



# San Diego Statement



*Newsletter of the National Association of Professional Organizers - San Diego Chapter*

## From the President's Desk



*by Jan Davis, Chapter President  
ClutterBye®*

### Thank You!

A great big THANK YOU to everyone who raised their hand and volunteered to keep our chapter running by accepting a Board nomination! No one has time to take away from their families, businesses, community events, and personal lives, but a few selfless individuals are willing to make the time it takes to keep our NAPO chapter running for the benefit of all of us.

Our chapter provides us with the opportunity to form powerful relationships with each other and our associate partners, delivers education, and even enhances the ability to connect with potential clients via our website. Someone has to make all that happen and the wonderful ladies on your election ballot are the ones that do.

Serving on your Board not only contributes to your own personal growth and experience, but clients take note of who the leaders are and tend to call on them more often than a regular member. I've had several tell me that they called me because they figured I know what I'm doing since I'm the President of the chapter.

Being on the Board mostly entails communicating with each other to move changes and improvements forward. That communication gives us the opportunity to get to know each other which can form lasting business and personal relationships and referrals.

So, the next time you see any of the people who volunteered to serve your chapter for a year, please thank them and let them know you appreciate the generosity of their time.

Volume 4, Issue 11

March, 2011

### March is:

- National Craft Month
- Organize Your Home Office Day - March 8
- Credit Education Month
- International Ideas Month
- National Procrastination Week - March 7 - 13
- Save Your Vision Month

### Inside this issue:

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## NAPO 2011 Annual Conference and Organizing Exposition

April 6 - 9, 2011

Town and Country Resort & Convention Center, San Diego, CA

# New Member

We are very excited to announce the addition of one new member to the NAPO-San Diego Chapter:

**Brenda L. Martinson**  
**San Diego Personal Business Services**  
 1615 Corte Orchidia  
 Carlsbad, CA 92011  
 760-476-0685  
[brenda@sdpersonalservices.com](mailto:brenda@sdpersonalservices.com)  
[www.sdpersonalservices.com](http://www.sdpersonalservices.com)



We would like to welcome **Brenda L. Martinson** as a new member of our NAPO-San Diego Chapter. Her business is **San Diego Personal Business Services**, which helps the busy or retired person organize, manage or oversee areas within their homes or offices. Brenda's primary specialties include Paper and Electronic Management for both Residential and Business clients, as well as Office Organization in those categories. She also does Property Management and serves as an Auditor and Negotiator. Her company is primarily a professional business services company, and she will take on any size job to help her clients. Please take the time to get to know her better - welcome, Brenda!



## Did you know...

- \$5 billion equals the amount of money unredeemed on gift cards each year.
- 23% of fatal home fires resulted from smoke alarms that didn't go off because of dead batteries.
- 6,761 is the average number of mail pieces - credit-card offers, catalogs, letters - processed each second by the United States Postal Service.

## NAPO-San Diego Leadership

### Board of Directors

President, Jan Davis

Vice President, Liz Davis

Secretary, Sandy Mathews

Treasurer, Barbara Langdorf

Director at Large, Lyn Santina

Director of Membership, Cathryn Golden, CPO®

Director of Professional Development, Jessica Barna

Associate Member Director, Devora Safran

### Committee Members

BCPO Liaison & Study Group Coordinator, Sue Crum

C.A.T. Program Coordinator, Diana Hill

Chapter Inventory Custodian, Risa Goldberg, CPO®

Chapter Portrait Gallery, Donna Cowan, CPO®

Database Coordinator & Meeting Invitations, Leah Slayen

Golden Circle Chair, Donna Cowan, CPO®

Hotel/Meeting Place Liaison, Liz Davis

Librarian, Jan Behrhorst

Media Tracking and Public Relations, -open-

Meeting Displays, Liz Davis

Member Roster, Jana Hartwell, CPO®

New Member Orientation, Therese Hall

Newsletter, Sandy Mathews

Prospective Organizer Meeting Chair, Diana Hill

Recycling and Donations, Liz Davis

Registrar/Hospitality Team, Donna Cowan, CPO®, Risa Goldberg, CPO®, Jean Kleint, Leah Slayen, and Elaine Worman

Website Coordinator, Sandy Mathews

Yahoo! Groups Manager, Lyn Santina

# The Three Hallmarks of Chronic Disorganization, Hoarding, and Collecting



by Geralin Thomas, CPO-CD®

Have you been watching “Hoarders” and wondering whether you, or someone you know, might be a hoarder? Below is a handy chart that will allow you to see at a glance the main differences between hoarding, chronic disorganization, and collecting.

Chronic Disorganization	Hoarding	Collecting
The individual has been disorganized most or all of his or her life.	The individual may project emotional attachments onto specific objects and feel driven by many motivations to acquire and save specific items.	The individual may value and categorize his or her belongings, often showcasing them in display cases or archives.
Efforts to improve level of organization have ultimately failed.	Hoarding involves the physical activity of purchasing or bringing unneeded items into a home.	Collectors value and categorize their belongings, often showcasing them in display cases or archives.
Disorganization causes negative feelings or consequences on a daily or near-daily basis.	Most hoarders do not appear to suffer (though many admit to feelings of shame and isolation), but there are irrefutable health and environmental side effects.	Collectors often find joy or contentment in the company of their treasure.

I’ve said it before and I’ll say it again, Professional Organizers are not therapists and this chart should in no way be used as a diagnostic tool for determining who is and who isn’t hoarding. It’s nothing more than a quick way to help someone who wants the “highlights” in an easy-to-look-at chart.

