Past Meeting Schedule – 2014

Monday January 6, 2014
Rock Creek Mansion
5417 W. Cedar Lane
Bethesda, Maryland 20814
301-530-0258

Simplifying Online Marketing: Getting from Overwhelm to Action

Does trying to build your business with your website, social media & email marketing have you…

- **Confused** by technology from trying to do-it-yourself?
- **Overwhelmed** by a long TO-DO list or too many choices?
- **Distracted** by "shiny objects" & scattered ideas?
- **Wasting** valuable time, money & energy trying to keep up?
- **Frustrated** that you aren't seeing a return on your investment?

Learn a fresh approach to gain clarity and ease your stress. You can leverage your online brand to combine your PURPOSE – your passion, business plan & lifestyle. You'll learn:

- How to work less and reach more people – your **ideal clients**
- The **3 essential questions** that act as a compass for everything you do online
- How to **get referrals & leads 24/7** with your online brand

Linda Schenk, founder of AMPLIFY Your Purpose with Virtuallinda, is a web designer and online business coach. With 16+ years of experience, Virtuallinda can guide you through the confusion of developing your online brand. Her expertise in graphic design, branding, strategy, design, technology and creativity will quickly zero in on your unique PURPOSE and create your profitable online brand. http://www.virtuallinda.com

Monday February 3, 2014
Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Money Work – How Our Money Mindset Drives Results

“Money Work” is an introduction to how our money mindset drives results in our personal and professional lives. Why do some earn more than others in the same profession? Why do we under-earn or overspend? How do we get into debt? What keeps us from earning more? Why do some of us avoid money while others seem comfortable? Where can we shift our money mindset to realize better results?

A 2010 survey by the American Psychological Association showed that 73% named money as the number one cause of stress in their lives. It doesn’t have to be. When we better understand our relationship to money we can start to take charge of what’s not working, leverage what is, and create new ways of thinking and to build prosperity into all aspects of our lives.

With this insight as professional organizers, we can boost our own earning power while also give our clients another way to understand why they are where they are and what is possible for achieving financial health. Cindy Morgan-Jaffe is a career and money coach who works with individuals and groups to identify what stands in their way of living a prosperous and abundant life.

Cindy brings over 30 years of professional and personal experience and training to the table. She has run her own businesses in both the for profit and nonprofit sectors, worked for large corporations both in the U.S. and abroad, earned a Masters in Education and Human Development from George Washington University, and is nationally certified. She has also raised five children and developed a wide range of skills in marketing and communications including the use of online technologies, social media, writing and design.

In her work with money mindsets, Cindy helps people identify the beliefs that drive behaviors and feelings around money in our lives. She shares her own journey through her blog, The Money Project, as well as offers courses and workshops for individuals and organizations who want to actively shift their money mindset in ways that open doors to prosperity and abundance in all aspects of their lives.

Cindy lives in Washington, DC, grew up in Wyoming and enjoys yoga, art, music, writing and being outdoors. www.morganjaffe.com

Monday, March 3, 2014

Rock Creek Mansion
5417 W. Cedar Lane
Bethesda, Maryland 20814
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How to Clear Closet Clutter and Organize a Wardrobe the Personal Stylist Way

Effectively clearing your clients' clutter and organizing their wardrobe starts with a conversation. Learning how to ask your client the right questions and understand their answers is crucial to meeting their needs with an organizational system and wardrobe which works for them. Learn what to ask, how to determine what stays and what goes, and how to speak with the client so they listen to you.

How does a Personal Stylist organize a closet? Learn favorite organizing tricks, tips and space savers as well as how to work with your client to create a system that works for them. By the end of the presentation, you should be able to help your client clear their closet clutter and organize a wardrobe just like a Personal Stylist. Lani Inlander has been helping clients look and feel their best for 15 years. Her fashion expertise has been featured in *In Style*, *New York Magazine*, *The Washington Post* and *Washingtonian*, among other publications. She has also styled segments for television programs including *Oprah Winfrey* and *The View*.

Lani is deeply passionate about what she does: empowering clients through fashion and helping them find clothing and accessories that fit their figures, suit their style, and boost their confidence. Over the course of her career, she has styled a wide range of clients from moms to those in entertainment, media and politics. www.real-life-style.com

Monday, April 7, 2014
Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Hoard No More – 7 Strategies to Better Serve Your Hoarding /Chronically Disorganized Clients

Did you know that 10-15 million people in the U.S. alone are hoarders? In this "Hoard No More" presentation, Organizing Professionals will learn proven "mental health strategies" to help hoarders and clutter-bugs *shift* their mindset from a ***"Life of Shame"*** *to a* ***"Life of Freedom & Fulfillment!"***

Learn how to guide your clients to free themselves from the emotional attachments they have to the items in their home/office.

