



# Capital News & Views

Volume 16, Issue 8

[www.NAPOWDC.com](http://www.NAPOWDC.com)

October 2009

## Tech Talk Workshops

Monday October 5, 2009 6:30pm – 9:00pm

Join us for the most requested topic of the year – Technology! Chapter members will lead 20-minute workshops on topics that can enhance your business. Topics include staying connected to chapter updates with the Yahoo Group (sign up at the meeting), using Facebook and Twitter for social and business networking, blogging to market your services, utilizing task management on your computer and email marketing. The program will be run in our traditional roundtable fashion. You will be able to choose three topics that most interest you and participate in those workshops.

### Ask the Expert Focus Group

Come early (6:15 pm) to register, network and visit with NAPO-WDC Corporate Partners. 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.

### In This Issue

Chapter Meeting Information	1
President's Message	2
MARCPO Info	3
Membership News	4
Task Management	5
Corporate Partner Info	6
Website Report	6
Book Club Info	7
Golden Circle	8
Industry Exchange	9
Outlook Tips	10
Meeting Review	12
Why Is A Blog Important to Your Business	13

## October 5 Chapter Meeting Information

### Location

Kena Shriners  
9001 Arlington Blvd.  
Fairfax, Virginia 22031  
703-573-4203  
<http://www.kena.org/>

From I-495, take Exit 50 West – Arlington Blvd/Route 50, towards Fairfax. Travel two miles and then turn left at the light onto Barkley Dr. Take immediate right onto the service road. Turn left at the second entrance into parking lot. Ample free parking in front of building.

### Agenda

6:30 - 7:00 pm Registration, Networking and "Ask the Expert" Focus Group.  
7:00 - 9:00 pm Program and Business Meeting

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

*Professional attire please.*

### Chapter Mission:

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

### This Issue

Tech Talk

President

Judy Parkins  
[Judy@GentlyOrganized.com](mailto:Judy@GentlyOrganized.com)  
703-548-1000

Vice President

Lauren Halagarda, CPO®  
[Lauren@2OrganizeU.com](mailto:Lauren@2OrganizeU.com)  
703-282-2231

Secretary

Cris Sgrott-Wheedleton  
[Cris@OrganizingManiacs.com](mailto:Cris@OrganizingManiacs.com)  
703-969-8407

Treasurer

Susan Unger  
[sunger10@cox.net](mailto:sunger10@cox.net)  
703-864-1055

Communications/Technology

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

Marketing

Deborah Lee, CPO®  
[Deb@DAllisonLee.com](mailto:Deb@DAllisonLee.com)  
301-502-3835

Corporate Partners

Julie Gray  
[Julie@Profound-Impact.com](mailto:Julie@Profound-Impact.com)  
703-517-2449

Membership

Jackie Kelley  
[Jackie@clearinghousenow.com](mailto:Jackie@clearinghousenow.com)  
301-580-6895

Programs and Professional  
Development

Janet Schiesl  
[Info@BasicOrganization.com](mailto:Info@BasicOrganization.com)  
571-265-1303

Past President

Michelle Bogert  
[mbogert@SatisfunationalSpaces.com](mailto:mbogert@SatisfunationalSpaces.com)  
703-953-2594

# President's Message



Judy Parkins  
*Gently Organized*  
NAPO-WDC President  
[Judy@GentlyOrganized.com](mailto:Judy@GentlyOrganized.com)

Learning about new technology can be fun, yet often frustrating. Just when I'm beginning to effectively use my Smartphone, an upgrade changes everything. It's easy to get lost in the lingo - cloud computing, Twitter, RSS, VoIP – but we don't have to know everything. Sometimes, just knowing enough to get the job done will do.

### Tech Tip #1

Give up struggling with what you don't understand or have a difficult time grasping. Just as our clients call on us for our professional organizing expertise, so can we hire technology professionals to assist with the pieces that baffle us.

### Tech Tip #2

Just dive in! In the rapidly changing field of technology, something new comes out every day. Listen to a training webinar, watch a YouTube lesson, take advantage of on-line training, read, ask an expert, experiment, don't be afraid to try. For the most part I'm a visual learner with the exception of technology. In that case my learning style is tactile - I have to physically do it to get it.

### Tech Tip #3

Read *Wired* magazine, a full-color monthly magazine and on-line periodical that reports on how technology affects culture, the economy and politics. Some of us don't want be techies, but as professional organizers we are all affected by the connections and opportunities provided by technology. Reading this magazine every month helps keep me up-to-date.

### Tech Tip #4

Try Google Groups. The Board of Directors of NAPO-WDC uses it for keeping all of our conversations in one place, all board and chapter documents centralized, and for facilitating a shared calendar. Using Google Groups frees us to edit and review documents without the cumbersome task of trying to coordinate them through e-mail. We also have 24-7 access to any document we need. Not only is it useful to us in our daily board work but also will be helpful to those who follow.

### Tech Tip #5

Attend the [Mid-Atlantic Regional Conference for Professional Organizers](#) on October 17 in Bethesda, MD. You will hear how you can use technology in your professional organizing business in presentations from several of our speakers on a variety of topics.

In 1990, I ran a state legislative race using dBasell on a DOS based IBM PC with a dot matrix printer. I would start our lists at night and by the next morning they would finish printing! Technology has come a long way since then. I can't wait to see what's next.



