



# Capital News & Views

Volume 18, Issue 2

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

February 2011

## Capturing Your Share of the Booming Senior Marketplace

Monday, February 7, 2011 6:30 pm — 9:00 pm

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 (parent company of the ) 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.

Be sure to read Melissa's article on this dynamic market beginning on page 4.

Rica Enterprises, LLC is the parent company of the [Retirement Living Resource Directory](#), RetirED and the Senior Business Builder.

### Ask the Expert

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.

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

### Location

[Kena Shriners](#)  
9001 Arlington Boulevard  
Fairfax, Virginia 22031

Parking is free and plentiful! Want to avoid Beltway traffic? Meet up early with fellow chapter members at [Dominion Deli](#) in Yorktown Center, 8114 Arlington Blvd., Falls Church, VA 22042. They specialize in sandwiches for a quick meal before the meetings in a comfy atmosphere.

### Agenda

6:15—7:00 pm Registration, Book Club South networking, Corporate Partner Expo and "Ask the Expert."

7:00—9:00 pm Program and business meeting.

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

*Professional Attire Please*

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## Four-Letter Words You Should Never Use in Business



Janet Schiesl  
Basic Organization  
NAPO-WDC President  
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You have to have a positive outlook to find success in business. In order to stay positive there are a few words that I recommend you avoid using as a business owner. These are words that many throw around without realizing the repercussions. They are easy to use but they often elicit a negative reaction from clients.

The first four-letter word is **CAN'T**.

Ninety-nine percent of the time when you say can't, you really can. You just don't want to or have not figured out a way to get the job done. But is doing something new or hard going to stop you from succeeding as an entrepreneur? No. So don't make excuses, make plans. Start working on how you can accomplish that new or hard task. Remember where there is a will, there is a way.

The second four-letter word is **BUSY**.

I think this word is good if used in the right way! Of course you want to be busy, but not to the point of being overwhelmed. Also, you should never let your client feel as though you are too busy for them. It's never okay to imply that they are not the most important thing to you.

The third four-letter word is **EASY**.

People use this word to describe a task that they have mastered. But the same task may be hard for someone else. It is a real morale buster to say to someone "You can do it. It's easy," especially when the person is trying something new. We know how our clients may struggle to make a change or master a skill that may seem easy for us. We need to give ourselves the same support and encouragement when we are trying something new.

The fourth four-letter word isn't really a word, it is **ASAP**.

Think about it, everyone wants everything done as soon as possible. But if you insist on using this phrase at the end of every sentence, you turn into the business owner who cried wolf. As Peter Walsh says "When everything is important, nothing is important." Choose what's important and prioritize the rest with deadlines.

The fifth four-letter word is **SAME**.

If you have been doing things the same way for years, you are probably doing something wrong. Times change, technologies change, you change, and your clients change. Those changing clients are looking to you for leadership and guidance. If you are still doing things the same, you should question why.

The sixth four-letter word is **SAFE**.

In business, you must be prepared to take some risks. Yes, it's a little scary. Things don't always work out. But to increase your level of success, you need to increase your level of risk.

Set yourself up for success by eliminating these four-letter words from your business vocabulary. Replace these words with positive language. Your new vocabulary will help you to develop a positive outlook and success in business.

# Nominations Still Open for Board

Yes, nominations are still open for the 2011-2012 NAPO-WDC Board of Directors! Please see the following details about how to nominate someone and what board members do. A timeline is also included.

## Who is eligible?

All NAPO-WDC members in good standing with NAPO National may offer him/herself as a candidate. No one shall be nominated without his/her express permission. Nominees for President shall have been a member of NAPO-WDC for at least one (1) year prior to the election meeting and it is strongly recommended the candidate have previous NAPO-WDC board experience. Nominees for Vice President shall have been members of NAPO-WDC for at least six (6) months prior to the election meeting.

## How to nominate someone:

It's easy! The nomination form is posted in the Member's Only section of NAPO-WDC or you can email the Nominations Chair, Judy Parkins ([judy@gentlyorganized.com](mailto:judy@gentlyorganized.com)) and she will email one to you. Just make sure the member you are nominating has a full understanding of the responsibilities of being a board member before placing his/her name for nomination. And yes, you may nominate yourself!

