

Film Screening and Discussion: My Mother's Garden

Next Chapter Meeting - December 1, 2008

In the suburban setting of Granada Hills, California we see a 61 year old woman pushing a grocery cart to her front door. We watch her climb through a window covered in ivy and cob webs into her house, stepping on top of stacks of newspapers, piles of debris, rotting material, clothing, and toys; a living mass of waste that has literally pushed her out of the house and into her garden.

My Mother's Garden is the story of Eugenia Lester whose hoarding disorder has entered a dangerous, life threatening stage. Directed by her daughter Cynthia, it documents how one family comes together to cope with their mother's disorder and rebuild a lost sense of family. My Mother's Garden was an official selection of the 2006 New York IFP Market and was a finalist for the IFP



Eugenia and Cynthia Lester stand with Scott Roewer after the movie showing.

Socially Conscious Documentary Award. The film has also received support from the 2007 New York State Council For the Arts and the 2007 Pacific Pioneer Fund.

Director Cynthia Lester writes:

My personal journey through this documentary was necessary to heal the wounds of abandonment, isolation, and dependency that are often present when raised by a parent with a persistent mental illness. Though my brothers and I are now adults, we all feel a deep need for a stabilizing center for our family, a permanent place to call home. This longing for stability has caused disorder in our lives, both socially and emotionally. Through this documentary, I am applying my experience in social work, art therapy, and filmmaking to my own family. I hope that the film can be therapeutic as well as a creative work of art that will help bring awareness to the issue of mental illness and also reach others who are sympathetic to this subject matter.

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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This Issue
 Coaching

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40 Plus Gets Organized for GO Month® 2009



Amy Goldberg-Cutler
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www.runaround.com

Now in its fifth year, Get Organized (GO) Month is designed to increase awareness of the benefits of being organized as well as to give back to the community by

providing organizational assistance. This year three non-profit organizations applied to be the recipient of our chapter's GO Month efforts: A Wider Circle, The National

Alliance for Mental Illness – Montgomery County and 40 Plus of Greater Washington. While they all provide valuable services to the community, the NAPO-WDC Board of Directors has voted to accept 40 Plus of Greater Washington as our 2009 GO Month recipient.

During these challenging economic times, the services offered by 40 Plus are needed by increasing numbers of workers

“The mission of 40 Plus of Greater Washington is to facilitate and support career transitions for people with substantial business or professional experience through training and volunteer experience.”

in our communities. The organizing services provided by our NAPO-WDC Chapters members will enable the volunteers at 40 Plus to work more efficiently by helping them improve their systems, organize supplies and upgrade the overall functionality of their offices.

Volunteering to participate in GO Month 2009 is a great way for both new and seasoned professional organizers to provide hands-on solutions to the challenges fac-

ing non-profit organizations in the greater Washington, DC area. Members can get to know each other by working together for this great cause. Please join us by volunteering for our

GO Month activity. It is tentatively scheduled for January 31. Contact Amy Goldberg-Cutler at marketing@dcorganizers.org if you are interested in joining your fellow professional organizers for this January activity or if you have any questions. We look forward to seeing you there.

December 1 Chapter Meeting Location

Location

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.

Agenda

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.

Why I Decided to Become a Trained Coach



Helen Montfort
Creative Order
hsmontfort@mac.com

After seven years as a professional organizer, I began to feel a need to help my clients even more. Yes, I was able to help them organize their homes. I had a lot of very happy clients but

some needed me to come back and "clean up" again and again. They liked what we had achieved but they couldn't maintain this organization on their own. I also found that for a majority of my clients, getting their personal things organized was just the first step in getting their lives organized. As we cleared up their things, they started to share more of the personal "stuff" about their lives.

I eventually realized that I wanted to help my clients not only transform their homes but also help them create the life that they wanted to live. I had heard about life coaching and, in 2006, became a trained

coach through The Coaches Training Institute. I began to incorporate coaching into my in-person organizing sessions as well as my coaching over the phone.

