



Capital News & Views

Volume 16, Issue 10

www.NAPOWDC.com

December 2009

How to Grow Your Business and Make More Money

"They don't care how much you know until they know how much you care"

Monday December 7, 2009 6:30pm – 9:00pm

It's all about getting the attention of your prospects and customers. To break through the incredible barrage of media messages that come at us every day -- you have to Make Your Message Matter™.

Lisa Martin, President and CEO of LeapFrog Solutions, Inc., a strategic marketing communications firm located in Fairfax, VA will speak on how to create a successful marketing plan for both online and offline communications. Lisa integrates traditional marketing methods with emerging technologies in order to make the message matter. LeapFrog

Solutions was named one of the Top US Agency Brands by *Advertising Age* and continues to be recognized as one of the Top 10 Graphic Design Firms by the *Washington Business Journal*.

Ask the Expert Focus Group

Come early (6:30 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
If You Sow Them, They Will Grow	3
What's Your Marketing Strategy?	4
NSGCD	4
New Member Brunch	5
Marketing Ideas From Members	5
Website Report	6
WDC T-Shirt Info	6
Book Club Info	7
Golden Circle	8
How Will You Handle Ethical Dilemmas?	9
Book Review	11
Meeting Review	12

December 7 Chapter Meeting Information

Location

Kena Shriners
9001 Arlington Blvd.
Fairfax, VA 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.

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

Successful Marketing

President

Judy Parkins
Judy@GentlyOrganized.com
703-548-1000

Vice President

Lauren Halagarda, CPO®
Lauren@2OrganizeU.com
703-282-2231

Secretary

Cris Sgrott-Wheedleton
Cris@OrganizingManiacs.com
703-969-8407

Treasurer

Susan Unger
sunger10@cox.net
703-864-1055

Communications/Technology

Nealey Levi
liveontrack@gmail.com
202-258-9040

Marketing

Deborah Lee, CPO®
Deb@DAllisonLee.com
301-502-3835

Corporate Partners

Julie Gray
Julie@Profound-Impact.com
703-517-2449

Membership

Jackie Kelley
Jackie@clearinghousenow.com
301-580-6895

Programs and Professional
Development

Janet Schiesl
Info@BasicOrganization.com
571-265-1303

Member-at-Large

Heather Coccozza
hcoccozza@CoccozzaOrgDesign.com
703-276-1243

President's Message



Judy Parkins
Gently Organized
NAPO-WDC President
Judy@GentlyOrganized.com

My favorite resource for "Marketing Tips and How To" comes from [small business trends](#) expert Anita Campbell and Hewlett Packard (HP). This site posts comprehensive tips documents like [Best Kept Marketing Secrets – 100 Experts Dish With Their Marketing Tips](#); [100 Green Small Business Tips](#); and [137 Small Business Twitter Tips](#).

When reading these documents I feel like my grandson going through the toy catalogue. I have little check marks next to everything I like and before you know it, I want everything! But the economy of scale and finances, kick in and I pick out one or two I can implement now and save the rest for later. One good thing about being in such a rapidly changing technological environment is that by the time I get involved, something new, better, and easier to use, has been created.

Invariably, the ones I choose to implement are the ones that are simple, inexpensive, authentic, friendly and relationship-based. Here are a few suggestions and examples of how they're working for me.

[Steve Rucinski, Small Business, CEO](#): *Surprise your customers. When was the last time you did something to surprise your customers? You know, something that would really make them remember you and appreciate your thoughtfulness and attention. We all spend most of our energy trying to create attention and generate enthusiasm in our prospects and potential customers, but ignore the current ones. Just ask the wireless phone companies – all of the good deals go to new customers. When is the last time your provider called you and offered a free phone, or a month's free service? Probably never, like me. The surprise doesn't have to cost a lot of money, sometimes a phone call from the owner just to follow-up is enough. The issue is, whatever you do has to be sincere, not just an administrative task done without true intent.*

This year I've offered my customers the opportunity to join us for a day of fun and productivity in getting their holiday cards in the mail. We are providing the space, printing their mailing labels, offering stamps for sale and having extra hands on deck to help get their cards in the mail. We see it as our gift to them for their business. This helps keeping them organized and frees up the rest of December to do the fun stuff – like eat and shop!

