



Capital News & Views

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www.NAPOWDC.com

March 2010

Project Management for Professional Organizers

Monday March 1, 2010 6:30 pm — 9:00 pm

Why is project management a subject on the Certified Professional Organizer (CPO) examination? Why is project management considered an essential skill or competency for an organizer? Have you ever read the Board of Certification for Professional Organizers (BCPO) recommended book *The Complete Idiot's Guide to Project Management* by Sunny Baker? If so, did you ever wonder how this information applies to an organizing project?

This presentation will walk through each phase of the project management lifecycle and describes how it can be applied to an organizing project. Topics will include how assessments and action plans fit into the project lifecycle, and how to manage the project schedule and costs.

Heather Coccozza, PMP, is a certified Project Management Professional (PMP) by the Project Management Institute (PMI). She has developed three courses for NAPO on the subject of project management on organizing projects and is now teaching these courses on a monthly basis.

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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March 1 Chapter Meeting Information

Location

Rock Creek Mansion
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

Safety on the Job

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7 Safety Tips for Professional Organizers



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

Professional Organizers must be ever vigilant about their health and safety. People don't generally associate organizing as a risky occupation, but we often come face to face with strangers on a daily basis, lift boxes, climb into attics, and occasionally, come into contact with mold and other air quality issues. Here are seven tips for staying safe:

Hello! Are you Paying Attention? Be alert to your surroundings and don't be taken by surprise. When you are in a client's home, let the client take the lead and you walk behind. Don't accept food or beverages unless you know the client well. In his book, *"The Gift of Fear"*, Gavin de Becker says, "We all know there are plenty of reasons to fear people from time to time. The question is what are those times? Far too many people are walking around in a constant state of vigilance, their intuition misinformed about what really poses danger. It needn't be so. When you honor accurate intuitive signals and evaluate them without denial, you need not be wary, for you will come to trust that you'll be notified if there is something worthy of your attention. Fear will gain credibility because it won't be applied wastefully."

Intuition – Knowing Without Knowing Why (de Becker). Learn to trust your gut. Keep your cell phone and car keys on you at all times so if something doesn't feel right you can get out immediately. *Science Daily* (Jan. 27, 2009) says that according to a new study in *The Journal of Consumer Research*, people who deliberate about decisions make less accurate judgments than people who trust their instincts. We used to have to drive by a new client's house to get a feel for the neighborhood. Now we can use Google Maps which will often show us a satellite picture of the actual residence.

Smart Phones, Dumb Users! We are *organizers*. We can figure out how to give ourselves an additional five minutes to know where we are going and make any calls *before* starting the car. I've always suspected it was dangerous, but after seeing the Oprah show on accidents and cell phone use (January 2009), I'm no longer using the phone while driving. Even with a Bluetooth device, we are still distracted. The Virginia Tech Transportation Institute issued a report (Summer 2009) showing that the act of writing a text message as simple as "how r u" can be six times more likely to cause an accident (or near accident). A separate test by *Car and Driver* even suggested that texting while driving is more dangerous than drunken driving. The federal government reports that almost 6,000 people died and a half million were injured in 2008 because of distracted drivers. Don't become a statistic.

The Air We Breathe. In an NSGCD course I took on personal safety, instructor Debbie Stanley shared the following: Your client's home, especially older homes, may have toxic materials such as mercury, lead and asbestos. Beware of chipping paint, old floor tiles, pipe wrappings, and insulation. You may also run into mold or heavily mildewed fabrics or walls. In the NAPO PO-101 course, Porter Knight suggested wearing a mask any time your breathing or lungs might be compromised. She said that if you are concerned about offending your client you might say, "I wear these when I do this, would you like one?" Gloves also come in handy — cotton

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Container Store Open House



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

Make a note on your calendar, The Container Store Open House is this month! NAPO-WDC member are invited to tour the Rockville, Maryland store on Wednesday, March 24, 2010 from 1:00 pm to 2:30 pm.

