

Capital News & Views

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Nov. 6: Chapter Meeting Branding: The Starbucks Approach

Why do people go to Starbucks, even though there are other coffee choices? What keeps people loyal to one brand over another? At our November Chapter Meeting we'll examine



what key messages or "brand image" you send, not only within NAPO but involving your own business. You will learn how to recognize people's needs and desires and persuade them that they really need that "tall, non-fat, extra foam latte!"

Learn how to:

- Explore the connection of key messages with brand awareness
- Examine what key messages your organization is sending as well as what your business is communicating
- Discover how to persuade potential members and customers to be loyal to your brand

We are honored to have Molly Laychak Whalen, Leadership Outfitters' Creativity

Location:
The Ratner Museum
1001 Old Georgetown Road
Bethesda, MD 20814
301-897-1518

Connector as our featured speaker. She has over 17 years of association experience, specializing in chapter and membership development, volunteer management, strategic planning, marketing, leadership training, and non-profit management. Molly has written three chapter resource handbooks for associations and produced numerous leadership programs for association leaders. She is a graduate of the University of Virginia, and a member of the ASAE. An active volunteer, she has served as a volunteer and board member for several organizations. Molly is a mom of two, and lives with her children and husband in Washington, DC.

We hope to see you at the Ratner Museum for this great presentation on branding!

Ask the Expert Focus Group

Come early (6:30 pm) to register and network. If you are new to organizing, attend our informal "Ask the Expert" Focus Group from 6:30 to 6:55 hosted by a member of NAPO's Golden Circle.

here are a few tips that might make your holiday gross sales as bright as the lights on The National Christmas Tree.

You must figure out a way to motivate your clients to 'buy' from you during the season. I suggest you give them an offer they just can't refuse! Most people expect to only find deals, the day after Thanksgiving or Christmas. Why not surprise them with a pre-season holiday offer?

Many individuals worry how much they

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

Holidays – Business Friend or Foe?



Scott Roewer,
Solutions by Scott LLC

As a small business owner, you probably track your sales. Do they go up or down during the holiday season? If your billable hours decline during the holiday madness,



Chapter Information

Chapter Newsletter

Published monthly (September through June) by the Washington, DC Metro Chapter of NAPO, PO Box 7301, Arlington, VA 22207-0301, 202-362-6276. The contents are copyrighted, with all rights reserved.

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Publi- cation Month	Submis- sion Deadline	Newsletter Topic
Sept	Aug 4	Back-to-School - Organizing Children
Oct	Sept 15	Spooky Clients - Protecting Yourself on Appointments
Nov	Oct 13	Company's Coming - Organizing for the Holidays
Dec	Nov 17	Creating a Work/Life Balance
Jan	Dec 15	New Year, New You - Keeping Resolutions
Feb	Jan 19	The Tax Man Cometh - Organizing for Tax Season
March	Feb 16	Organizing for Seniors
April	March 16	Spring Growth - Organizing Outside
May	April 20	Get Out of the House - Organizing Corporate Clients
June	May 18	NAPO National Conference Reports

The NAPO-WDC Chapter is committed to providing information to our members through the newsletter. Contributions are encouraged. By following one of the topics, listed above, you increase your chances of getting published in the newsletter. Articles should be between 400 and 800 words, with a suggested title. All articles are subject to editing. Please include your full name, business name and brief description of your experience. Submit a photo of yourself with article for possible publication. Authoring articles of 500 words or more may count for 10 points each toward certification.

If you would like to advertise in this newsletter, please contact Barb Wilhelm. The NAPO-WDC Metro Chapter makes no endorsement of products or services advertised. Advertising sizes and rates: *

- Small (business card size) (3 1/2 x 2") \$20
- Medium (3 1/2 x 4") \$35
- Large (7 x 4") \$60

- 25% discount for members
- 25% discount for repeat ads (3 or more consecutive months)
- Additional charge for design/layout work
- All ads must be pre-paid

* Rates subject to change at anytime.

Meeting guest speakers receive a complimentary business card-size ad. One-year (Sept-June) chapter newsletter subscription for non-members (available via Electronic Copy only) is \$25. The subscription cost is prorated if started mid-year. To subscribe contact Janice Landfair. Send check payable to NAPO-WDC Metro Chapter to the chapter office at PO Box 7301, Arlington, VA 22207-0301.

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Holidays - Business Friend or Foe?

(Continued from page 1)

spend during this season of giving. Try to make your offer as attractive as your business plan can afford. The better its value to customers, the more sales it will likely generate.

Here are a few different ideas to consider for generating holiday sales.

