



Capital News & Views

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www.DCorganizers.org

October 2008

Rescuing the Info-Junkie

Next Chapter Meeting - October 6, 2008

Tech-Savvy Strategies to Organize Digital Hoarders

What are taxonomies, meta tags, and meta data? More importantly, what do they have to do with professional organizing? If your clients struggle with an unending and overwhelming bombardment of electronic information, your grasp of these tools and concepts will help you organize them. Some people just can't get enough information. But like physical "stuff", digital "stuff" needs to be sorted, purged, classified, labeled, and stored for quick retrieval. If your clients are drowning in electronic documents or have declared their computers a digital disaster area, you can help! This session demonstrates how to use new technology tools to enhance "findability" for your clients (the holy grail of the organized life!) and to

manage information and knowledge as useful assets, not buried treasures.

Jocelyn Coverdale, founder of *Ballantrae Organizing Solutions* and [TechSavvy Organizing.com](http://TechSavvyOrganizing.com), specializes in productivity training and organizing consulting for busy professionals, whether they choose to live in the world of paper or the world of "1's" and "0's". She is an IBM-certified technical trainer, a Paper Tiger and EasyReach consultant, and, admittedly, something of a "geek".

Ask the Experts Focus Group

Come early (6:15 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.

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October 6 Chapter Meeting Information

Hyatt Regency Bethesda
7400 Wisconsin Avenue
1 Bethesda Metro Center
Bethesda, MD 20814
(301) 657-1234

Bethesda.hyatt.com

Parking is \$7.00 at the hotel or by the hour in several nearby public garages (75 cents per hour for the first 3 hours). Quarters are required.

6:30 - 7:00 pm Registration, Networking and "Ask the Expert" Focus Group

7:00 - 9:00 pm Business Meeting and Program

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

Professional attire please.

**This Issue
Technology for
You and Your
Client**

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Tech Tools to Try



Michelle Bogert
SatisFunctional Spaces
NAPO-WDC Chapter President
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As organizers, we are always looking for the next “this will change my life and make me more efficient and effective” tool! When it comes to high-tech tools, the choices are becoming endless -- calendar and time management software, project management software, online planning tools, photo organizing software, document and database management tools just to name a few. Deciding which tool is best suited for you or your client’s needs is an important part of the organizing process. I would like to introduce three tools to consider:

- Most people speak over 120 words per minute, but type less than 40 words a minute. Turn your words into action by using voice recognition software. **Jott.com** can really help you stay on top of everything. With a simple phone call you can capture notes, create tasks and make calendar appointments. You can also set [Jott reminders](#) on any email or Outlook task and they get sent via text message to your cell phone. Jott helps you stay in touch with friends and family by drafting emails while you are away from your computer. Tell Jott where you want your message to go, they capture your voice, [turn it into text](#), and send it to the destination you choose.
- There is a new alternative to Quicken called **Mint.com**. This online money management site does not require a lot of initial set up time, will automatically pull together your bank and credit card data, and provide an up-to-date view of your financial situation. Mint alerts you when you are exceeding your personal budget, have a low balance or need to pay a bill. Using a search algorithm, Mint constantly searches through the thousands of annoying offers from hundreds of providers to find the best deals on everything from bank accounts to credit cards to cable, phone and Internet plans. Mint connects to more than 5,000 US financial institutions. Your account information is updated daily. Mint automatically categorizes all your purchases, showing you how much you spent on gas, groceries, parking, rent, restaurants, DVD rentals and other expenditures. Mint claims to be a safe and secure online money management system by never learning your identity. You can get to Mint anywhere, anytime over the Web with bank-level data security. You will also have the peace of mind that your data is backed up every second.
- **Wrike** is a full-featured and easy-to-use [project management software](#) product that helps you save time on planning, processing, tracking and completing your projects. Wrike offers a new approach to Web collaboration based on email communication. You don’t have to leave the familiar environment of email. It turns what is often an email mess into organized projects. It creates online shared space from emails that you send to your peers. Together, you can discuss files and organize tasks the way you like. Wrike reminds you about overdue tasks and notifies you about changes in the workspace. Wrike works with any desktop, Web-based and mobile email software, including Outlook, BlackBerry and Gmail.

You never know – one of these new technology tools may be just the right fit for you or a client looking for the next big thing!

