobe, you can work with a personal shopper at a department store (some work for free). Update your hair with a new style (instead of telling your stylist what you want, ask for advice). Ask a friend or colleague (whose style you admire) for tips and suggestions. Try peppering your conversation with a new word each day to broaden your vocabulary (use it only if it makes sense and don't force it if it doesn't sound right). Find your cheeks hurting at the end of the day because you smiled and laughed more than usual. If you look professional, sound competent and seem approachable, you've presented your business in the best light possible.

Brita Bolane, *pare it down, inc.*, is a member of NAPO-San Diego. Contact her at brita@pareitdown.com.

(Continued from page 4)

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
Fairview Park Marriott,
Falls Church, VA
- 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
Tragara Ristorante,
Bethesda, MD

- 20 Book Club

June

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

No chapter meetings in July or August.

Our New Corporate Partner

Welcome Dave Mora Capitol Closet Design

Please visit www.capitolclosets.com or contact Dave at 703-827-2700. For more information on Capitol Closet Design and the other NAPO-WDC Corporate Partners visit www.dcorganizers.org.



PR Corner

Cheryl Larson, *Cheryl's Organizing Concepts LLC*, Victoria Robinson, *Clutterbucks*, Janet Schiesl, *Basic Organization* and Scott Roewer, *Solutions by Scott LLC*, were quoted in the Washington Times Article "Sorting out the problem" on January 30. The article addressed how "odd couples" (a neatnik and a clutterer) can turn to professional organizers for help and offered suggestions for living in harmony.

Karen De Loy Swain, *Space Matters*, taught a class called "Learn to Organize Like A Pro" on January 16.

Scott Roewer, *Solutions by Scott LLC*, was featured in a web exclusive interview for DC Style Magazine. Visit <http://www.dcstylemag.com>

Jessica Williams, *Clutter Doctor*, was featured in an article in the Old Bridge Observer newspaper on February 16.

Board Meetings

The next board meeting is scheduled for March 10, 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.

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.

Calling All Mentors!



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

The NAPO-WDC new Mentor Program is underway and ready for mentors to sign up. This program will provide potential, new and existing professional organizers with a source of training, guidance and advice. The support provided by experienced professional organizers will help those being mentored to develop or learn new skills and to start, grow and/or expand their businesses. Cheryl Larson, our Membership Director, was the first to register. Be sure to visit our website at www.dcorganizers.org to view her entry in the Mentor Directory.

Mentor Requirements

To become a mentor, you must be a member of NAPO for at least three years, a member of NAPO-WDC and have at least three years experience as a professional organizer. The fee for a mentor to be listed on our 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 [Members Only section](#) to register and complete the mentor application. Please note that all arrangements (time, costs and offerings) are to be established between the mentor and mentee.

For more details, contact Susan Unger, Mentor Program Coordinator at (703) 864-1055.

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

February Chapter Meeting Review



Heather Cocozza, PMP
Cocozza Organizing & Design
NAPO-WDC Secretary
www.CocozzaOrgdesign.com

Highlighted Chapter Announcements

- The March 31 chapter meeting will be roundtable discussions. Submit topics for discussion or presentation to Terri Fischer, Director of Programs.
- 150 people have registered to attend the Mid-Atlantic Regional Conference for Professional Organizers. If you plan to attend you should register as soon as possible as it is likely that the event will sell out.
- As a precursor to the nominations, the current Board of Directors presented the strengths they felt helped them in their positions and three things they loved about their board positions.
- Nomination forms for the new Board of Directors were distributed via email immediately after the February chapter meeting.

Speaker and Topic Highlights

The meeting topic was "Making Money

while You Sleep – Creating Passive Income."

Omar Soliman, Founder & CEO, College Hunks Hauling Junk, spoke on referrals and strategic partnerships. Referrals are 40% of his business, and he recommends you have a Referral Agreement with potential sources. Strategic partnerships are between companies with the same philosophies and standards that pass referrals passed to each other.

Kathy Jenkins, President, Organized A to Z, spoke about exploring options for passive income. You should consider the "level of passivity" and return on investment (ROI). Jenkins described each of the following sources, presented from least effort to greatest effort:

- Affiliate programs
- Referrals to colleagues or business partners
- Speaking engagements (pro-bono or paid)
- Writing articles for publications or newspapers
- Workshops
- Phone consultations
- Tele-seminars/webinars
- e-bay
- E-books/audio books/print books/DVD's/videos
- Producing a product

Welcome New Members!

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Angie Waight
Tip Top Tidy Up
301-512-8855
angie@tiptoptidyup.com

There are currently 131 members and 5 Corporate Partners in NAPO-WDC. 52 members attended the February meeting and the chapter hosted 8 guests that evening.

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-ueseb@yahoo.com.

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

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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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
January 2008	1,360	2,138 1.57 visits/visitor	8,099 3.78 pages/visit	79,695 37.27 hits/visit

Last Year	Unique Visitors	Number of Visits	Pages	Hits
January 2007	1,277	2,062 1.61 visits/visitor	7,632 3.71 pages/visit	81,590 39.56 hits/visit

Fun Fact: You can now register to be an Organizing Mentor! Visit <http://www.dcoorganizers.org/mentor-program.php> and sign up today.

Marketing Advice from the Pros

A Strategy for 2008 Put your thumb print on it!

Monica Delius
Stellar Organizing Services, LLC
www.stellarorganizing.com

The new year is a good time to reflect on your business's progress over the past year and plan how you want to develop it in the new year. Your marketing strategy plays a key role in this and it can be broken down as follows:

Goals: To determine your goals for your business, ask yourself the following five questions: What is your ultimate goal or dream? What are your goals for the next five years? What is your goal for the upcoming year? How much time can you dedicate to meeting your goals? What financial resources do you have available? These are all very important questions to review. Really spend some time thinking about what you want for your business.