Come and meet the staff and learn more about The Container Store's newest products and services. The afternoon will include a tour of the store, staff demonstrations and Q&A. Staff members will discuss their many options for creative storage solutions and answer questions from chapter members.

The location of the event is 1601 Rockville Pike, Rockville, Maryland 20852. For more information, please contact Janet Schiesl at development@dcorganizers.org.



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gloves for handling paper, latex gloves for the gross stuff and work gloves for heavy items.

Accidents Looking for a Place to Happen! Watch for precariously stacked boxes, poorly lit basements, stairs with very little room to walk, unstable floors, broken furniture, exposed wires, sharp objects, aggressive pets (and their residue!), and weapons you happen upon (Debbie Stanley). Always wear closed toe, sturdy shoes to protect your feet and, when needed, heavy duty gloves. If you need extra help to get rid of some of these hazards, call in reinforcements!

Oh, My Aching (fill in the body part). Respect your body's limits and ask your clients to do the same. You can learn how to lift heavy items using resources like wikiHow.com. Stretching before working with clients will help reduce injuries. Stay hydrated when working in extreme heat and wear layered clothing when working in cold garages or basements. Increase your limitations with a healthy diet, cardio building exercise and muscle building weight exercises.

What's Your 9-1-1? Have an emergency plan in place like one suggested by NAPO-WDC member, Jill Lawrence. Figure out how to access your phone messages remotely and give the instructions to a trusted friend or colleague, along with your "panic code" or trigger word. Before you head out, leave yourself a message on your answering machine or voicemail stating the client's name, address, and phone number and the appointment time. If you need help, call your trusted friend and use the panic code, which will prompt your friend to access your voicemail, find out where you are, and send help.

Stay safe organizers! I want to see you at the next NAPO-WDC meeting!

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**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

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A Get Organized Month Filled with Firsts! *GO Month 2010 Update II*



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

What a remarkable GO Month we had this January! What made it so exciting was that we had several “firsts.” It was the first time we held workshops open to the public. It was the first time we partnered with IKEA. It was also the first time that we had over 20 volunteers...wearing NAPO-WDC shirts! Did I mention that it was also the first time that [our chapter was profiled in the media](#)?* We were also fortunate to get help from PR professional, Nicole Nolte, who helped us “get the word out.”

So, how did we do things differently this year? In the past, we have helped nonprofits get more organized with very successful results. In those instances, we reached out to small group of people, i.e., those that work for the non-profit. This year, we decided to educate a larger audience by presenting mini-workshops at IKEA, a large and well known store, amply stocked with organizing products. With our members’ expertise on display, there was a greater awareness about our chapter and the benefits of hiring a professional organizer.

Our volunteers were involved in just about every part of the process, from planning to execution. Starting with our first visit with IKEA to the final event, the very best of NAPO-WDC was revealed. Our presenters shared organizing tips across four areas:



IKEA gift bag winner with volunteers, Jodie Campbell Jacobs and Cris Sgrott-Wheedleton.

children’s rooms, closets, home offices, and kitchens during two sessions. Each vignette supported the workshops and created well designed backdrops for our videographers. Did you know that each speaker prepared an outline with an accompanying product list as a requirement to participate?



This lucky workshop attendee won 30 minutes with presenter Kim Oser.

In addition, we had prizes! IKEA was very generous and gave away a gift bag filled with organizing products to one lucky winner, while yet another won 30 minutes with one of our professional organizers. Prizes were given away at the end of each presentation for a total of 32 prizes across two days!

Did you also notice that I mentioned videographers? That’s right, we recorded each presentation and have since published several of videos on our chapter’s [YouTube channel](#). Please stop by for a visit! Friend us, subscribe to our channel, and leave a comment to let your fellow members what you thought about their presentations. Keep checking back as we’ll be adding more videos in the coming weeks. I’m also planning a new video project so be sure to ask me about it at the next chapter meeting.