1. Offer A Holiday Discount: Surprise your existing clients with an unexpected Holiday Discount Offer. It gets attention, and motivates many individuals to buy service
2. New Client Combination Price: Try combining your organizing services with a product that is lower than the total cost of buying each item separately. For example, offer free holiday storage containers. This might make prospects into clients.
3. Free Bonus Service: Offer to include a complimentary bonus with each session of organizing. It doesn't have to cost you very much, so long as it has high perceived value to your customer.
4. Buy Now, Bill Later: For your budget minded clients, this offer may generate sales you normally wouldn't make during the holidays. Consider having your client sign a contract with this offer. Be sure to have a specific expiration date. Clients are more likely to take immediate action when faced with the risk of missing a special.
5. Market Your Idea: Your holiday offer will disappear as quickly as a snowman melts on a warm winter day. Be sure to advertise your special to your clients. This could be as simple as an email announcement or calling your clients directly. Sending out a postcard or posting the information on your website can also be very effective.

I would love to hear the results of your "sale". May this Holiday Season be one of growth and success in your business.



NAPO-WDC presents its 9th Annual Seminar

break
through



**TAKE YOUR BUSINESS
AND CLIENTS TO THE NEXT LEVEL**

Saturday, March 17, 2007

DoubleTree Hotel and Executive Meeting Center, Bethesda, MD

Volunteer Needed!

NAPO-WDC is in need of a new Book Club Chair. The Book Club is open exclusively to NAPO-WDC members and meets every other month to discuss an organizing book. The meetings are an excellent opportunity for members to advance their education and share thoughts on organizing books. It also provides an informal network for support and guidance in an intimate setting. Book Club can meet in a members home or an alternate site, like a coffee shop. The position will begin in December, with the first Book Club meeting in January. If you are available to contribute to the chapter's education and growth, please contact Kim Oser.

We give special thanks to C. Lee Cawley, who has volunteered as the Book Club Chair for the past 2 ½ years. Her contributions have developed Book Club in to an extraordinary and popular benefit of membership. Thanks C. Lee!

Building Brand Through Customer Experience



*By Molly Whalen, Creativity Connector
Leadership Outfitters, Inc.*

Everything we say and do sends a message and contributes to others' perception of our businesses and us. Even if you have not formally identified your brand, your actions and the experience customers have in your business contribute to building your brand image.

Brand Identity is how you want the consumer to perceive you. This is the promise you make to the consumer of who you are and what you will deliver.

Brand image is how the consumer actually sees you, and, unfortunately, this does not always match brand identity. This is because consumers form brand image directly from their experience with you or your product.

How you communicate the mission and values of your organization has a huge impact on brand image. This is wrapped up in the culture of your company and drives what is communicated to the consumer. Your brand reflects what is practiced and earns you a "reputation" or brand whether you are consciously building a brand or not. Southwest Airlines is very successful in building a brand around "fun" and "team". The flight crew communicates this in everything they do, from singing the welcoming announcements to

(Continued on page 5)

2006 - 2007 Calendar

All dates are firm unless unforeseen circumstances occur. Check monthly newsletters for updates – date modifications are noted with a red *. **Chapter meetings** are usually held the first Monday of the month. When the first Monday is a holiday, meetings are held the second Monday. Chapter meeting details (location, time, agenda) are found on the last page of this newsletter. Board meetings are open to all – please see the note in the box below.

November

6 Chapter Meeting:
Your Key Message: The Starbucks Approach

21 Book Club

December

4 Chapter Meeting:
An ADHD and ADD Friendly Lifestyle

January

8 Chapter Meeting:
Effective Website Marketing

23 Book Club

February

5 Chapter Meeting:
Roundtable Discussions

March

5 Chapter Meeting:
Technology

17 NAPO-WDC Annual Seminar (full day)

20 Book Club

April

9 Chapter Meeting:
Public Speaking, Presentations Skills with Pizzazz

TBA NSGCD Conference

25-28 NAPO Annual National Conference

May

7 Membership Appreciation Dinner and Awards
(members only)

22 Book Club

June

4 Chapter Meeting:
Organizer Show and Tell

July

17 Book Club

No chapter meetings in July or August.

Board Meetings: The next board meeting is scheduled for November 6, immediately preceding the chapter meeting. Board meetings are open to all chapter members. To ensure space and for the location of the upcoming board meeting, non-board members who wish to attend should contact Chapter President, Scott Roewer.

Book Club

C. Lee Cawley, *Simplify You*



When: Tuesday, November 21, 7:00 pm

Where: The home of C. Lee Cawley
3447 14th Street North,
Arlington, VA 22201

What: We are reading *10 Simple Solutions to Adult ADD: How to Overcome Chronic Distraction and Accomplish Your Goals*, By Stephanie Moulton Sarkis, PhD.