SWAT (strength, weakness, opportunities, threats) **Analysis:** This analysis helps you

pinpoint where your business is today, what your business' strengths are and the challenges facing your business. Next, review what new opportunities there are for your product/service. Finally, determine if there are economic or situational threats that may affect your business.

Target Market: Determine your target market. Although it may be fun to network with all kinds of people, ask yourself if they fit your target market. Who is your ideal customer? How old are they? Are they male or female? What is their income level? Where do they live? What avenues can you use to target this market? Is it someone from your networking group, a friend with a certain type of business or the associations you belong to? Sit down and make a list of good referral sources for your target market.

Branding: Does your business have a consistent image that is portrayed in all your marketing materials? How would you describe your company's brand? This helps your business stand out from the competition and be easily recognized. Build your brand around your customers.

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Marketing Advice From the Pros

(Continued from page 8)

Survey them and ask them what they want. Think of companies like Target, Caribou Coffee or McDonalds. What image do they portray?

Key Message: A key message describes your product or service and what sets you apart from your competition. This message is directed to your customer and lets them know how your services will benefit them. For example, don't say, "We sell women's sportswear" instead say "We sell the trendiest women's sportswear".

30 Second Commercials: This is the time you have to tell someone why they should do business with you. Focus on the benefits of your product or service and not the features. For example: General Contractor - "We make improving your space a seamless process. Our team of experienced professionals will work with you to put together the best renovation plan based on your budget, timeframe and goals.

We'll do all of this for a fair, honest price with a minimal interruption of your business."

Marketing Mix: Review the type of marketing

avenues that you want to use for your business. Some examples include print communications, networking, public speaking and sales promotions. Next, rank them in the order of importance. Take advantage of free or low cost marketing such as teaching classes, speaking at a seminar, asking for testimonials and referrals, donating time to a community event, sending customers a gift for their birthday or writing an e-newsletter. There are many low cost ways to promote your business. You just have to decide what the right fit is for you.

Market to Existing Customers: When working on your marketing strategy don't forget your existing customers. Eighty percent of your business comes from existing customers and their referrals. These cus-

tomers are your best sales force. If they are happy with your services, they will recommend you to their friends. It is ten times cheaper to keep an existing customer than to acquire a new one. Satisfied customers will tell an average of five to eight people about their experience with a company. Dissatisfied customers tell 10 - 16 people. Make sure to know your existing customer's preferences and target their specific needs. Customers want to hear from you and feel valued. You can do this by sending birthday cards, holiday cards and gifts or just picking up the phone or sending an e-mail. Remember that your customers want to hear from you. They want to feel valued. By keeping in touch with your customers, you are reminding them that you are still there. Remember, out of sight is out of mind.

Always gather data on your customers and reward them for their purchase. You can do this through exclusive clubs (think of Barnes and Nobles customer card), coupons, etc. Pay attention to what your

customers and others are saying about your business. If the same question keeps coming up you might need to readjust your ser-

vices. Drive people to your website by keeping it fresh with promotions, events and coupons through your site.

There are so many affordable options for marketing to current as well as new customers. It is important to find the right mix for your business and your customers and to put your thumb print on it. Take some time in the new year to review your business marketing strategy and goals, and to decide where you want to be twelve months from now.

This article was compiled with Stacey L. Ackerman, *Small Business Builders* www.smallbusinessbuilders.com

Monica Delius, *Stellar Organizing Services, LLC* is a member of NAPO-MN. Contact her at www.stellarorganizing.com

(Continued from page 8)

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.

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.dccorganizers.org/become-corporate-partner.php

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

Nine Golden Circle members gathered at the Daily Grill in Tysons Corner on February 10.

We enjoyed a lively discussion about working with employees and subcontractors. Many thanks to all who attended, asked excellent questions and graciously shared their knowledge with the group.

Upcoming Meetings

Our next gathering will be at the conclusion of the Mid-Atlantic Regional Conference on **Saturday, March 1**. Please join us in the Wine Bar of the Double Tree hotel for a no-host cocktail hour starting at 6:00pm. We hope those Golden Circle members visiting from other cities will stop by as well.

We will also meet at 6:00pm on **Sunday, April 27** in the private dining room of La Madeleine, 11858 Rockville Pike, Rockville, MD 20852. Menu information and a map are available at www.lamadeleine.com. The topic of discussion will be "The Future of the Golden Circle." Please RSVP to Jessica Williams to secure your place at the table!

Ask the Expert Table

At each chapter meeting an Ask the Ex-

pert 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 Susan Kousek and Gladys Kozlik, our hosts at the February meeting.

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>.

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. As a Golden Circle member you will be allowed to attend special sessions at the NAPO national conference 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.

First Annual NAPO Talent Show!

Did you know that there are those among us who can tap dance or ride a unicycle? The inaugural NAPO National talent show will showcase your colleagues in a way you have never before witnessed or suspected! There will be a panel of judges awarding prizes to the top participants.

Look for a signup form in your conference registration to attend the show.

If you have questions or you'd like to volunteer, e-mail the coordinators at talent-show@napo.net.

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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



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SAVE THE DATE!

Member Only Event



NAPO-WDC
 Membership
 Appreciation and
 Awards Dinner

Monday, May 5th, 2008
 6:30pm

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Stay tuned for more
 information.

www.dcorganizers.org