Constant Contact®



Susan Kousek,
Balanced Spaces®, LLC
Chapter CPO® Liaison
www.balancedspaces.com

Before discovering Constant Contact, I promoted my open enrollment GO System Workshops by creating a flyer in Publisher and printing to a PDF file. I then created an email message addressed to myself and attached the PDF file. Some people don't like to open PDF files, so I repeated a lot of the text in the email message. Because my ISP limits the number of recipients, I had to copy the message a few times, and cut and paste email addresses into the bcc field. It worked okay (people signed up for my workshops), but it was very impersonal and it didn't look very good. Plus, it was time-consuming.

I had heard of Constant Contact and other email marketing services, so I looked at newsletters I liked to see what they used. The majority used Constant Contact. It made my decision easy.

When I scheduled my next open enrollment workshop, I signed up for Constant Contact. Wow, I thought, this is cool! It's fun to create something and they make it easy. Their web site has a lot of resources: online tutorials, live webcasts, FAQs, email support, live chat, and a toll-free support number where you can actually talk to real people Monday-Friday, 9 am to 9 pm.

They have all sorts of templates from which to choose (42 newsletter templates, 22 event templates). Each template is composed of boxes for the title, body, table of contents, coupon, etc. You can delete boxes, add boxes, change the background, text color and fonts, and insert your own images, for a customized look.

I selected a template, changed the colors to match my business card and entered text. I added some photos in the left sidebar box, as well as links to my email address and web site, plus a discount cou-

pon. And, of course, I have links to register for the workshop

After "previewing" your message on the screen, you can send a test message to yourself and a few others. Click the Anti-Spam Check to make sure you're not using words that will trigger spam filters.

Once it's ready to go, it's easy to send. You select the list(s) of recipients and schedule it for immediate delivery or for a future date and time.

Now, when I schedule another workshop, I make a copy of my previous workshop email, change the dates, and send it out to my lists. It takes maybe two minutes — I love it! The first time I sent out my workshop promotion using Constant Contact, I felt I needed to do something more. It was so easy compared to my old way. An added bonus: I got a registration sign-up within minutes of sending it out.

You can create a sign-up box to put on your web site and have a link in your email signature line (one of my next projects). Constant Contact offers a few ways to add email addresses yourself: Type them in, cut and paste, or import them from a file (.txt, .csv, or .xls). Include the first name whenever possible. The greeting block automatically includes "Dear _____ (first name)."

Constant Contact stresses that your lists should be permission based (nobody likes to be added to a list without being asked first). Your email messages automatically include a link so people can easily unsubscribe. I also select the option to include a "Permission Reminder" at the top.

You can add people to more than one list. If you send an email to multiple lists, duplicates are automatically eliminated so each person receives it only once. If you import a name and the email address is already there, it's ignored so you won't have duplicates.

Your Constant Contact email messages and lists are stored online. You can export the information from your lists of ad-

(Continued on page 4)

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NAPO-WDC Chapter 2008-2009 Calendar

September

- 8 Chapter Meeting:
The Art of Pre-
Assessment
Westin
Tysons Corner
- 23 Book Club North
- 25-27 NSGCD
Conference
St. Louis, MO

October

- 6 Chapter Meeting:
Tech-Savvy
Organizing
Hyatt Regency
Bethesda, MD
- 22 Book Club South

November

- 1 New Member
Brunch
Invitation Only
Clarksburg, MD
- 3 Chapter Meeting:
Roundtable
Discussions
Westin
Tysons Corner
- 18 Book Club North

December

- 1 Chapter Meeting:
"My Mother's
Garden"
Hyatt Regency
Bethesda, MD
- 10 Book Club South

January

- 5 Chapter Meeting:
Organize Your
Estate
Westin
Tysons Corner
- 20 Book Club North

(Continued from page 3)

dresses so you have your own backup.

A great feature of Constant Contact is that you can track lots of information: email bounces, how many are opened, how many are forwarded, how many opt out, etc.

There is a lot more I can do with Constant Contact – I feel like I'm just scratching the surface. Thanks to the ease of use, I finally started my organizing tips newsletter and am working on my third issue.

www.constantcontact.com

- Free 60-day trial (no credit card required).

- The cost is \$15/month for up to 500 names. This allows uploading of five images to use in your emails. For additional \$5 per month premium image hosting is available, which allows more images and increased flexibility for resizing. The cost is \$30/month for 501-2,500 names.
- Discount if you prepay for 6 or 12 months.
- Get a \$30 credit if you sign up through a current user. Ask someone who uses it for the link to the free 60-day trial + \$30 credit if you convert to a paying customer.