We meet at my home in North Arlington. Which is easy to reach from the Beltway, Rt. 395, Rt. 66 and Key Bridge. It's about a 10-minute walk from the Virginia Square metro stop (Orange line). There is plenty of free on-street parking.

To RSVP and for directions, please contact me at 703-625-7336 or simplifyyou@aol.com. All chapter members are welcome to attend.

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Building Brand Through Customer Experience

(Continued from page 3)

wearing less formal uniforms.

You may have to put yourself in the place of your customer and look at what they are experiencing in order to determine what their brand image is of you. You may want to use surveys or focus groups to ask customers what their perceptions are. Some companies employ “mystery shoppers” in order to get an independent appraisal of customer service and experience.

There are several ways to ensure that customers are experiencing what you want them to and subsequently communicate your brand identity.

(1) Identify Company Mission, Values, and Culture

Until you know what the purpose of your company is, what you are trying to accomplish and what you believe in, it is difficult to communicate brand identity to others. Even once you identify these areas, you must look at the culture within your company and decide whether that culture is working toward a positive perception or against it. Employees should understand company mission and make decisions based on that mission. Staff should agree on company values and then agree to work with those values in mind. A great example of corporate values can be found at Whole Foods Market. www.wholefoodsmarket.com/company/corevalues.html

(2) Do What You Are Best At and Have the Passion and Resources For

Jim Collins, author of *Good to Great*, tells us that “great” is found in the intersection of doing what you do best, doing what you have a passion for, and having adequate resources. A company that has resources and passion, but does not do the job well, will probably not achieve “greatness”. A company that has passion and does a good job, but cannot sustain itself financially will probably not succeed. Likewise, a company that is good at what it does and has the financial resources, but has no spirit, no passion, may do an adequate job, but won’t inspire anyone to greatness. More information on the Hedgehog concept can be found at Jim Collins’ website. www.jimcollins.com/lab/hedgehog/index.html

(3) Decide on Your Key Messages and How They are Communicated

What key messages must you communicate, through experience and marketing, to your customers? First decide on your key messages. Are you the most fun like Southwest Airlines? The fastest like FedEx? Will customers feel that they have a whole new living environment, a whole new lease on life, because you’ve worked magic in their homes? Your key message is up to you; the important point is that you must decide how to communicate your message. How,

at all contact points with your company, does the consumer experience your message? What is the experience when the customer first contacts your company? Every contact point should be considered. What does your web site say? What does your website look like? In examination of several websites of NAPO members, a common website visual emerged, the “before” and “after” photographs of happy customers. A significant challenge for you in determining your key message and your brand in this visual is determining if your customer can truly “see” themselves in your ‘before’ and ‘after’ pictures?

Through taking a look at what you communicate and how you communicate and then making any changes in marketing, company practices, mission, values, or culture, you should be able to effectively move closer to a brand image that reflects your brand identity. Remember that it is the little things that often spark a positive brand image in your customers, such as photographs of clean spaces, smiling customers and smiling staff and owners. In addition, it’s the experience they receive, such as, prompt returns of emails and calls, exceptional customer service, etc., that produce loyal and satisfied customers.

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Leadership Outfitters, Inc. is a leadership training and team-building company headquartered in Washington, D.C. and with offices in Los Angeles, CA. and Boston, MA. The company provides creative and practical tools and techniques to help associations, businesses, and other organizations. For more information contact Leadership Outfitters at info@leadershipoutfitters.com or visit www.leadershipoutfitters.com. Can we help you identify your brand image and key messages? Call us about a workshop for your team. 240-430-0770.

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The Marketplace is available at chapter meetings for members’ promotional material including seminars, products for sale or hiring subcontractors. For more information contact Kim Oser at Kim@putitaway.net

Organized Gift Giving

By Julie Nickerson,
Simplified Spaces



The holidays are not designed to stress us out. I created a Holiday Gift Chart that helps me stay organized. Simply set up a chart with the following items.

- People you plan to purchase a gift for
- Ideas of what you want to give each person
- The amount you plan to spend on each person

...and two headings for after you buy (or make) the gifts

- What you gave
- What you spent

Check each person off after you buy and wrap the gift(s). This simple Holiday Gift Chart allows you to stay on top of your gift giving and maintain a budget if you are watching your pennies. Not only will you feel more organized and prepared for the holidays, but you actually might enjoy them this year.

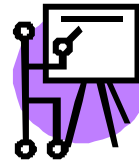
Another simple tip to help you keep your holiday gift giving more enjoyable instead of dreadful is keeping track of the gifts you give with a numbering system. If you have a lot of wrapping to do, simply number each wrapped gift on the name tag, then keep that number either on your new Holiday Gift Chart or just a simple list. Numbering each gift will help you keep track of all the gifts, even after you have wrapped them. This is also a great idea if you are trying to hide gifts around the house from your infamous snoopers. Just remember if you decide to be clever and start stashing gifts in secret places, make sure you write the mysterious place next to the gift number (and keep your list itself well protected!)