By now, you’ve realized that using social media to promote our chapter and events is yet another “first” for us. While our [Facebook](#) group is primarily for our members, the Twitter accounts ([@napowdc](#) & [@marcpowdc](#)) we created late last year,

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along with our YouTube account, has given us a new platform to showcase our chapter and make our social media presence more robust. It's a far reaching and cost effective way of keeping the spotlight on NAPO-WDC and helps to position us as the primary source of high quality organizing professionals. Of course, what



Presenter, C. Lee Cawley and "prize" Jane Campbell

social media campaign is worth its salt without Social Media Ambassadors? These are the chapter members, like Jody Al-Saigh and Jackie Kelley, who help us to promote – and ultimately, extend the reach of – messages we publish from any of our social media accounts.

So, you see, without all our volunteers, GO Month 2010 could not have been the success that it was. Everyone had a part to play and they did it exceptionally well. In fact, it was perhaps one of the most fun and engaging experiences, but don't take my word for it. Take a look at what the volunteers below had to say and be sure to thank everyone who helped make GO Month such a success.

On a final note, I must mention how terrific the IKEA Woodbridge staff is. Not only are they organized (yes, they really are), but they were tremendously welcoming. On both presentation dates, they had breakfast waiting for us and even gave us parting gifts. It really wasn't about the gifts, though. They were genuine, kind, friendly, and, most of all, patient with the changes we requested. It was almost as though we've been working together for years. They felt like part of the NAPO-WDC team. We also noticed the strong attention they paid to customer service and we look forward to a long standing

partnership with IKEA based on common goals.

The GO event of presenting an educational experience for IKEA customers with my fellow NAPO members and an awesome IKEA staff was not only fun, but an educational experience for me as well. I loved every minute of it!
Maria White, presenter

NAPO-WDC's January events at IKEA [--a series of organizing presentations with complimentary organizing consultations given as door prizes--] took a quantum leap in many ways, including a leap outside the comfort zone. Once you've built it, how do you take it to the public and get them to come? By walking up one by one and exclaiming, "Happy National Get Organized Month!"

Jane Campbell, "Behind the Scenes" volunteer

I am so proud to have been a part of the Go Month Event at Ikea in Woodbridge, VA. It was an absolute success! I had a blast presenting to an interactive audience who was thirsty for organizing knowledge and working with fellow chapter members to make up the largest group of chapter member volunteers in NAPO-WDC's history. I am so excited to have been there to help educate the public about the organizing industry and watch them discover how a professional organizer can help improve the quality of their lives!

Lauren Halagarda, presenter and "Behind the Scenes" volunteer



Maria White gives tips on organizing children's rooms.

As a new member of NAPO-WDC, I was excited to participate in my first GO Month. I really enjoyed reaching out to our local community at our events in partnership with IKEA Woodbridge to educate our neighbors on easy and affordable ways to organize their homes and their lives. I was so delighted to see how many of our NAPO-WDC members participated in the events and had a great time working with them!
Jodie Campbell Jacobs, "Behind the Scenes" volunteer

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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:
Project Management
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.

The NAPO-WDC Chapter is
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Website Report

Nealey Levi
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NAPO-WDC Director of Communication & Technology
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Date	Unique Visitors	Number of Visits	Pages	Hits
January 2010	932	1466 (1.57 visits/visitor)	4275 (2.91 pages/visit)	36,051 (24.59 hits/visit)
January 2009	1029	1676 (1.62 visits/visitor)	5374 (3.2 pages/visit)	51,917 (30.97 hits/visit)

TECH TIP – Safety On The Road

A client once asked if I worked out of an office, and I replied, “Your home is my office.” As professional organizers, our clients’ homes and offices are our blank canvases. That being said, we are constantly on the go from one appointment to another, one home to another, one office to another.

I don’t know about you but all that time in the car allows me time for some good brainstorming and the hope that I’ll remember what my thoughts were later on.

