



Capital News & Views

Volume 17, Issue 1

www.NAPOWDC.com

January 2010

Organizing Specialty Workshops

Monday January 4, 2010 6:30pm – 9:00pm

We continue the popular educational format of workshops with chapter members leading discussions on specialties within the organizing industry. Learn how your peers have enhanced their businesses by offering their clients special services.

The experts and topics that will be covered at the round tables sessions will be:

Helen Long: Estate Sales

Karen Swain: Working with Hoarders

Helen Monfort: Organizing Coaching

Jody Al Saigh: Photo Organizing

Janice Rasmussen: Space Planning

Cris Sgrott-Wheedleton: Organizing Medical Paperwork

Corporate Partner Expo

Come early to attend the Corporate Partner Expo from 6:15pm to 7:00pm. Check out their winter promotions and learn about current referral programs. Get to know our Corporate Partners!

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.

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January 4 Chapter Meeting Information

Location

Rock Creek Manson
5417 West Cedar Lane
Bethesda, MD 20814
301-530-0258
www.kofc2797.org/index.html

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
Unique Business Models

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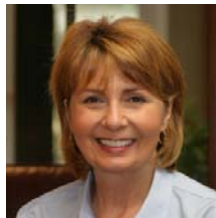
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President's Message



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

2010 is just around the corner and it wouldn't be January without New Year's resolutions. Last year, I took a new approach to the old school way of goal setting – and yes, it always included lose weight, exercise more, procrastinate less and spend more time with family and friends.

One evening over dinner with a group of girlfriends, we talked about failed resolutions and decided to try something new, "vision boards." I have to admit, I was clueless about what a vision board was or how it worked, but it included food, fun and friends, so I was up for it. We gathered last January with magazines, poster boards, glue, tape and scissors. You can also use photographs or images from the Internet. After cutting our pictures, we added corresponding goals or affirmations. I cut mine out of magazines but other, more creative types, hand-lettered theirs.

It was truly surprising to watch the board take shape. As I sorted through my stack of cut-outs, I found words and pictures that seemed to go together. After assembling our boards, we took turns explaining what each item meant or how we hoped it would manifest in our lives. One of our group members had the words "Big Love" on her board, eliciting laughter from those of us who enjoy the HBO series about polygamy. She had never heard of it! Another had recently lost her husband to cancer and was grieving deeply. She only had a few items to add to her board and had a difficult time talking about it. That's the beauty of the vision board – it's very personal and based on where we are and where we want to be. We agreed to touch base on what happened throughout the year and do a recap and another vision board the following January. I can't wait.

I posted my vision board in my bedroom next to the full length mirror, where I would see it every day. The theory is that you will focus on the objects, sayings and, if you have one (or more), theme on your board. Without realizing it, so many pieces of what I posted started to happen. There was no bolt of lightning – just a gradual awareness and tiny steps toward achieving my goals. If I hadn't done it, I wouldn't believe it, but every single thing on my vision board happened. The biggest and most surprising was weight loss. You name a diet, I've tried it; and exercise – boot camp, and Pilates, and yoga, and 6 am aerobics – they all worked until I went back to my old habits. On my vision board I stayed realistic by cutting out a picture of a woman in a pair of slacks and putting the words under it, "I want to be a size healthier." Nothing happened until I started working with a nutritionist and the weight started to melt away. Then I learned how to exercise using a trainer. These women taught me what to do to be healthier. This is exactly what we do with our clients. We teach them how to get and stay organized, and it works beautifully if they are ready.

Can this work for my business? I want to find out by creating a vision board for my organizing business with other professional organizers. This issue of NAPO-WDC News features our various business models, something I'm interested in since I know mine will change in the next couple of years as I move from part-time to full-time organizing. The vision board process takes 2-3 hours - too long for a chapter meeting. I'd love to host a group in January and will coordinate any others interested in doing the same (NAPO in the Neighborhood perhaps?). 2010 – what then? I can't wait to find out.

GO Month 2010



Janet Rasmussen
Executive Order
Co-Chair GO Month 2010
Janice.execorder@yahoo.com

This is a historic GO Month as it's the first time our volunteer activity is designed to bring information about organizing to the general public. While we will not be marketing for our own individual businesses, we will have the opportunity to educate consumers about professional organizing, NAPO-WDC and the resources that are available to them. This is an exciting time for our chapter and we're thrilled to have so many volunteers be part of it.