## What do Board Members Do?

Don't miss the Leadership Forum at the February Chapter Meeting on Feb 7, 2011. The nominating committee promises it will be entertaining and informational. Want a detailed description of duties? Check them out in the Chapter Operations Manual posted in the Member's Only section of our website.

## Deadline for Nominations is at midnight EST on February 20, 2011.

February 21, 2011 – Slate of candidates announced via email

March 7, 2011 – Chapter meeting spotlights the candidates and ballots will be sent via email

March 21, 2011 – Last day to vote

March 22, 2011 – New Board is announced via email

May 16, 2011 – New Board takes office

## Call for Speaker Proposal Submissions for MARCPO 2011

The Washington DC Chapter of the National Association of Professional Organizers is requesting proposal submittals to speak at the Mid-Atlantic Regional Conference for Professional Organizers (MARCPO) to be held on October 15, 2011.

We are looking for keynote and session speakers who offer topics relevant to organizing and productivity professionals and/or small business owners. Familiarity with the organizing industry and solopreneurs is required.

If you know someone who would like to submit a proposal to present at MARCPO, suggest they sign up for information on our home page of [NAPOWDC.com](http://NAPOWDC.com) or contact [Janet@BasicOrganization.com](mailto:Janet@BasicOrganization.com).

## NAPO-WDC 2009-2010 Committee Chairs

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# Taking Your Organizing Skills to the Senior Market

## September

13 Chapter Meeting:  
**What's In Your  
Client's Attic?**  
Rock Creek Mansion  
Bethesda, MD



Melissa Kuzma  
Managing Partner  
Rica Enterprises, LLC  
[www.rlrdonline.com](http://www.rlrdonline.com)

21 Book Club North

23-25 NSGCD Fall  
Conference  
Austin, Texas

## October

2 MARCPO

4 Chapter Meeting:  
**Case Studies  
Round Table  
Discussions**  
Kena Shriners  
Fairfax, VA

20 Book Club South

## November

1 Chapter Meeting:  
**Strategic Partners:  
How to Recognize,  
Attract and Build  
Effective  
Relationships**  
Rock Creek Mansion  
Bethesda, MD

16 Book Club North

## December

6 Chapter Meeting:  
**Team Up: Organizing  
With Collaborative  
Partnerships**  
Kena Shriners  
Fairfax, VA

## January

3 Chapter Meeting:  
**Space Planning  
Preview**  
Rock Creek Mansion  
Bethesda, MD

11 Book Club North

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If you aren't thinking about taking your organizing skills to the senior market, you should be. If you have been considering the senior market and just aren't sure how to jump in, here is some information to get you started.

First, the statistics: Though you have probably seen them before, the statistics are staggering and worth repeating: 2011 is the year 78 million Baby Boomers begin to turn 65. That translates to 2.8 million people a year or 10,000 people a day reaching retirement age for the next 19 years!

If those numbers don't convince you, consider the amount of money represented by the senior market. According to Retirement Living TV, people 50 and older control 33% of the total US net worth. They are responsible for 50% of all discretionary spending and own about 77% of all financial assets. In [2009, seniors spent \\$2.9 trillion](#). That figure was up 45% over 10 years and that was during a recession.

*The senior market is big and growing. This is a group of people who want and need the services of professional organizers like you. To create your niche, you'll need to understand the senior market and position your services in a way that can help seniors meet their number one goal.*

### The Complexities of the Senior Market

With age differences that span over 50 years, it is no wonder today's senior market is complex. Understanding the nuances between senior age groups is essential to your success in this marketplace.

Yesterday's stereotypes rarely apply to today's seniors. Improved standards of healthcare in America mean an ailing person in a nursing home is no longer the symbol of longevity. Instead, today's seniors are active, vibrant and diverse. They are connected, contributing members of their communities.

When considering work in the senior market, you must recognize every senior's goal: To

remain as independent as possible for as long as possible. This includes all aspects of independence: physical, financial, emotional and health. Finding ways to use your organizing skills to help seniors achieve their goal of independence will be your key to success.

### Understanding The Generations

Today's seniors are broken into four commonly recognized groups:

- Baby Boomers:  
1946 – 1964
- Post War Generation:  
1928 – 1945
- World War II Generation:  
1922 – 1927
- Depression Era Generation:  
1912 – 1921

The lines between these groups blur as financial, mental and/or physical health is considered, but each group could represent a special niche for your organizing business.