Well ladies and gentlemen, I’d like to introduce Jott.com! Jott is a great service that uses cutting edge technology to help you get more done everyday with nothing more than your voice. Simply put, you call a phone number and speak your mind!

Check out Jott.com for more information and a free trial.

Some Great Ways To Use Jott

- Send a text message
- Send an email
- Create a list (i.e. to do list, grocery list, etc.)
- Get your voicemail as emails and/or text messages
- Set reminders and appointments
- Use the web

Show and Tell Time!

It’s time to share your favorite things! The always popular “Show and Tell” chapter meeting, where new and favorite products will be showcased, will be held on April 5, 2010. Share favorite organizing products that you use for yourself or for clients. Back by popular demand, C. Lee Cawley will demonstrate her organizer’s bag! Join us for this fun evening of show and tell, and learning from your fellow members.

To participate, all you need to do is answer these questions:

What is it? Where can you purchase it? How much does it cost? Why do you like it?

You will be asked to highlight your product in the show and tell portion of the April chapter meeting. Send information about your favorite product or service to Janet Schiesl at development@dcorganizers.org by March 29 to participate.

Book Clubs

Book Club North

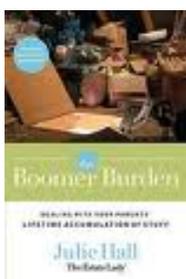
Coordinator: Lynn Meltzer
Clutter and Paperworks

When: Tuesday, March 16, 7pm

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

Book: *"The Boomer Burden: Dealing With Your Parents' Lifetime Accumulation of Stuff"* by Julie Hall

A practical guide to advise Baby Boomers



on how to deal with the daunting task of facing a parents' eventual passing as it relates to residential contents, heirlooms, and the often difficult family interactions and feuds that accompany them.

Book Club South

Coordinator: Judy Parkins
Gently Organized

When: Wednesday, April 21, 7pm

Where: Gently Organized Office
Alexandria, VA

Book: *"The Other Side of Organized"* by Linda Samuels

An industry veteran of 17 years and NAPO member for 16, Samuels shares



her experience with organizers and clients. The book is divided by seasons and focuses on philosophical ideas about organizing and life balance mixed with a dose of practicality.

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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.

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.

Board Meetings

The next board meeting is scheduled immediately preceding the March 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.

Golden Circle Report

Lauri Mennel, *Bluebonnet Professional Organizing*, presented "Getting Organized in 2010" to members of Vienna Moms, Inc. on January 28.



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

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 which meeting you'd like to be the "expert!"

Thank you to Victoria Robinson for being the expert at the "Ask the Expert" table for the February meeting. There were six aspiring/less than one year members in attendance.

Golden Circle Gatherings

Look for information on the next Golden Circle gathering in the NAPO-WDC Yahoo Group postings.

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>



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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Janet Schiesl, Judy Tiger and Pierrette Ashcroft having a bit of fun before the next presentation.



Videographer Judy Parkins with presenter Dianna Lopez ready to present home office organizing tips.

GO Month was a team building experience for me. Two days of working side by side with other chapter members allowed me to get to know my fellow organizers better. The public was excited to see us and listened to the presentations that we offered. IKEA Woodbridge was great to work with. Their staff was knowledgeable and helpful throughout both days. I am eager to continue our business relationship with them. And lastly, but most importantly, thank you to Deb Lee, our marketing director, and all the other participants who made our GO Month project a success!
Janet Schiesl, presenter and "Behind the Scenes" volunteer



The NAPO-WDC and IKEA Teams (L-R, starting with back row): Julian Canales (IKEA), Sally Wagner (IKEA), Cris Sgrott-Wheedleton, Pierrette Ashcroft, Janet Schiesl, Alisa Levy, Janice Rasmussen, Jodie Campbell Jacobs, Judy Tiger, Heather Clary (IKEA), Susan Gilman, Flavia Campos, Lauren Halagarda, Judy Parkins, Jane Campbell, Maria White, Wendy Rogers (IKEA), Deb Lee and Kim Oser. **Visit our [Facebook Page](#) to see more photos!**

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>

Member News!