The “Hoard No More” presentation will accomplish three primary goals:

- ***Educate*** Organizers by teaching them: the “top 2” underlying mental health issues that trigger hoarding; an overview of CBT Therapy, what to say/not to say while organizing a hoarder’s home/office; how to understand the mindset of their hoarding client, etc.
- ***Empower*** Organizers so they understand the “mindset” of a hoarding client, allowing them to adjust their organizing strategies to meet the complex needs of their hoarding client and better serve them;
- **Raise Awareness** that hoarding is a mental health disorder that can be effectively managed by the joint efforts of a CBT Therapist and a Professional Organizer working as a team with the common goal to enhance the quality of a hoarder’s life, free of clutter in their home and in their hea

Steve Conlan and Elaine Stephanos are Clinical Therapists who co-authored the “Hoard No More Rescue Kit” and co-founded MoJo Life Coaches, LLC based in Ashburn, VA. They are certified in Cognitive Behavior Therapy and specialize in managing and overcoming the Hoarding Disorder and Depression.

Nationally recognized as the “MoJo Duo”, they are experts in behavior dynamics and facilitate rapid transformation in people who struggle with hoarding and the underlying mental health issues. Drawing upon 20+ years of self-development education, they provide group/private coaching leveraging their mental health training, clinical case work, life experiences, and an on-fire desire to empower others to live the highest quality life they desire! www.HoardNoMore.org and www.MoJoLifeCoaches.com

Monday, May 5, 2014

Rock Creek Mansion
5417 W. Cedar Lane
Bethesda, Maryland 20814
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Ask the Appraisers

Do you or one of your clients own a unique piece of jewelry, furniture, glass, silver or porcelain? How about a painting, document, toy or some old coins? Have you wondered where it is from, how old it is, what it is worth, how to get it repaired, restored or insured? What about where to sell it or donate it and what the tax implications might be?

Todd Peenstra, President of Peenstra Antiques Appraisals, and Steve Gouterman, co-owner of NovaGold, LLC, will offer FREE appraisals, consultations, and advice on anything you or your clients might own.

The first 20 people to sign up will have their items appraised in front of the audience (one item per person, please!); all other items can be appraised privately after the presentation. RSVP to Janice Rasmussen (development@dcorganizers.org) and indicate what you are bringing.

Steve Goterman is a gemologist who has been buying and selling diamonds, precious metals, coins and timepieces since 1980. His experiences include import/export, wholesale and retail. He is the co-founder of NovaGold, LLC, which specializes in working privately with clients and their families on strategic sales of their estate and antique jewelry, gems, and coins–specifically determining how to maximize value. www.novagoldllc.com

Through the years, Todd Peenstra has worked with both world-renowned collectors and first-time art and antiques buyers. To each he brings knowledge, perspective and insight, tailoring his advice to meet specific needs and wishes. Todd is also a candidate member of the International Society of Appraisers. From single acquisitions to furnishing entire estates, Todd's professional expertise, attention to detail, excellent customer service and refreshing enthusiasm are valuable assets to his clients.

Monday, June 2, 2014

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Contents Inventory and Valuation: Putting an Exclamation Point on Getting Organized; 2013-14 Volunteer Awards

Home Contents Video LLC helps clients "choose to be better prepared." For what? Disasters and adversities. Bad things do happen. We all know someone who has experienced a fire in their home or business, storm damage, theft, losing valuable jewelry, divorce, families fighting over inheritances, tax loss issues, damage from moving companies, renters and more.

What do you need to know to be prepared for adversity? What can you do to get a desired outcome?

This presentation will go over the importance of understanding your coverage and responsibilities for both homeowner's as well as business insurance, and will also explore:

- IRS tax losses.
- Estate/inheritance planning and probate.
- Moving companies and renters
- Recovering stolen property
- Divorce settlements

The presentation will also cover the topics of inventories of tangible assets and valuation of possessions. What is involved in creating videos, supporting documentation and valuation? What should people do with the information? We discuss the value of the information and how to use it.

To add interest to the session, we ask that all attendees PLEASE BRING A COPY OF YOUR HOMEOWNER'S INSURANCE POLICY TO THE MEETING.

Also, Errol will be moderating a backup panel to help deal with your questions and special issues. Panelist will include
Brock Jolly, Financial Advisor, Capitol Financial Partners
Rick Mikszan, Agent, State Farm Insurance
Craig Anderson, Estate Planning Attorney

Errol Unikel can be reached at errol@videoinventory.com and 703-754-8900. Their website is www.videoinventory.com. Errol Unikel is Principal and Co-Owner of Home Contents Videos LLC. The company serves residential and commercial clients in the DC metro area plus Baltimore, the Outer Banks, Kiawah Island, parts of Florida and the tri-state area around New York.

Since the late 90's, Errol was involved in several entrepreneurial initiatives including owner and CEO of Unicorn Technologies, an active angel investor, a managing partner of a small venture capital fund and a CEO coach.

The bulk of Errol's career was with AT&T, Lucent Technologies and Bell Laboratories. He retired as a marketing vice-president and also served as an operations executive, national sales director and manager of advanced computer systems development and implementation. Career highlights included managing the "war room" during the AT&T Divestiture and consulting to the Brazilian government on the privatization of Telebras.

