

**Sherri Shepherd of "The View" to Host Third Annual
Los Angeles Organizing Awards
– Honoring the People, Products and Services that Make L.A.
Neater and More Productive –**

*– Public Can Vote Online at NAPOLA.org –
– Event Sponsorships and Tickets are Now Available –*

LOS ANGELES, CA (October 31, 2007) – Sherri Shepherd, co-host of ABC-TV's "The View," will host the Third Annual Los Angeles Organizing Awards, presented by the Los Angeles Chapter of the National Association of Professional Organizers (NAPO-LA). The Awards honor the best in the organizing industry, including professional organizers who set the standard for home and business productivity, and products and services that help consumers and businesses organize everything, including information, as well as manage their time and control habits that can lead to clutter and chaos.

Shepherd, also an actress ("Less than Perfect," ABC, "Everybody Loves Raymond," CBS, "30 Rock," NBC, "Beauty Shop," MGM Studios) and comedian, will preside at the February 1, 2008 event to be held at the Luxe Hotel Sunset Boulevard. Shepherd has used the services of a professional organizer and will speak about her experience.

Voting for the 2008 Los Angeles Organizing Awards is open to the public. You can vote at www.napola.org now through December 31. Award recipients will be announced at the dinner event, which also is open to the public. The Awards are a celebration and culmination of national "Get Organized Month," which is in January.

Sponsorships and tickets for the event are now available. Call Jodie Watson at 818-590-7800 for more information about sponsorship opportunities and group tickets. Individual tickets can be purchased online at www.napola.org.

"You can't be too famous or too organized in Los Angeles," said John Trosko, NAPO-LA President. "In fact, running a successful household or business requires supreme organization. Members of our profession are at the forefront in helping people and companies overcome their organizing challenges and become more efficient and productive. The Awards celebrate the profession and enable the public to learn, firsthand, about the most effective organizing strategies, products and services available."

NAPO-LA Vice President Jodie Watson added, "We love a good label-maker, but at the end of the day the organizing profession is about improving people's lives so they can operate their homes and businesses more efficiently, be more productive, be more comfortable managing their own possessions and papers and information, and develop habits and techniques to ensure the benefits of better organization are long-lasting."

The Organizing Awards features more than 15 categories, including:

- Best Home Organizing Product
- Best Office Organizing Product
- Most Helpful Organizing Technology

Best National Organizing Show

NAPO-LA also honors several of its members with special chapter awards. The *Volunteer of the Year Award* is presented to the chapter member with an exemplary record of service. The *Leading Edge Award* recognizes a NAPO-LA member whose actions and efforts elevate the quality or profile of professional organizers.

Professional organizers and NAPO chapters from across the country are invited to submit videos highlighting their efforts to help clients in the past year. Selected video highlights will be shown at the event, and attendees may hear live testimonials from people whose homes or businesses were transformed by professional organizers. (Instructions for submitting videos for consideration are online at www.napola.org.)

About NAPO

The National Association of Professional Organizers is dedicated to developing, leading and promoting professional organizers and the benefits of better home and business organization. The nonprofit group, founded in 1985 by five Los Angeles-based organizers, has grown to over 3,900 members throughout the world, including speakers, trainers, authors, retailers and manufacturers of organizing products. NAPO-LA provides a forum for Southern California-area organizers for networking, professional development and raising public awareness.

With 125 members, NAPO-LA is the premier regional association of professional organizers. NAPO-LA members serve clients from Santa Barbara to Santa Monica to Newport Beach, and from Beverly Hills to Pasadena to Claremont. Services include home and business organizing, information and time management, and coaching and training.

For more event information or to find a professional organizer, visit www.napola.org.

Event Sponsorship and Group Tickets Contact: Jodie Watson, 818-590-7800
jodie@supremeorganization.com

Media Contacts for More Information: John Trosko, 310-806-7638, john@organizingla.com
Cary Brazeman, 310-205-3590, cary@thecorporatetoryteller.com