NAPO-WDC will host a **New Member Brunch** on Saturday March 27 from 10 am to Noon at the home of NAPO-WDC Membership Director Jackie Kelley, located in Bethesda, MD. All new members who joined NAPO-WDC after November 15, 2009 are welcome to attend. For more information, please contact Jackie Kelley at membership@dcorganizers.org.

There are currently 102 members and 10 Corporate Partners in NAPO-WDC. At our February meeting, 39 members were in attendance and the chapter hosted four 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.



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

On February 1, we met at the Kena Shiners in Fairfax, VA for "Measurable Results and Leadership Forum Jeopardy!" It is easy to forget the importance of measuring what we help our clients accomplish over the duration of our projects with them. Casey Moore of Living Simply Consulting, Inc. helped us develop "SMART" goals for ourselves and our clients as she shared some of her simple tools to measure and track results.

Jackie Kelley gave us an introduction to our four guests.

We acknowledged the volunteers of the month: Deb Lee, Kim Oser, Janice Rasmussen, Amy Goldberg-Cutler, C. Lee Cawley, Jane Campbell, Dianna Lopez, Jodie Campbell Jacobs, Janet Schiesl, Pierette Ashcroft, Judy Tiger, Lauren Halagarda, Scott Roewer, Alisa Levy, Mindy Jeppesen, Susan Gilman, Yvette Davis, Maria White, Terri Fisher, Flavia Campos,

Tammy Laurent, Susan Unger and I. Thanks everyone for a Great GO Month at IKEA!

Linden Coyne, co-owner of Junk in The Trunk, our Corporate Partner of the Year, gave us a five minute spotlight presentation on her company. Linden reminded us that they charge by volume and they will give us a price at the time of pick up. If you decide it is too much, they don't have to take the junk. They offer NAPO-WDC members a 10% discount as a commission or as savings for our client. They also strive to donate as much as possible to charity. They work with organizations like Goodwill, Books for America and Community Fork Lift. If you have a charity suggestion they would be glad to consider it. Please call Linden with any questions and to schedule a junk pick up.

Finally, we were ready for the education part of the meeting. Casey Moore with Living Simply Consulting, Inc. gave us very insightful information on how to make SMART (specific, measurable, attainable, relevant, time oriented) goals and the

(Continued on page 11)

Thank You to All GO Month 2010 Volunteers!

Pierrette Ashcroft	Deb Lee
Jane Campbell	Alisa Levy
Jodie Campbell Jacobs	Dianna Lopez
Flavia Campos	Kim Oser
C. Lee Cawley	Judy Parkins
Yvette Davis	Janice Rasmussen
Terri Fischer	Scott Roewer
Susan Gilman	Janet Schiesl
Amy Goldberg-Cutler	Cris Sgrott-Wheedleton
Lauren Halagarda	Judy Tiger
Mindy Jeppesen	Susan Unger
Tammy Laurent	Maria White

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importance of getting measurable results for residential clients. I learned a lot from her presentation. Some of the most important lessons were the difference between process and results oriented goals, and the value of progress reports.

Her first question to us was "Why measure?" It helps clients, but most importantly, it reaffirms the value of hiring a professional organizer. In times of recession, it is extremely important to remind our clients of their accomplishments and progress. Process goals are different from results goals. Process goals measure activities and results goals measure end products. She also showed us a sample of her progress report, which delineates the progress a

client has made over the months of working with her. If you have any questions please contact Casey Moore.