Geralin Thomas, CPO-CD®, works with teens and adults challenged by mental health issues, including anxiety and obsessive-compulsive spectrum disorders. She is an expert on disorganization and organizational dysfunction on the A&E program Hoarders. Her North Carolina-based professional organizing consultancy is called Metropolitan Organizing ([www.metropolitanorganizing.com](http://www.metropolitanorganizing.com)). *NOTE: Geralin will be a panelist on the Ask The Organizer Part 1 - Featuring Golden Circle Members Answering Questions session and will be the Moderator of the Bridge the Digital Divide: How to Organize and Be Productive in the Information Age session at the 2011 NAPO Conference in San Diego, CA.*



*The few who do are  
the envy of the many who only watch.*  
~ Jim Rohn

# Uncover the Truth About Where Your Time Goes



by Emily Wilska, CPO®

More often than I care to admit, I find myself expressing surprise at how quickly days and weeks seem to pass. Where does the time go?!

While that question is, in some ways, a rhetorical one, it's also one that got me thinking: Where *does* my time go each week? At the end of the week, when I've checked countless things off my To Do list (or sometimes, truth be told, have shunted them off on the following week's list), have I really accomplished the tasks I hoped to get to? Have I spent my time well? Did one particular area of my life or my business get more focus than it deserved, leaving other areas out in the cold?

If, like me, you're curious about how you're really spending your time each week, consider doing a time audit. It's not as painful as it sounds, and it can be an eye-opening way to finding more time for what really matters. Here's how to go about it.

### Choose a tracking method

Google "time audit" and you're likely to come across a wide array of charts, lists, and other ways to track your time. Some of these are fairly complex, with formulas for tracking what your time is worth, while others are fairly basic. I've created a time audit chart that's free for download at [http://organizedlife.org/uploads/Time\\_Audit\\_Chart.pdf](http://organizedlife.org/uploads/Time_Audit_Chart.pdf). It's divided into seven days, and each day is split into 30-minute chunks.

You can, of course, create your own chart, use a spreadsheet, or use your calendar system of choice, whether paper or digital. Just be sure the method you choose has space enough to detail what you're doing in small (say, half-hour) increments.

### Check in regularly

One of the purpose of a time audit is to get you thinking more specifically about how you're spending your time. Rather than saying "9 a.m.-12p.m.: Work," for example, aim to detail what you're doing during that time. This is easier to do when you pause regularly to record what you've been doing, rather than trying to look back at the end of a multi-hour stretch and remember what you've done.

When possible, record your tasks on your tracking form in 30-minute increments - "9 - 9:30: responded to client e-

mail," for example. If you know you'll be spending a longer amount of time doing one particular task - an hour in a meeting, for example, or a three-hour stretch with a client - you don't need to detail every half-hour. Challenge yourself to get specific, though, when you're faced with a less structured space of time.

### Cluster your tasks

Breaking checks of time into 30-minute increments is one thing, but it's not realistic or efficient to try to track your tasks on a minute-by-minute basis. If you spend five minutes returning a phone call to a friend, then ten minutes composing an e-mail to a client, then 15 minutes doing some research online, it's difficult to accurately track what you're doing with your time.

This is a great argument for clustering similar tasks together: your time is easier to track - and you're likely to get things done more efficiently - if you spend 30 minutes on the same types of tasks (catching up on phone calls, for example) than if you swing from one kind of activity to another. It can be much easier to knock out a bunch of related tasks if you do them back-to-back than if you try to jump around among them.

### Be honest

Remember that the purpose of your time audit is to give you a realistic view of how you're spending your time over the course of a week. As such, you'll do yourself a disservice if you fudge any of the information in your audit. If you spend an hour reading The Onion online, record that in your audit; don't revise history, record only 30 minutes of Onion time, or write "Internet research" on your chart.

### Review and reflect

Once the week is through, take a close look at your audit chart. What were the times during which you were most productive, getting important work taken care of? Do you see any stretches of procrastination or wasted time? Can you draw connections between how effectively you spent your time on any given day and what else was happening that day (such as an emergency call from a client that resulted in an afternoon-long disruption)? Based on how you spent your time, do you get a sense of when you're able to be clearly focused on work and when your attention and energy levels make it difficult to concentrate?

*continued on page 5*



# Uncover the Truth About Where Your Time Goes continued from page 4

## Tips for a successful audit

Inspired to undertake a time audit? Here are a few recommendations to make it a success.

- **Choose an average week.** Doing a time audit during a week with activities or interruptions that aren't typical for you (such as travel, a greater than normal number of family activities, or an unusually heavy client load) may give you a skewed sense of how you're spending your time.
- **Commit to a full seven days.** Even if clear patterns emerge after a few days, you'll get the most useful data if you stick with the audit for an entire week.
- **Use a timer or reminder if necessary.** If you tend to get caught up in tasks and lose track of time, a device like a kitchen timer or a time-tracking app on your cell phone or computer can

alert you when it's time to record what you've been doing.

- **Don't ignore the review.** Finally, commit to reviewing the results of your audit at the end of the week and analyzing both what went well and how and where you can make improvements in terms of how you spend your time. It's in the review that the effort you've devoted to the audit will pay off, so resist the urge to skip it.

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Emily Wilska, CPO®, owns The Organized Life ([www.organizedlife.org](http://www.organizedlife.org)), a San Francisco-based organizing and productivity company serving business and residential clients. Emily will be presenting two sessions on time management at the 2011 NAPO Conference, and will also be a participant on the Golden Circle Ask the Organizer panel.

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*Happiness is something that comes into our lives through doors we don't even remember leaving open.*

~ Rose Wilder Lane



Happy Birthday

Jean Kleint - March 22

**Do you have a question or topic you would like to talk about at our roundtable discussions? Submit your questions for the Roundtable Introductions/Running Your Organizing Business segment to Jan Davis at [organize@ClutterBye.com](mailto:organize@ClutterBye.com)**



# What Clients Really Want From Their Professional Organizer

*Hint: It's Not What You Think*



by Lee Silber

I am sure you saw the title of this article and thought to yourself, "What clients want is to be organized, duh." Okay, you are right, but it goes beyond that. Yes, they want their things sorted and a system put in place where they can find what they need when they need it . . . but that's not all. What they are really after is a feeling. If you still think it's only about corralling clutter, let me explain what I mean about the deeper meaning of organizing.