Don't miss your chance to Broaden Your Vision! MARCPO will be held on Saturday, October 17, 2009, from 7:30 am to 6:00 pm at the DoubleTree Hotel and Executive Meeting Center in Bethesda, Maryland. The hotel is offering rooms at the discounted rate of \$99 (less than last year!) and Barnes and Noble will be selling books at 20% off list price at our conference bookstore (no need to bring your discount card).

The conference will include opening and closing keynote speakers as well as three sets of concurrent sessions so you will be able to attend the educational offering of your choice.

We are excited to have Krista Green as the opening keynote speaker for this event. Krista is an author, speaker, TV show host and entrepreneur. Her first company, *Organized for Life*, went on to

become the first professional organizing franchise system worldwide.

Our closing keynote speaker is Julie Morgenstern, an organizing and time management expert, business productivity consultant and speaker. Julie's five books are timeless and jam packed with innovative strategies. She frequently shares her wisdom on television shows, including "The Today Show", "Good Morning America" and "The Oprah Winfrey Show".

The speakers for the concurrent sessions are: Meggin McIntosh, *The PhD of Productivity*, Julie Hall, *The Estate Lady*, Erin Rooney Doland, [Unclutterer.com](http://Unclutterer.com), Candita Clayton, *Your Life Organized*, Lauren Haglaga, *The Organization Connection* and Ellen Kaminsky, *The Elevator Speech Therapist*.

Don't miss this popular event. Register now by visiting [NAPO-WDC](http://NAPO-WDC).

Have you been tweeting with other organizers near and far on Twitter? MARCPO is your chance to meet, mix and mingle with your fellow tweeters! Grab your Twitter sticker at the registration desk and join us during lunch. This is an informal "twunch" (twitter lunch) and it's bound to be a fun one, too! Have questions? Contact Deb Lee (@dallisonlee).



### NAPO-WDC T-Shirts at MARCPO

Another reason to register for MARCPO today! Buy the first ever NAPO-WDC t-shirt and show off your chapter affiliation at upcoming public events this year! There will be a limited number of t-shirts, so act fast!

Your first opportunity to purchase a t-shirt will be at MARCPO on October 17. Shirts will be available for \$12 each, payable by cash or check. For more information contact [Janet@BasicOrganization.com](mailto:Janet@BasicOrganization.com).

### Help Capital Area Food Bank!

As a Capital Area Food Bank partner, NAPO-WDC wants to help ensure that the food banks will have enough food to go around for everyone.

Please consider bringing a nonperishable food items to the MARCPO on **Saturday, October 17, 2009**. Your thoughtful donation will be very much appreciated.



### NAPO-WDC 2008-2009 Committee Chairs

Golden Circle

Helen Montfort

[hsmontfort@mac.com](mailto:hsmontfort@mac.com)

301-320-8970

Newsletter

Lauri Mennel

[Lauri@BluebonnetPO.com](mailto:Lauri@BluebonnetPO.com)

703-336-9231

Nominating

Michelle Bogert

[mbogert@SatisfunationalSpaces.com](mailto:mbogert@SatisfunationalSpaces.com)

703-953-2594

Mid-Atlantic Regional Conference

Cheryl Richardson

[cherylrichardson@cox.net](mailto:cherylrichardson@cox.net)

703-869-3948

### Points of Contact

Book Club Coordinators

Lynn Meltzer

[arnielynn@verizon.net](mailto:arnielynn@verizon.net)

301-530-3551

Judy Parkins

[Judy@GentlyOrganized.com](mailto:Judy@GentlyOrganized.com)

703-548-1000

Lending Library

Mary Needham

[maryneedham@verizon.net](mailto:maryneedham@verizon.net)

571-283-9269

CPO® Liaison

Susan Kousek, CPO®

[skousek@BalancedSpaces.com](mailto:skousek@BalancedSpaces.com)

703-742-9179

NAPO in the School

Flavia Campos

[falviacampos@soothingspaces.com](mailto:falviacampos@soothingspaces.com)

202-285-4244

Quantum Leap®

Alisa Levy

[alisa@embraceyourspace.net](mailto:alisa@embraceyourspace.net)

301-651-1697

Webmaster

[info@napowdc.com](mailto:info@napowdc.com)

Yahoo Group

Cris Sgrott-Wheedleton

[Cris@OrganizingManiacs.com](mailto:Cris@OrganizingManiacs.com)

703-969-8407

## September

- 14 Chapter Meeting:  
Lessons Learned  
Rock Creek Mansion  
Bethesda, MD
- 15 Book Club North



Jackie Kelley  
Clearing House, LLC  
NAPO-WDC Membership  
Director  
[Jackie@clearinghouse.com](mailto:Jackie@clearinghouse.com)

## October

- 1-3 NSGCD Fall  
Conference  
Los Angeles
- 5 Chapter Meeting:  
Tech Talk  
Workshops  
Kena Shriners  
Fairfax, VA
- 17 MARCPO
- 21 Book Club South

## November

- 2 Chapter Meeting:  
Ethics in Organizing  
Rock Creek Mansion  
Bethesda, MD
- 14 New Member  
Brunch  
Invitation Only  
Vienna, VA
- 17 Book Club North

## December

- 7 Chapter Meeting:  
How to Grow Your  
Business and Make  
More Money  
Kena Shriners  
Fairfax, VA
- 16 Book Club South

## January

- 4 Chapter Meeting:  
Organizing Specialty  
Workshops  
Rock Creek Mansion  
Bethesda, MD
- 19 Book Club North

(Continued on page 5)

## New Member Application

Another great enhancement to our membership efforts is the launch of a new membership application and a revised fee structure for the 2009-2010 membership year. The enhanced new member application will go live on the website October 1. At this time we will also introduce a *prorated* dues schedule as part of our membership application. This revised dues schedule will support membership growth by offering individuals the opportunity to join at any point in the chapter year at a prorated fee. This option only applies to new members joining after January 31. We think this change will be instrumental in growing our membership base.