Coaching and organizing are a natural fit. With coaching, clients are able to find their own solutions not only to their organizing issues, but also any issue that they want to discuss. The coach is not an expert but more of a facilitator in helping clients achieve their goals. The coach, through really listening to the client, helps the client gain insight into not only what they want to do but also how and when they will do it. This works for organizing their home or schedule or even fulfilling a dream. The coach is there to be supportive and to hold the client accountable for their plan.

Coaching has become an integral part of my organizing. It is hard for me to separate the two aspects of my business. If you are interested in learning more about becoming a coach, feel free to give me a call and we can talk about it. Helen Montfort at 301-320-8970 or hsmontfort@mac.com. There is a bit of a coach in each of us.

Coaching Training

If you are interested in learning more about becoming a coach, the following list will get you started in your search.

There are a variety of places and ways to become a trained coach. Some are taught in person but most are taught via telecourses. You can take a general life coaching training or specialize in a topic, including ADD. There is also a program just for professional organizers.

www.thecoaches.com

Coaches Training Institute
In person training

www.coachinc.com

Coach U

www.organizercoach.com

Organizer Coach Certification

Taught by Denslow Brown

www.addcoaching.com

ADD Coach Academy

www.addecoach.com

The Optimal Functioning Institute

www.coachfederation.org

International Coach Federation

The ICF is the recognized certification board for coaches

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Container Store Open House

September

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



Janet Schiesl
Basic Organization
www.BasicOrganization.com

To celebrate their 30th anniversary, The Container Store invited NAPO-WDC members to a wonderful open house at the Arlington, Virginia store on November 12. Store managers Erin Lander and Kevin Postell

welcomed all who attended with a lively discussion of their newest offerings. The new "Click and Pickup" allows you to shop on The Container Store website, place and pay for an order, and pickup at the store of your choice. This service will save you time at the store and shipping costs. Erin and Kevin also highlighted Elfa's newest products — Elfa Free Standing and Elfa Utility. During the Q&A portion of the discussion, the managers answered questions from organizers about their green products, the January Elfa sale and the NAPO discounts. The Container Store management offered their direct NAPO email address that any member can for-

ward suggestions or ideas they have directly to the marketing department. It is NAPO@containerstore.com.

The afternoon continued with a guided tour of the store, complete with an explanation of the store layout. Additional staff members who demonstrated the installation of the Elfa Free Standing and Utility products joined them. Staff members also identified eco-options and their gift-wrap display, amongst their many options of creative storage solutions.

The day ended with a group photo and NAPO-WDC member, Kim Kloster winning a \$50 gift card from the Container Store. Kevin Postell said, "I enjoyed meeting all of your very enthusiastic members. We were delighted to host such an event for our very best customers."

We want to thank The Container Store staff for the warm welcome, great information, fabulous customer service and wonderful treats. No wonder The Container Store is an organizer's favorite store!

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:
Am I Making a Living
at This?
Westin
Tysons Corner
- 13 Book Club North



NAPO-WDC members visit The Container Store in Arlington, Virginia.

(Continued on page 5)



Members listen to the presentation by The Container Store management team.



(Continued from page 4)

February

2 Chapter Meeting:
Reduce, Reuse,
Recycle, Rethink:
The 4 "R's" of
Electronics
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:
Organize Your
Estate
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.**



C. Lee Cawley admires the gift wrap.



Sally Reinholdt shops the Elfa Utility.



Members listen during the store tour.



NAPO-WDC member Kim Kloster with The Container Store managers, Kevin, Erin and Patti.

PR Corner

Cheryl Larson, *Cheryl's Organizing Concepts*, participated in the Kentlands Mansion Bridal Showcase in Gaithersburg on October 26.

Alisa Levy, *Embrace Your Space* and Janet Schiesl, *Basic Organization*, taught a Quantum Leap Paper Management class at the Patrick Henry Shelter in Falls Church, VA, on October 30.

Deb Lee, *D. Allison Lee, LLC*, was the first professional organizer to be featured in Rubbermaid's new series, "Q&A with a Professional Organizer."

C. Lee Cawley, *Simplify You*, spoke to the Mothers of North Arlington (MONA) on "Organizing for Effective Parenting, Your Questions Answered!", on October 23.