[Barbara Payne, Really Good Freelance Writer](#): *Be true to yourself – in all you do...in everything you communicate to your audiences. There are a hundred ways to market today – choose those that fit your personality and your philosophy. For example, someone who makes friends easily may find connecting with bloggers their most valuable practice. Some approaches won't feel right at all. If you resolutely refuse to open direct mail yourself, you may be better off focusing on other channels. Think about how you like to get your information; how you make your decisions. Put your passion into the pathways that feel right, and then reach out to your audiences on a regular basis. Don't worry about the competition (but, pay enough attention that you can borrow a good idea when you notice one). Discover the deepest truths you feel in your heart – about your business, your customers and your employees – and then express these well and often in your chosen marketing vehicles.*

(Continued on page 3)

If You Sow Them, They Will Grow



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

Every few months, things get a little slow for me. After a few joyous days with my own

home and home office organizing projects, I think, "I guess the information age is finally passing me by, and I'd better crank out that stalled website once and for all."

And then a seed I sowed months back, face to face with a three-dimensional person, causes my phone to ring.

Thanks to the last 3-1/2 years of working with a sales coach (a very specific kind of coach, and I don't recommend any other), I've gone through an inner makeover. I've come to understand that what people see when they see me is what they get when they engage my services, and I am almost never being a truly bad advertisement for what that is.

My belief in what I've been learning began with the guilty pleasure of turning away a lot of business, in the direction of napo.net and dcoorganizers.org, and in the direction of something else if I thought the caller needed something an organizer couldn't offer. This new-found thrill of saying no became possible because the coaching empowered me to describe who I

wanted to work with, and that was far from anybody and everybody.

I eventually signed up for two decades of this coaching--long since paid for--and the lessons have accrued at my own erratic pace. I'm continually at work on the schooling part of this education, but the real learning takes place in the field with real people. A more natural extrovert than me might move at a different pace.

True, it is necessary to get the word out--the song I sing about that most of the time I sang above: napo.net and dcoorganizers.org. But once a prospective client has the word, the best I can do to describe the paradoxical thing I strive to do next is to stay present and yet to stay out of their way. I avoid all things "salesy," and I trust a process I have come to believe in, based on a kind of "if you build it they will come" philosophy.

What I work hardest on is articulating, improving and expanding what I do for my clients. They are the center of my attention throughout my work week and I work to make them happy. The happier I make them, the more confident I become that I can make the next one happy, too. And yet, it is something I almost never have to say out loud in so many words.

I keep waiting for this to stop working. I have some projects of my own I don't want to put off indefinitely . . .

NAPO-WDC 2008-2009 Committee Chairs

Golden Circle

Helen Montfort

hsmontfort@mac.com

301-320-8970

Newsletter

Lauri Mennel

Lauri@BluebonnetPO.com

703-336-9231

Nominating

703-953-2594

Mid-Atlantic Regional

Conference

Cheryl Richardson

cherylrichardson@cox.net

703-869-3948

Points of Contact

Book Club Coordinators

Lynn Meltzer

arnielynn@verizon.net

301-530-3551

Judy Parkins

Judy@GentlyOrganized.com

703-548-1000

Lending Library

Maria White

maria@enuffwiththestuff.com

703-729-2455

CPO® Liaison

Susan Kousek, CPO®

skousek@BalancedSpaces.com

703-742-9179

NAPO in the School

Vacant

Quantum Leap®

Alisa Levy

alisa@embraceyourspace.net

301-651-1697

Webmaster

info@napowdc.com

Yahoo Group

Cris Sgrott-Wheedleton

Cris@OrganizingManiacs.com

703-969-8407

(Continued from page 2)

My home and office don't feature photos of me shaking hands with someone influential. I have some that were fun to do but it's not what's really important to me now. Instead, I have pictures of our four grandsons, our four children and their families, my husband and I on vacation, our friends, our dogs, and even one of our home. These are the things I love and that truly mean something to me. Some people hate Christmas letters – I love them. My favorite holiday cards have a photo. So how does this relate to marketing? Throughout the year, through [Constant Contact](#), we send a newsletter to our current and potential clients, associates and friends. We try and offer "gentle" organizing how-to information and keep our postings upbeat and friendly. Our tagline is "supportive, cheerful, and non-judgmental" – it's what we keep in mind when working with clients, interacting with associates, and in sharing information.