## New Member Orientation

New members are encouraged to attend a new member orientation which will take place prior to the start of every chapter meeting from 6:10 pm to 6:30 pm. A membership committee representative will review the New Member Packet (revised and expanded!) and answer questions from new members about our chapter. The Membership Committee is seeking experienced chapter members to facilitate the orientation. Golden Circle members are encouraged to volunteer for this role. Please contact Jackie Kelley at [membership@napowdc.com](mailto:membership@napowdc.com) if you would like to offer your help at a specific meeting. Help welcome our new members and share your experience!

## Membership Update

As the NAPO-WDC Membership Director, I'm excited to share some new technological developments for the 2009-2010 membership year related to our membership database and new member application.

## Membership Database

As you may have noticed on your renewal form this past month, new information fields were added to the database to capture member's related professional affiliations and specialty certifications. This enhancement will allow members to more easily identify NAPO-WDC peers who hold specialty qualifications or have experience in a related field. As a chapter, knowing more about each member's skills will improve collaborative efforts, focus our volunteer recruitment and allow us to feature NAPO-WDC's membership knowledge base in future PR activities. Don't forget to download the latest version of our membership database for reference (Excel format) from the Member's Only section of the website. ***Tech Tip: Sort the member spreadsheet by a particular column of interest to see which members might be good networking contacts and make a plan to connect!***

## New Member Brunch

The New Member Brunch will be held on Saturday November 14 from 10am to 12 noon at the home of Susan Unger, NAPO-WDC Treasurer, in Vienna, Virginia. All new members who joined NAPO-WDC after June 1, 2009 are welcome to attend. Please contact Jackie Kelley at [membership@napowdc.com](mailto:membership@napowdc.com) for more information.

# Task Management for Your Tech Toolkit

(Continued from page 4)



Lauren Halagarda, CPO®  
The Organization Connection  
NAPO-WDC Vice President  
[Lauren@2OrganizeU.com](mailto:Lauren@2OrganizeU.com)

The latest trends in the world of task management include both online solutions and software. Most productivity experts will share that two of the keys to productively managing your tasks and getting things done are (1) weekly planning and (2) accurately identifying the absolute next action. There are over 38 million Google results and 39,000 book results on Amazon.com related to task management systems and strategy. As a professional organizer, the most successful approach includes the implementation of strategy and systems supported by the best tools.

I've highlighted some of the most popular and user-friendly task management software offerings on the market today:

**Microsoft Outlook**- If you use Outlook for email, it makes sense to utilize the integrated functionality of Outlook Tasks (as well as contacts and calendar). Many Outlook users get tripped up here because they don't know how to customize and configure tasks to work for them. One of the greatest values lies in the ability to quickly create a task from an email. Moreover, since email is a large generator of tasks for many of us, this makes a ton of sense. There is a Mac version rumored for 2010. The stand-alone version will cost you around \$110.

*PC; Desktop; Free Trial*

**Entourage**- For now, it's the Outlook equivalent for the Mac but will be replaced once Apple releases the Mac version of Outlook. Entourage also offers a project-planning feature. You'll pay \$149-\$399 for versions of the Microsoft Office Suite for Mac.

*Mac; Desktop; Free Trial*

**OmniFocus**- Even though I am a PC user, I have personally tested *OmniFocus* and

highly recommend it if you are interested in implementing 'Getting Things Done' (GTD), as it supports 'context' and it syncs with iCal. A personal user license will cost you \$79.95.

*Mac; Desktop; iPhone/iPodTouch; Free Trial*

**Things**- If you are not into GTD or not that strict about implementing it, *Things* may work quite well for you. It also syncs with iCal and the license purchase price is \$49.95.

*Mac; Desktop; iPhone/iPodTouch; Free Trial*

**Toodledo**- This is one of the top online contenders for total task management. This program is pretty robust considering it lives in 'the cloud'. Toodledo offers applications for your mobile phone, integration with email, Firefox browser, Twitter, iCal, etc. so it doesn't matter which operating system you use. You can sign up for a free account or pay between \$14.95 and \$29.95 for their enhanced versions.

*Online; iPhone/iPodTouch; Blackberry; Android (Third-Party)*

**Remember The Milk**- RTM helps you do more than just remember the milk. With Blackberry, iPhone and Android versions for your mobile needs, they also offer a ton of options for staying connected through integration with Twitter, Google Calendar, Gmail and a mobile web version to list a few. The account is free with an enhanced pro version for \$25/year.