Heather Coccozza and Jodie Campbell Jacobs lead us into a fun Leadership Forum Jeopardy Game. Members were divided into four groups and were given answers to certain board positions tasks. Groups then had to figure out the correct position in charge of the particular task. Congratulations to Group B for winning the Jeopardy game on the tie breaker. Our Corporate Partner Denny Stotemyer from Closet Factory knew that he could be a member of the board but could not hold an executive position!

The meeting closed with reminders about the upcoming events for the month.

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@dcorganizers.org) for more information.

IKEA Open House!

The Woodbridge IKEA can't get enough of NAPO-WDC! As the GO month volunteers learned, there is a lot more to IKEA than meets the eye – great storage ideas and furniture solutions.

To grow our business relationship with IKEA Woodbridge, they have invited us back for a tour of their store. They will educate us on the delivery and installation services they offer as well as demonstrate their most popular products including the PAX closet system, RATIONELL kitchen products and EFFEKTIV office storage.

So don't miss out on this day of fun and learning. Mark your calendar for Thursday, May 13, 2010, from 11:00 am to 2:00 pm. We will tour the whole store with a break to shop or lunch in the café.

The location of the event is 2901 Potomac Mills Circle, Woodbridge, VA 22192. For more information, please contact Janet Schiesl at development@dcorganizers.org.

Do You Still Need a Headshot?

Due to the great response, we will again offer a special rate for the professional portraiture services of B. Morales Photography during the April chapter meeting in Virginia.

Betty will be offering ten minute appointments from 6:30—8:00 pm on Monday, April 5, 2010. She 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 retouching 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. This service is well below the regular rate of \$60, so don't hesitate!

Act quickly to make an appointment, as there is a 10 person minimum for this event. Please contact Betty Morales at 703-913-0091 or betty@bmoralesphotography.com to schedule your appointment.



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

Education

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

1. Free admission to all monthly chapter education meetings.
2. Mentor program for new and aspiring organizers.
3. "Ask The Expert" program available to guests and members offering personal and professional support.
4. Enhanced membership identification for Golden Circle members and CPOs®.
5. Increased professional credibility.

Professional Resources

NAPO-WDC provides resources and services geared toward your professional growth and development:

1. Free electronic subscription to Capital News & Views, NAPO-WDC's monthly newsletter.
2. Tape/CD recordings from previous NAPO and NAPO-WDC conferences available to be checked out from the chapter lending library.
3. Book club meetings held bi-monthly.
4. Media exposure through NAPO-WDC chapter promotions, print and electronic media.

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Basic Safety First With Clients



Karen Swain, CPO®
Space Matters
www.MySpaceMatters.com

We do not often think about it, but our profession can help save lives: a headline from the *Washington Post* on January 15, 2006 read, "One Dead After Fire In Cluttered DC Home...after fire fighters failed to find her amid blinding smoke, flames and piles of papers, clothing and junk."

When putting basic safety measures into practice, we must take into account not just ourselves but our clients. As professionals we must take basic precautions like letting someone know where we are, and keeping our keys and cell phones on our bodies at all times. If we feel uncomfortable it is not only right but also imperative that we get out of the situation immediately. At the same time we must keep in mind that we are responsible for guiding our clients toward having safe spaces.

I have five pillars of organization that I work by, and, on paper, basic safety is last. However, in actuality, it is first.

There are government safety codes in place for a reason. It is advantageous to know the different codes for the different counties in which you may work. As a general rule of thumb, paths must be at least 36" wide, doors must be accessible and functioning, windows must be secure and you should be able to move quickly and freely to the nearest exit. Stairs should be clear and banisters secure. I always do a thorough investigation of the home or office before starting any project. Are exits clear? Doors locked? Remember, deadbolts demand a key. I also will open the doors to check their function. Working in a cluttered basement with a sliding glass door may look safe, but not if the door has not been opened in years, and not if there is too much stuff leaning against it for it to open. All of these spaces need to be clear

in case of an emergency.

Fire, or the need to exit quickly, is not the only danger of a cluttered house. A woman in Oregon suffocated when the clothing she had piled to the ceiling collapsed on top of her.

