

Past Meetings Schedule – 2011

January 3

Rock Creek Mansion
5417 W. Cedar Lane
Bethesda, Maryland 20814
301-530-0258

Space Planning

President of NAPO-WDC, Janet Schiesl, spoke on how to plan a space. (Feng Shui expert Katherine Morris didn't show up.)

February 7

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Capturing Your Share of the Booming Senior Marketplace

It's here. 2011...the year that everyone has been buzzing about for the past ten years. This is the year that 78 million Baby Boomers turn 65 years old. Is your business ready to take advantage of enhancing the lives of those in the senior marketplace? Join Sue Thomas and Melissa Kuzma from Rica Enterprises to learn about this booming market and how you can use your organizing expertise to help them as they age in place or move into community living. They will share tips on communicating with seniors, marketing to seniors, partnering with other service providers as well as adding revenue streams to your business.

*Rica Enterprises LLC is the parent company of the Retirement Living Resource Directory, RetireED and the Senior Business Builder.

March 7

Rock Creek Mansion
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Basic Feng Shui to Enhance Your Professional Organizing Practice

Katherine Morris, Ph.D., a certified Feng Shui from Inspired Settings

Feng Shui, the ancient Chinese art of arranging one's environment, seeks to put us in harmonious relationship with the things around us: the things in our home, in our place of work, and in the world. Feng Shui principles guide us the placement of our furniture, possessions, artwork, equipment, and plants in our homes and workplaces to enhance the energy in the space, and in turn enhance our own energy.

Katherine Grace Morris, Ph.D. is a depth psychologist, a certified Feng Shui practitioner, and NAPO member, who will discuss ways professional organizers can use the basics of Feng Shui to enhance their practices. As a psychologist, she has found one of the many applications of Feng Shui is as a tool for self-discovery. As professional organizers, using some Feng Shui basics can enhance your understanding of your clients, and therefore ability to help them faster and more effectively. Noting where their clutter appears, for instance, can help identify the deeper reasons for the clutter. When clients learn the underlying reasons for their clutter, they feel less ashamed or frustrated by it, and have greater success in reducing/eliminating it [with your help, of course!]

In this talk, you will receive an overview of the basic principles of Feng Shui and how they relate to professional organizing:

1. Energy Flow and ergonomics
2. Yin yang and motivation vs. overstimulation
3. Bagua as magic decoder ring
4. The 5 Elements and the room's job description

April 4

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Referral Fees Panel Discussion

A panel of professional organizers and corporate partners will discuss referral fees. What are the ethical implications of offering or taking referral fees? When should you disclose to clients that you receive them? Is it a way to generate more business? Are other organizers more likely to refer business to you, if you pay them for their referrals? New organizers as well as seasoned ones are encouraged to participate.

May 2

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Favorite Organizing Products

What's New? Be sure to attend this ever-popular chapter meeting where new and favorite products will be showcased. Learn from fellow members what they like and use to help their clients achieve optimum organization.

Come early to attend the Corporate Partner Expo from 6:15pm to 7pm. Check out their spring promotions and learn about their referral programs. It is a great opportunity to get to know our Corporate Partners and build a business relationship with them.

June 6

Brio Tuscan Grille
Tysons Corner Mall
McLean, VA

Membership Appreciation and Awards Dinner

On Monday, June 6 at 6:30 p.m. join fellow NAPO-WDC members, the board of directors and Corporate Partners (no spouse or guests please) for a lively evening of networking and appreciation. This year we will be dining at Brio Tuscan Grille in Tyson Corner Mall next the Barnes and Noble.

We'll start with a salad and you can chose from chicken, fish or pasta followed by delicious desserts to cap off the evening. Cash bar. There's plenty of parking in the garage. The closest location is in section P4 or P5.

You will not want to miss NAPO-WDC's Award Ceremony where Professional Organizer of the Year, Volunteer of the Year and Corporate Partner of the Year will be announced. In addition, this is the evening where one lucky member will win a free NAPO-WDC Membership for the 2011-2012 chapter year!

You must pay in advance for this event and you can do it one of two ways. We will accept cash or a check for \$39 at the May chapter meeting or you can send a check to the NAPO-WDC Treasurer, 1711 Raleigh Hill Road, Vienna, VA 22182. Checks should be made payable to NAPO-WDC. The deadline to reserve your seat is May 27th, 2011.

Please send any questions or dietary concerns to Pierrette Ashcroft at development@dcorganizers.org.