### The Baby Boomer Market

Baby Boomers are the healthiest and wealthiest generation to date. As they reach retirement age, members of this group are starting to rethink their current and future lifestyles. Aware of the effects advancing age will have on their lives, many Boomers are starting to look for ways to prepare themselves to meet the demands of aging.



As professional organizers, look for ways your skills could help the Boomers get and stay organized as they plan for their future.

Baby Boomers typically prefer to DIY (Do It Yourself). Many are still physically fit, living healthy and active lifestyles. According to the AARP's study,

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# CPO Study Group

## Prep for June exam

Are you considering sitting for the Certified Professional Organizer exam in June 2011? If so, you may be interested in joining the NAPO-WDC Chapter CPO Study Group.

To participate you must agree to read one or more of the Board of Certified Professional Organizer's (BCPO's) suggested reference books, take notes on the book and present the highlights of the books to the others in the CPO Study Group.

Please contact the group leader, Cris Sgrott-Wheedleton, to receive your book assignment(s). She can be reached at [Cris@OrganizingManiacs.com](mailto:Cris@OrganizingManiacs.com) or 703-969-8407. The group meets:

1<sup>st</sup> Wednesday of every month through June 2011  
7:00 pm—8:30 pm  
Panera Bread off the Green Way  
43670 Greenway Corporate Drive  
Ashburn, VA 20147

Questions about sitting for the CPO examination, can be directed to Heather Coccozza, PMP, CPO® [hcoccozza@coccozzaorgdesign.com](mailto:hcoccozza@coccozzaorgdesign.com) or 703-276-1243 ext. 2.

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

Check out the official [CPO® website](#) to find eligibility requirements, answers to commonly asked questions and other details to help you decide if you are ready to sit for future CPO® examinations.

#### Benefits of Certification

- Recognition of achievement within the industry.
- Competitive market advantage.
- Professional development and increased knowledge gained through preparation for the BCPO examination.
- Listing on the BCPO web site.
- Authority to use the CPO® designation on letterhead, business cards and all marketing materials.

### Membership News: Prorated Dues Now in Effect

NAPO-WDC launched a prorated dues structure last year. Prorated dues begin on February 1. New member rates for this period are \$110 plus the required \$25 membership processing fee. The prorated dues option only applies to new members joining at this time. All new members will be subject to the full renewal rate as of October 1. Please visit the chapter website at for details or contact Jackie Kelley, director of membership at [membership@dcorganizers.org](mailto:membership@dcorganizers.org).

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#### February

7 Chapter Meeting:  
**Capturing Your Share of the Booming Senior Marketplace**  
Kena Shriners  
Fairfax, VA

16 Book Club South

#### March

7 Chapter Meeting:  
**Basic Feng Shui to Enhance Your Professional Organizing Practice**  
Rock Creek Mansion  
Bethesda, MD

22 Book Club North

#### April

4 Chapter Meeting:  
**Referral Fees Panel Discussion**  
Kena Shriners  
Fairfax, VA

6-9 NAPO National Conference  
San Diego

20 Book Club South

#### May

2 Chapter Meeting:  
**Favorite Organizing Products**  
Rock Creek Mansion  
Bethesda, MD

17 Book Club North

#### June

6 Chapter Meeting:  
**Membership Appreciation and Awards Dinner**  
Location: TBD

15 Book Club South

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

**Newsletter Information**

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**Newsletter Topic Schedule**

- Sept Welcome Back
- Oct Disaster Preparedness
- Nov MARCPO Recap
- Dec Clutter Free Gift Giving and Holiday Organizing
- Jan Board Duties and GO Month
- Feb Board Nomination Bios
- Mar Social Media
- Apr Spring Cleaning and Feng Shui
- May What's New and My Favorite Things
- Jun NAPO 2011

The deadline for each newsletter submission is one week after each chapter meeting.