*Online; iPhone/iPodTouch; Blackberry; Android*

Determining the best task manager for your client depends on factors such as operating system, mobile activities and device and, of course, needs to support or enhance their system. The only task manager that will work for them is the one they'll use!

## February

1 Chapter Meeting: Getting Measurable Results With the Residential Client Kena Shriners Fairfax, VA

17 Book Club South

## March

1 Chapter Meeting: Safety on the Job Rock Creek Mansion Bethesda, MD

16 Book Club North

## April

5 Chapter Meeting: What's New? Kena Shriners Fairfax, VA

21 Book Club South

21-24 NAPO National Conference Columbus, OH

## May

3 Chapter Meeting: Annual Awards Dinner Location: TBD

18 Book Club North

## June

7 Chapter Meeting: NAPO 2010 Kena Shriners Fairfax, VA

16 Book Club South

## July

20 Book Club North

## August

18 Book Club South

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

**Newsletter Information**

Published monthly (September through June) by the Washington DC Chapter of NAPO, PO Box 7301, Arlington, VA 22207-0301, 202-362-6276. The contents are copyrighted, with all rights reserved.

Committee Chair & Layout

Lauri Mennel  
[Lauri@BluebonnetPO.com](mailto:Lauri@BluebonnetPO.com)

Editors

Amy Goldberg-Cutler  
[TheRunaround@att.net](mailto:TheRunaround@att.net)

Cheryl Richardson  
[cherylrichardson@cox.net](mailto:cherylrichardson@cox.net)

Mary Needham  
[maryneedham@verizon.net](mailto:maryneedham@verizon.net)

Laura Caron  
[LLCaron@verizon.net](mailto:LLCaron@verizon.net)

Deb Lee, CPO®  
[deb@dallisonlee.com](mailto:deb@dallisonlee.com)

Advertising

Lauri Mennel  
[Lauri@BluebonnetPO.com](mailto:Lauri@BluebonnetPO.com)

**Newsletter Topic Schedule**

- Sept Welcome Back
- Oct Tech Talk
- Nov Ethics in Organizing
- Dec Successful Marketing
- Jan Unique Business Models
- Feb Residential Highlights
- Mar Safety on the Job
- Apr What's New?
- May Organizing Students
- Jun NAPO 2010

The deadline for each news-  
 (Continued on page 7)

# Do You Like Free Coffee?

## New Corporate Partner Incentive Program



Julie Gray  
*Profound Impact*  
 NAPO-WDC Director,  
 Corporate Partners  
[Julie@Profound-Impact.com](mailto:Julie@Profound-Impact.com)

As organizers, we need to know the best possible resources and local service providers to help our clients in achieving their organizing goals. Our chapter's Corporate Partner Program provides you with a direct link to those vendors who understand our roles as both professional organizers and our potential influence in the marketplace.

If you know of any business that would be a good fit for our chapter, we encourage you to let us know. You will be rewarded!

**Any chapter member who suggests a**

**business that joins as a Corporate Partner will receive a \$20 Starbucks gift card!**

This membership year we have created a tiered Corporate Partner membership structure where both Premium and Standard memberships are available. This provides greater value for those partners who wish to further increase their exposure and visibility within our chapter. Please take a look at the new benefit structure on our website [www.napowdc.com/become\\_corporate-partner-benefits.html](http://www.napowdc.com/become_corporate-partner-benefits.html).

We encourage you to connect with our Corporate Partner members and get to know them on a personal level. They support our chapter in many ways and are excited to help us help our clients!

### A New URL for NAPO-WDC

The last time you visited the NAPO-WDC website, you probably typed [www.dcorganizers.org](http://www.dcorganizers.org). There's a new URL on the block that can also get you to our home page: [www.napowdc.com](http://www.napowdc.com) (it's a dot com and not a dot org). Both URLs will take you to our home page, but you'll notice us using the new URL more often in an effort to brand ourselves more effectively.

Questions? Contact [Nealey Levi, Technology Director](#) or [Deb Lee, Marketing Director](#).

## Website Report

Nealey Levi  
*On Track*  
 NAPO-WDC Director of Communication & Technology  
[liveontrack@gmail.com](mailto:liveontrack@gmail.com)



Date	Unique Visitors	Number of Visits	Pages	Hits
August 2009	627	1168 (1.86 visits/visitor)	3101 (2.65 pages/visit)	28,585 (24.5 hits/visit)
August 2008	787	1226 (1.56 visits/visitor)	5308 (4.3 pages/visit)	52,718 (42 hits/visit)

**TECH TIP** NAPO-WDC Website Alexa Ranking: 871,906

Alexa is a company that has established a very intricate rating system for websites based on traffic, how long a user spends on a website, how long a user spends on each page, how many pages a user "hits" and so on. The lower the Alexa ranking number, the better. There are tens of millions of websites out there so having an Alexa ranking of under 1,000,000 is fantastic.

Our website started out this year with an Alexa ranking of over 1,000,000 and is now at 871,906. Woohoo!

# Book Clubs

## Book Club North

Coordinator: Lynn Meltzer

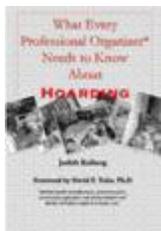
*Clutter and Paperworks*

When: Tuesday, November 17, 7pm

Where: Home of Lynn Meltzer  
10131 Ashburton Lane  
Bethesda, MD 20817

Book: *What Every Professional Organizer Needs to Know About Hoarding*  
by Judith Kolberg

Compulsive hoarding is a complex disorder. This book provides professional organizers, social workers, mental health practitioners and anyone who encounters people who hoard, with the basics about the disorder.