Errol has served on several boards including the MIT Enterprise Forum, The Analysis Corporation and Capital Commitment. He also served as a grant reviewer for the National Science Foundation. He has an advanced degree in engineering plus a master's in management from Stanford University.

After our business meeting, please stay for 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 2013-2014 chapter year!

No Meetings in July or August

Monday, September 8, 2014
Rock Creek Mansion
5417 W. Cedar Lane
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Managing the Stress of Life Transitions

In his seminal book, *Transitions: Making Sense of Life's Changes*, William Bridges provides insight into transitions. He points out that the "ending then beginning" phases in life can be challenging but encourages us to move forward, looking at a map, to see more clearly what lies ahead. Life transitions can be both energizing and stress-filled, especially for clients who are overworked, overwhelmed and disorganized. Professional organizers often act as the compass or the map, guiding clients forward with a better sense of what's next. Whether your clients are downsizing, starting a family, going through a divorce, have lost a loved one or are experiencing empty nest syndrome, these transitions are stressful and lead to decreased focus and productivity.

In this presentation, Jodi Sleeper-Triplett will provide strategies and tools to help you and your clients manage the stress of life transitions. You will learn how to:

- Shift your questions
- Use "Noticing"
- Practice Mindfulness
- Identify when executive functioning and ADHD issues are impacting client progress
- Increase structure
- Tap into core values

- Create a picture for the future

Deflect client stress away from yourself

Join Jodi and start the fall season with a new perspective and a toolbox filled to the brim!

Jodi Sleeper-Triplett, MCC, SCAC, BCC is the founder of the movement for ADHD youth coaching and is considered the foremost expert in the field. She is an active member of ICF, ADDA, CHADD, and ACO. As the president of JST Coaching, LLC, a premier youth coach training company, Jodi leads a team that provides training programs to coaches, educators and mental health professionals worldwide. She developed the first coach training focused on youth with ADHD. Her book, *Empowering Youth With ADHD* (2010), is the core of the JST Coach training programs and a highly acclaimed tool for parents and professionals alike.

Monday, October 6, 2014

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

Purging Personal and Financial Documentation: What are the Boundaries for Professional Organizer?

Professional organizers often help clients organize and manage personal and financial documentation. Many times the documentation is old, outdated and no longer needed. The ideal solution would be that the client wants to dispose of these documents. Unfortunately, the reality is clients will turn to the organizer for guidance and direction.

What are the rules for getting rid of paperwork? Is the organizer putting herself/himself in jeopardy for suggesting what can go and what should stay? What are the legal ramifications and how does an organizer handle purging documents?

In our litigious culture, an organizer is wise to know these answers. Linda Donegan, creator of The Family DocuMap, will answer these and many other questions regarding helping your clients purge and clean up their paperwork.

Linda began her career as a CPA with Price Waterhouse Coopers and worked on some of the firm's highly visible clients providing audit and problem solving services. After several life altering events she realized how important personal and financial documentation is, not only for ourselves, but for those that we love. For the past 22 years, Linda has accumulated a vast amount of knowledge regarding personal and financial paperwork. She has worked with individuals and companies to educate and provide resources for managing this critical part of our lives. Linda created The Family DocuMap as a guide to organize, manage and maintain personal paperwork. She resides in Oldsmar, Florida with her husband of 30 years, Dennis.

Monday, November 3, 2014

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

Business Building and Revenue Acceleration Techniques

Join us on Monday, November 3rd to hear Chuck Douglas, Professional Speaker address the following goals:

1. How to dramatically improve lead generation through social media monetization: mobilization including LinkedIn and Facebook strategies, as well as video testimonials.

2. How to hold your-self personally accountable and not make excuses which remove comfort zone behavior and facilitates drive and urgency for action taking.

3. How to maximize referrals in a conversational and elegant manner through Incentives, a professional and compelling preface, and elicitation of referrals with appropriate questions.

4. How to connect quickly to gain clients for life through rapport and connection enhancement as well as confidence building skill sets.

5. How to master your time with positive habits so that you “do what you know” right now to gain 2-extra hours each day.

Chuck Douglas is a leading authority on Training the Trainer, Personal Achievement, Leadership & Team Building, Goal Achievement and Time Mastery. Mr. Douglas’ success was based on strategies he began to develop during his Junior Olympic Championships while achieving Summa Cum Laude in Finance and Accounting at Georgia State University. Realizing these techniques could be duplicated through training, his work at Thorn EMI promoted him to Sr. Corporate Trainer. Chuck gives speaking engagements worldwide and tours with renowned success coaches Anthony Robbins, Brian Tracy, Tom Hopkins and Bob

Proctor. His style and presence can be defined as dynamic and passionate with an uncanny ability to move audiences to action.

Monday, December 1, 2014

Kena Shriners
9001 Arlington Boulevard
Fairfax, VA 22031

NAPO-WDC Holiday Party
Join your fellow NAPO-WDC members for a celebration of the holidays and our chapter's 20th anniversary, including catered refreshments and a demonstration of My Favorite Organizing Things.