It's always toy catalog season when pondering marketing ideas, and the end of the year is a good time to pick out a couple of ideas to implement next year.

**NAPO-WDC Chapter
2009-2010 Calendar**

September

14 Chapter Meeting:
Lessons Learned
Rock Creek Mansion
Bethesda, MD

15 Book Club North

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

12 Book Club North

(Continued on page 5)

What's Your Marketing Strategy?



Deb Lee
D. Allison Lee LLC
NAPO-WDC Director
of Marketing
www.dallisonlee.com

Do you have a marketing strategy or plan? As with other parts of your small business, it's important to know what direction you're going in and how to get there. Here are the top three things that will help you stay on the right marketing track.

Perfect Your Aim. Before embarking on any marketing strategy, be sure to know who your target is. Who is your ideal client? Females, ages 35-55 yrs? Seniors? Single moms with multiple children? Don't waste your time or money creating collateral without knowing who you want to work with. Otherwise, you might end up with jobs outside of your desired scope of work.

Grab a Map. Once you figure out who your ideal client is, you need to figure out where to find them. Do they read specific magazines or visit specific websites? Will they be in an orthodontist's office in NW DC? Find them and get their attention.

Track Your Hits & Misses. Once you take care of the fun part, i.e., creating attractive marketing items, you should track how successful these items are. What is the return on the time and money invested? How will you know if you're successful? Be sure to track the response you get from each marketing item on a regular basis and establish a baseline for the future.



NSGCD



Cris Sgrott-Wheedleton
Organizing Maniacs
NAPO-WDC Secretary
Cris@OrganizingManiacs.com

Are you familiar with the National Study Group on Chronic Disorganization (NSGCD)?

Jill Lawrence CPO-CD® and I are excited to be this year's ambassadors to NSGCD. If you have any questions about the organization, membership benefits, the teleclasses, Yahoo Group, please let us know.

"NSGCD mission is to benefit people affected by chronic disorganization. The NSGCD, explores, develops and communicated information, organizing techniques and solutions to professional organizers, related professionals and the public.

Their vision is to be the premier resource on chronic disorganization."

Here are the titles for the December Teleclasses:

1. Basic CD
2. Supporting Clients with Intellectual & Cognitive Challenges
3. Establishing Successful Client Relationships
4. Working with Clients with Adult-Diagnosed ADD
5. Locating Mental Health Resources in Your Community

As you can see, NSGCD education program is not only for the education of professional organizer focusing in Chronic Disorganized. I feel that most of what I have learned applies to all my clients.

New Member Brunch

(Continued from page 4)



Jackie Kelley
 Clearing House LLC
 NAPO-WDC Director of
 Membership
www.clearinghousenow.com

The Membership Committee of NAPO-WDC hosted a New Member Brunch on Saturday

November 14 at the home of Susan Unger, NAPO-WDC Treasurer. New members in attendance included Yvette Davis, Dianna Lopez, Kirk Halgren, Jodie Campbell Jacobs, Mindy Jeppesen and Missy Thomas.

The board and chapter (volunteer) members who attended included Jackie Kelley, Judy Parkins, Lauren Halagarda, Susan Unger, Cris Sgrott-Wheedleton, Janet Schiesl and Helen Long.

NAPO-WDC will again host a new member brunch in the spring.



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.**

Marketing Ideas From Members

Volunteer Marketing



C. Lee Cawley
 Simplify You Inc.
www.simplifyyou.com

As a brand new Organizer I sought out and offered 2 hours of my services for many local Silent Auctions.