Feelings are at the heart of organizing. People save things because they feel an emotional attachment to an item. Many clients hire you because they feel overwhelmed when they look around at their mess and don't know where to start. Others feel embarrassed by what their home or office has become and don't want others to judge them. Starting to believe me now? Let's look at a couple of the core feelings that drive someone to hire you and how understanding them will help you be the best organizer you can be.

**Feeling of Fear:** As Yoda once said, "There is no try, there is only do or not do." The reason people "not do" is because they feel fear. You can call it procrastination, laziness, panic, or whatever you want, but the feeling the client feels is fear. They fear they might accidentally throw something "valuable" away in the process of cleaning out their clutter. They are fearful they will fail, that this is just one more attempt at getting organized that is doomed before it begins . . . and the list goes on. You must ease their fears (all of them) and they will be easier to work with and the organizing will work.

**Feeling in Control:** Many people need to feel like they are in control of everything, and if

things aren't just so, the chaos and disorder that creates drives them crazy. (Many professional organizers feel this way, too.) Then there are people who love to live life on the edge and want to feel a little out of control for the thrill of it. The truth is, we all need to feel in control. That means an organizer makes sure the client knows they are part of the process and that when they are done, being organized will put them back in charge (of this area) of their lives. If they want to jump out of airplanes for a thrill, fine, but their home and offices are organized. If you can sell them on how good it will feel to take charge of their lives, they will see the light at the end of the clutter.

There are about a dozen more core feelings your clients are experiencing related to disorganization, you must embrace them and then replace them with better ones. If you can connect what you do with what you will do for them and how they will FEEL when you're done, you've got 'em. Connect the dots, paint them a picture, or tell them a story about how the bigger picture and deeper meaning of organizing will make them feel good, and you are giving the client what they want from their professional organizer. I bet you didn't think I could tie it all together at the end, did you?

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Lee Silber is the author of "Organizing From The Right Side Of The Brain" (St. Martin's Press) and 15 other books. He is a popular presenter and will be the closing keynoter at this year's NAPO Conference in San Diego. For more about Lee and to get some free organizing and planning tools, go to: <http://www.leesilber.com>

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# Nominations for NAPO-San Diego Board Members

The NAPO-San Diego Nominating Committee has presented the slate for the 2011-2012 Board. The listed individuals have accepted nominations for the next term (May 15, 2011 - May 14, 2012):



Position	Nominee
President	Sue Crum
Vice President	Lyn Santina
Treasurer	Liz Davis
Secretary	Denise Levine
Immediate Past President	Jan Davis
Director of Administration	Open
Director of Marketing	Open
Director of Membership	Barbara Langdorf
Director of Professional Development	Jessica Barna

Please bring your completed ballot to the next Chapter meeting (March 14th). If you are unable to attend the March meeting, mail or deliver your ballot to Lyn Santina, by March 11th. Be sure to follow the instructions that were included with the election ballot e-mail message. Our new Board Officers for the next term will be announced during our April Chapter meeting.

**Nominating Committee:**  
**Lyn Santina, and Risa Goldberg, CPO®**

## Productivity Tip

When you are concentrating on a project, allow Caller ID and voicemail to work for you: Watch your Caller ID and only pick up calls you absolutely have to. For everyone else, especially the generally chatty folks, let callers leave you a message. You can always call them back after you have completed your top three priorities for the day.



## Mission Statement

**NAPO-San Diego is an organization dedicated to bringing Professional Organizers together through networking, education, professional growth, industry updates, support, and public awareness. All businesses/ individuals committed to the organizing field are welcome to join.**



## Think Bigger About Email

by Casey Moore, CPO®

Evan felt “besieged” by his email. His email alarm interrupted him throughout the day, making it difficult to complete his other work. His reports required concentration he found difficult to muster. He had over 7,000 emails in his in-box. Most were relics of completed communications but many still required action. Once an email moved out of view on his computer screen, though, it slipped out of mind, too.

Evan had to make some targeted changes to his email habits to stay afloat. Some changes were technical but most had nothing to do with using Outlook more effectively. He had to look at his whole Productivity Chain.

Twelve distinct factors determine the level of productivity you can consistently achieve. They are the links in your Productivity Chain: Boundary-setting, Communication/Relationships, Decision-Making, Delegation, Drive, Goal-Setting/Prioritizing, Health, Knowledge, Organization of Space/Things, Planning/Scheduling, Reinvention, and Task/Project Management.

By thinking bigger and realizing the email problem involved many links in the Chain, Evan fashioned a comprehensive solution that drastically decreased the number of emails received in the first place and ensured prompt, efficient handling of the rest.

- He set limits with technology by turning off the alarm and checking email when *he* wanted, which was typically every 15-20 minutes. (Boundary-setting link)
- He began forwarding emails to the appropriate person to handle the question he received, rather than just answer them himself. (Boundary-setting link)
- He talked with the people with whom he exchanged emails regularly and they agreed to save key strokes and messages by not couching everything with ‘please,’ ‘thank you,’ ‘will do!,’ and ‘got it!’ when emailing *each other*. They would take the common courtesies as a given. (Communication/Relationships link)
- Evan and his direct reports agreed on an email short-hand so he could give directives at the beginning of email subject lines. Their code included F for File, RI for Resolve Issue, FYI for For Your Information, and SA for Set Appointment. (Communication/Relationships link and Delegation link)
- He met with the executives who regularly copied him on emails to discuss which situations actually merited his attention. Some had used the cc as a way to spur their teams to action. Others relied on it to diffuse responsibility for their action or inaction. Others just wanted to keep him in the loop. He coached them on more effective ways to manage their people and communicate to him. (Communication/Relationships link and Delegation link)
- He ruthlessly decided how to handle emails when they arrived, filing as few and deleting as many as he could. He responded immediately if an answer took just a minute or two. (Decision-making link)
- He started making more phone calls, finding he could resolve some matters, especially technical or sensitive ones, much more quickly that way. (Communication/Relationships link)
- He timed himself as he wrote emails. It spurred him to be as brief, fast, and accurate as possible. It also sharpened his time estimation skills. He found it fun to test himself. (Drive link and Planning link)