## Book Club South

Coordinator: Judy Parkins

*Gently Organized*

When: Wednesday, October 21, 7pm

Where: Gently Organized Office  
Alexandria, VA

Book: *Made to Stick: Why Some Ideas Survive and Others Die*  
by Chip Heath and Dan Heath

Unabashedly inspired by Malcolm Gladwell's bestselling *The Tipping Point*, the brothers Heath—Chip, a professor at Stanford's business school and Dan, a teacher and textbook publisher—offer an entertaining, practical guide to effective communication.



Take part in this great opportunity to get to know other members and to share your knowledge. The NAPO-WDC Book Clubs meet every month (alternating locations) and choose their own books.

All chapter members are welcome to attend. The clubs read organizing books or books related to business. We discuss the aspects of each book and how the book relates to our work as organizers and small business owners.

Please check the chapter newsletter for future dates for both the North and South Book Club. RSVP to Lynn Meltzer at [arnielynn@verizon.net](mailto:arnielynn@verizon.net) or 301-530-3551 for directions to the Book Club North meetings. RSVP to Judy Parkins at [judy@gentlyorganized.com](mailto:judy@gentlyorganized.com) or 703-548-1000 for directions to the Book Club South meetings.

## NAPO-WDC Enhanced Website Listings

Sign-Up for an Enhanced Listing on the *Find an Organizer* section of NAPO-WDC's website to make your business **stand out**. Enhanced listings include your photo, special color background to display your information and headings in a bold, red font.

A current Enhanced Listing user says: *"The enhanced listing has made a huge difference to my business. The clients who decide to contact me are a better match for my business because of the additional information provided in the listing. For me, the enhanced listing is a bargain compared to more costly marketing and advertising campaigns."*

Enhanced listings are \$50. Sign up in the membership renewal process by selecting the "Upgrade my listing for \$50" box in the "Upgrade to an Enhanced Listing" section.

(Continued from page 6)

letter 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](mailto: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 (three or more consecutive months)

All ads must be pre-paid. Rates subject to change at any time.

## 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 Judy Parkins one week prior to the meeting.

# Golden Circle Report

On September 16 Deb Lee, CPO® of *D. Allison Lee, LLC*, was a guest blogger on “The Home Office Organizer” blog. She offered eight tools every small business should have at their disposal in her post “[The Entrepreneur’s Toolbox: 8 Things You Need to Get](#)”.

Deb Lee, CPO® of *D. Allison Lee, LLC*, was a special guest on Staged Home Lifestyle Radio Show with Alice T. Chan on September 24. Alice and Deb discussed the topic “How to Organize for a Low Stress Move” and Deb offered tips on how to get ready for your move and how to unpack after you’ve moved.



Helen Montfort  
*Making Space for Life*  
NAPO-WDC Golden  
Circle Liaison [hsmontfort@mac.com](mailto:hsmontfort@mac.com)

### New Golden Circle Member

Please help me welcome our newest Golden Circle member, Sara Wiggins of *PriOrganize It!*

Remember to let me know once you've been accepted as a Golden Circle member through National. It may take awhile for the information to reach me and I want to be sure to include you right away.

### Golden Circle Gatherings

The next Golden Circle gathering will take place at my home in Bethesda at 4:00pm on Sunday, November 8. This will be a true potluck — bring whatever you'd like! Just email me so I know how many will be attending.

### Golden Circle Listserv

If you are 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, to ask each other for

advice, to get a referral for a vendor or product and to share knowledge about 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. Volunteers are still needed for upcoming dates. Please let Helen know at which meeting you'd like to be the “expert!”

Thank you to Kim Oser and Cheryl Larson for being the experts at the “Ask the Expert” table for the September meeting. There were three new members and three visitors in attendance.



### 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 48 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](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 a 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 Golden Circle member.

GC members attend many outstanding events at the NAPO national conferences including luncheons, special lectures and roundtable discussion groups as well as attend local get togethers.

# Introducing Industry Exchange!



**Nealey Levi**  
*On Track*  
 NAPO-WDC Director of Communication & Technology  
[liveontrack@gmail.com](mailto:liveontrack@gmail.com)

Technology is sexy. That's right, you heard me correctly.

The Industry Exchange in the Members section of the NAPO website is an awesome feature. I went exploring and found it to be convenient, easy to use, trendy, reliable, economical and multitented.

Now doesn't that sound sexy to you?!

**Convenient.** Login on any computer and get the vendor information you need at anytime. This is a splendid feature, especially when a client asks for a reliable referral. You can log on at your client's house and get the necessary information without having to get back to them.

**Straightforward.** The Industry Exchange is easy to use. You can view the full directory or do a topic-specific search. When you find the preferred vendor, click on their link for the contact, location, phone number, email address, description, website, how long they've been a member, and if applicable, discount information, referral incentives and awards.

**Trendy.** Stay up to date on all of the products offered by our Associate Members. With a simple click from the NAPO website to theirs, you can keep up with (or

even be ahead of) the up and coming trends in the organizing industry and offer your clients new solutions.