Congratulations to Bridget Cooper our October meeting door prize winner. She won an adhesive note pad, set of (5) document pockets and a pen from the MO Inc. division of Smead. The prize's retail value is \$13. Please join us at the November meeting to be eligible for the door prize and enter to win the annual raffle for one-year free membership.

Starting Your Organizing Business

– Session 1 in Our Series

Saturday, December 2



Small group interactive training for new and prospective organizers, offered by two knowledgeable veteran organizers

When? Saturday, December 2, 1:00-5:00 pm

Where? Falls Church near Rt 7 & Rt 66

Who? **Susan Kousek**, Balanced Spaces®, LLC & **Victoria Robinson**, Clutterbucks

What? – Business Essentials
– Getting Clients
– Ways to Learn How to Organize Others
– A Day in the Life of an Organizer

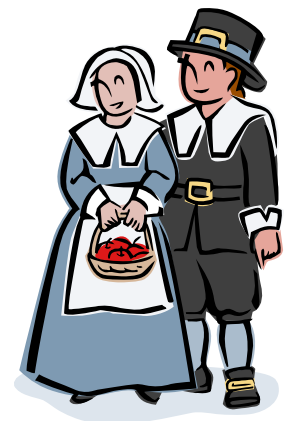
Cost? \$165 by Nov 22, 5 pm; then \$185 (register soon; maximum of 8)

For details and to register – contact Victoria Robinson at 703-237-6826 or Susan Kousek at 703-742-9179

*"Not what we say about our blessings, but how we use them,
is the true measure of our thanksgiving."*

~ W. T. Purkiser

Happy Thanksgiving



Organizer Drafts Letter for Client-Family:

HOLIDAY GIFTS 2006

By Victoria Robinson,
Cluttebucks

Dear Family & Friends,

Hard to believe that fall is here and the holiday season is just around the corner. This year, one of our family's goals – is to “get organized” ... to simplify our routines, space and the ‘stuff’ we accumulate. John and I have hired a professional organizer who's been working with us to de-clutter the house, set up my office, organize the kids' play-space for easier cleanups, etc. It's hard work, especially with the kids and busy schedules, but important for the way we'd like to live as a couple and as a family.

We can use YOUR help, too. I'm trying to think creatively about Christmas gifts. We've been so blessed by having family and friends who care about us and you give us gifts as well. But as we've been going thru the process of sorting our possessions and trying to set up designated places for things – especially kid toys and games – it's clear that we have too much stuff! I'm not the only one on ‘stimulus overload’, so are the kids. Sometimes, too many choices (and too much to clean up) is hard, not fun. We're willing to try “less is better”, starting now. Here's where you can help:

We'd like to propose a different kind of gift-giving. We don't need more toy trucks; we don't even need multiple gifts, of any kind, for each child. We'd like to spend more time together as a family and enhance how we use our home. Consumables would be good, too. So, a family-wide gift that encourages that would be great! Here are some ideas – what do you think?

- Theater tickets to a Saturday or Sunday matinee for a family-oriented play or concert;
- Movie passes (or a “kit” with one grown-up video, one kid video and a box of popcorn);
- Admissions to ride the excursion boat from Old Town Alexandria down the Potomac to Mount Vernon;
- Children's books that we can read out-loud with the kids;
- IOU childcare coupons so John and I can go out on a date or two;
- Get some of our favorite individual and family snapshots

matted and framed. (I'm hoping to use a wall in my getting-revamped office for family photos and mementos);

- Savings bonds or stocks/bonds in each child's name;
- Consumables—special food treats like a tub of flavored popcorn, homemade cookies (made with your kids for our kids), a good bottle of wine, etc.;
- Arrange with FTD florist for once a month flower delivery for January, February or March. (Something we'll look forward to, that will brighten the house in winter and help us remember you each time they arrive);
- Plan an outing for John and the boys to go with you to a Smithsonian museum, maybe combined with an IMAX movie at Airspace;
- Gift certificates for services we won't have to do ourselves:

I know this is different from what we usually do, but could we try either of these practices?

1. We could exchange a “Christmas gift wish list” at Thanksgiving (or before) to include the one really, really, special thing that each person might like. Then we draw names (and keep it a ‘secret Santa’), and get that one thing for the person whose name got drawn.


or

2. We could consider pooling our resources for ‘big’ combo gifts. For example, all the adult-sibs could research & pay for a weekend mini-vacation at a hotel or B&B for Mom & Dad.