We are partnering with IKEA at their Woodbridge, VA location on January 9th and 23rd, 2010. This collaboration will include two presentation sessions each day on four topics: Bedrooms and Closets, Home Offices (including paper management), Kitchens and Children's Rooms. There will be presenters offering information on each of the above categories and IKEA will provide the products to support those presentations. Tip sheets with hints

and guidelines will be handed out to attendees and at the end of each 30-minute workshop. One participant will win an organizer for a 30-minute advice session in the store. IKEA is also putting together gift bags with organizing items or a gift card to be given away at the end of each presentation.

Since this GO Month endeavor is devoted to reaching the general public, the marketing is customized to reach our audience. We will videotape the presenters so they can be viewed on our new YouTube channel. Our URL is <http://youtube.com/napowdc>. If you have a YouTube account, please subscribe to our new channel and friend the NAPO-WDC account. IKEA will help us promote this event by advertising it on their local webpage and creating in-store banners. Stay tuned for the latest updates on where you can see our promotional activities.

If you want to learn more about the event, please contact Janet Rasmussen at janice.execorder@yahoo.com or Amy Goldberg-Cutler at therunaround@att.net.

NAPO-WDC 2008-2009 Committee Chairs

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hsmontfort@mac.com

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Pricing Items for an Estate Sale

A word of caution...



Helen Long
Long Solutions, LLC
www.longsolutions.org

Many of you heard Julie Hall ("The Estate Lady") speak at the MARCPO conference in October. If you have read her book, "The Boomer Burden", then you have a glimpse into the depth of the responsibility for anyone who must sell estate items and assess worth to many items in various categories.

Be careful when assigning a value to an object without proper research and experience. Your liability is increased if you represent an item at an estate (or moving) sale specifically. You are recognized as an expert and with that recognition comes the "burden of proof". If you value an antique coffee table as being worth a certain price (perhaps overvaluing it) and it doesn't sell, the heirs will be very disappointed. If you value the coffee table at the price you know will move the item, the heirs will be disappointed that they didn't get more but very glad the item sold at the price you calculated based on your experience in the local market.

Some people are very good at "eyeballing" an item and setting a value. Everyday items

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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

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Be a Leader in the Organizing Industry

As you are making your New Year's resolutions consider "becoming a leader in the organizing industry." Show your clients that you have an interest in promoting and directing the organizing industry. How can you do this? Run for a position on the NAPO-WDC Board of Directors.

Nominations will be accepted from January 1, 2010 to February 14, 2010. Applications are available in the Members-Only section of the NAPO-WDC website, or you may request a nomination application from the Nomination Committee Chair, Heather Coccozza, hco-cozza@CoccozzaOrgDesign.com

Board of Director Responsibilities

- Understand chapter bylaws, operations manual, policies and procedures, and anti-trust laws
- Maintain the fiscal well being of the organization
- Be familiar with operations and requirements of a non-profit board of directors
- Ensure that you always act in the best interest of the association only. Avoid self-dealing and conflict-of-interest situations

Board of Directors General Duties

- Adopt programs to carry out chapter's mission
- Establish personal goals and objectives for your length of service
- Prepare for each board meeting by carefully studying the agenda and supporting materials
- Attend all board and chapter meetings
- Participate effectively in the board meeting by voicing opinions
- Support board actions publicly
- Support chapter activities with your presence
- Fulfill any assignments as committee member, board liaison, or representative of the chapter
- Contribute informational and insightful articles to the newsletter
- Conduct yourself professionally in

manner and appearance when representing the association

- Perform such other duties as requested, delegated, and/or deemed necessary by the president
- Chapter Officer's Responsibilities**

President

- Preside over chapter board meetings, executive board meetings, and the annual board retreat
- Preside over chapter membership meetings
- Monitor overall workings and activities of the chapter
- Motivate and support members in their respective positions
- Oversee activities of special task forces
- Serve as liaison to the National Association and chapter presidents
- Serve as chapter representative to other organizations and to the general public
- Serve as ex-officio member of all committees
- Participate in chapter events
- Attend national conference and serve as the primary representative of our chapter
- Resolve member complaints

Vice President

- Act in place of the president in his/her absence
- Attend executive board meetings
- Oversee special projects
- Maintain the "client referral" voice mailbox and oversee client referrals
- Submit articles related to this position, such as the client referral process, to the newsletter

Treasurer

- Chair the finance committee
- Responsible for the funds and finances of the chapter
- Prepare and forward to NAPO all fi-

