

# THE LOS ANGELES ORGANIZER



November 2004

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## NAPO Los Angeles

**Mission Statement:** NAPO-LA is an organization dedicated to bringing Southern California Area organizers together through networking, education, professional growth, industry updates, support and public awareness.

NAPO-Los Angeles  
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## NAPO Los Angeles Who's Who

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cindykamm@napola.org  
**Past President:** Marilyn Crouch  
(310) 375-9927  
marilyncrouch@napola.org

## Coordinators & Committee Chairs

**Associate Member Coordinator:**  
Barb Schmitt

## CALENDAR

November  
Nov. 15: Board Meeting: 2:30 p.m.  
Nov. 15: Chapter Holiday Dinner: 6:15 p.m. (Please note this is not the regular 4th Monday of the month.)  
Nov. 15: "America Recycles" Day  
Nov. 21: Doo Dah Parade  
Nov. 26: "Buy Nothing" Day

December  
*No chapter meeting this month.*  
National "Stress-Free Family Holidays" Month  
Dec. 25-31: "It's All About Time" Week  
Dec. 31: "Make Up Your Mind" Day

## November Program



## Let's Give Thanks

The November "Members Only" Holiday dinner chapter meeting will be a wonderful opportunity to network, see old friends and familiar faces as

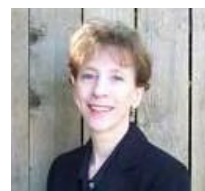
well as enjoy a festive holiday dinner. Please join us for an evening of sharing organizing stories, getting to know new members and, of course, lots of laughter.

We have an evening full of several special surprises, events and other fun. And don't forget to bring your favorite dessert to share with everyone. See you Monday, November 15, 2004 at 6:15 p.m.

~ *Michelle Quintana, The Simple Organizer/NAPO-LA  
Director of Professional Development*

[For more info on NAPO-LA events, click here.](#)

## President's Message



## Thank You!

As the holiday season approaches, I want to express my thanks and gratitude to all of you for working so hard and giving so much to make our chapter flourish.

Recently, I came across a remarkable article written by George Carlin, shortly after his wife had passed away, and would like to share some of it with you so that you can share it with those you love and hold dear.

## HOW TO STAY YOUNG

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctor worry about them. That is why you pay him/her.
2. Keep only cheerful friends. The grouches pull you down.

**Database/Directory:** Tanya Whitford  
**Golden Circle Advisor:** Ann Gambrell  
**Greeting Coordinator:** Toni Scharff  
**Greeters:** Barbara Ricketts, Toni Scharff  
**Librarian:** Lenore Sokol  
**Meeting Assistant:** Sara Getzkin  
**MET Program Coordinators:** Jean Furuya, Ann Gambrell, Barbara Ricketts, Tanya Whitford  
**New Member Orientation:** Jean Furuya, Ann Gambrell  
**Public Relations:** Chris McKenry  
**Registration Assistants:** Susan Honnold, Claire Quinlan, Tiffany Schwartz  
**Scrapbooker:** Mary Lasnier  
**Volunteer Coordinator:** Mishele Vieira

**Webmasters:** Cindy Kamm, Chris McKenry, Gayle Westrate, Tanya Whitford  
**Web Listing Coordinator:** Toni Scharff

## The Los Angeles Organizer Newsletter Staff

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**Staff Writers:** Talia Eisen, Deborah Kawashima, Glorya Schklair, Kathleen Schulweis, Tanya Whitford  
**Photographer:** Evelyn Gray

**Submission Guidelines:** Published 10 times per year. All articles are copyrighted, all rights reserved. Submit text in MicroSoft Word attachment or type directly into e-mail message. Attach visuals as .jpg or .tif. Send to [DeeSaar@napola.org](mailto:DeeSaar@napola.org).  
**Deadline:** The 25th of the month for any submission.

**Advertisements:** Ads appear as icons on an html page and include a hyperlink to your website. Send art in .jpg format at 72 dpi to [LaurieClarke@napola.org](mailto:LaurieClarke@napola.org). All art and payments must be received by the 25th of the month for submission. All payments to be arranged with Cindy Kamm ([CindyKamm@napola.org](mailto:CindyKamm@napola.org)).