**Reliable.** When a client asks you for vendor suggestions, you want to give them a reliable referral. That's exactly what the Industry Exchange provides – vendors already aware, interested, and involved in our wonderful world of organizing.

**Multitented.** This feature is good for you as an organizer and as a business owner. It not only helps you stay current with organizing products and solutions but also introduces you to potential business partners. Even further, this could lead to more clients!

**Economical.** We have a number of Associate Members that offer us, as NAPO members, discounts or referral incentives. View the full directory, and you'll see who offers a NAPO special. There are some extraordinary offers!

So there you have it. The Industry Exchange is a wonderful feature and a sexy addition to the NAPO website. Thank you to everyone who participated in creating it.

Once again, it proves beneficial to not only be a NAPO member but to be actively involved. Go exploring and see what you find....

*"Any sufficiently advanced technology is indistinguishable from magic."*  
 Arthur C. Clark

## Need An Updated Headshot?

NAPO-WDC is pleased to offer its members a special rate for the professional portraiture services of B. Morales Photography during the November chapter meeting. Betty will be offering ten minute appointments from 6:30—8:00 pm on Monday, November 2, 2009.

Betty will provide a corporate headshot package for \$40 which includes a choice of profile, 2/3 face from both sides, full face or full body shot.

You will receive an online gallery posting for image preview, light professional re-

touching on selected images, an electronic version of photos in high resolution (ready for print) and low resolution (ready for the Web), and an unlimited reprint license.

Please contact Betty Morales at 703-913-0091 or [betty@bmoralesphotography.com](mailto:betty@bmoralesphotography.com) to schedule your appointment.



## 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 Standard	\$325
Corporate Partner Premium	\$500

Membership year is from October 1 through September 30.

For NAPO-WDC Chapter membership information and application, visit [www.napowdc.com](http://www.napowdc.com) or contact the Membership Director, Jackie Kelley at [membership@napowdc.com](mailto:membership@napowdc.com). For Corporate Partner questions, contact Julie Gray at [corppartners@napowdc.com](mailto:corppartners@napowdc.com).

## 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 New Members!

Missy Thomas  
Heaven Sent Organizing  
301-910-8517  
[heavensentorg@verizon.net](mailto:heavensentorg@verizon.net)

Dianna Lopez  
Gently Organized  
703-548-1000  
[dianna@gentlyorganized.com](mailto:dianna@gentlyorganized.com)

Kirk Halgren  
301-259-4022  
[Kirk@OspreyHE.com](mailto:Kirk@OspreyHE.com)

Yvette Davis  
301-704-6251  
[yldavis2007@hotmail.com](mailto:yldavis2007@hotmail.com)

There are currently 126 members and 14 Corporate Partners in NAPO-WDC. There were 51 members and 7 guests at our September meeting.

### Membership Directory

Detailed information about members can be found on our chapter website, [www.napowdc.com](http://www.napowdc.com), in the Members Only section.

### Changes and Corrections

Once you join or renew your chapter membership, you can update your own information at any time. Go to [www.napowdc.com](http://www.napowdc.com). 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.

# Outlook Tips



Susan Kousek, CPO® *Balanced Spaces, LLC*  
[skousek@BalancedSpaces.com](mailto:skousek@BalancedSpaces.com)

We all get spam. I use Outlook 2003 and find it catches a lot of it in the Junk Email folder. But some gets through and ends up in my inbox. Should I open it or not? Is that message with a subject line of "HELP!" a potential client or a scam from overseas? Here are some ways you can check out a message without opening it.

### You can add the "To" column to your inbox.

This allows you to see at a glance if the "HELP!" message is addressed to you, to a bunch of people you don't know, or to no one (yes, sometimes the "To" field is empty). I got one the other day from the IRS, but it wasn't addressed to anyone, so I didn't open it. The legitimate newsletter I get from the IRS is addressed to me.

1. While in the inbox, right click any column heading and select "Field Chooser."
2. Scroll down to find the "To" button and just drag it between any two column headings.

When you see a pair of red arrows, release the mouse button. Now you can see at a glance if the message is addressed to you specifically.

### You can take a look at the return path.

Don't you hate it when you get an email message from "Tom" or "Dick" or "Harry" without any last name, company name or email address displayed? Who are these people? Do I want to open their email? I used to just delete messages that displayed only the first name (many are sales messages or spam). But then I found a

way to see the email address of the sender without opening the message. **Caution:** This doesn't always give you the true email address of the sender, especially if it is someone hijacking email addresses or phishing, but it often gives you hints.

1. While in the inbox, without opening the message, right click it.

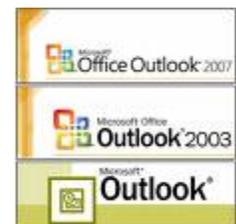
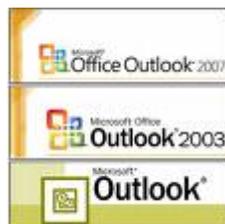
Select Options. The first line shows the return path. Sometimes I recognize the email address because it includes a company name I do business with; then I'll open it. Other times, the sender's email address is something like "root@what-if.com." That was the return path for a recent email I received from "paypal.com" with a subject line of "Unauthorized access to your account."