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- nancial reports as required by NAPO
- Perform duties as prescribed in the policies and procedures manual
- Perform other duties as requested and/or delegated by the president
- Perform monthly reconciliation of the bank accounts.
- Handle accounts payable/receivable
- Review and process reimbursement requests, maintaining a system to document approved disbursements
- Maintain chapter bank account and serve as chapter liaison to the bank
- Prepare quarterly financial reports.
- Prepare a budget with assistance of chapter officers and submit a proposed budget to the chapter board of directors for approval and implementation before October 1
- Collect and account for chapter dues and meeting fees
- Review contracts and/or agreements
- Monitor expenditures to maintain a financial balance and reserve.
- Retain and maintain financial records in accordance with retention schedules and forward to the incoming Treasurer

Secretary

- Record, prepare, disseminate and maintain minutes at general board of director (BOD) meetings, executive board meetings, chapter membership meetings and the board retreat
- Distribute board meeting minutes to board members at least one week before board meeting
- Distribute updated board rosters to NAPO National
- Submit meeting review to newsletter
- Submit copies of board agenda and meeting minutes to the shared web directory
- Oversee maintenance of bylaws
- Oversee record keeping procedures, chapter operational documents and files for current year
- Maintain stationery supply
- Maintain inventory of chapter's official supplies and materials

- Maintain chapter historical (archive) records and operations documents
- Send chapter monthly, board of director (BOD) and board retreat minutes to NAPO on a quarterly basis.
- Oversight responsibility of the following committees: Lending Library, By-laws Task Force, Ethics Task Force, Book Club, Grievance Task Force, Historian and Appreciation and Awards Dinner

Chapter Directors' Responsibilities

Director of Professional Development / Programs

- Find/reserve meeting locations
- Maintain program calendar in the appropriate venues
- Procure and communicate with speakers
- Schedule and facilitate program portion of chapter meetings
- Create, distribute and review program evaluation forms
- Oversee chapter annual conference
- Develop ongoing educational programs in addition to chapter meetings
- Oversight responsibility of the following committees: Certification Committee, Education Committee, Programs Committee and Annual Conference Committee

Director of Communications & Technology

- Establish a plan of action, timeline and budget to operate website
- Establish format and regular features
- Coordinate design and content changes with the board
- Set/meet deadlines website changes
- Serve as a liaison between the chapter and website contractors
- Recruit members for website committee
- Secure and expand links
- Monitor and keep a current list of all website administrative accounts (Verisign, Domain Names, Web Host, Web Master and Database)

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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

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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 newsletter submission is one week after each chapter meeting.

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Website Report

Nealey Levi
On Track
NAPO-WDC Director of Communication & Technology
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Date	Unique Visitors	Number of Visits	Pages	Hits
November 2009	781	1548 (1.98 visits/visitor)	4118 (2.66 pages/visit)	35,213 (22.74 hits/visit)
November 2008	693	1134 (1.63 visits/visitor)	3821 (3.36 pages/visit)	35,931 (31.68 hits/visit)

TECH TIP: *What's Your Online Business Model?*

There are so many ways to make money on the Internet these days, why not start a small online business? You're organized, you're an expert, share what you know with the world and you can be an infopreneur!

To get started, create a simple website or blog and record your knowledge and experiences regularly. As you add more content, you'll get more visitors and your website will increase in value.

For example, let's say you display pay-per-click ads on your website (which means you get some money when users click on the ads). Simply put, more content = more visitors = more clicks on ads = more \$!!!!

Some Ways to Make \$ On Your Website

- Displaying advertisements
- Joining affiliate programs
- Selling goods
- Selling services
- Selling e-goods (i.e. create an e-book and sell it)
- Generating leads and getting finder's fees

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in excellent condition are generally priced at less than one-half their retail price. Small items that would normally sell in a retail environment for under \$5 are usually grouped together and sold as a "lot". Once your inventory begins to take on the appearance of fine art, antiques, coins, jewelry, designer clothing and sought-after collectibles, it's a good idea to call in an experienced appraiser. It's much better to be safe than sorry.

With added responsibility comes added expense. Because of the unique nature of estate sales, business liability insurance rates are more than a professional organizer's. There is additional paperwork to complete for an estate sale as well as oversight by an attorney or executor.