Anyway, I know that the extra things that come into the house as holiday gifts are just a part of the craziness at our place. But, it could help. We can still exchange gifts – just not so much. Y'all up for something new?


Hugs & kisses, Jane

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Prepare Now to Become a Golden Circle Member Later



By Debrah B. Shaver, Lifestyle Solutions®
NAPO-WDC Chapter Golden Circle Liaison

When you have five years experience as an organizer, and at least one year as a NAPO member in good standing, you are eligible to become a member of Golden Circle, a designation within NAPO to recognize veteran organizers.

You must provide documentation to substantiate your activity as a professional organizer for a minimum of five years. All documents must include your business name and display a date that is five years prior to your application.

Make sure you will have these items when you are ready to apply for Golden Circle membership.

1. You can include one of the following:

- Business License
- Fictitious Business Name Certificate
- State Service Mark Certificate
- Federal Service Mark Certificate
- Resale License Issued in Business Name
- Articles of Incorporation

2. Or you may substitute one of the following:

- IRS Schedule C date five earlier and your latest IRS Schedule C, both illustrating your business name.
- A bank statement dated five years earlier and latest bank statement both with your business name.

To apply for membership, go to www.napo.net/members-only/golden_circle_application.pdf, or see me at the November meeting. There are no membership fees or dues and new members receive a GC certificate and gold membership pin. The GC logo can be used on your marketing collateral and you are designated in the National and Local NAPO Membership Directory as a GC member. GC members attend many outstanding events at the NAPO national conferences – including luncheons, special lectures and roundtable discussion groups – as well as local get togethers.

Questions? Contact Debrah Shaver, GC Liaison, at debrah@lifestylesolutions.org.

Golden Circle Get Together
Sunday, November 12, 5:30pm
Lynn Meltzer's home in Bethesda, MD
Details have been emailed to Golden Circle Members.
Contact debrah@lifestylesolutions.org for more information.

Golden Circle Member Spotlight

Susan Kousek,
Balanced Spaces®, LLC



How many years have you been in the organizing business?

I started my business, operating under my own name, in 1985, but didn't call myself a "professional organizer" back then – I'd never heard the term! My first client was a restaurant owner. He hired me to help computerize their bookkeeping, payroll and inventory and to set up a home office. Another early client was the developer of the payroll software we bought for the restaurant. She hired me to write their software manual and I went on to organize their filing system, supply area, and new office space when they moved. I'm still in touch with both clients, and work with them periodically.

What is your best advice to new organizers?

Save your money so you can attend the NAPO annual conference. It's a great experience and so energizing. You will learn so much from the keynote speakers and breakout sessions, and also from interacting with other organizers from all over the country and world! I've attended every year since 2001, and would not miss it.

What is the best innovation you have seen in the business?

The abundance of organizing supplies is amazing! It makes our jobs much easier, and more fun. When I started, there was no Container Store, Staples, Office Depot, or Target.

Tell us about your most memorable client?

There was a very reserved office manager who hired me to help redo the office central filing system. To make room for old files, we first cleared out the storage area and office kitchen which had a lot of under-utilized storage space. When we finished she gave me a totally unexpected hug she was so relieved! A computer programmer who's lab was in his dining room had me sort all the small wires, cables and connectors, created a storage system for them, organize his home papers, closets, and his car. He told me once with a smile on his face that he "hates it when I arrive, but loves it when I leave." He contacts me now a couple of times a year to schedule a "tune-up."

What is the most important lesson you have learned from a client?

I've learned to realize my client's definition of progress and success may be far different from mine. It's essential to understand the client's expectations. An organizer should ask clients a lot of questions, and really listen to their answers so you can provide a solution that works well for them.

Simplify Your Holidays when Company's Coming

By Marcia Ramsland,
Life Management Skills

"The holidays are as much a matter of organization as they are a matter of the heart." You can improve your holidays with some unique seasonal organization skills.

Company's coming – Keep them fed and keep them moving!

Keep everyone happy by planning your menus and activities before company arrives.

Plan things you personally would enjoy or send the guests off with directions to local entertainment.

Use these Calendar Tips Year after Year:

There are always eight weeks between November 1 and Christmas

Number the weeks left on your calendar in a countdown fashion on the margin until Christmas week is "week 1." Divide up your tasks over the time left.

Organize your weeks to do shopping and wrapping of gifts first, Christmas card mailings next and decorating, baking and cleaning last.

Get a Holiday Notebook to Focus Your Planning.

Keep all your meal plans, gift receipts, and celebration ideas in one notebook

Include a chart with four columns and list each person you get gifts for, ideas what to get, and the dollar amount you plan to spend.