**Ad Size:** 125x100 pixels  
**Ad Price:** \$25 Members, \$35 Non-NAPO Members  
**Coupon:** This feature allows advertiser to provide a text of 50-75 words for a more detailed description than the sponsor link  
**Coupon Price:** \$35 Members, \$45 Non-NAPO Members

### Chapter Membership:

National NAPO membership required. Price includes electronic newsletter.

**Annual Dues (Oct. to Sept., Annually)**

3. *Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain be idle. "An idle mind is the devil's workshop." And the devil's name is Alzheimer's.*
4. *Enjoy the simple things.*
5. *Laugh often, long and loud. Laugh until you gasp for breath.*
6. *The tears happen. Endure, grieve and move on. The only person who is with you your entire life is yourself. Be ALIVE while you are alive.*
7. *Surround yourself with what you love, whether it's family, pets, keepsakes, music, plants and hobbies, whatever. Your home is your refuge.*
8. *Cherish your health. If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.*
9. *Don't take guilt trips. Take a trip to the mall, to the next county, to a foreign country, but NOT to where the guilt is.*
10. *Tell the people you love that you love them, at every opportunity.*

*AND ALWAYS REMEMBER: Life is not measured by the number of breaths we take, but by the moments that take our breath away.*

Wishing you, your family and friends a very Happy Thanksgiving, Merry Christmas, Happy Hanukkah and a healthy and prosperous New Year. See you in 2005!

~ Robin Davi, *Simply Arranged/NAPO-LA President*

**[For more information on Robin and other NAPO-LA Board Members, click here.](#)**

### Golden Circle Spotlight

## Information Overload

Beverly Clower is one of the founding members of NAPO. She started her own business, Office Overhaul, in 1982, after working twenty-eight years as a medical secretary.

As a professional organizer, Clower specializes in organizing corporate offices, small businesses, and homes.

She takes a laissez-faire approach and doesn't believe in pushing a client into getting organized. "If they don't have a problem with it, then it's not a problem," Clower states, "but if it's interfering with their work or loved ones, then they have a problem and need to make a change."

Clower often works with business clients that are swimming in a sea of information overload.

"It's all about the paper! That's why they're tearing their hair out," exclaims Clower, "Everything in the office is about managing the information; so when the information in the office is organized, then the rest falls into place."

Starting with the manager, she finds out what's working, what's not, and what her working parameters will be. When possible, she gets the manager to sign off on using an established "Tossing Guidelines" for the office.

Since most of her clients' desktops are littered with information, Clower introduces a "Clear the Desk" exercise on her first session, to organize the work area and create a desktop system.

Asking the proverbial question, "to keep or to toss," she goes through all the papers on top of the desk, starting with the current active ones (desk drawers are another session!).

Clower finds letting go is less of an issue in the office environment than in the home and encourages them to get rid of as much as they can. If it's "to keep" she asks if it's finished and needs to be filed in their permanent files, or if it still requires more of their attention.

She then sorts the papers into two piles: "to file" and "to do."

\$85 - Basic Member w/ website referral listing  
\$135 - Basic Member w/ website referral listing and paid meeting fees  
\$50 - Out-of-State Individual  
\$150 - Associate Member  
\$10 - New/Lapsed Member Processing  
\$10 - Meeting Fee

#### Non-Members

\$25 - Newsletter Subscription (Annually)  
\$15 - Visitor Meeting Fee

### National Membership Annual Dues:

\$200 - Individual  
\$150 - Associate-Branch  
\$250 - Associate-Local  
\$550 - Associate-Corporate  
\$20 - New Member One-Time Processing Fee

### Abbreviated Minutes October Board Meeting

1. The Board welcomed the new Director of Professional Development, new chapter member Michelle Quintana.
2. The Board motioned to offer free links in the newsletter to members who have MET Classifieds on the NAPO-LA website.
3. The Newsletter is still in need of volunteers to replace the current Publisher and Editor.
4. There will be a new button feature on the website to access past newsletter issues.

~ Talia Eisen, Clarity Professional Organizing

### Membership Report

October Meeting  
50 - Total Attendance  
43 - Members  
7 - Guests  
8 - New Members  
82 - Total Membership

### Assistants List

The following people are available to work as an assistant this month.

Laurie Clarke  
(310) 210-0761

Jodi McDaniel  
(310) 503-3877

Cheryl Perkins  
(310) 306-1769

### Participate in NAPO-LA

The Assistants List is available as a resource connecting those available to serve as assistants for projects of organizers. Submit your request each

Clower suggests they file each day or by the end of the week, not letting it pile up over the height of the inbox.