No Meetings in July or August

September 12

Rock Creek Mansion
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Overcome Objections & Close the Sale

Please join us for the first meeting of the chapter year. Michael Charest will teach you specific, well-defined and proven steps to practice and become a master at closing the sale!

He is a 12-year veteran business coach, consultant, author and speaker. His company, Business Growth Solutions, specializes in helping solo and micropreneurs attract more clients and grow their business.

Yahoo Discussion Group and NAPO-WDC Blog

Have you ever wondered who is the perfect contractor for one of your clients, what's the best company to design your new logo or where to buy acid free photo storage boxes? Well, our members have the answers and you can ask them on our Yahoo Discussion Board. We have moved into the 21st century and that means our newsletter has been replaced by a blog that you can receive by email. Prior to the chapter meeting, you will have an opportunity to sign up for both our Yahoo Discussion Group and our new Blog.

Membership Renewal and MARCPO Registration

It's one stop shopping before our meeting. You can quickly renew your membership and sign up for MARCPO. Bring your credit card and our helpful assistants will be of service so you can quickly complete the process.

Ask the Expert Focus Group

If you are new to organizing, attend the "Ask the Expert" session. It is an informal gathering where new organizers can receive free advice on owning an organizing business from members of the Golden Circle, a prestigious designation within NAPO for experienced organizers.

October 3

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Speak and Get Clients

Please join us when Sally Strackbein shows us the keys to creating a presentation that will attract our perfect prospects and turn them into clients. Sally Strackbein transforms people who want to be speakers from fear to fabulous and experienced speakers from competent to charismatic. She helps you craft the right message to get the results you dream of.

November 7

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How to Organize Without Breaking Your Back, Not to Mention Your Client's – Naomi Abrams & Corporate Partner Expo

Organizing can be physically demanding work; however, it doesn't have to be painful. During this workshop we will discuss methods of protecting yourself from injury while helping your clients do the same. We will cover the basics of ergonomics from the standpoint of the organizing professional and the person using the space. Did you know you could affect how someone else physically feels at the end of the day? Keeping some basic ergonomic principles in the back of your mind while you are organizing can dramatically change your client's feeling of wellbeing. We are going to try a few of these principles out right there in the meeting room using everyday objects for some dramatic changes.

Naomi Abrams holds a Doctorate degree in Occupational Therapy and a certification as an ergonomic assessment specialist. Holding the firm belief that prevention is the least expensive cure, she currently owns and operates a national consulting firm specializing in occupational health and ergonomics. Dr. Abrams speaks around the country on how people can work comfortably and efficiently in a variety of spaces.

There will not be an Ask The Expert table at this meeting.

Come early to attend the Corporate Partner Expo from 6:30pm to 7pm. Check out their winter promotions and learn about their referral programs. It is a great opportunity to get to know our Corporate Partners. Your clients will appreciate that you can recommend a company with whom you have a business relationship.

December 5

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Social Media Marketing: Driving Business Value

With 69% of the US population using Facebook, reading blogs, listening to podcasts, and watching online videos, social media is a wonderful way to connect with your target market, generate more leads, and increase your revenue. Have you jumped in? Are you still waiting by the shore? Either way, it's important to understand how to use social media to drive business value. Join us as we welcome longtime veteran and early adopter of social technologies, Terri Holley, as she speaks about interactive marketing, emerging technology and how both can be used to drive business value. Ms. Holley will speak

about her successes with social media, lessons she has learned along the way, and pitfalls you can avoid after you jump in. Topics will include:

- ❑ Must-do tasks before you begin marketing your business on the social web
- ❑ How you can tweak an existing social media strategy to achieve better results
- ❑ Best practices for reaching your target market, generating leads, and converting leads into sales
- ❑ The importance of measuring ROI and how you can do this easily
- ❑ How to maximize the use of social technologies so it saves you time and money

A tech-savvy, insightful, and highly creative new media “maverick” who is always operating outside the box, Terri Holley understands the nuances of interactive marketing, emerging technology and how both are used to build deeper relationships with prospects and customers. Along with serving as CEO of Holley Creative, Terri has been a contributor to Women Grow Business and recognized by Forbes magazine as one of the best marketing and social media blogs written by women. She is known for skillfully taking on emerging technology skeptics and enjoys sharing the story about her 80-something mother learning how to text. Literally walking her talk, Terri is an active user of Twitter, Facebook and LinkedIn. She also authors two popular blogs and is the producer and host of Social Media Voices, a podcast that features small business social media success stories.