Lynn Meltzer, *Clutter and Paperworks*, presented a workshop: "Time Management for Busy People" on November 13. She will present a workshop "Simplify Your Life" at Oasis for Seniors, on November 17.

Welcome New Member!

Tamara Laurent
703-218-1568
tammylaurent@yahoo.com

There are currently 120 members and 9 Corporate Partners in NAPO-WDC.

Coaching

Incorporating Your Expertise into a Client's Lifestyle



Karen Swain, CPO®
Space Matters of Washington, DC
NAPO-WDC Director of Membership
www.myspacematters.com

I have often looked around a room with a client and thought "I could get this done by myself in a couple of hours". As a professional organizer, I know that one of the differences between us and a house cleaner is coaching. The one on one coaching that we do in each session is why we can call ourselves professional. If you, as a PO, are not coaching your clients, then you are only doing half your job.

I have learned from experience that the physical movement of things is the easiest part of our job. Most of us who enter the field of professional organizing have the natural ability to create order out of disorder. We always place like with like and know when a space is at capacity. We can envision the finished space, much as I imagine an artist "sees" a completed painting or a musician "hears" a completed composition.

The client expects a transformation of their space, their files, or their calendar when they are in our hands. The truth of it is that the process is a collaboration of both of our energies that make the transition occur and, more importantly, stay changed.

So, what is coaching? Coaching or mentoring is teaching. It is teaching the client how to achieve their best results on their own. You must leave the client with the knowledge of the process of organization. Teach, not just do - or you are not achieving the goal that NAPO and BCPO® have set for us. NAPO-WDC "educates members... in their adaptation to the different learning styles of our clients". The Board of Certified Professional Organizers® "seeks to inspire organizers ... to continue to develop expertise in the transfer of higher-level organizing skills."

Coaching is about helping the client to achieve and maintain change. We can do this through support and encouragement, but we also need to develop a plan of action for each client to follow. This plan needs to encompass their vision of the completed project and the steps they need to take to create that vision. The scope of the commitment that the client and you make ensures that the work that has been achieved stays the same or continues to evolve in a positive way.

Coaching is partnering with clients to achieve success. We must hold them and ourselves accountable to the organizing process. We need to teach them fundamentals, let them learn from their experiences, and help them to reach their individual potential by encouraging them to see what is truly possible. They can achieve their dreams.

Membership Directory

Detailed information about members can be found on our chapter website, 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.

A Failure to Communicate



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

Thanks to the many tricks we've all learned over the years, most professional organizers enjoy sailing through the holidays with relative ease compared to the more organizationally-challenged. But each of us, at one time or another, has fallen victim to some sort of holiday calamity. The one our family affectionately calls "The Great Christmas Card Disaster of 2007" can be chalked up to a simple failure to communicate.

In early December of last year, I began the process of putting together our family's holiday cards for 125 recipients. This involved price-shopping for photo cards on various websites, taking, choosing and uploading a picture, designing the card, picking it up at the local store, writing and printing our family newsletter, purchasing the stamps, writing thoughtful notes on many of the letters and hand-addressing the envelopes (yes, I still prefer this personal touch, despite all of the ways technology could simplify this process for me!).

I planned to mail them the next day and placed them in two plastic grocery bags

(wide open, with contents visible to anyone!) on a bench near the front door of our house. The next morning, my darling husband sees the grocery bags in the spot where we sometimes put similar bags filled with trash waiting to go outside. Ever the helpful lad, he takes them out to the trash on his way to work at 5:30am (meanwhile, I'm blissfully asleep, smugly having sweet dreams about how "on top of it" I am during the holidays!).

The next day, on my way out to do errands, I can't find the bags. Can you imagine the sinking feeling I had when I realized *exactly* what my husband had done and that the trash truck had already come down my street?

Of course, being the organized soul that I am (and desperate to cross this enormous task off of my list), it was all redone within 48 hours (with hubby's help this time). Meanwhile, I was enjoying the lovely bouquet of flowers he'd brought home, along with his sheepish smile and endless offers to do anything he could to make it up to me!

So, dear organizers, may I suggest that we all slow down this holiday season and ensure that we're not just "getting things done," but that we're also keeping the peace in our homes by effectively communicating with those we love? Happy Holidays to all!