Book Clubs

Book Club North

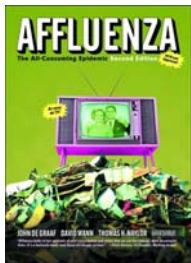
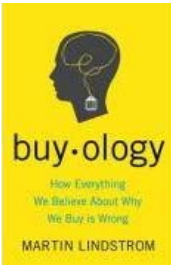
Coordinator: Lynn Meltzer
Clutter and Paperworks

When: Tuesday, January 12, 7pm

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

Books: *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, February 17, 7pm

Where: Gently Organized Office
Alexandria, VA

Book: *The First Sex* by Helen Fisher

Drawing on original research, Fisher reveals how women and their natural talents are changing the world, making them ideal leaders and successful shapers of business and society—today and on into the twenty-first century.



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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 January 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.

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.

Janet Schiesl, *Basic Organization*, taught a seminar entitled "Space Planning for Organizers" on November 7.

Susan Kousek, *Balanced Spaces®*, LLC, spoke on "Six Steps to Better Organization and Time Management" at the Northern Virginia Business Women's Conference on November 12.



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

Golden Circle Report

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 Susan Kousek for being the expert at the "Ask the Expert" table for the December meeting. There were eight aspiring/less than one year members in attendance.

Golden Circle News

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



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.

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- Submit all/any website related invoices to the treasurer
- Oversee preparation and posting of chapter newsletter
- Oversee duties related to electronic communication
- Oversight responsibility of the following committees: Website Committee and Newsletter Committee

Director of Membership

- Serve as the liaison to the chapter membership
- Respond to inquiries via phone/email
- Oversee new member activities, including orientation and brunches
- Oversee registration table at chapter membership meetings
- Submit membership information to the newsletter
- Serve as the primary contact for prospective members
- Maintain membership voice mailbox
- Oversee membership application process
- Oversee membership renewal process
- Oversee production and distribution of the membership packet/operating manual and aspiring member packet
- Prepare member name badges
- Oversee production and distribution of the membership directory
- Submit copy of end-of-year membership directory to the shared web directory
- Update on-line membership application prior to annual renewals and as needed
- Update membership information on website including contact information on "Join Our Chapter" page
- Check voicemail box on a weekly basis for calls related to membership
- Participate in NAPO membership director teleconferences
- Process add/drop lists received monthly from NAPO
- Oversee Buddy Program
- Oversight responsibility of the following committees: Mentor Program, Golden Circle and Hospitality Committees

Director of Corporate Partner

- Serve as liaison between the chapter board and the corporate partners of the chapter
- Recruit corporate partners
- Process corporate partner applications
- Maintain content of corporate partner website pages
- Coordinate with annual conference marketplace chair

Director of Marketing

- Confirm we are listed in DC, MD and VA Verizon Yellow Pages
- Seek out opportunities to increase public awareness of NAPO and the organizing professional
- Act as the liaison between media and the membership. Connect chapter members with media for the purposes of articles or TV spots
- Post chapter calendar of events to www.napo.net
- Maintain a press packet
- Maintain media voice mailbox
- Maintain updated media list
- Oversight responsibility of the following committees: GO Month, PR, Special Events and Products.

Eligibility for Nomination

- Members nominated for the chapter board of directors must have agreed to serve if elected and must be current on their chapter and NAPO dues
- Any regular member is qualified, except in the case of the offices of the president and vice president
- Nominees for the office of president shall have been members of the chapter for at least one (1) year prior to the election meeting
- Nominees for the office of vice president shall have been members of the chapter for at least six (6) months prior to the election meeting
- Any corporate partners is qualified to be a director, but shall not be entitled to be an officer.

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!

Erin Doland
Reston, VA
erin.doland@gmail.com

Bev Hitchins
Alexandria, VA
bev@alignyourlife.net

There are currently 101 members and 10 Corporate Partners in NAPO-WDC. At our December meeting, 42 members were in attendance and the chapter hosted six guests.

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.

Space Planning



Janice Rasmussen
Executive Order
Janice.execorder@yahoo.com

My first experience with space planning began after graduation from Boston University as an Art History major. I worked for a design firm that planned all the leased office space in I.M. Pei's award-winning, minimalist skyscraper, the John Hancock Tower in Boston. For those of you who recall, this was one of Pei's exquisite buildings—other than it created a wind tunnel effect and many of the 500-lb glass window panels kept blowing out of the tower creating a huge liability and public relations fiasco. It was this initial work experience that prompted me to further my education and go to architecture school. After two years with the firm, I studied at the University of Minnesota and received a Masters of Architecture.