In the last column write down what you actually get and check it off with a flourish in red pen so you know it is all wrapped and ready to give.

Write Down your Favorite Holiday Menus for the Traditional Meals.

Save yourself time and stress trying to remember what you serve with your traditional turkey or festive meal by writing out the entire menu in your Holiday Notebook. Include the shopping list.

Snap a picture of the food on the table so you remember who was there, how to decorate, and what you wore.

Create a Gift Wrap Center with Seven Key Items

A Gift Wrap Center should contain: Scotch tape, scissors, pen, gift nametags, wrapping paper, fresh tissue paper, plus ribbons and bows.

Coordinate the colors to minimize wrapping clutter.

Challenge Yourself with a Personal Goal

For example, organize your photos from the past year to put on the coffee table to share during the holidays. Everyone will be pleased. And that way you won't get behind on photo organizing if you display the new book each year.

10 Organizing Tips Just for the Holidays

By Marcia Ramsland from My Christmas Holiday Notebook

- Maximize your limited social time at the holidays by attending an event and arranging to meet for a meal with friends beforehand or dessert afterwards.
- Brighten up your calendar (and outlook) with holiday stickers or a red pen on special events.
- Mark your calendar with 2-hour appointments for preparations – ex. Thursdays bake, Fridays decorate, Saturdays shop and clean.
- Enlist a "Holiday Buddy" to call each weekend and plan for the coming week.
- Line up envelopes to stuff and stamps to stick for your kids or spouse to assemble while making dinner.
- Buy gifts in the same category – different sweaters for everyone, CD's or books for mailed gifts, or favorite restaurant gift certificates.
- Shop for everything on-line or at one mall to simplify the abundance of choices.
- E-mail a short, multiple choice gift list to the person you're stuck on and ask what they would REALLY like to get this year.
- Buy a novel to curl up with at day's end to get you through the season.
- Savor one event or conversation each day by jotting it down in a holiday journal of "The Best Things that Happened to Me This Season."

Marcia Ramsland, *Life Management Skills*, is a member of NAPO San Diego Chapter and is the Author of *Simplify Your Time* and *My Christmas Holiday Notebook*. Email her at Marcia@OrganizingPro.com.



Member Spotlight

Sandra Forbes,
Forbes Organizing



Hello. My name is Sandra Forbes. My company is Forbes Organizing, an offshoot of my husband's company, Forbes Home Improvement. I first started by helping my husband design some kitchen layouts and then went on to consulting with some of his customers prior to them building their additions.

My interest in the organizing profession started, as I think many of ours did, with a personal desire to help people feel the freedom that comes from being organized. I feel that I am an ideal coach because I know what it is like not being organized. I was not born with an innate ability to think logically or be organized. I love thinking outside the box. One of the things in life I resisted most is routine.

My largest project was designing our second floor addition and expanding the first floor. I went over the areas we disliked about our house and what we would like to see in our new house:

We needed a larger kitchen

We wanted the laundry room near the kitchen

We wanted a laundry shoot

We didn't want a lot of bathrooms.

We wanted to accommodate a basket system that we use to transport items from floor to floor.

We didn't want dressers in the bedrooms, so we had to plan the closets accordingly.

We were badly in need of a mudroom.

We wanted room for 2 beds in each room.

The List goes on....

We were able to address each of these areas and solve each problem individually, keeping in mind the unique needs of our family and the way we lived. It was great fun and it was a huge success! Countless people have come through the home and remarked about how well planned it is.

At one point during the process, I realized that prior to having any addition built; a client should have an organizer work with them to maximize their investment. An organizer can go far beyond what an architect can do to help plan their new space and at a much less expensive investment! This is the kind of organizing I would like to do more of.

In addition to space planning, I am a certified Family Manager Coach working with an organization that offers personalized assessments to family managers to help them run their homes more effectively and efficiently. This assessment focuses on the priorities they identify and I follow up with a personal consultation. Just as important, if not more important is the management of paper flow in and out of the typical home.

As a solution to one problem, I developed "My Recipe Finder." I had accumulated hundred of cookbooks and it was getting terribly difficult to find a specific recipe when I wanted it.

"My Recipe Finder" consists of 3 parts:

The Index is a 3 ring binder with convenient tabbed dividers. Behind each divider is a form with 3 sections entitled: Recipe Name, Location, and Notes.

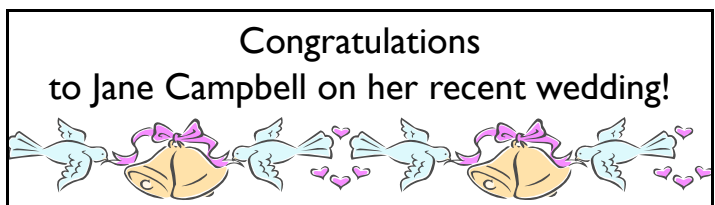
With this system there is no need to copy recipes or input recipes into a software program. The client only needs to record the recipe title and location ONCE.