Picasa



Florence Lehr
OrganizationWorks, LLC
www.orgworks.com

In past issues I've discussed using the Intuit products Quickbooks/Quicken to manage both your personal and busi-

ness finances. In this article I want to introduce everyone to a photo/movies/music editing and publishing software called Picasa. Picasa is a great FREE product from Google which can be used to manage, edit, and publish your photos – to your email, to your blog, or to your website. It also allows you to post your photos to a personal library on the web for clients, friends and family to view them.

Like other photo editing software, Picasa has basic editing functions including cropping, red eye removal, fixing the color and contrast, and adding special effects. A preview of each change is shown in the left corner of the screen. Like many other products, it keeps a copy of the photo/movie before the change should you want to revert to the original image.

Perhaps the best and most distinguishing capability of Picasa is that it finds all the

photos on your PC and presents them all to you on screen in a library format which you can easily scroll through. Not only does it find all the photos, it also organizes the folders by year based on the create date of the photo files and by what you've done with them (emailed, recently edited, collaged, etc).

This new version will also allow you to geotag, or add geographic identifications, to the photos with the location where they were taken using a link to Google maps, a really great feature if you're like me and can't remember months later where you took a picture. Other useful and fun features include easily adding captions, watermarks, or text to photos. Picasa also has formats to create collages, cards, posters and prints from your photos.

Picasa 3.0 is currently available in a beta version and can be downloaded from <http://picasa.google.com>. Beta means that it is a trial version released with some known bugs but stable for consumer use. Currently Picasa is only available for PCs running either Vista or XP. If you have a Mac and want to use Picasa you can run it using Crossover Mac. Picasa for the Mac should be available later this year.

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5 Quick Tips

for Helping Clients Eliminate Email Overload



Lauren Halagarda
The Organization
Connection
NAPO-WDC Treasurer
www.2OrganizeU.com

1. Stop using your inbox as a to-do list (and a database, contact manager, calendar, etc.).

Whether addressing paper or email, an inbox is defined as a *temporary* location for storing *incoming* mail. Once you have received and reviewed it, move it to the next step in the process.

2. Check email only 2-3 times a day.

Turn off the notification sounds and messages and stop checking email every 5 minutes.

3. Implement a consistent process.

When you do check email, follow a consistent process for dealing with and prioritizing the actions contained within your email messages. Don't get thrown off

track by trying to do everything right away - you'll never finish processing.

4. Add some additional tools to your arsenal.

Many emails contain email addresses, phone numbers, addresses, appointment information, a to-do, etc. Find software that's easy to use and integrates contact management, calendaring, and task functionality for the most comprehensive email management system.

5. Quick retrieval is key.

We keep messages in our inbox so we can find the information when we need it. Once processed, move all of your retained messages to a single 'processed' folder and install a desktop search engine. Look for one that allows you to preview messages and act on them, navigating quickly and easily from whatever program you are working in. If you're not using desktop mail software, a desktop search engine is still extremely helpful in locating documents and files.

NAPO-WDC is looking to grow our Corporate Partner (CP) program. We are in need of your help. The Corporate Partner committee is in need of volunteers to assist with our recruitment efforts and serve our current CPs. Do you want to help shape the future of NAPO-WDC? Volunteer today! Contact NAPO-WDC Corporate Partner Director, Kim Oser at corppartners@dcorganizers.org or 240-350-9091.

Become a Certified Professional Organizer® (CPO®)

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

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.



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February

2 Chapter Meeting:
Best Business
Practices
Hyatt Regency
Bethesda, MD

18 Book Club South

March

2 Chapter Meeting:
Envisioning the
Future
Westin
Tysons Corner

24 Book Club North

April

6 Chapter Meeting:
Reduce, Reuse,
Recycle, Rethink
Hyatt Regency
Bethesda, MD

22 Book Club South

29-
May 2 NAPO National
Conference
Orlando, Florida

May

4 Chapter Meeting:
Annual Awards
Dinner
TBD

19 Book Club North

June

1 Chapter Meeting:
A Few of Our
Favorite Things
Hyatt Regency
Bethesda, MD

17 Book Club South

July

TBD Book Club North

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

PR Corner

Karen DeLoy Swain, *Space Matters*, taught a "Learn to Organize Like A Pro!" workshop, September 17.