Design, whether for a house or a public lobby, is about the experience one has while in the space. Good design does not necessarily mean higher cost, but it does result in a higher quality experience. Studies show that the total environment has a significant impact on our productivity. Important elements such as circulation, lighting (whether natural or artificial), material finishes and color can affect our comfort, disposition and output. Space planning is one of the critical components involved in the design process and focuses on traffic flow and circulation. A *visual communication* needs to be established so the designer can understand and serve her client better.

Space planning begins with an in-depth analysis of your client's requirements and criteria focusing on function and purpose. Collecting information includes measurements and photos of the spaces, their furniture and furnishings. The designer and client build a dialog on how the space should function and perform. It is through sketches that the designer communicates with her client the components which establish the multiple parts that will make up the whole. "*The whole is greater than the sum of the parts.*"

A series of drawings promotes the visual thinking for everyone. Scaled floor plans, typically at $\frac{1}{4}'' = 1'$, indicate existing conditions and then get re-drawn into proposed floor plans. This is a critical tool that defines circulation and traffic flow. Often the designer includes multiple schemes as this expands the conversation. The client's response to the schematic floor plans may suggest other alternatives which will create additional options. This visual dialog is essential to a successful result. Elevations of walls with window locations or built-in cabinetry further describe the three-dimensionality of the space. Lighting and electrical plans add more information for future construction.

Of course, good design must not only be functional but also attractive and comforting to the client. It should reflect the taste, interest and, most importantly, lifestyle of the client, not the designer. Working with special objects that clients have collected reveal much about the individual and can provide inspiration for the design process. It is important to help the client reach a design solution that is functional, satisfying, imaginative and, indeed, personal.

New Location for Route 66 Neighborhood Group Meetings!

Beginning with our next meeting on Tuesday, January 26, we will be meeting at Whole Foods, 143 Maple Avenue East, Vienna, Virginia. Same time, 7:00 pm until 9 pm. Meet us in the seating area for a great discussion. Hope to see you there!

Build Your Business by Mentoring



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

Are you an experienced organizer with great ideas? Have you learned a few lessons of what NOT to do in your business? Would you like to develop a new income stream and increase your professional visibility? **If so, you are a prime candidate for the NAPO-WDC Mentor Program!**

Our chapter's Mentor Program was initially launched in January 2008 and was developed as a venue to provide potential, new and existing professional organizers with a source of training, guidance and advice. Our chapter has made this venue available to provide a source of information to those seeking answers about the organizing profession while supporting the idea that fee-for-service advisory roles benefit both new and seasoned organizers.

Mentors who choose to participate negotiate their own advisory fees with potential mentees. Individuals seeking advice about starting or growing their organizing business can be members of the public looking to change careers, new organizers in our chapter, or seasoned organizers who are interested in being coached about growing or expanding their business in new directions.

How Would Being a Mentor Help Me Grow My Business?

- Actively market mentoring and coaching services as an additional income stream
- Benefit from low-cost marketing of existing training or specialty workshops geared to organizing professionals
- Business listing on the NAPO-WDC website's Mentor page has a prime location on the public side of the website
- Add a reciprocal link to your mentor listing on your own business website
- Use social media tools (Twitter, Facebook, LinkedIn) to promote your mentor role by linking to your listing
- Benefit from NAPO-WDC's web visibility (SEO) and the chapter's overall enhanced

marketing efforts

- Increased professional visibility among peers and the growing organizing community
- Opportunities to collaborate with other mentoring professionals to develop joint materials and advisory services

How Can Mentoring Services Help a New or Experienced Organizer?

Many organizers new to NAPO and our chapter have many questions about starting a new business, ranging from start-up decisions to marketing their services. Although our monthly meetings are geared to assist with new member questions (at *Ask the Expert Sessions*), new organizers can benefit most from one-on-one advice from experienced professionals. A mentoring session with an experienced professional can save a new organizer time in their own research and offer strategies to help them maximize their time and investment in their business. A mentor will share real world advice about many topics, some of which may include:

- Business Set Up
- Record Keeping and Taxes
- Setting Up a Home Office
- Getting Started with Clients
- Organizing: Residential vs. Business
- Getting Business: How to Market Your Company
- Education & Professional Growth
- Organizing Supplies and Resources
- Developing Workshops and Training Services
- Capitalizing on Social Media Marketing Tools
- Collaborating with other Professionals
- Balancing Client Load and Running a Business

Mentors can develop their own advisory program, and tailor it to a prospective

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Become a Certified Professional Organizer® (CPO®)

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



Upcoming NAPO in the Neighborhood Meetings

Rockville Pike

January 25
LaMadeline - Rockville Pike
6:30—8:30 pm
Contact: Alisa Levy
alisa@embraceyourspace.net
301-651-1697

Route 66

January 26
Whole Foods—Vienna
7:00—9:00 pm
Contact Janet Schiesl
janet@basicorganization.com
571-265-1303

Route 7

January 27
Borders Books - Sterling
6:00—8:00 pm
Contact Cris Sgrott-
Wheedleton
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 for more information.