### Make sure messages you send don't display just your first name. Your recipients might be deleting them!

If you're not sure how your "From" name is displayed, send a message to yourself. I've got mine set to show "Susan Kousek (Balanced Spaces)". Scott Roewer has his set to display "Scott Roewer, Professional Organizer." To change it in Outlook:

1. While you're in the Inbox, from the menu select Tools, Email accounts.
2. Select "View or change existing email accounts" and click "Next."
3. Select the account, and click "Change."
4. In the "User Information" section, the "Your Name" field is what appears on messages you send.

Change it, then click "Next" and "Finish."



---

# NAPO-WDC

## Are You Ready to Perform?

We are looking for members to participate in the ethics skit at the November 2 chapter meeting in Bethesda, Maryland. No experience necessary. No memorizing needed. All participants will have a script. If you'd love the chance to get up in front of the crowd and be part of a fun and educational activity, please contact the Program Director Janet Schiesl at [Janet@BasicOrganization.com](mailto:Janet@BasicOrganization.com). This is your chance to be a star!

---

### Beltway Alternative to Bethesda Meetings!

Tired of sitting on the Beltway slogging along at 5 mph when you're driving from Virginia to the Maryland meetings? For the November meeting, try getting off immediately after the American Legion Bridge onto the Clara Barton Parkway.

Take Exit 41, the Clara Barton Parkway, toward DC. Go 1.2 miles, passing two exit signs for parking areas, then take the next exit which is Cabin John. At the stop sign, turn left to cross over the Clara Barton Parkway. At the next stop sign, you've got two choices:

1. The slightly longer way, which is easier, is to turn left onto MacArthur Blvd. Go 0.5 miles and at the first stop sign, turn right onto Sees and turn left at W. Cedar Lane.
2. The other way, which is a bit shorter, is a little more complicated. At the stop sign, turn right on MacArthur Blvd. Go 0.4 miles and take the first left onto Wilson Lane. Go 2.3 miles and turn left at Bradley Blvd. Go 0.5 miles and turn right on Huntington Parkway. Go 0.6 miles and turn left on Old Georgetown Road. Go 0.8 miles and turn right at W. Cedar Lane.

Either way, turn left into the parking lot for the Rock Creek Mansion, 5417 W. Cedar Lane, Bethesda, MD.

A big Thank You to Susan Kousek and Melanie Patt-Corner for these tips!

---

## Missing in Action!

The Lending Library is missing a few CDs from their fabulous collection! Please help them out by taking a look around your car and CD player to see if you might have left one behind. They'll likely have a NAPO sticker affixed.

## Become a Certified Professional Organizer® (CPO®)

Check out the official [CPO® website](#) to 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.



We shared very exciting news at the September chapter meeting about Get Organized (GO) Month® 2010! First, we are pleased to announce that the Co-Chairs of GO Month® 2010 are **Amy Goldberg-Cutler** and **Janice Rasmussen**. Thank you, ladies, for volunteering!

In addition, we will be partnering with **IKEA** in **College Park, MD** to offer mini-workshops to the public on a variety of topics related to organizing. By offering our services this way, we increase our ability to educate a larger group of people and allow our members to shine in a whole new way. We will make that spotlight even brighter by showcasing volunteers on our very own YouTube channel!

Are you excited yet? Are you ready to join the GO Month® 2010 team? Have questions? [Contact Deb Lee](#) with any questions or to throw your hat in the ring.

For those of you who have already volunteered to be presenters (thank you!), please look out for an e-mail over the next few weeks with more details on next steps.



**Cris Sgrott-Wheedleton**  
Organizing Maniacs  
NAPO-WDC Secretary  
[Cris@OrganizingManiacs.com](mailto:Cris@OrganizingManiacs.com)

On September 14, we met at the Rock Creek Mansion in Bethesda for our first meeting after the summer break. What an amazing kick-off meeting it was! It was filled with networking, ice breakers, candid sharing by an incredible panel of Golden Circle members and camaraderie after a long summer away from "Shop Talk."

Lauren Halagarda started with an ice breaker and asked statistical questions of the group and we moved into two separate groups back and forth depending on specialty and expertise.

Jackie Kelley gave an overview of the membership drive, currently in full force.

We acknowledged and thanked our volunteers of the month, Alisa Levy and Cheryl Richardson. We still need lots of volunteers! Contact Chapter President Judy Parkins if you want to be more involved.

To celebrate the 15<sup>th</sup> Anniversary of NAPO-WDC, a panel of the first chapter members discussed how it began and how their organizing business have changed over the years. The panel included Terry Watson, CPO-CD, PTAC, ACT, ADDCAT from *TimeWise*, Jill Lawrence, CPO-CD from *Jill-of-all-Trades*, Susan Kousek, CPO® from *Balanced Spaces, LLC* and Ellen Epstein, GC from *Concierge America, Inc.*

Terry Watson described her first meeting with Barbara Hemphill and how the chapter almost had to disband for lack of leadership in the very early days. Ellen Epstein remembered their first efforts to fundraise for the website and searching for an available URL. Jill Lawrence talked about the importance of marketing and her efforts as marketing director. When they first started in 1980's social media, the Internet, email and even cell phones were not available as today.