*continued on page 9*

## Think Bigger About Email *continued from page 8*

- He flagged emails that still required his attention so he could see all that were still outstanding in one folder, which he reviewed daily. (Task Management link)
- He dragged emails that were actually assignments requiring thirty minutes or more to accomplish onto his calendar, scheduling time to handle them. (Planning/Scheduling link)

Addressing issues in light of the Productivity Chain helped Evan regain control over his emails. His confi-

dence increased and he accomplished more of his more important work. Thinking bigger about email yielded huge results.

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Productivity Coach Casey Moore, CPO®, expands on this topic at the 2011 NAPO Conference (Friday, April 8th, 9:00 A.M.). Her new book, *Stop Organizing, Start Producing*, is available at [www.caseymooreinc.com](http://www.caseymooreinc.com). Article reprinted with permission from *Executive Lifestyle Magazine* ([www.execlifestylemag.com](http://www.execlifestylemag.com)).

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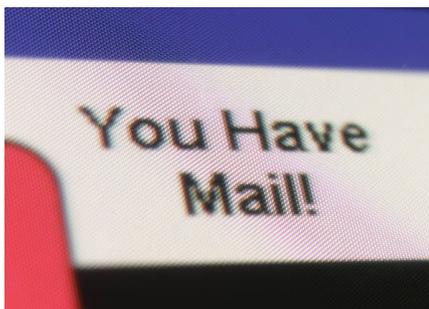
## Fridge Reorganized

Stack vertically. To store leftovers, buy multiples of the same rectangle or square containers. Then you can stack them neatly on top of each other and save space. Also, the lids and containers will mix and match. To remember when you stored food, write the name of the food and the date of storage with a felt-tip pen on a piece of masking tape and attach to the side of the container that faces out.



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## Use technology to your advantage



The usual "Hi, how are you?" conversations on the telephone can waste a great deal of time. Don't call if sending an e-mail - or even an instant message -it will work more efficiently and allow you to get quick answers to your questions.

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## Roundtable Discussion/Running Your Organizing Business

**Question: Do you spend money to advertise? If so, where? Why? What has worked and what hasn't?**

**What hasn't worked:**

- ◆ Placing an ad on a restaurant menu only to discover the restaurant was frequented mostly by timeshare visitors.
- ◆ Advertising on a high school football poster.
- ◆ Advertising with a homeowner's welcoming company.
- ◆ Business card size ad in the program of a chili cook-off contest.
- ◆ Yellow Pages.
- ◆ Online.
- ◆ OC family, expensive, not working out.
- ◆ Reader and Union Tribune, no luck, but one mover wants to meet with me.

**What has worked:**

- ◆ Business card holder on car/vehicle.
- ◆ Magnetic signs on car.
- ◆ Listing in own residential community directory that is also accessible online to community residents.
- ◆ Writing newspaper articles.
- ◆ NAPO National and NAPO-San Diego website links.
- ◆ Search Engine Optimization service.
- ◆ AT&T Yellow Pages business listing in bold typeface.
- ◆ Website.

- ◆ Systematically distributing flyer in various neighborhoods and carefully tracking results and establishing reliable statistics.
- ◆ Websites.
- ◆ Networking, classes, introductions.
- ◆ Facebook.
- ◆ Google Maps - free advertising.
- ◆ Google Ads - expensive, but good.
- ◆ Registries for virtual assistants.
- ◆ Online - websites, search engines.
- ◆ NAPO-San Diego website.
- ◆ A couple of clients from Craigslist.
- ◆ Flyers work.
- ◆ Not spending money currently. One time expenses tried previously: post card, newsletter.
- ◆ Cost of website - good investment.
- ◆ Free: Facebook business page. Google Ad Words - free offer to trial.
- ◆ New P.O. - balance expenses when starting business.
- ◆ Listed in Yellow Pages for visibility; 1 P.O.: no calls; 1 P.O.: lots of business.
- ◆ Branded the vehicle (\$300.00).
- ◆ Marketing/business coach to guide approaches.
- ◆ Car signs (magnetic) - minimal investment, good return.



### LEARN TO TYPE FASTER

If you use the computer a lot and you still type with your two index fingers, then shame on you. If you aren't typing at least 30 wpm, then you need to take some typing lessons. There are a bunch of free typing tutorials out there that can help you speed up your typing speed. You ideally want to be able to type around 50 wpm or more. This will help increase productivity tremendously.





Congratulations to the NAPO-Los Angeles Chapter for hosting another successful event. The **2011 Los Angeles Organizing Awards** were held on January 29, 2011 at the Sheraton Universal Hotel. There was something for everyone: Red Carpet, gala reception, dinner and Awards ceremony. The recipients of the 6th Annual NAPO-Los Angeles Organizing Awards are:

<p>OfficeMax Special Recognition Award <b>The Container Store</b></p> <p>The Leading Edge Award <b>Jean Furuya</b></p> <p>Volunteer of the Year Award <b>Carla DeLaurie and Shari Richardson</b></p> <p>Raising the Bar Award <b>Donna Rosman</b></p> <p>Best Organizing Product Retainer <b>The Container Store</b></p> <p>Best Closet Design Firm <b>California Closets</b></p> <p>Best Garage Design Firm <b>OrganizeIT!</b></p> <p>Best Services provider to the Organizing Industry <b>1-800-Got-Junk</b></p> <p>Best Office Organizing Product <b>Brother P-Touch Desktop Labeling Systems</b></p>	<p>Best Home Organizing Product <b>Rubbermaid Storage Containers</b></p> <p>Most Helpful Organizing Technology <b>NeatDesk by Neat Company</b></p> <p>The Green Award for Most Eco-Friendly Organizing Product <b>EcoGen Storage Boxes</b></p> <p>The Green Award for Most Eco-Friendly Organizing Service <b>Healing Through Organization, Julie Seibert</b></p> <p>Best Time Management Expert <b>Julie Morgenstern</b></p> <p>Philanthropy Award <b>Lorie Marrero, The Clutter Diet</b></p> <p>Best Show Incorporating Organizing on National Television <b>Clean House</b></p>	<p>Most Educational National Television Show About Organizing <b>Hoarders</b></p> <p>Best Organizing Book <b>Organizing from the Inside Out by Julie Morgenstern</b></p> <p>Best Publication Featuring Organizational Information <b>Real Simple Magazine</b></p> <p>Best Organizing Website or Blog <b>Flylady.net</b></p> <p>Most Valuable Educational Resource <b>NAPO National Conference</b></p> <p>Best Organizer as Coach or Mentor <b>Standolyn Robertson</b></p> <p>Most Innovative Organizer <b>Dorothy Breininger</b></p> <p>Most Supportive or Organizer-Friendly Charity <b>Goodwill</b></p>
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*No one is in control of your happiness but you; therefore, you have the power to change anything about yourself or your life that you want to change.*

*~ Barbara De Angelis*

**Folding laundry**  
Folding clothes at a designated station in the laundry room is one way to diminish the possibility that clothes will become bedroom clutter. Unfolded clothes are too easily laid on a bed or chair to be folded later.



# Don't Go It Alone

by Stacey Anderson



The job of being a Professional Organizer is fun, exciting, interesting, a challenge and ever changing. But at times it can be overwhelming, stressful, lonely and difficult. Each day you wear many hats, everything from marketing manager to bookkeeper. It can be hard to keep up with everything. I often find my self struggling to complete my task list, let alone having time for inspiration and goal setting. But one fateful day my whole life changed.

I met another business owner for coffee. She wanted to know more about what I do so that we might pass referrals to one another. But as we chatted, we learned that we have a lot in common. We both work alone for the most part and struggle with staying on top of things. We decided to create a mastermind group. (Well, we just called it coffee once a month, but mastermind sounds so much more professional!) Every 2-4 weeks we met for coffee for an hour or more. We brought our computers, our task lists and our ideas. We shared our resources and our thoughts. But most of all we worked on getting things done. Each week we took equal time to discuss our businesses, discuss our current projects and actively complete needed tasks. Each meeting was a scheduled appointment, not to be bumped off our calendar for anything else. After a while my friend asked if another small business owner could join our group. I was leery at first because we had such a good thing going, but again my life changed forever.

We added the third business woman and it was like adding fuel to a fire. The ideas exploded. Our resource list grew. Our accountability was now even greater. We decided to email our goals, tasks and deadlines to each other every week. Have you noticed that when you have someone holding your feet to the fire you have much more incentive to get things done? We individually started accomplishing our goals: workshops, seminars, writing books, tips booklets and much, much more. At the end of the first year working with these amazing business women, I had

completed and self-published my first book, spoke to a group of 150+ people and increased my profits.

The moral of the story is that you don't have to do this alone. Two minds are always better than one. You don't know what you don't know; therefore it is a great idea to connect with people who have different skill sets. Yes, I am a proud member of NAPO and on the NAPO Board in Seattle, but I think it is important to stretch your business skills. Consider reaching out to those in your business community with skills you are looking to grow.

As a Professional Organizer I felt almost ashamed that I couldn't do it all by myself. That Type A, perfectionism inside me said I should be able to. But when I finally let go of that crazy notion my business and my success came much easier. I found it such a great emotional, physical and mental outlet to share not only my struggles but my ideas with these other business owners. Each of them brought such a different personality, skill set and view of things it was amazing.

You don't need to go it alone. Reach outside of your local community, outside of NAPO, outside yourself for people to help you reach your goals. Now I constantly find myself calling strangers I found on Twitter or on the internet and asking them if we can partner and share ideas. Don't be afraid to ask for help growing your business, it makes it a whole lot easier and much more fun.

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Stacey Anderson, Organized Innovations, LLC  
Professional Organizer, Speaker and Author  
[www.organizedinnovations.com](http://www.organizedinnovations.com).

*NOTE: Stacey Anderson will be a panelist in the Ask the Organizers Panel - Part II session at the 2011 NAPO Conference in San Diego, CA.*

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# Take Control of Your Junk Drawer

Everybody's got one—the inevitable junk drawer. What would you do without this catchall container of matches, batteries, nails, stamps, safety pins, birthday candles, useless keys and whatever else the cat dragged in? You don't have to live without it—just get these odds and ends better organized.

1. Remove the drawer's contents and place them on a table or countertop. Protect the work surface by putting down an old towel first.
2. Throw out the true junk - unidentified keys, expired coupons, dead pens, dried-up glue and broken clothespins. Keep only what you really intend to use.
3. Group the remaining items into piles, such as office supplies, household helpers and mailing items.
4. Relocate those things that belong somewhere else. Decks of cards go back with other games, assorted hardware to the toolkit and tees to the golf bag.
5. Organize the drawer with containers large enough to hold each pile. Recycle check
6. Replace orderly piles in the drawer compartments. Sign up for occasional purging sessions to keep your junk drawer from getting too gunked up again

or cigar boxes, or purchase drawer trays to create sections. Stick with square or rectangular shapes to maximize drawer efficiency.