I made sure that the schools and charities were ones that I whole heartedly supported and also were ones that my "ideal client" was likely to attend. It was a win/win situation for me on all levels. It got my business name "out there" and I found that 50% of the people that "won" me did not call or use my services at all, so nothing lost on that. Of the other 50% that did use the donated 2 hours, EVERY single one has hired me for at least one more appointment and so has become a client. In fact, one of the early "winners" was the beginning of a chain of clients now numbering almost 2 dozen. She told "two people, who told two people" and so on. Remember you

cannot deduct any services donated (so there is no tax benefit for your business) but for NO money invested other than my time and business cards, donations to Silent Auctions was a very lucrative marketing strategy!

Pay it Forward Marketing



Linden Coyne
 Junk in the Trunk
www.jitt.com

People often call and ask if we will move furniture, drop off dumpsters, or clean their house.

Though all of these are beyond the scope of our junk removal service, we always find a reputable company to refer. The callers are always appreciative and sometimes find a reason to use our service anyway or they refer our service to friends. Fairly often, the company we refer ends up returning the favor. By "paying it forward" we have clients and non – clients that are happy to tell their friends about us!

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

Editors

Amy Goldberg-Cutler
TheRunaround@att.net

Cheryl Richardson
cherylrichardson@cox.net

Mary Needham
maryneedham@verizon.net

Laura Caron
LLCaron@verizon.net

Deb Lee, CPO®
deb@dallisonlee.com

Advertising

Lauri Mennel
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)

Website Report

Nealey Levi
On Track
NAPO-WDC Director of Communication & Technology
liveontrack@gmail.com



Date	Unique Visitors	Number of Visits	Pages	Hits
October 2009	1006	1897 (1.88 visits/visitor)	5465 (2.88 pages/visit)	47,347 24.95 hits/visit
October 2008	819	1366 (1.79 visits/visitor)	4753 (3.47 pages/visit)	47,632 (34.86 hits/visit)

TECH TIP *Why not market yourself online?*

There are so many ways to market your business online. Why not do it? How, you say? Well, here are few options to get you started:

- Build a website – GoDaddy.com and AndysWebTools.com are user-friendly site builders.
- Make a Facebook page – Start discussions, post photos and more.
- Join Twitter – Go to Google.com and type “how to make Twitter work for your business” in the search box.
- Create a newsletter – Constant Contact is great for this!
- Submit articles to high-traffic websites– eHow.com and EzineArticles.com are a few.

Comment on other people’s blogs – Put in your two cents and a link to your website.

Don’t forget to include your website or Twitter name and other information you might have on your business cards and in your email signature!

Get Your NAPO-WDC T-Shirt

NAPO-WDC has a T-shirt! First sold at MARCPO 2009, they are now available to chapter members. Show your affiliation with the organization by wearing the first Washington D.C. chapter T-shirt. Be prepared to participate in GO Month and other chapter activities by getting your shirt now. Act while supplies last!

The shirts are sold for \$12.00 each. They are white cotton unisex shirts with the NAPO-WDC logo on the front. The back of each shirt has blue lettering and tells the world who we are and how to find us. To arrange for a purchase of a T-shirt contact Susan Gilman at S.L.Gilman@att.net.



Book Clubs

Book Club North

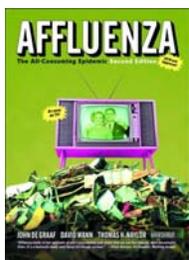
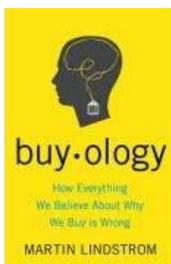
Coordinator: Lynn Meltzer
Clutter and Paperworks

When: Tuesday, January 12, 7pm

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

Book: *Buy-ology: How Everything We Believe about Why We Buy Is Wrong* by Martin Lindstrom

Affluenza: The All Consuming Epidemic by John de Graaf



Book Club South

Coordinator: Judy Parkins
Gently Organized

When: Wednesday, December 16, 7pm

Where: Gently Organized Office
Alexandria, VA

Book: *Organizing Solutions for People with Attention Deficit Disorders* by Susan Pinsky

Pinsky brings real-life experience to her topic. Not only is she a professional organizer and NAPO member, but she is also the parent of a child with attention deficit disorder. These two roles led to her creating simplified organizational systems specific to the needs of those with ADD.