The NAPO-WDC Chapter is  
 (Continued on page 7)

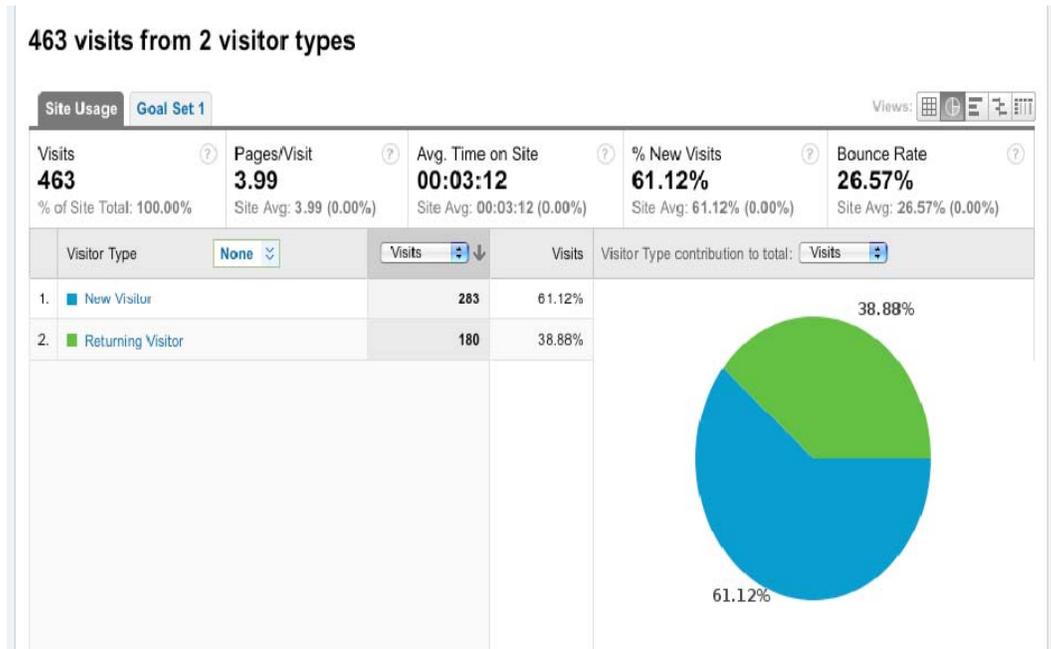
# Website Report



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

Date	Unique Visitors	Number of Visits	Pages	Pages/Visit
12/10	341	463	1846	3.99
12/09	383	565	1836	3.24

**TECH TIP** – Check out what’s going on with our website’s traffic:



## 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.

# Book Club News

## Book Club North

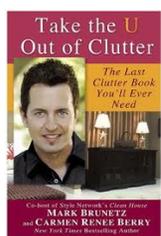
Coordinator: Lynn Meltzer  
*Clutter and Paperworks*

When: Tuesday, March 22 at 7pm

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

Book: "Take the U Out of Clutter" by  
Mark Brunetz and Carmen  
Renee Berry

Mark Brunetz, host of Style Network's *Clean House*, and life coach and best-selling author Carmen Renee Berry share a simple yet breakthrough understanding of clutter and how to conquer it.



## Book Club South

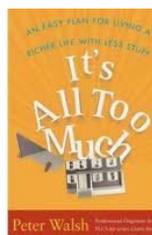
Coordinator: C. Lee Cawley  
*Simplify You*

When: Wednesday, February 16  
7pm

Where: Whole Foods  
Clarendon, VA

Book: "It's All Too Much"  
by Peter Walsh

Veteran "organizational consultant," TV show host and author Walsh has more ideas in his latest book on clutter management than the spare closet has junk, and, even better, it's organized, in-depth and entirely user-friendly. Join the conversation as Book Club South gets back to the basics!



(Continued from page 6)  
committed to providing information through the newsletter. Contributions from members are encouraged. All articles are subject to editing. Please include your full name, business name, email address and photo for possible publication.

If you would like to advertise in this newsletter, please contact Lauri Mennel, [Lauri@BluebonnetPO.com](mailto:Lauri@BluebonnetPO.com). NAPO-WDC makes no endorsement of products or services advertised.

Advertising sizes and rates:

Small (3 1/2 x 2") \$30

Medium (3 1/2 x 4") \$50

Large (7 x 4") \$100

25% discount for members

25% discount for repeat ads (three or more consecutive months)

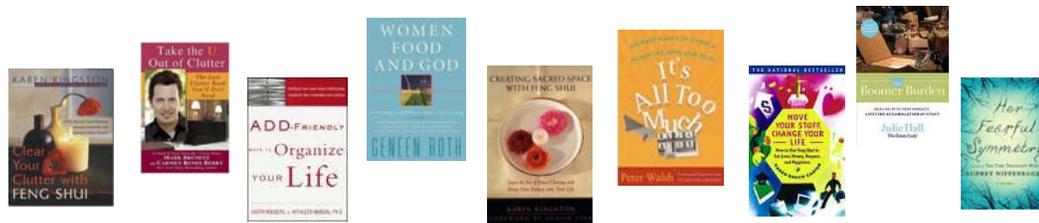
All ads must be pre-paid. Rates subject to change at anytime.