**Tips:** Restrict yourself to just one junk drawer in the house.

Snack-size zipper-lock plastic bags are great containers for small items such as loose hardware (a set of screws or other parts). Put a piece of masking tape on the outside and label with a permanent label marker if you know what they belong to.

Reproduced with permission from Peter Walsh's *How to Organize Just About Everything*, published by Free Press (ISBN 0743254945) © Weldon Owen Inc.



**Garage sales ~ if you don't sell all your items, don't bring them back into your house. You already committed to getting rid of them, so donate them! They make a great tax deduction.**

*"Clutter - The Elephant in the Room" Book  
Dhawn Hansen, CPO® & Tracey Turner, CPO®*



NAPO EDUCATION CLASSES	
March 7	PO-302T Downsizing with Senior Clients
March 8	PO-204T Eliminating Excess
March 9	PO-404W Power of Multiple Income Streams and Other Business Models
March 15 & 22	PO-104W Starting Out as a Business Organizer (2 Part Class)
March 23	PO-001W Introduction to Professional Organizing
March 29	PO-402T Safety in the Organizing Environment
Visit <a href="http://www.napo.net">www.napo.net</a> for more information on these teleclasses and webinars.	

### WHAT IS A PROFESSIONAL ORGANIZER?

A professional organizer enhances the lives of clients by designing systems and processes using organizing principles and through transferring organizing skills. A professional organizer also educates the public on organizing solutions and the resulting benefits. Professional organizers help individuals and businesses take control of their surroundings, their time, their paper, and their systems for life.

### APPLY THE 50% RULE

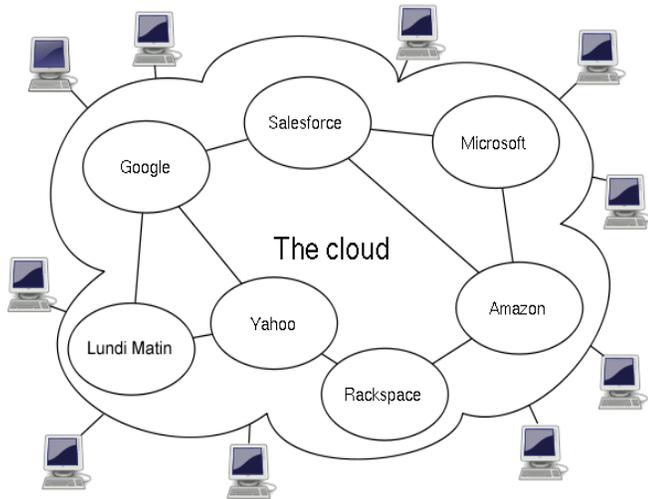


**When packing clothing for a trip, lay out everything you think you'll need on your bed - then, put 50% of it back in your closet. Most people take way more than is necessary and end up carrying unnecessary weight along the way. Chances are, you'll be able to wear each outfit at least twice, especially if you mix and match different tops with different bottoms.**



# Why Entrepreneurs Need “Cloud Computing” by Brandie Kajino

If you’re an entrepreneur these days, you probably possess a laptop, a bit of software, and possibly even a smartphone. So, are you using “the cloud” in a way that benefits you and your business?



### First, a little pictorial explanation.

This is what the “cloud” looks like. Think of it like an invisible group of computers sharing a virtual space. If you are one of those little computers, you can use the services in the cloud in the middle.

Here’s three reasons why your business benefits from “cloud computing”:

#### 1. Your website is in the cloud.

You have a website for your business. You want people to visit it. So, you “host” it with a company like Bluehost. That means your website “lives” on a Bluehost computer (they call it a “server”). So, when someone wants to visit your website, they get online, type in your web address and your website (which is on Bluehost’s computer) comes up. They have just accessed your website in “the cloud”.

#### 2. Communicate easily with current & potential customers.

You use email, right? How about a Contact Record Management tool like BatchBook to help you keep track of your customers? Social media outlets like Twitter, LinkedIn and Biznik are in the cloud. These tools make communication convenient and readily available, 24 hours a day. You can access any of these things with your desktop or your smartphone. Why? Because they are in “the cloud”.

#### 3. A computer crash doesn’t have to kill your business.

Recently I advised a client to set up a Google Apps account and a virtual backup service. Guess what happened shortly after that? Yep, her computer had a big ol’ problem. She was pretty thankful we did all that work before her crash. Her email, calendar and contacts were still intact, and business could continue while she was getting her files restored.

Does your business need a little “cloud computing”? Wouldn’t hurt!

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Brandie Kajino, is a small business technology expert, consultant, author & dynamic speaker. Empowering clients with information, tools, technology and simply solutions is her specialty. For more information on her services, products, podcast & internet radio show, free resources and membership training program, visit [www.SOHOSolutionist.com](http://www.SOHOSolutionist.com). *Note: Brandie will be a panelist in the Bridge the Digital Divide: How to Organize and Be Productive in the Information Age session at the 2011 NAPO Conference in San Diego, CA.*

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# Member Spotlight

Daria DeCooman joined NAPO in August, 2010 and NAPO-San Diego Chapter in November, 2010. The name of her business is Adios Clutter! Organizing. Here are some interesting things that maybe you didn't know about Daria:



Reading to children at an orphanage in Tijuana

**Marital Status** - a solo act, I have a son who's 30.  
**Work experience** - From 2000-2010, I worked for Harcourt and then Elsevier (the publishing company that acquired Harcourt in 2001). While with both publishers, I worked in marketing. During 2003-2010, I helped lead Elsevier's Library Connect program which provides news and practical assistance to help librarians worldwide keep current with trends in the rapidly changing information sector.  
**Places I have lived** - primarily the States, but also France and Mexico.  
**Hobbies, talents or special interests** - my interests include visiting Mexico, speaking Spanish and adoring succulents and cacti.