Janet Schiesl, *Basic Organization* and Alisa Levy, *Embrace Your Space*, taught a Quantum Leap Paper Management class at the Patrick Henry Shelter in Falls Church, VA, September 15.

Sandra Merrigan, *Organizing Matters*, did a presentation for the organization "40 Plus" on getting your home and/or residential office organized, July 14.

Janet Schiesl, *Basic Organization*, presented "10 Rules of Organizing" to a MOPs group in Leesburg, September 23.

Sandra Forbes, *Forbes Organizing*, spoke to the Oak Hill Elementary School PTA on "Big Back to School Blunders (and how to avoid them)", September 4.

Jackie Kelley, *Clearing House*, and Donna Cameron, *DCN Organizing*, presented a paper management class through NAPO's Quantum Leap program to residents of Montgomery County Coalition for the Homeless, Seneca Heights Apartments, Gaithersburg, MD, June 12.

Jane Campbell, *Back In Sorts Organizing Systems*, spoke on organizing advice about relationships at Geneva Presbyterian Church in Potomac, MD, August 17.

Lauren Halagarda, *The Organization Connection*, posted on the blog Unclutterer.com, Garage Organization, August 7 and Email Overload, September 2.

Book Review

Rockville Pike by Susan Coll



Reviewed by
Melanie Patt-Corner
Cabin John Organizing
Melanie@dorsetwest.com

Once a year, our book club reads a work of fiction. On July 15, our meeting had an unusually large and vocal group for the middle of summer. We met to discuss *Rockville Pike*, by Susan Coll, but went happily astray for the first hour. We had a discussion about clients who have had wild mice and/or rats wandering through their homes and the resulting health risks to us from hantavirus. It was almost as much fun as telling ghost stories around a campfire. By the time we were back on topic, we had learned never to sweep up or breathe near mice or rat droppings without proper knowledge and protection.

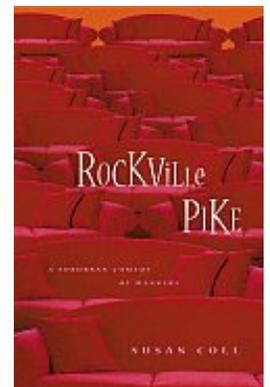
While *Rockville Pike* was not a novel about organizing, the main character Jane Kramer, was certainly in need of both a professional organizer and a therapist. The story opens with Jane living in a house that her husband had bought and furnished without consulting her. She complains that she is stuck helping to run the family big box furniture store in Rockville when she was meant to be living a glamorous life in New York City. Her teenage son has just gone Goth and her husband is binge eating and has taken up with one of his sales reps. She has too many clothes in her closet that don't suit her present needs, a house full of stuff that she doesn't like or want, and a life devoid of friends. The family furniture

store is losing huge amounts of money. Her business and personal checking accounts are in the red. What does Jane do? She starts shopping to relieve stress, find happiness and get revenge on her husband. She avoids opening her mail, answering her phone or even listening to her message machine.

Jane finally finds happiness when she takes over hosting a few scrapbooking sessions for an acquaintance and discovers that she is both an excellent listener and a great salesperson/memory consultant. Before she can find solutions to her numerous problems, Jane takes the train to New York City on a comical wild goose chase after her son (who has gone to a concert without permission) and her husband (who has gone to tour furniture showrooms with another woman). Dramatic events on the trip include stolen wallets, rejected credit cards, a hi-jacked car, a crossdresser and a hotel room taken in her husband's name but inhabited by criminals. Jane loses her suitcase and ends up barefoot and drenched in the New York apartment of a potential love interest. It turns out he only wants to consult her memory. Jane returns safely home and, while everything comes out alright in the end, she could still use a professional organizer.

Hantavirus Pulmonary Syndrome

Hantavirus pulmonary syndrome is a deadly disease that attacks the lungs. The virus is spread by deer mice (Southwest), cotton and rice rats (Southeast), and white-footed mice (East Coast). The virus is caught by breathing in droppings or nesting materials from contaminated mice. The best way to avoid the virus is to wear gloves when working around infested areas, to wet the area with a bleach solution, and to not stir up dust by vacuuming or sweeping. Symptoms include fever, deep muscle aches, and shortness of breathe. Treatment calls for immediate care in the ICU with incubation and oxygen therapy to alleviate severe respiratory distress.



Share the Experience!