Continuing the exercise, she creates a desktop system for the pile. This is your client's To-Do System for all the papers that still require their action. Clower swears by the Pendaflex Sort-Pal; a book with six expanding pockets.

At the end of the first session Clower has the client look at the stuff in the trash. "It could have gone into the trash the first time you held it," she tells them, hoping they learn and recall that, if anything. Since Clower believes that the essence of a successfully organized desk lies in daily maintenance, getting the client to understand the importance of clearing the desk every day is her biggest challenge.

*This is the second article in a series focusing on our Golden Circle Members by Deborah Kawashima.*

~ Deborah Kawashima, Creative Organizer

### Get Organized Month

## NAPO-LA Heads Back to School

NAPO-LA is going back to school for Get Organized Month in January. NAPO-LA members will be teaming up to give presentations about the basics and benefits of being organized to schools throughout the Los Angeles Area.

NAPO's Get Organized Week was created in 1992 in order to bring attention to the benefits of getting organized and to focus on the tools and techniques necessary to achieve that goal. NAPO recently expanded G.O. Week to G.O. Month and moved it from October to January.

As organizers, we often hear clients explain their habits and their piles of clutter by saying that no one ever taught them how to be organized. By reaching out to the local schools, we can share our expertise and give the kids a few tools to help them be more successful in their endeavors.

Presentations will be focused on children who will be making the transition to a new school next year, such as 5th graders who will be moving up to middle school, 8th graders moving up to high school and seniors who will be going to college or entering the dreaded "real world."

At the October NAPO-LA meeting, 15 volunteers signed up to be presenters! If you would like more information, or want to join this group of volunteers, please e-mail Laurie Clarke at LaurieClarke@napola.org.

~ Laurie Clarke, Life Simplified / LA Organizer Publisher

### 2005 NAPO-LA Annual Conference: Organizing For Success



## How To Take Your Business to the Top

Issues such as how we can market our businesses more successfully and increase the number of clients we have will be addressed at this year's NAPO-LA daylong conference. Award-winning author and successful businesswoman, Debbie Allen, is the featured keynote speaker (pictured).

Debbie is the author of *Confessions of Shameless Self-Promoters* and an international speaker with expertise in sales and

month you wish to be listed. Include your name, business name, phone, and email address. The list is only for members of NAPO-LA and does not guarantee work. The Assistants List is found in the "Member's Only" section of the website on the membership directory page. To add your name to the list, send an email to [Assistant@NAPOLA.org](mailto:Assistant@NAPOLA.org).

Organizing events of members may be listed on the NAPO-LA calendar for only \$30 per month. Include event, date, time, location and your contact info along with 50-word descriptions to [Calendar@NAPOLA.org](mailto:Calendar@NAPOLA.org), and your event will be advertised.

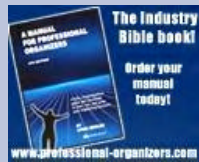
Submit your organizing tips for monthly listing on NAPOLA.org. Each "Tip" should be 50-75 words and will be used at the discretion of the editor of this section. Your name and business name will be listed. Send your tips to [Tips@NAPOLA.org](mailto:Tips@NAPOLA.org).

For more information on becoming a NAPO member, click [here](#).

#### Quick Links...

- [NAPO-LA Website](#)
- [NAPO Website](#)
- [NAPO-LA Annual Conference](#)

#### Our Sponsors



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marketing. Her credentials include having built and sold six highly successful companies, and she received the Blue Chip Enterprise Award from the National Chamber of Commerce for overcoming business obstacles and achieving fast business growth.

Like last year's very successful conference, we will have a fantastic Q&A session. We are pleased to have Stephanie Denton of Denton & Company to facilitate the Q&A and add her expertise. Stephanie is a dynamic, creative organizing expert whose advice has graced the front pages of both the *Wall Street Journal* and *USA Today*.

Stephanie's advice is regularly read by millions in *Family Circle* magazine, *The Small Business Journal*, *Priorities*, and *Office Systems*. She is on the Board of Directors of NAPO and is a NAPO Award Winner.

In addition, there will be many other experts to learn from for any level of organizer. The conference theme is "Organizing For Success."