**Favorite store** - any thrift store, because thrift stores are helping save the Earth.  
**One regret in life** - not having been born in San Diego.  
**Favorite food** - fruit.  
**Most unfavorable food** - meat, because it gives me nightmares. Sadly though I seem to be an addicted carnivore.  
**Proudest accomplishment** - hanging onto belief that all will turn out well for the Earth.  
**Three words that describe me** - optimistic, resilient, hard-working  
**Spare time** - read, watch movies, walk, hike, bird-watch and commune with nature and the universe and the Great Spirit.  
**Favorite movie** - the Thin Man movies.

**Always wanted to try** - scuba-diving.  
**Last book I read** - *The Gypsies* by Jan Yoors.  
**If I won the lottery, I would** - buy a house so I could leave my son a roof and a piece of the rock.  
**Favorite restaurant** - any place I don't have to cook and then do the dishes both.  
**If no longer in your current job, ideal job would be** - serving or existing in any capacity in heaven or Nirvana.  
**I collect** - books signed by their authors.  
**Something no one knows about me** - before "Jaws," I loved to swim in the ocean, especially at night.  
**Wish I was able to** - dance, sing, juggle, be an athlete, be an astronaut.  
**Pets** - beautiful and amazing succulents filling my deck.

**To relax** - meditate, pray, do yoga, take walks.  
**Travel anywhere** - well, I'd be glad to visit all the missions in Baja California and to see some cave painting there too. But I'm very happy to stay home.  
**Most challenging part of my job** - convincing folks that they need to let go of some of their possessions (and so gain more breathing space both literally and figuratively).  
**Favorite thing about being a PO** - seeing spaces transformed and then seeing the positive impacts on people's lives.  
**Why I became a PO** - because I wanted a new challenge, in particular one that wouldn't require me to sit in front of a computer ad infinitum and that would bring at least a modicum of physical activity.

## Advertise in the *San Diego Statement*

You now have the opportunity to advertise in our newsletter, *San Diego Statement*. NAPO-San Diego Chapter Members receive a 10% discount on advertising rates. The following rates are per issue:

Size	Rate
1/8 page ad (h 2-1/4" x w 3-5/8")	\$10.00
1/4 page ad (h 4-1/2" x w 3-5/8")	\$20.00
1/2 page ad (h 4-1/2" x w 7-1/2")	\$40.00
full page ad (h 9-1/2" x w 7-1/2")	\$80.00

**Guidelines:** The *San Diego Statement* newsletter is published monthly. Ads must be received by the 15th of the month to be included in the next month's issue. Link to website or email is available. Ad must be camera-ready and a JPG file (no larger than 300 KB). Additional charge for design/layout work. All ads must be pre-paid. NAPO-San Diego makes no endorsement of products or services advertised. Advertisers assume all liability for their products or services.

Send ads and any inquiries to:  
 Sandy Mathews at [helpinghandsetc@yahoo.com](mailto:helpinghandsetc@yahoo.com)

**Place Your Ad Here**

## PERSONAL SPACE

Cubbies with large baskets for each family member borrows a concept from elementary school. Kids take ownership in a basket with their name on it and keep better track of things.



## Upcoming Program

**When: March 14, 2011**  
**NAPO-San Diego Chapter Meeting**

**Topic:** Market and Sell Like A Pro: Secrets You Don't Know

**Special Guest:** Barbara Mencer



*Do you struggle with sales and marketing...unsure if you're taking the "right" actions, ones that are guaranteed to build your business? Have you ever wished somebody could just tell you...step by step...exactly how to build a thriving business...while others are closing theirs? That's exactly what Barbara Mencer does.*

In this powerful, interactive presentation, you'll discover the essential steps in Barbara's business-building system that thousands of business owners have used to successfully build and maintain a thriving business. Her system is proven and time-tested. If you follow it, you will grow your business...**GUARANTEED!** At this powerful event you'll learn:

- How to distinguish yourself from the crowd in this marketplace.
- Which marketing strategies are guaranteed to produce the greatest results, so you stop wasting your time and money.
- The critical success factors in coaching prospective clients through the decision process.
- To **SERVE** your clients so you never again have to worry about **SELLING** to them.

Barbara Mencer is a dynamic speaker, results-oriented marketing consultant and business development coach. She is a certified graduate of Coach University and has a BS in Business Management with an emphasis in marketing. She has over 25 years of experience working in marketing and business development, which includes serve as strategic director of business development and marketing in professional service firms, in addition to her own consulting, training and coaching business.



# Five Ways to Prepare for Tax Filing



by Marcie Lovett

Before you know it, it will be April 18, which is the deadline for filing your taxes this year. Clients who are overwhelmed by their paperwork often fear preparing their taxes; many put it off and have to file for extensions. Whether they are doing the work themselves or having someone else prepare their taxes, there are several things they can do to make the process go more smoothly. Of course, the earlier they start, the less hectic the process will be and the less stress they will feel as the filing date gets closer. With your encouragement, they can experience success this year and plan for next year to go more smoothly.

1. Gather all your paperwork in one place. If you have forms, receipts and statements in several places, find them all and put them in one folder, envelope or box. Label it clearly for 2010.
2. Use your calendar to achieve success. Work backwards from your due date and schedule appointments with yourself to work on your taxes daily or weekly. You won't need to look for large blocks of time if you do a little bit each day. Keep track of important dates, too, like when quarterly taxes are due or when you have to get paperwork to your tax preparer.
3. Separate the taxable from the nontaxable. You do not need to keep receipts that do not support taxable items. If you don't itemize, you probably don't need to keep most of the paperwork you think is important.
4. Create a spreadsheet to get to the bottom line. Once you have all your paperwork separated into

categories, you can create a simple spreadsheet to add up all your deductions. This makes it easier and more accurate when you or your tax preparer fill in the boxes on your federal and state forms. You can re-use the same spreadsheet every year, by saving it with the name of the current year. You can get a head start on next year's tax preparation by adding to this year's spreadsheet as you get receipts, instead of waiting until the end of the year to complete it.