The Recipe Box is a large box that has tabbed dividers that correspond exactly with those in the Recipe Index Binder. The beauty of the box is because recipes of various sizes fit into it, you don't need to copy recipes to fit a specific card size.

The Grocery Planner can be put on the refrigerator to help you conveniently keep track of groceries and supplies as they run low. Also included on each page is a weekly meal planner from Sunday through Saturday. You can plan the main dish, vegetable or salad, appetizers and sides and even dessert! There is even a column for the location of the recipe as recorded in your index to easily include the ingredients on your grocery list!

As you can see I have my toes in a lot of areas of the organizing industry and I am very excited as I learn these different aspects of our industry. I think I am just getting my feet wet though and I have a whole ocean waiting for me.

I am grateful to be a part of this group and I look forward to learning more from each and every one of you. Our industry offers us a unique opportunity and responsibility. Our clients are making themselves vulnerable and we can't take that lightly. We must listen carefully; respond genuinely and in doing so we are changing lives!



DONATION STATION

Habitat for Humanity Restore

By Janet Schiesl, Basic Organization

We work to motivate our clients to let go of items they are no longer using. Donating these unused possessions for a good cause may make our task easier. So the next time you are sorting at a client's home, look out for donate-able items.

Home improvement items are accepted by Habitat for Humanity, through their program called Habitat ReStore. They resell used and surplus building materials to the public with the proceeds funding the construction of new Habitat homes within the local community. Some affiliates raise enough funds to build an additional 10 houses per year.

Materials sold by Habitat ReStores are usually donated by building supply stores, contractors, demolition crews and individuals. These include building materials like un-warped lumber, adhesives, drywall, bricks, and siding. They also accept doors, windows, tile and other flooring, hardware, lighting and electrical items, clean cans of paint and varnishes (full to ¾ full), plumbing and roofing supplies and tools. They also accept kitchen and bathroom fixtures, fence materials,

and garden tools. The Habitat ReStores also sell appliances and will accept clean carpets, rugs and non-upholstered furniture.

All donated items need to be clean, in good condition and in need of no repairs. They can not accept hazardous materials, clothing, shoes, books, knick-knacks and mattresses.

You can donate during normal business hours and some ReStores will pick up your items by appointment.

You can learn more about Habitat for Humanity ReStores at www.habitat.org. The location of the local Habitat ReStores are:

PG County Restore
PO Box 72
Mount Rainer, MD 20712

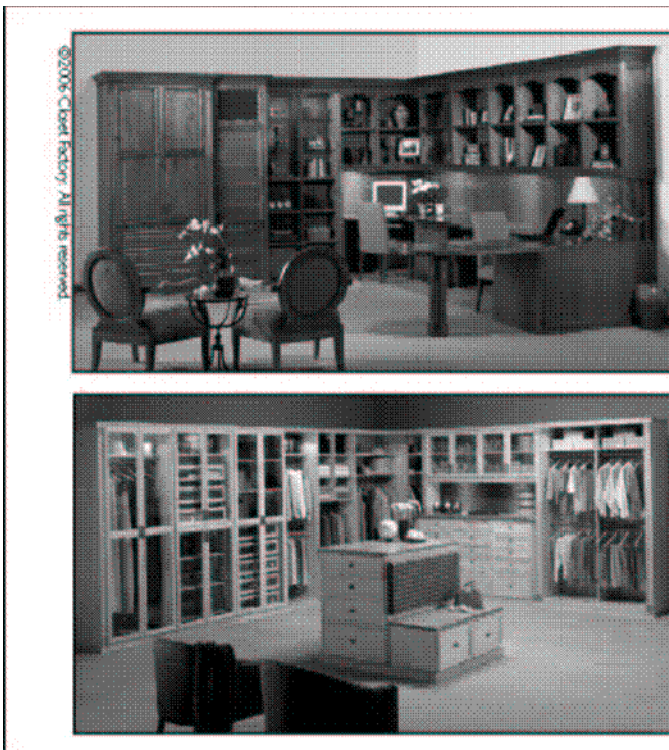
Arundel Habitat Restore
8101 Fort Smallwood Road
Pasadena, MD 21123
410-437-7755

Montgomery County
9100 Gaither Road
Gaithersburg, MD 20877
301-947-3304

Fredericksburg HFH Resale
10825-S Houser Drive
Fredericksburg, VA 22408
540-891-5009

Alexandria
7770-G Richmond Highway
(Behind Gold's Gym)
Alexandria, VA 22306
703-360-6700
Manager@Restore
NOVA.org

HFH of Prince William
County Restore
9506 Center Street
Manassas, VA 20108
703-369-6708
[habitat.humanity@
verizon.net](mailto:habitat.humanity@verizon.net)



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PR Corner

Julie Nickerson, Simplified Spaces, will now have a monthly column dedicated to organizing topics in The Community Connection, a Prince William publication that reaches 100,000 households.