## Check Out NAPO-WDC Book Clubs!

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

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

Please check the chapter newsletter for future dates for both the North and South Book Club. RSVP to Lynn Meltzer at [arnielynn@verizon.net](mailto:arnielynn@verizon.net) or 301-530-3551 for directions to the **Book Club North** meetings. C. Lee Cawley is the contact for the **Back to Basics Book Club South** meetings.



## Board Meetings

Board meetings are scheduled immediately preceding each 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 Janet Schiesl one week prior to the meeting.

NAPO-WDC  
Corporate Partners

Premium Partners

123Junk.com

[www.123junk.com](http://www.123junk.com)

Standard Partners

Closet Factory Washington DC

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

College Hunks Hauling Junk

[www.1800junkusa.com](http://www.1800junkusa.com)

Eco-Nize Closets

[www.eco-nize.com](http://www.eco-nize.com)

Junk in the Trunk

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

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ReSale Solutions

[www.resale-solutions.biz](http://www.resale-solutions.biz)

Shelf Genie

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

## Book Club North Book Review

### *Feng Shui Means Wind Water*



Alisa Levy

*Embrace Your Space*

NAPO-WDC Vice President

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

In January, Book Club North met to discuss a reader's choice of books on Feng Shui. Feng Shui is an ancient Chinese art that shows us how to balance the energies or *chi* of any given space to assure good health and good fortune to those living or working there. It is concerned with building and furniture placement as well one's relationship to nature.

Piles of clutter block the flow of *chi* and can have detrimental effects on people, influencing them mentally, emotionally and spiritually. Removing the clutter is liberating, freeing the flow of *chi* and lifting one's spirits. As professional organizers, we know how very true this is. To find out more about Feng Shui, read one of the following books recommended by our Book Club:

Kirsten Lagatree – *Feng Shui, Arranging Your Home to Change Your Life*

Kirsten Lagatree – *Feng Shui at Work*

Lillian Too – *168 Ways to Declutter Your House*

Lillian Too – *168 Ways to a Calm and Happy Life*

Karen Rauch Carter – *Move Your Stuff, Change Your Life*

Richard Webster – *101 Feng Shui Tips for Your Home*

Mary Lambert – *Clearing the Clutter for Good Feng Shui*

### Speaking of Feng Shui...

Our January speaker has been rescheduled to speak at our March chapter meeting at [Rock Creek Mansion](#). Katherine Morris, PhD is a certified Feng Shui expert from [Inspired Settings](#). Her presentation is ***Basic Feng Shui to Enhance Your Professional Organizing Practice***.



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The State of 50+ America 2006, 60% of younger Boomers use the Internet. These Boomers often own at least one computer. They are familiar with banking online and use social media. Many Boomer women have held jobs outside the home. Members of this generation can be demanding and self-centered. When approaching Boomers, realize most will want to have a high level of participation in the work you perform for them. Many will prefer to be taught techniques they can follow themselves.

Many Boomers are members of the "Sandwich Generation." Finding themselves caught between raising children, helping with grandchildren and managing the care of aging adults, these Boomers are often overwhelmed with heavy emotional, physical and financial demands. Time management, improved management of paper and online files, and developing customized systems to get and stay organized are among the many professional organizing skills that will resonate with the Baby Boomer group. Vital document management services might appeal to this group, both for themselves and for their aging parents. Perhaps you could position your organizing business as a beacon of organized hope for an increasingly complex life that must be managed efficiently.



### The Post War and World War II Generation Markets

Though they get the most press, Baby Boomers are not the entire senior market. Members of the Post War and World War II generations were born in or grew up during the Great Depression. These seniors lived through World War II and the Korean War. They are often very patriotic. Though they have known lean times and are used to working hard, these generations were uniquely poised to take advantage of one of the greatest periods of expansion and innovation in American history. Thrifty by nature, many of these seniors have planned and saved enough to retire comfortably. When trying to identify this generation, think of some of its more iconic members including; Ronald

Regan, Walter Cronkite and J.D. Salinger as well as John McCain, Jesse Jackson, Elvis Presley, The Beatles and Clint Eastwood.