5. Start a file for 2011 now. Chances are you already have paperwork that you will need when you prepare your 2011 taxes next year. By putting it in one designated place, you will avoid spending the time looking for everything you need. Some people like to keep their paperwork in a binder, others like to use accordion files. It doesn't matter what system you use, as long as you'll maintain it. The simplest thing to do is just keep a file folder where you put anything that will have an impact on your taxes.

Keeping everything together is also important in case you are audited. When you have all your files in one place, you won't need to worry about misplacing anything again.

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 Marcie Lovett, Professional Organizer and  
 Productivity Consultant  
 Author of *The Clutter Book: When You  
 Can't Let Go*, available March 2011  
[www.organizedbymarcie.com](http://www.organizedbymarcie.com)

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People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents.

~ Andrew Carnegie

# Mark Your Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
	Monday, March 14, 2011 - 6:15 pm to 8:30 pm - NAPO-San Diego Chapter Meeting					
April 6 - 9, 2011 - NAPO Annual Conference and Organizing Exposition, Town and Country Resort and Convention Center, San Diego, CA						
	Monday, April 11, 2011 - 5:00 pm to 6:00 pm - Prospective Organizer Meeting					
	Monday, April 11, 2011 - 6:15 pm to 8:30 pm - NAPO-San Diego Chapter Meeting					
	Monday, May 16, 2011 - 6:00 pm to 8:30 pm - NAPO-San Diego Organizing Expo					



## Chapter Meeting Review

If you did not attend the February 7th meeting, here are a few things you missed:

- **Sue Crum** advised the CPO® test can be taken this month, for those interested in becoming a CPO® and for those renewing their CPO® status.
- **Roundtable Discussion** question: Do you spend money to advertise? If so, where? Why? What has worked and what hasn't.
- **Program:** Feng Shui Fundamentals for Organizers, presented by Cathryn Golden, CPO®. This was a very interesting and informative program about how Feng Shui and organizing are intertwined.
- **President Jan Davis** advised the CHIP Program (Chapter Involvement Program) is working. **Jana Hartwell, CPO®** has joined the Volunteer Committee and **Jessica Barna** has accepted the posi-

tion of Director of Professional Development.

- **President Jan Davis** reminded everyone that elections are upcoming and we need to fill some positions. She encouraged everyone to read the membership requirements to serve on the Board of Directors.
- **Barbara Langdorf** informed the audience that the Organizing Expo will be held on May 16, 2011 and she is looking for volunteers to help with the event.
- **Jan Behrhorst**, Librarian, informed the members there are some great resources in the library and encouraged everyone to use our available resources.

- **Sandy Mathews** gave an update on the Messiest Office Contest. A winner has been chosen, the "before" pictures have been taken, the assessment has been completed and plans are under-

way to complete the organization and cleaning project. During late February or early March, check the NAPO-San Diego website for "before" and "after" pictures and acknowledgement of everyone who was involved with this project.

- **President Jan Davis** welcomed new member, **Brenda Martinson**.
- We had 17 members and 5 visitors in attendance at our Chapter meeting.

Make plans now to attend the meeting on March 14th, so you don't miss out on the fun!



Cathryn Golden, CPO®,  
Guest Speaker

<b>NAPO-San Diego</b> P.O. Box 1824 La Jolla, CA 92038 Info Line: 619-507-8301 www.naposandiego.com	<b>NAPO National</b> 15000 Commerce Parkway, Suite C Mount Laurel, NJ 08054 856-380-6828 www.napo.net
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**Meeting Information**

March 14, 2011, 6:15 pm to 8:30 pm  
**Chapter Meeting** - (Visitor Fee \$20)  
 6:15 Networking  
 6:45 Introductions and Begin Meeting  
 7:15 Program:  
**Topic:** Market and Sell Like A Pro: Secrets You Don't Know  
**Guest Speaker:** Barbara Mencer  
 8:15 Business Portion, Spotlight, Topics, Announcements  
 8:30 Adjourn (optional networking till 9:00 pm)  
**Location:**  
 Lawrence Family Jewish Community Center  
 4126 Executive Drive  
 La Jolla, CA 92037  
 Phone: 858-457-3030

**Upcoming Program on 4/11/11:**  
 Topic: Consider the Bigger Vision (Time Management for Entrepreneurs)  
 Guest Speaker: Julie Subotky

**San Diego Statement Newsletter**

**Submission Guidelines:** Submit text in Microsoft Word attachment or type directly into e-mail message. Send to Sandy Mathews at [helpinghandsetc@yahoo.com](mailto:helpinghandsetc@yahoo.com). Published monthly, the contents are copyrighted, with all rights reserved.

**Deadline:** All articles must be received by 12 Noon on:

Jan. 15 for print on Feb. 1	July 15 for print on Aug. 1
Feb. 15 for print on March 1	Aug. 15 for print on Sept. 1
March 15 for print on April 1	Sept. 15 for print on Oct. 1
April 15 for print on May 1	Oct. 15 for print on Nov. 1
May 15 for print on June 1	Nov. 15 for print on Dec. 1
June 15 for print on July 1	Dec. 15 for print on Jan. 1

**Parking Problem?**

Since there is limited parking in front of the building, drive around to the back - there is ample parking in the back of the building.

**Meeting Locations**

Chapter meetings are held in the Teen Lounge Room - 2nd Floor

Board meetings are held in the Executive Board Room - 2nd Floor



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**When you return home from a trip, how long does it take you to unpack your suitcase?**

I do it as soon as I get home	67.53%	1,452 votes
I do it within a week or two	24.79%	533 votes
I don't finish unpacking until I need a suitcase for a new trip	7.67%	165 votes

Total Votes: 2,150

Source: [www.napo.net](http://www.napo.net)