While these are extreme cases, as an organizer you can look with the eyes of an expert and see the lesser, but no less real, dangers. Papers spilled across the floor present a possible slip and slide hazard. Books piled behind doors may fall over and block egress. Watch out for brooms, mops and other debris on the stairs as these may present a trip hazard for someone, including you. These areas need to be cleared.

Often clients have their own agendas. They are more concerned with the closet or the pantry. It is your job to shift the focus to safety issues. It can be tricky when the back door has always had the recycling stacked against it, or the side window glass has been broken for two years. You may come across gasoline or other combustibles under the kitchen sink. "Well, we have always stored it there. It has never been a problem before." Really? Ask the tough questions. They called you so you know there have been physical challenges. I often try to use this as a way to make them see that this needs to be done first. If that doesn't work, I explain that they are paying for my expertise and, in my opinion, safety comes first and the closet can wait.

It is incumbent on the organizing profession to address the issue of safety with clients. Clearing areas that are hazardous, complying with county ordinances and working towards healthy, safe spaces is just good business.

Book Reviews



Kim Oser, CPO®
Put It Away!
kim@putitaway.net

Book Club North met at Lynn Meltzer's home in January. The cold weather may have kept some folks home so we didn't have our usually large crowd. However, the discussion of the books and current organizing topics in the TV and print media was as lively as usual.

We discussed two books. *"Buyology: Truth and Lies About Why We Buy"* was written by Martin Lindstrom, a neuro-marketing specialist who studies the anthropology of today's society.

So what is NeuroMarketing? According to Mr. Lindstrom's website, "NeuroMarketing is where science and marketing meet. NeuroMarketing uses high-tech brain scanning techniques, such as the MRI and EEG, to investigate brain activity. This neuro-imaging hardware enables us to examine and analyze what really drives our behavior, our opinions, and our preference for Corona over Budweiser, iPods over Zunes, or McDonald's over Wendy's."

The premise of the book is that our subconscious affects our buying decisions. *"Buyology"* is more focused on explaining how companies market successfully to our subconscious rather than understanding the psychology behind how we make buying decisions. The book also focuses a lot on rituals. It explains rituals as buying things based on the experience, e.g., drinking a Corona with a lime. Marketers use rituals as an emotional connection to create an experience for the buyer.

The book is written in an easy, conversational tone but I am not sure how much it could help us grow as organizers or pro-

vide useful information for working with clients.

Some members of the group read the book *"Affluenza: The All-Consuming Epidemic"* by John de Graff. The group had read this book in the past so it was a good review for many of us.

Affluenza is defined as "a painful, contagious, socially-transmitted condition of overload, debt, anxiety and waste resulting from the dogged pursuit of more." The book describes us a sick society. It blames consumerism for poisoning us and discusses diagnosis and treatment options.

The main topics are:

- Possession overload – we have more possessions than we need, could use or want
- Chronic congestion – having too much leads to stress of excess
- One word that sells more than anything else is "new"

Treatment options discussed include:

- A self-diagnosis test
- Stop buying; recycle and find things to occupy you other than shopping

"Affluenza" is written in a light and humorous manner. It's full of information about how our priorities have changed. It describes how we got to a place where money and things outweigh time with our families and volunteering in our communities. *"Affluenza"* gives examples and ideas about how to move forward to a place where each of us can get out of debt, and shift our priorities to what we truly value in this life. It is a good read for both organizers and their clients.

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5. Online referral network generating business leads and connections with new clients.
6. Unique Members Only section for additional resources.
7. Participation in the NAPO-WDC Yahoo Discussion Group.
8. Public relations and cooperative marketing efforts.

Networking

NAPO-WDC recognizes the importance of being able to interact with and learn from the leaders in the organizing industry:

1. Meet manufacturers and distributors of organizing products, and give them your input on product development.
2. Take advantage of volunteer opportunities that provide experience, exposure, and the opportunity to affect the future of the organizing industry.
3. Your business website linked to the chapter website www.napowdc.com.
4. Leadership opportunities through committee positions, board leadership, project and event coordination.