It's not all about the money



Amy Goldberg Cutler
The Runaround
NAPO-WDC Director
of Marketing
NAPO in the Schools
Liaison for NAPO-
WDC
www.runaround.com

The other day my son said to me "Working isn't only about the money. It's about being happy." On the surface, it seemed like another strange teenage comment. Then I stopped to think about it and realized that he is right. Choosing a job that you can enjoy getting up for in the morning is important. Reflecting on both my current and past clients, I realized that some of my most rewarding experiences were those with the least financial gain. One particular client comes to mind. She

is someone who has a critical, ongoing need for my help. She has a limited income with only a government disability check and social security. For several months, she struggled to pay my full rates. Then she tried to make it on her own, but found herself unable to cope with the task of staying organized. I realized that helping her maintain her quality of life was far more important to me than the financial aspect of my business. I had too much invested to see her fail. Cutting my rates to make my services affordable to her was the best business and personal decision I could make. It has paid me in ways that I could never have imagined. Not only has she referred me to others, but the reward I have gotten from her gratitude is, as they say, "priceless."

Route 66 Meetings

Janet Schiesl
Basic Organization
www.basicorganization.com

Last summer a group of NAPO-WDC members living near Route 66 began meeting informally. The gatherings are for the purpose of getting to know and sup-

porting each other. We meet the third Thursday of each month at 7pm in the upstairs café of the Fairfax Wegmans grocery store. Any chapter members interested in joining the group are welcome to attend. Contact Janet Schiesl at janet@basicorganization with questions.

Welcome Our New Corporate Partner

John Long from More Space Place

Please visit www.morespaceplace.com or contact John at 703-415-2500. For more information on More Space Place and the other NAPO-WDC Corporate Partners visit www.dcorporators.org.



NAPO-WDC Chapter Membership Dues

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

Regular chapter member (local)	\$165
Regular chapter member (non-local)	\$120
New member one-time processing fee	\$ 25
Corporate Partner	\$275
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, Karen Swain 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

Newsletter Information

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Newsletter Topic Schedule

Sept	Client Assessments
Oct	Technology for You and Your Client
Nov	Donation and Disposal
Dec	Coaching
Jan	Financial Organizing
Feb	Great Products
Mar	Special Interests
Apr	Home Staging
May	Organizing Generations
Jun	Growing Your Business

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Book Clubs

Book Club North

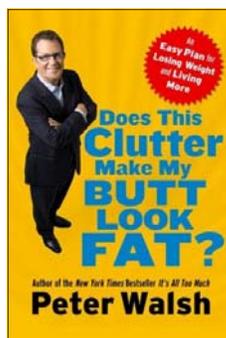
Coordinator: Lynn Meltzer
Clutter and Paperworks

When: Tuesday, November 18, 7pm

Where: The Home of Lynn Meltzer
Bethesda, MD

Book: *Does This Clutter Make My BUTT
Look FAT?*
by Peter Walsh

Peter Walsh again writes about clutter.
The clutter around you and the clutter in-
side you that prevents
you from living the life
you want.



This book is also about
you and your relation-
ship to your body.
What you think about
it, what you put into it,
how you treat it, and
whether you are happy
with it.

Book Club South

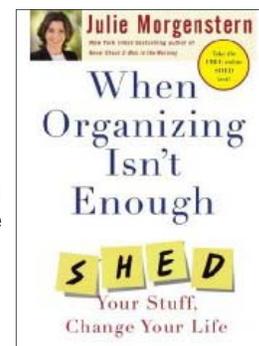
Coordinator: Judy Parkins
Gently Organized

When: Wednesday, October 22, 2008

Where: Gently Organized Office
Alexandria, VA

Book: *When Organizing Isn't Enough:
SHED Your Stuff, Change Your
Life*
by Julie Morgenstern

Expert organizer Julie Morgenstern has
developed the four-
step SHED plan to
help you get un-
stuck. This organiz-
ing book will help
when you're eager
to make a change in
your life, but you are
unsure of your new
destination - - you
need to SHED.



The NAPO-WDC Book Clubs meet every month and choose their 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 for both the North and South Book Club. RSVP to Lynn Meltzer at arnielynn@verizon.net or 301-530-3551 for directions to the Book Club North meetings. RSVP to Judy Parkins at judy@gentlyorganized.com or 703-548-1000 for directions to the Book Club South meetings.

New Member Brunch

Calling All New Members: Save the Date!