(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. 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 anytime.

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.

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 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.

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.

PR Corner

Lauren Halagarda, *The Organization Connection*, was featured in The Washington Post Express on October 30, in an article titled "Organized Home Work" on resources for setting up an organized home office. <http://www.expressnightout.com/content/2009/10/desk-home-office-organize.php>

Janet Schiesl, *Basic Organization*, was quoted on the blog, www.theorganizedparent.blogspot.com, on November 5, on Creative Ways to Display, Store and Repurpose Kids' Artwork.

Jane Campbell, *Back in Sorts Organizing Systems*, talked sensibly about what organizing really is. She was called the "high priestess" of the organizing religion and "the oracle of organization" in the metro section of The Washington Post on October 16.

Golden Circle Report



Helen Montfort
Making Space for Life
NAPO-WDC Golden Circle Liaison
hsmontfort@mac.com

Golden Circle News

For the first time, there will be classes dedicated to Golden Circle members at the 2010 NAPO conference in Ohio. Three separate classes will feature Sally Allen, Denslow Brown and Monica Wolford.

We had a Golden Circle gathering on Sunday, November 8 with 14 members in attendance. We had a very informative discussion on hiring subcontractors, independent contractors and employees, and the accompanying issues with contracts, Worker's Compensation and insurance.

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 4:00 pm on Sunday, February 21. Mark your calendars now! We are looking forward to another lively discussion.

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 Bill Rolph for being the expert at the "Ask the Expert" table for the November meeting. There were three aspiring/less than one year members 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 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.

How Will You Handle Ethical Dilemmas?



Janet Schiesl
Basic Organization
NAPO-WDC Director of Programs
and Professional Development
www.basicorganization.com

These questions came from "The Boomer Burden, Dealing with

Your Parents' Lifetime Accumulation of Stuff" by Julie Hall, *The Estate Lady*. After the Ethics program at the November chapter meeting, participants were asked to answer the questions anonymously and following are the results.

1. Your mother has Alzheimer's, and your father suffers from a heart condition and diabetes and has difficulty walking. They live in a two-story house that has become too difficult for them. However, they refuse to consider moving to a safer environment. What would you do?
 - A. Try to reason with them and convince them to move.
 - B. Have them declared physically incompetent, forcing them to move against their will.
 - C. Trick them into moving to an assisted-living facility that you have secretly arranged for them.

Almost unanimously, people chose "A" as their answer. There was a comment that "often older adults decide they will not move – but need a different or more protected living situation – There are many ways to have this happen. Sometimes just "reasoning" with someone doesn't work".

2. Your mother recently passed away, and your father is still living with reasonably good health. He is not interested in selling or giving away anything that belonged to your mom. You have always wanted her sewing machine. What would you do?
 - A. Ask your father if you could keep it at your house.
 - B. Offer to buy it from your father.

- C. Make sure your siblings didn't want it, and then remove it from the home against your father's wishes.

Participants were split on the correct way to handle this situation, with half choosing "A" and half choosing "B".

3. Your father passed away three years ago, and your mother has recently died. You are the executor of the family estate. On your walk-through of the home, you notice several items of sentimental value that you would like to keep. What would you do?
 - A. Make a list, and go over it with your siblings, asking permission to keep them.
 - B. Take a few of the items but offer the rest to your siblings.
 - C. Take what you want and say nothing to your siblings.

Everyone agreed on this question. The answer we all chose was "A".