Helen Long, Long Solutions, LLC, spoke on "Paper Preparedness" as part of National Emergency Preparedness Month on September 28, at the home of William and Anne Conway in McLean.

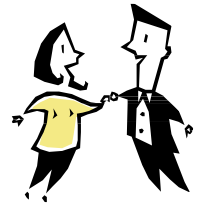
Mindy Mitchell, Sun Design Remodeling Specialists, Inc. spoke at the Home Remodeling Expo on September 23, on the topic of "Create Your Perfect Space: Remodeling as a Catalyst for Organized Living".

Janet Schiesl, Basic Organization, spoke to two Mother's of Preschoolers groups, on September 15 and October 10, in Leesburg, on "Organizing Your Children's Room to help them be More Independent". She also gave a presentation to Mother's First, on October 10, in Centreville, on "An Organized Family".



Welcome new members!

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Membership Directory on Web Site

Detailed information about members can be found on our chapter web site, www.DCorganizers.org, in the Members Only section. The membership list is available in Excel format.

Changes and Corrections

Once you join or renew chapter membership, you can update your own information at any time. Go to www.DCorganizers.org. From the "About Us" menu, select "Members Only Pages." Enter your member number and password (same as your national member number and password). At the top, click "My Account" and make your changes.

Chapter Benefits:

- Admission to all monthly chapter meetings
- Programming offering personal and professional support
- Online membership renewal and Spring Seminar registration with secure credit card payment
- Access to the Members Only section of the NAPO-WDC web site
- Your business web site linked to the chapter web site
- Online Chapter Membership Directory
- Annual raffle of meeting attendees for one-year free membership
- Monthly subscription to Capital News & Views - Chapter Newsletter
- Client referral program through our hotline and web site
- Enhanced membership identification for Golden Circle members
- Networking with other NAPO organizers
- Members Only Yahoo discussion group
- Lending library of NAPO Conference Tapes
- Book Club
- Discounts on newsletter advertising, conferences, seminars and products
- New Organizer Mentoring Program
- Vendor discounts and referral programs
- Marketplace table at chapter meetings
- Media exposure
- Increased professional credibility
- Voting privileges
- Leadership opportunities through committee and board positions, project and event coordination.

NAPO Membership

NAPO-WDC Chapter Member Dues

Membership includes chapter newsletter and monthly chapter meetings. (Non-members are welcome to attend for a \$25 fee, payable by cash or check per meeting.)

Chapter membership requires membership in National NAPO (see below).

Regular chapter member (local)	\$135
Regular chapter member (non-local)	\$ 90
Corporate Partner	\$250
New member one-time processing fee	\$ 25

Membership year is from October 1 through September 30.

For NAPO-WDC Chapter membership information and application, visit www.DCorganizers.org. or contact the Membership Director, Debbie Feinberg at membership@dcorganizers.org

National NAPO Member Dues

Provisional member annual dues	\$180
Active member annual dues	\$200
Corporate Associate member annual dues	\$550
One-time processing fee	\$ 20

Send NAPO National dues to: NAPO National Headquarters
4700 W. Lake Avenue
Glenview, IL 60025-1485

847-375-4746, hq@napo.net, www.napo.net

November 6 Chapter Meeting

The Ratner Mauseum

10001 Old Georgetown Road, Bethesda, MD 20814
301-897-1518

From 495, exit onto Old Georgetown Road. Go North toward Rockville for approximately 1/4 of a mile. Turn right on Lone Oak Drive (East) and take an immediate left into the first driveway.

From 270, exit Old Georgetown Road (South). Go South towards Bethesda for approximately one mile. Turn Left on Lone Oak Drive (East) and immediately turn left into the first driveway.

There is overflow parking on the neighborhood streets.

Meeting Agenda

6:30 - 6:55 pm Registration, Networking, and "Ask the Expert" Focus Group for New Organizers

7:00 - 7:30 pm Business Meeting

7:30 - 8:30 pm Program

8:30 - 9:00 pm Wrap-up and networking

Please arrive early to sign in, socialize and get settled before the meeting starts.

Non-members are welcome to attend at \$25 per meeting.

If you invite guests to the monthly chapter meeting, please inform them of the fee.

Professional attire please.