Terry shared that her main lesson learned has been to "always be opened to the possibilities." Her first client, unknown to her at

the time, was a hoarder. She learned about backsliding, collaborative therapy and firing clients. She went on to become very active in NSGCD and ADD-related organizing. She described her biggest challenge as keeping up with information. Terry finished by stating, "If you do what you love, you will never work a day in your life."

Jill shared the main challenge when she started was educating people on professional organizing. Some people thought she worked for a worker's union which she remembered leading into some interesting conversations! She advised new organizers to take the time to figure out their business plan first. She recommended Susan Kousek's class "Am I Making a Living at This?" offered at the NAPO 2008 Conference (available through our Lending Library). Her biggest accomplishment was earning her CPO-CD certification from NSGCD.

Susan spoke of the financial challenges of charging to save, and finding balance between work and personal life. She also spoke of the value in volunteering and not ever being too busy to find time to volunteer, which is always an opportunity to network. She considers it a triumph and an honor to receive referrals from her colleagues. She shared that even in this economy she was having one of her best years. Susan finished by saying, "I am where I am now because of NAPO."

Ellen spoke of her love of helping clients accomplish any task they desire. Her biggest challenge has been managing her subcontractors and her client's expectations of not always having her at the job site. Ellen also credited Susan with figuring out how to charge correctly stating that, "If you charge too little, people won't see the value." She also talked about the value of volunteering and spoke of an opportunity she had to give away two free hours which turned into \$18,000.00 in revenue in one year.

What an awesome panel discussion it was! NAPO-WDC thanked the panelists

*(Continued on page 13)*

# Why Is a Blog\* Important to Your Business?



Deb Lee, CPO®  
D. Allison Lee LLC  
NAPO-WDC Director of Marketing  
[deb@dallisonlee.com](mailto:deb@dallisonlee.com)

There are many reasons why people blog, that is, write down their thoughts for others to read online. Some find it fun or cathartic. Others blog because it is an important feature of their marketing plan. It may sound odd that writing your thoughts down can help your marketing efforts, but it does, and here are three reasons why.

**Be the Expert.** Blogs allow you to write from a position of strength and expertise. You are sharing your expert knowledge on a topic that others find valuable. As you establish your authority, you become approachable to your readers and cultivate a rapport with them. This means they will likely return to hear more of what you have to say. Why? Because people tend to do business with people they like and trust.

**Get More Traffic.** This is not the kind of traffic that you find on the Beltway, though, if you had that many people visiting your blog, it would be fantastic! A well written and frequently updated blog will drive traffic to that blog. The more people you have looking at your website, the more exposure you get. Linking the blog to your other websites is also a big bonus.

**Build Your Brand.** Your blog is an extension of your company and its values...it's an extension of you. Your blog is another way for you to solidify your company's look, feel and message.

**\*What's a weblog?** A weblog, or "blog", is a personal journal on the Web. Weblogs cover as many different topics, and express as many opinions, as there are people writing them. Some blogs are highly influential and have enormous readership, while others are mainly intended for a close circle of family and friends.

(**Source:** <http://technorati.com/help/blogging101.html>)

(Continued from page 12)

for their time and generosity in sharing their business experience with the group.

Deb Lee gave an update on "GO Month." We will be partnering with IKEA to present 15-minute workshops in January. The workshops will be taped and posted on the NAPO-WDC YouTube channel.

Janet Schiesl reminded us that we will have a photographer on site at the November meeting for professional headshots and to call the photographer directly to make an appointment.

Cheryl Richardson gave us an update on MARCPO. There is very talented lineup of speakers and we need every member to come and volunteer. This is an important revenue stream for the chapter.

Julie Gray introduced 123Junk.com and

the Container Store as new corporate partners. Please remember to support all of our corporate partners.

Last but not least, sincere gratitude was offered to Jessica Williams who was retiring as the Golden Circle Chair and to Sandee Merrigan who was the past secretary on the board.



Terry, Jill, Susan and Ellen

## Upcoming NAPO in the Neighborhood Meetings

Rockville Pike

October 26

LaMadeline - Rockville Pike

6:30—8:30 pm

Contact: Alisa Levy

[alisa@embraceyourspace.net](mailto:alisa@embraceyourspace.net)

301-651-1697

Route 66

October 27

Sandra Forbes' Home

7:00—9:00 pm

Contact Janet Schiesl

[janet@basicorganization.com](mailto:janet@basicorganization.com)

571-265-1303

Route 7

October 28

Borders Books - Sterling

6:00—8:00 pm

Contact Cris Sgrott-

Wheedleton

[Cris@organizingmaniacs.com](mailto:Cris@organizingmaniacs.com)

703-969-8407

## Organizing Assistants

Are you interested in letting other chapter members know you want to work as an organizing assistant?

Advertise in the monthly Constant Contact. This publication comes out approximately one week before chapter meetings.

The list will consist of your name, phone number, email address and photo. You will be able to purchase space on the list for \$45 for a three month ad. Sign up now!

Contact [Lauri Mennel](mailto:Lauri Mennel) for more information.

10% discount or commission  
for NAPO-WDC members



pink & "green"  
junk removal  
machine

www.jitt.com 877-jitt-now

**Space Planning  
for Organizers**  
*Take Your Client's Space to the Next Level*

Saturday, November 7 - 1 to 5 pm  
for information contact  
Janet@BasicOrganization.com  
571-265-1303