4. Your father is your last surviving parent. He is confused most of the time due to dementia. You have a close relationship with him and are named in his will as the executor. One day when you visit, he hands you an envelope with a dozen gold coins and tells you he wants you to have it. What do you do?
 - A. Thank him and take them.
 - B. Accept his gift immediately contact your siblings and offer to divide them equally.
 - C. Accept them, but add them to the will, indicating that they are to be divided equally with your siblings.

This question posed a more difficult ethical dilemma for the group. Two people answered "A", five people answered "B" and 11 people answered "C".

5. Both of your parents have died, and you and your siblings are at the house, preparing to clear it out. When you walk past your parents' bedroom,

(Continued on page 10)

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 or contact the Membership Director, Jackie Kelley at membership@napowdc.com. For Corporate Partner questions, contact Julie Gray at 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/re>

Welcome New Members!

Joy Kollhoff
Lorton, VA
ejoyandco@hotmail.com

Mindy Jeppesen
Arlington, VA
mindy@rejuv.org

Jodie Jacobs
Alexandria, VA
jodiecj@gmail.com

There are currently 98 members and 10 Corporate Partners in NAPO-WDC. At our November meeting, 41 members were in attendance and the chapter hosted 1 guest.

Membership Directory

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

(Continued from page 9)

you see your sister take a piece of costume jewelry of little value from your mother's dresser. What do you do?

- A. Ignore it because it has no resale value.
- B. Gently confront your sister and tell her you know your mom would have wanted her to have it.
- C. Firmly but kindly tell her she can't take it unless all your siblings agree.

The group was again split on the correct way to face this issue. Four people answered "A", seven people answered "B" and 8 people answered "C".

6. Your father passed away, and your mom asked you to go through his clothes and other personal belongings. You notice a small box in the back of his sock drawer, and when you open it up, you see three romantic cards from another woman. What do you do?

- A. Remove the box of letters and destroy them, never mentioning it to anyone.
- B. Show it to your brother and ask him to promise never to mention it to anyone.
- C. Give the box to your mother.

Everyone chose to remove and destroy the letters, as in "A".

7. Your entire family is in the house, cleaning out all of the rooms. You find Mother's long-lost diamond ring in one of the purses. You have always wanted that ring, but so has your sister. What do you do?

- A. Announce to everyone you have found the ring in her purse.
- B. Tell your sister it has been found but since you found it, you are going to keep it.
- C. Put it in your pocket, thinking in one will ever know.

Unanimously, the group chose "A", and keep everything out in the open and announce it to everyone. Someone did suggest to "discuss sharing ownership with the sister".

- 8. No one has been able to find Dad's will. You find it by accident inside an old magazine. The will stipulates that all of his estate is to go to his favorite charity, and none of it goes to his children. What do you do?
 - A. Get rid of the evidence without including your siblings in that decision.
 - B. Share it with your siblings and decide what to do.
 - C. See to it that Dad's wishes are carried out.

This difficult question was answered by most people to carrying out Dad's wishes as in "C". One participant wrote that they would "contact a lawyer". But not everyone responded this way. A few people chose "B".

Thank you to everyone who participated in the survey. It just goes to show that we do not all think alike and what we feel is ethical may not seem that way to others.

Prior to the chapter meeting, there will be a gathering for all people interested in the Quantum Leap® Program. If you want to learn about the community service arm of NAPO or want to become a Trainer, join Alisa Levy, Quantum Leap® Liaison from 6:30 to 6:55. For more information, contact Alisa at alisa@embraceyourspace.net or visit the NAPO website <http://www.napo.net/who/involvement/quantum.aspx>.

Book Review

“Made To Stick” by Chip and Dan Heath



Julie Gray
Profound Impact, LLC
NAPO-WDC Director of Corporate Partners
www.profound-impact.com

Book Club South

There are certain ideas, stories, and urban legends that you hear repeatedly and may even assume to be true – razor blades in Halloween apples, businessmen having their kidneys harvested by organ thieves, or even the common notion that ‘Nice guys finish last’.

Why are these stories and ideas so pervasive? How do we all know about them and assume they are true? Because they are sticky. They all contain elements that make it easier for people to remember – and to pass along. (For the record, the razor blade and kidney harvesting scenarios are both unfounded. As for whether nice guys finishing last – this one is up to you!)