Saturday, November 1, 2008
10:00 am until 12 pm
Home of Cheryl Larson, Clarksburg, MD

We invite our newest chapter members to
be our guest for brunch. If you have joined
the chapter since April of 2008, this is
your 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 of your
membership.

Please direct any questions and your
RSVP by October 25 to Karen Swain at
membership@dcorganizers.org.

Golden Circle Report



(Continued from page 8)



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

Our next Golden Circle event will be held in Northern Virginia on the afternoon of Sunday,

October 19. Bill Rolph has graciously agreed to open his home for our potluck gathering. Meeting time and directions will be shared via email closer to the date.

We will discuss taking our businesses to the next level. Even though we have all been organizing for 5 years or more (some 20+!), many of us are wondering about what the next step is for our business. Should we change our marketing

tactics, alter the types of services we offer, prepare for CPO certification, take on subcontractors or employees, write for profit, sell our business? Each member will have a chance to talk about their future goals and we will explore the idea of forming small groups for long or short-term mentoring and mutual accountability.

Ask the Expert Table

At the beginning of each chapter meeting, an "Ask the Expert" table is hosted by Golden Circle members. This gives new folks an opportunity to ask questions of more seasoned organizers and for GC members to give back to the organizing community.

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 Lauri Mennel, ltarver@austin.rr.com. 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 any time.

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 40 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.

Board Meetings

The next board meeting is scheduled immediately preceding the October 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, Michelle Bogert, one week prior to the meeting.

Welcome New Members!

Peggy Backus
pegbackus@aol.com
703-307-1251

Tinuke Ige
tige@perqsoleil.com
202-362-7224

There are currently 149 members and eight Corporate Partners in NAPO-WDC. 59 members attended the September meeting and the chapter hosted 10 guests that evening.

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

Education

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

1. Free admission to all monthly chapter education meetings.
2. Mentor program for new and aspiring organizers.
3. "Ask The Expert" program available to guests and members offering personal and professional support.
4. Enhanced membership identification for Golden Circle members and CPOs®.
5. 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.
3. Book club meetings held bi-monthly.
4. Media exposure through

(Continued on page 11)

September 8 Chapter Meeting Review



Sandra Merrigan
Organizing Matters
NAPO-WDC Secretary
organizingmatters@yahoo.com

The Board of Directors has purchased two presentation kits to be used by Chapter members for "NAPO in the Schools[®]" presentations. One kit will be kept in Virginia by Sandra Forbes and the other in Maryland by Amy Goldberg-Cutler. Chapter members who have taken the training should contact Sandra before contacting a school. In order to avoid duplicate contacts, she will record schools who have been contacted, requests for presentations, and the locations of presentation kits.

Please contact Sandra at Sandra@ForbesOrganizing.com with questions and more information. Amy may be contacted at marketing@dcorganizers.org.

Would you like to be part of the NAPO-WDC list serve? It's a great forum to share information and ask questions between meetings. For information on how to join contact Kim Oser at corppartners@dcorganizers.org.

ners@dcorganizers.org. Kim is always looking for additional corporate partners. If you have any recommendations, please let her know.

The presentation this month was "The Art of the Pre-Assessment" by Mindy Godding (CPO[®] and CPO-CD[®]) and Katherine Lawrence (CPO[®]) from *Space Matters*. Pre-assessment is the critical step between successful marketing and setting up an appointment.

Their engaging presentation highlighted the reasons for pre-assessment:

- Testing the client "fit"
- Targeting your niche
- Building trust
- Setting expectations'
- Identifying potential deal breakers
- Laying the foundation of professionalism and
- Growing your business

Space Matters, out of Richmond, Virginia, offers a variety of classes in organizing and can be contacted directly for more information.

Web Site Report



Theresa McDonald
Precisely Right Organizing
NAPO-WDC Director of Communication & Technology
www.preciselyrightorganizing.com

Month/Year	Unique Visitors	Number of Visits	Pages	Hits
August 2008	787	1,226 1.55 visits/visitor	5,308 4.32 pages/visit	52,718 43 hits/visit
August 2007	937	1,321 1.4 visits/visitor	4,319 3.26 pages/visit	50,551 38.26 hits/visit

Fun Fact: January has been the busiest month in 2008 for unique visitors and hits to the NAPO-WDC website.

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For more information, please contact
Karen Swain at (703) 534-5450
karen@myspacematters.com



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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.

Benefits

(Continued from page 10)

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.

Information & Referral Line

202-362-NAPO (6276)

www.DCorganizers.org

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