December 7 Chapter Meeting Review



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

On December 7, we met at the Kena Shriners in Fairfax, VA for Marketing Talk! It is easy to forget the importance of marketing our business when we are busy working with clients. Experts would remind us that marketing should be as important as daily accounting!

Lauren Halagarda started the meeting with the ice breaker. We had to share our worst marketing mistakes. Lauren shared the importance of making sure your car magnets could be read from far away and Norm Zalfa shared the importance of having rights to the photos in our websites. Nealy Levi shared that repeat print ads might not always be the best investment of your money.

Jackie Kelley gave us an introduction to our three guests. Welcome to our new member Beverly Kitchens!

We acknowledged the volunteers of the month: Maria White, Yvette Davis, Helen Long, Susan Unger, Jackie Kelley and Amy Goldberg Cutler. We still need lots of volunteers, if you want to get involved contact Judy Parkins. GO Month is right around the corner!

Collin Wheeler, Owner of 123Junk, gave us his five minute spot light presentation on the company. Collin has a background in helping individuals move. His moving career inspired him to start 123Junk about two years ago. He prides himself in being part of the "Green Initiative" and makes every effort to dispose of picked up items in a responsible way. His company works with several smaller local charities to make sure our client's unwanted items end up in a good home. Please call Collin with any questions.

Noel Sweeney, owner of Eco-nize also gave us his five minute spot light presentation. Noel also started his business about two years ago, and he prides himself in being a locally family owned and operated business. His array of selections and colored were highlighted, and the bonus is on the installation. The master installers will install anything from low to high end closets! Please give Noel a call with questions. He reminded us that there is an affiliate program available.

Finally, we were ready for the education part of the meeting. Lisa Martin with Leap Frog Solutions gave us an overview of marketing and how important it is for people to see our business the way we see it.

We should define our company, have a mission statement and an elevator speech. It is also important to have a marketing plan which includes who, what, when, where and why. Do you know your secret sauce? Make sure you integrate all aspects of your marketing and always ask for referrals. Keep your website updated and fresh. Most important advice: learn from your experiences! Lisa's presentation was filled with information! Please contact her with questions.

Wendy and Heather from IKEA Woodbridge were present to tell us more about GO Month! If have not yet volunteered, please do as this will be a very exciting event for NAPO-WDC.

Jackie shared information about the mentor program. She reminded us of what a great opportunity it is for seasoned organizers (at least three years in business) to advertise their business to new organizers. The cost for this program is \$50.00 for every six months. Please contact Jackie Kelley if you have questions.

The meeting closed with reminders about the book share in the Yahoo Group.

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mentee's needs and questions.

Offering your services as a mentor in the NAPO-WDC community will help you expand your business and reinforce your position as an expert in the field. Alternately, hiring a mentor to help you navigate the demands of a new profession will be a great investment in your business and help steer you toward success.

Mentor Requirements

To become a mentor, you must be a member of NAPO for at least three years, an active member of NAPO-WDC and have at least three years experience as a professional organizer. Currently, 70 percent of our chapter's membership is eligible to sign up as an advisor under the mentor program. Our membership alone has 580 years of organizing experience! Put your experience to great use and help support the education of aspiring and new professionals in the field, while helping your business.

The fee for a mentor to be listed on the website is \$50 per six-month period, with optional renewals. Visit our website at www.napowdc.com and click on the *About Us* tab to find the Mentor Program link and to view the current Mentor Directory. **This low-cost investment in your business, and in our profession, is a high-value opportunity.** Sign up today!

Register to be a Mentor

If you are interested in being mentoring, please visit the NAPO-WDC [Members Only section](#) to register and complete the mentor application. Please note that all arrangements (time, costs, offerings, etc.) are to be arranged directly with the mentee.

For more details, contact Sally Reinholdt, mentor program coordinator at mentor-ing@napowdc.com, or Jackie Kelley, director of membership at membership@napowdc.com.

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



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