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 website to download a membership application or join directly at:

<http://www.napo.net/joinnapo/regular.html>

Welcome Our New Corporate Partners

Phil Rappoport
Shelf Genie Franchise Systems, LLC

Visit www.shelfgenie.com or contact Phil at 877-434-3643 or email him at prappoport@shelfgenie.com.



For information on all the NAPO-WDC Corporate Partners visit www.dcorganizers.org.

Jeanette Richardson
Security Public Storage

Visit www.securitypublicstorage.com or contact Jeanette at 301-652-6966 or email her at Bethesda@securitypublicstorage.com



Newsletter Information

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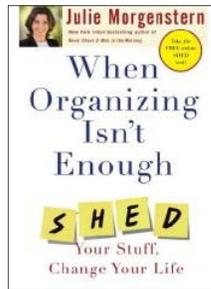
Newsletter Topic Schedule

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 Review

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



Reviewed by
Valerie Quinn
Valerie.quinn@verizon.net

Book Club South met on
October 22 to discuss
*When Organizing Isn't
Enough: SHED Your Stuff,
Change Your Life*, the
latest book from organiz-
ing expert and author Julie Morgenstern.

Morgenstern, through her own personal experience and working with clients, noticed that people sometimes feel stuck and unhappy in their lives, but unable to do anything about it. These feelings often occur when a person is going through a transition and doesn't know what to do about it. Organizing alone will not help a person choose a course of action. And that's where SHED comes in. SHED stands for:

Separate the Treasures
Heave the Trash
Embrace Your Identity
Drive Yourself Forward

According to Morgenstern, "by releasing the defunct, extraneous and burdensome objects and obligations that are weighing you down, you create the space to discover what's next and gather the energy and courage to move forward."

The process works like this. First you develop a *theme*, some general idea of what you'd like to be experiencing. Then you can start letting go of things that don't align with your theme or that are holding you back. Once you have released these things, you can then figure out what you want to do, and how to get there.

Separate the Treasures describes how to identify what things you should keep. The goal is to keep only 10-20% of what you have. Morgenstern feels you need to understand your attachment to things (objects, tasks and habits). You developed these attachments for a reason; they

fill a need or serve a purpose. To understand yourself better, you need to study these attachments. In addition, there is very good information about dealing with bad habits such as mindless escapes (for example, excessive checking of email), procrastination, perfectionism and chronic lateness.

Heave the Trash provides detailed advice for getting rid of useless objects, defunct responsibilities and harmful habits. It includes guidance on whether to trash, donate or sell physical items. In addition, there is advice on whether to delete, delegate or diminish tasks, with especially good suggestions on how to respond to people who might not agree with the changes you want to make.

Embrace Your Identity describes a period of observation, a time for you to pause before moving on, to determine whether you are ready to proceed. It provides tests to measure your levels of determination and discipline, and provides suggestions for how to build them up if they are too low.

Drive Yourself Forward describes how to take this show on the road. It starts with an interesting suggestion to try an activity that is out of your realm of experience. A totally new activity will force you to think in new ways, and give you new experiences and abilities to draw upon in your new life. In addition, it will help you see that you can succeed at doing new things. The last chapters help you identify activities, topics, and qualities that you love, so that you can begin filling the empty spaces you created, and your life, with these interests.

Overall, book club members were enthusiastic about this book, although some thought it felt a bit like therapy. Others felt that it would be a good book for an organizer and a client to read together. Several attendees were eager to implement some of the ideas with clients and in their own lives.

November 3 Chapter Meeting Review



Sandra Merrigan
Organizing Chaos
NAPO-WDC Secretary
organizing-chaos@erols.com

One of our most popular chapter meetings is the Round Table discussions. They afford the chapter members a chance to discuss issues on a specified topic, share strategies, bounce ideas off each other and share re-

sources. At our November 3 meeting five of our expert organizers facilitated discussion on relevant topics.

Susan Kousek
Victoria Robinson
Jill Lawrence
Janet Schiesl
Caitlin Shear
and Deb Lee

CPO Exam
First Steps
Managing Client Expectations
Green Organizing
Employees vs Contractors

Thanks to all who participated.