Upcoming NAPO in the Neighborhood Meetings

Rockville Pike

March 22
LaMadeline - Rockville Pike
6:30—8:30 pm
Contact: Alisa Levy
alisa@embraceyourspace.net
301-651-1697

Route 66

March 23
Whole Foods—Vienna
7:00—9:00 pm
Contact: Janet Schiesl
janet@basicorganization.com
571-265-1303

Route 7

March 24
Borders Books - Sterling
6:00—8:00 pm
Contact: Cris Sgrott-
Wheedleton
Cris@organizingmaniacs.com
703-969-8407

Membership Appreciation and Awards Dinner 2010



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

Mark your calendars for Monday, May 3 at 6:30 p.m. and join fellow NAPO-WDC members, the board of directors and Corporate Partners (no spouses or guests please) for a lively evening of networking and appreciation! This year we'll be dining at Positano Ristorante Italiano at 4948 Fairmont Avenue, Bethesda, MD 20814 (301-654-1717). Some of Positano's signature dishes will be offered for this event, including appetizers of white pizza, crostini eggplant and caprese bites. Your choice of Caesar salad or house salad will begin the meal and you can choose from Chicken Piccate, Manicotti or Salmon Filet for your main course. A dessert table will be filled with Tiramisu, Italian Layered Cake and Black Forest Cake to cap off the evening.

Metered parking is available on the street and a county parking garage is behind the restaurant. There are entrances on Old Georgetown Road and Woodmont Avenue. Positano is three blocks from the Bethesda Metro Station on the Red Line.

You won't want to miss NAPO-WDC's Awards Ceremony where Organizer of the Year, Volunteer of the Year and Corporate Partner of the Year will be announced. In addition, this is the evening when one lucky member will win a free NAPO-WDC Membership for the 2010-2011 chapter year!

You have two ways to reserve your seat for this event. We will be accepting payment at the upcoming chapter meeting or you can send a check for \$30 made payable to NAPO-WDC, to the NAPO-WDC Treasurer, 1711 Raleigh Hill Road, Vienna, VA 22182. You must pay in advance for this event. The deadline to reserve your seat is April 23, 2010.

Please send any questions or dietary concerns to Janet Schiesl at development@dcorganizers.org.

Become a Certified Professional Organizer® (CPO®)

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

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- 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.

Premium Corporate Partner Spotlight



Linden Coyne
Premium Corporate Partner
Junk in the Trunk
www.JITT.com

What is your biggest organizational challenge?

My biggest organizational challenge right now would have to be my closet – it is a disaster!

What is the best and worst part of being a business owner?

The best part about owning our own business is being able to create a company culture that fits with our ideals. Frank and I work hard to keep this the kind of business we would want to hire. The worst part of owning our own business is that we can never go on a real vacation.

What is your favorite kind of junk?

Our favorite kind of junk would have to be furniture. It's easy to load and usually easy to donate.

Do you have any new programs you'd like to tell NAPO about?

We have two new programs that we are excited about. One is our **Gone for Good**® initiative through which we partner with several charities and non profits. Recently we partnered with Broad Branch Market in Northwest DC to conduct a bike and shoe collection to benefit Soles 4 Souls and Bikes for the World.

The other new program we are excited about is our "Share-a-Load" program, which encourages neighbors to partner up and help lower their costs – and their carbon output. The program offers neighbors a 10% discount if they share junk removal, plus a lower cost per cubic yard for removal because of the increase in total volume.

Do you offer a discount to Professional Organizers and their clients?

Yes, we offer a 10% discount to Napo members which they can keep as a referral fee or pass on to their clients.



10% discount or commission
for NAPO-WDC members



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for information contact
Janet@BasicOrganization.com