In October, Book Club South read, “*Made to Stick: Why Some Ideas Survive and Others Die*” by Chip and Dan Heath, to better understand how we can translate and transfer our organizing ideas, concepts, and skills to clients.

So how do you do you make your ideas stick? The authors suggest you follow their SUCCESS model:

- S – Simple
- U – Unexpected
- C – Concrete
- C – Credible
- E – Emotional
- S – Use Stories

According to their research, utilizing as many of these elements as possible will increase how well your ideas ‘stick’ with others and make them easier to pass on.

Take the FAT paper sorting system as an example. FAT = File. Act. Toss. It is remarkably simple, certainly unexpected (who expects you are going to call something fat?), and very concrete. Using their model it is easy to see why this method is so popular and so easily communicated. What method of concept do you use in your organizing business that could benefit from being more ‘sticky’?

After reading the book, I was left with the sense that making our ideas ‘stick’ is both simpler and more complicated than one would think initially. Simpler in that with the right formula you really can make it easier for people to grasp your ideas and more complicated because it can take a lot more work upfront to create a truly ‘sticky’ idea.

Personally, I found this book fascinating and would highly recommend it to others that want to improve how they communicate - not just to their clients but across all aspects of life.

Become a Certified Professional Organizer® (CPO®)

Check out the official [CPO® website](http://CPO.org) 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.



Upcoming NAPO in the Neighborhood Meetings

Rockville Pike

LaMadeline - Rockville
Pike 6:30—8:30 pm
Contact: Alisa Levy

alisa@embraceyourspace.net
301-651-1697

Route 66

Sandra Forbes' Home
7:00—9:00 pm
Contact Janet Schiesl

janet@basicorganization.com
571-265-1303

Route 7

Borders Books - Sterling
6:00—8:00 pm
Contact Cris Sgrott-
Wheedleton

Cris@organizingmaniacs.com
703-969-8407



Cris Sgrott-Wheedleton
Organizing Maniacs
NAPO-WDC Secretary
Cris@OrganizingManiacs.com

On November 2, we met at the Rock Creek Mansion in Bethesda for our ethics in organizing meeting.

Lauren Halagarda started with an ice breaker and asked members to find someone they didn't know well, and try to get to know them a little bit better. Once again, we learned interesting facts about our fellow organizers.

We acknowledged the volunteers of the month. Julie Gray, Mindy Jeppesen, Terri Fisher, Kim Oser and Melissa Sorensen. We still need lots of volunteers! If you want to get involved please contact Judy Parkins and she will certainly find you a seat on the bus!

To celebrate Ethics in Organizing Janet Schiesl, Deb Lee, C.Lee Cawley, Mere-

dith Gordon, Lauri Mennel and Judy Parkins were our fabulous organizer actors in several skits. Actors presented everyday scenarios and the audience got to chime in when the "actors" said something unethical. Amy Goldberg, the moderator, reminded us that "ethics are based on moral values and rules." Lynn Meltzer reminded us to respect every client's privacy. NAPO and NSGCD have a code of ethics available online.

Deb Lee gave us an update on "Go Month" and volunteers were signed up.

Julie Gray introduced Re-Sale Solutions and the Container Store corporate partners in attendance to meeting. Please remember to support all of our corporate partners whenever possible.

Susan Unger and Judy Parkins gave the chapter members an overview of the budget.

If you would like to buy a NAPO-WDC T-shirt please contact Susan Gilman.

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](#) for more information.

© 2007 Closet Factory. All rights reserved.



MASTERS OF ORGANIZATION

Custom storage solutions for every room in your house.

- Closets, offices, garages, entertainment centers etc.
- Handcrafted designs that fit your needs and style
- Professionally trained designers and installers

We work with you or your client...you decide

Call for a FREE design consultation

301.893.1605
888.256.7587



**10% discount or commission
for NAPO-WDC members**



**pink & "green"
junk removal
machine**

www.jitt.com 877-jitt-now