Many of these seniors are still making the majority of their own decisions but may consult with adult children before making key decisions. According to a recent [article in the Wall Street Journal](#) 30% to 58% of people 65 and older go online compared to the US average of 79%. But the 74 years and older demographic is the fastest growing age group on social media sites. They want to see those pictures of their grandchildren! Many people in this demographic will begin to face the physical and mental health challenges of aging.

Marketing to this group should include efforts to reach the aging parent and adult child. Relationships with senior communities as well as local civic and religious organizations will be very beneficial. Services such as estate management, vital document management and improved computer and paper filing systems will be attractive to these seniors. Hoarding specialists can often find work in this age group. Professional organizers offering ongoing services like bill paying could find a series of long-term clients in this demographic. Tech savvy organizers might consider offering services to get their senior clients up and running in social media.

### Our Oldest Seniors: Ages 85+ and the Depression Era Generation

This is the fastest growing segment of our population. In 2006, there were 76,000 Americans age 100+. By 2020, that number will more than double to 214,000. By 2050, there will be approximately 834,000 centenarians.

Many of these seniors are still vibrant, active and living on their own. Some require medical assistive devices or help with the basic activities of daily living. This group represents the



(Continued on page 11)

## 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:	\$275
Corporate Partner Premium :	\$450
CP one-time processing fee	\$50

Membership year is from October 1 through September 30. NAPO-WDC Chapter membership information and application visit [www.napowdc.com](http://www.napowdc.com) or contact the Membership Director Jackie Kelley at [membership@dcorganizers.org](mailto:membership@dcorganizers.org). Corporate Partner info, contact Susan Perez at [corppartners@dcorganizers.org](mailto:corppartners@dcorganizers.org).

## NAPO National Annual Member Dues

Industry Member—Provisional	\$200
Industry Member — Level 1 (w/o employees)	\$230
Industry Member — Level 2 (w/employees)	\$280
Corporate Associate	\$615
One-time processing fee	\$ 25

Send NAPO National dues to:

NAPO  
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.

## Membership News

There are currently 99 members and eight Corporate Partners in NAPO-WDC. There were 48 members (regular and CP) at our December 2010 chapter meeting and we hosted five guests.

### Membership Directory

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

### Changes and Corrections

Once you join or renew your chapter membership, you can update your own information at any time. Go to [www.napowdc.com](http://www.napowdc.com). From the "About Us" menu, select "Members Only Pages." Enter your NAPO National membership number and your unique password. Click "My Account" and make changes.



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

On January 3, we met at the Rock Creek Mansion for our first meeting of 2011. We were scheduled to talk about Feng Shui, but had to make a last minute change!

Alisa Levy started the meeting with the ice breaker. Members stood up as we identified with different categories and organizing specialties. It is always fun to see how each organizing business is different for our members.

Jackie Kelley acknowledged our four guests! Thank you for visiting -- we look forward to seeing you again as members next time! Susan Perez acknowledged our corporate partners who were here: Collin Wheeler from 123 Junk, Ron Goodes and Judy Stone with Re-Sale Solutions, Denny Stotlemeyer with Closet Factory and Linden Coyne with Junk in the Trunk.

Denny Stotlemeyer did a spotlight presentation for Closet Factory. The company starts every closet process with a client interview. All aspects of the closet are built by Closet Factory. They can also design and build Murphy Beds for our clients. The beds use standard mattresses and a bed can be integrated into an office system.

Collin Wheeler with 123 Junk did the second spotlight of the night. "The simplicity of the business makes it difficult to do a long presentation", he said. They come to the house and pick up unwanted stuff for a fee. They focus on speed, customer service and a 'green' orientation. The differences between the junk companies out in the marketplace is what they do with the collected items. 123 Junk focuses on recycling as much as possible. Colin gave away a gift certificate to the Cheesecake Factory to one lucky member – Scott Roewer.