(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 Lauri Mennel, Lauri@BluebonnetPO.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 anytime.

Book Clubs

Book Club North

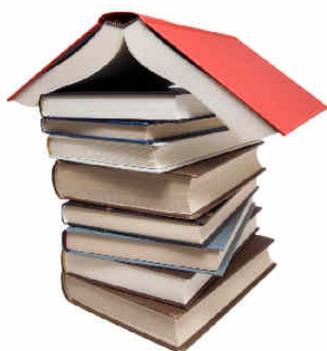
Coordinator: Lynn Meltzer
Clutter and Paperworks

When: Tuesday, January 13, 7pm

Where: The Home of Lynn Meltzer
Bethesda, MD

Book: *Organizers Choice!*

Report on a book of your choice. Read a book that interests you, then come to the meeting and share your thoughts.



We want to know what you learned and what made your book special?

We hope this will be an opportunity to learn from each other.

Book Club South

Coordinator: Judy Parkins
Gently Organized

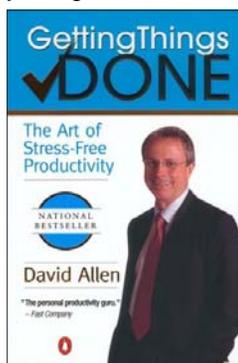
When: Wednesday, December 10, 7pm

Where: Gently Organized Office
Alexandria, VA

Book: *Getting Things Done: The Art of Stress-Free Productivity*
by David Allen

Allen writes for those who are overwhelmed with too many things to do, and too little time to do them.

He shows how rapid progress occurs when you take large tasks, break them down, and organize them into smaller, sequential steps for exactly what to do and when.



Board Meetings

The next board meeting is scheduled immediately preceding the December 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.

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.

**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

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Golden Circle Report



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

**Next Golden Circle
Gathering**

The next Golden Circle gathering will take place at **4:00pm on Sunday, January 25, 2009** at Cheryl Larson's house in Maryland. More details about the event will be announced via email in the coming weeks, as well as in the January NAPO-WDC newsletter.

New Golden Circle Members

Please join me in welcoming our area's newest Golden Circle member, Jill Peterson of *Simplify!* Congratulations, Jill!

Golden Circle Listserv

If you are a part of the NAPO national chat, then you know that this membership benefit provides a wealth of information

on a daily basis. But are you aware that there is also a Golden Circle Member listserv? This is another venue for more seasoned professional organizers from around the country to network, ask each other for advice, get a referral for a vendor or product, or share knowledge on a variety of topics with other Golden Circle members. Find more information about this listserv at <http://lists.napo.net/listmanager/listinfo/golden-circle>

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.

Many thanks to Susan Kousek and Victoria Robinson for hosting our tables at the November meeting. Volunteers are still needed for upcoming dates. Please let Jessica know at which meeting you'd like to be the "expert!"

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 600 members throughout the country and 43 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 http://napo.net/members/gc/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.



Website Report



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

Month/Year	Unique Visitors	Number of Visits	Pages	Hits
October 2008	819	1,366 1.66 visits/visitor	4,753 3.47 pages/visit	47,632 34.86 hits/visit
October 2007	945	1,389 1.46 visits/visitor	4,849 3.49 pages/visit	50,525 36.37 hits/visit

Fun Fact: Microsoft Internet Explorer is the number one browser used to connect to the NAPO-WDC website.

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 website linked to the chapter web site www.dccorganizers.org
4. Leadership opportunities through committee positions, board leadership, project and event coordination.

WHAT IS COACHING ?

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2008 International Coach Federation.

NAPO-WDC is looking to grow our Corporate Partner (CP) program. We need 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 Director of Corporate Partners, Kim Oser at corppartners@dccorganizers.org or 240-350-9091.

Information Line

202-362-NAPO (6276)

www.DCorganizers.org

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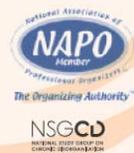
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For more information, please contact

Karen Swain at (703) 534-5450

karen@myspacematters.com



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