The conference will be held at the Radisson Hotel- Westside in Culver City on Saturday, February 5th, 2005. Registration will open soon along with early bird deadlines.

[Click here for more information on the 2005 Conference.](#)

#### Golden Circle

## Golden Circle Members Travel to Oceanside for Final Meeting of 2004

On October 16, the Los Angeles Area NAPO Golden Circle members traveled to Oceanside for our final gathering of the year. And what a pleasant event we were in for that day! Our San Diego-area members, Bonnie Winn and Ann Thurley, were our hosts for the lovely backyard brunch at Ann's home.

Fifteen members attended and had a great time networking, sharing information, and, of course, eating. Ann Gambrell brought an update of the Golden Circle happenings and the dates and hosts for the 2005 meetings were set.

The next golden Circle even will be Saturday, January 15th, 2005, and will be hosted by Beverly Clower and Ann Gambrell.

*Golden Circle is open to all NAPO members who have been in business as an organizer for a minimum of five years and a NAPO member for one year. Application forms and additional information is available on the Los Angeles and NAPO National websites. For additional information on Golden Circle and/or membership, please contact [Ann Gambrell](#), NAPO-LA Area Golden Circle Liaison.*

~ **Ann Gambrell, Creative Time-Plus/NAPO-LA Area Golden Circle Liaison**

#### Members In The News

**Deborah Kawashima, Creative Organizer**, will be writing a regular column on organizing for the *Studio City Sun* newspaper. Her latest article can be found by [clicking here](#).

#### Volunteers Needed

## NAPO-LA Newsletter Looking for Fresh Faces

Looking for a way to flex your creative muscles? Have some

thoughts about how to improve the *L.A. Organizer* and how to better promote NAPO-LA? Here's your chance! The Editor and Publisher of the *L.A. Organizer* have had a great year with the newsletter but are now looking for other ways to contribute to the chapter; so the search for worthy replacements has begun!

The Editor solicits articles for the newsletter and edits all incoming copy. The Publisher places the articles into the newsletter format and looks for creative ways to make it look professional and interesting. The layout is now done online, so no software programs are necessary. Both roles require working with the Board, especially the NAPO-LA President and the Director of Communications and Technology.

Both positions are great opportunities to contribute to the chapter and to get to know other organizers in NAPO-LA without a huge time commitment.

For more information, please e-mail [Dee Saar](#) if you are interested in being Editor. E-mail [Laurie Clarke](#) if you are interested in being Publisher.

### **Golden Circle Volunteer Needed**

We are in need of someone to manage the Golden Circle Column for our Los Angeles Chapter newsletter. The job entails asking Golden Circle members, with expertise in a specific area of organizing, to submit articles to be published. This is a great opportunity to help our veteran members share their information and knowledge with the entire membership.

If you are interested, contact [Ann Gambrell](#) or [Dee Saar](#). Step forward to help show that we ARE "The Organizing Authority."

email: [newsletter@napola.org](mailto:newsletter@napola.org)

web: <http://www.napola.org>

**Sunday, November 21 ~ 11:30 a.m.**

**Come cheer on the NAPO-LA parade marchers!**

**Want to march? It is not too late. Send an e-mail to [doodahorganizer@yahoo.com](mailto:doodahorganizer@yahoo.com) or speak to a "Doodaher" at Monday's dinner meeting.**

**Join us at the  
Pasadena Doo  
Dah Parade!**

**Synchronized Participants: The last rehearsal is Monday, November 15 at 4 p.m. Meet at Stoner Community Center at 1835 Stoner Avenue in West Los Angeles.**

**Be sure to bring practice boxes, office supplies, "pop-out" folder, hanging file and comfortable shoes.**

Questions? Call Karen Fulks 310/280-0592 or email to: [doodahorganizer@yahoo.com](mailto:doodahorganizer@yahoo.com).

[Click for directions to the Doo Dah Parade.](#)

**Looking for guidance in your organizing business?  
This is the place to look!**

**MET  
Classifieds**

**Organizers offering their services:  
Robin Davi, Simply Arranged  
Ann Gambrell, Creative Time Plus  
Kevin & Lynn Hall, Clutter No More, Inc.  
Sheila McCurdy, Clutter Stop**

**Donna McMillan, McMillan & Company**

[For information about each organizer listed above, click here.](#)

NAPO-LA | PMB 134 | 10573 W. Pico Blvd. | Los Angeles | CA | 90064