We recognized our Volunteer of the Month, Mindy Jeppesen, for going out of her way and helping with Quantum Leap. We also recognized the team that volunteered to help with Homestretch's office organizing

# January Meeting Summary

project: Emily Belcher, Carly Poppalardo, Janet Schiesl, Victoria Robinson, Maria White, Silvia Balderas-Saari and Terri Fischer.

Carly Poppalardo gave us her marketing report as well as an overview of our GO Month events. We will be helping Habitat for Humanity and the Tigerlily Foundation.

Our chapter slide show is ready. Look for it on YouTube and on the chapter website. We thanked Kim Mihalik for chairing the Slide Show Committee.

Pierrette Ashcroft informed us of a survey that will be coming to members' inboxes soon. It will ask for feedback and suggestions for speakers. Your comments are important; please take the time to fill out the survey!

Heather Coccozza gave us an overview of the CPO® program. Testing is in Feb, June and October. Please visit the CPO® website for detail on the requirements.

Lauri Mennel is retiring from the Newsletter. We need a new Editor in Chief! Please send her an email if you are interested.

In lieu of our scheduled speaker, Janet Schiesl gave us a sneak peak at her NAPO National Conference presentation which she will be presenting in April.

Space planning starts with a floor plan. Janet gave us some great tips on how to measure the room, measure width and length, and then add doors and windows. We found out interesting facts like the average person needs 42" of space to get ready, you should have 30" of space in front of a dresser and a conversation circle is no more than 10' wide. Check out the ADA guideline for various disability requirements. When moving to a new location, take pictures of all furniture and make sure the moving truck is packed in reverse order to ensure that the last items in will be the first items out.

The NAPO National Conference to be held in San Diego from April 6-9, 2011. This is a wonderful learning and networking opportunity!

# Golden Circle News



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

## Golden Circle Gatherings

There are no Golden Circle Gatherings planned at the present time. Stay tuned!

## 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. Kim Oser hosted eight people at the "Ask the Expert" table at the January meeting. Thanks Kim!

## 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 the Members Only section of [NAPO.net](http://NAPO.net) and click on Golden Circle.

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.



*(Continued from page 9)*

oldest and frailest of our seniors. Seniors with chronic conditions often require skilled nursing and reside in settings that already have systems in place to manage their residents' lives.

Marketing to this group should be focused on the adult child or building relationships with senior living communities, religious communities and local outreach programs. Essential skills for reaching this group should include vital records management, estate management, ongoing bill paying and organizing for after-life estates.

## Pros and Cons of Working with Seniors

Change happens, whether we like it or not. As we age, change is usually driven by a decline in health or finances. Seniors are a group that both want and need your help

and most seniors are very appreciative of the help they get. As my business partner [Sue Thomas](#) says, "With seniors you get what you give: honesty, loyalty and respect."

Just like working with children, not everyone is cut-out to work with seniors. Before jumping into the senior market, do your homework. Think about the seniors in your life. Do you like being around them? Do you enjoy listening to their stories? Does it make you feel good to help them? Do you have patience? Can you *slow down* enough to allow seniors to be comfortable working with you? If you haven't spent time with seniors recently, volunteer at a local senior center. It is important to know if you and seniors are a good fit. If so, you'll likely find working with seniors to be the most rewarding experience of your life.

## NAPO in the Neighborhood Meetings

### Rockville Pike

February 28  
LaMadeline—Rockville Pike  
Contact: Wendy Glover  
[wendy@minordetailz.com](mailto:wendy@minordetailz.com)  
301-906-2125

### Route 66

February 22  
Whole Foods—Vienna  
7:00—9:00 pm  
Contact: Terri Fischer  
[fischer.terri@gmail.com](mailto:fischer.terri@gmail.com)  
703-638-5995

### Route 7

February 2  
Panera Bread—Off the  
Greenway in Ashburn  
7:00—8:30 pm  
Contact: Cris Sgrott-  
Wheedleton  
[Cris@organizingmaniacs.com](mailto:Cris@organizingmaniacs.com)  
703-969-8407

## PR Corner

On January 25 Cheryl Larson, Cheryl's' Organizing Concepts LLC, appeared on Good Morning Maryland on WMAR Channel 2 Baltimore to discuss organizing for seniors.

*Have you given a presentation to a community or professional group? Been featured in a news article? Interviewed on a radio or television show? Don't forget to send the details to the [news-letter editor](#) so we can all bask in your glow!*