

NAPO 2011 ANNUAL CONFERENCE AND ORGANIZING EXPOSITION  
TOWN AND COUNTRY RESORT & CONVENTION CENTER • APRIL 6 - 9, 2011 • 1101

# San Diego 2011

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

*Reshaping our Future, Creating the Wave of Change*



REGISTRATION BROCHURE

## President's Welcome



Laura Leist, CPO®, CRTS

NAPO's 23<sup>rd</sup> Annual Conference is just around the corner, where we will celebrate the start of our next 25 years as an Association. I extend a personal invitation to you to join your colleagues at this not-to-be-missed event.

Each year I look forward to our Annual Conference – there is simply no better place to receive education from industry experts, learn about the latest organizing and productivity products and services, connect with friends and make new friends.

I am writing this message after touring the Town and Country Resort & Convention Center in San Diego – the location of our conference – while I was visiting family in the area. This year, I'm looking forward to soaking in all of the great education, along with the sun!

Here's a short list of reasons why you must attend the conference this year:

- 27 Concurrent Sessions – something for everyone to be sure
- Three amazing Keynotes – featuring:
  - **Julie Morgenstern** – “The Future of the Industry – Where Professional Organizing is Headed”
  - **Colette Carlson** – “The Truth About Sales: Sincere Selling Leads to Outrageous Results!”
  - **Lee Silber** – “Undercover Organizer: An Inside Look at How Successful Organizers Operate”
- Five Pre-Conference Workshops – an opportunity to obtain even more education from industry experts
- The Expo, which opens Wednesday evening – a hall even larger than last year's conference with lots of space to visit with vendors, see the latest product and service offerings, and sit and have something to eat with your friends and colleagues
- Plenty of time to reconnect with old friends and make new friends
- Location. Location. Location. Lots to see and do – you'll want to extend your stay:
  - You can catch the trolley directly behind the hotel that will take you to the Gaslamp Quarter, downtown or the waterfront
  - Walk to the Fashion Mall with more than 200 stores and restaurants, just behind the hotel
  - Pamper yourself at the Bella Tosca Day Spa & Salon on property
  - Play a round of golf at Riverwalk Golf Club across the street
  - Visit the San Diego Zoo, Sea World, and other local attractions
  - Did I mention that it will be warm and sunny in April?

There is no question in my mind that attending the conference is the best way to invest in yourself. If you haven't been to conference yet, what are you waiting for? There is no better time than now to start.

I hope you are inspired to attend the conference and that you'll sign up now to take advantage of the early bird registration pricing. When making your travel plans, don't cheat yourself by leaving early. Be sure your plans include staying until after the closing keynote and final comments. The small investment you make financially, and with your time, is not an indulgence, but an investment in yourself. You deserve it.

Please be sure to say hello at the conference – I look forward to meeting and welcoming you.

See you in San Diego,



**Laura Leist, CPO®, CRTS**

President, National Association of Professional Organizers

## Welcome from the Conference Planning Committee Co-Chairs



Debra Heimann, CPO®

Welcome. On behalf of the Conference Planning Committee, we invite you to the 23<sup>rd</sup> Annual NAPO Conference and Organizing Expo. The 2011 theme, “*Reshaping Our Future, Creating the Wave of Change*” represents exciting changes in our industry that directly affect you, your business and clients. You will not want to miss this “*Wave of Change*”!

Our 2011 program slate is aligned to meet the changing needs of our industry and professionals, including more sessions for the organizer who has been in business 5+ years. Scheduling of concurrent sessions have been focused on maximizing your opportunity to attend sessions that can be applied toward earning Continuing Education Units (CEU) for CPO® (re)certification.



Scott Roewer, CPO®

The Conference Planning Committee worked diligently to choose 27 great concurrent sessions and five pre-conference workshops from a field of 139 session proposals. This assures that our 2011 conference is one of the best educational resources available to you as an industry expert. We're pleased to host three distinguished keynote speakers, Julie Morgenstern, Colette Carlson & Lee Silber. Each keynote has a unique approach to their presentation. Don't miss this rare opportunity to experience personal and business growth opportunities lead by each keynote.

As you explore the many offerings in this program brochure, you will note exciting changes in the Ask the Organizers (ATO) panel. We have two separate panels this year to meet the needs of our broad range of attendees. Moreover we have two Golden Circle (GC) Member sessions this year given by keynote speakers, Lee Silber and Colette Carlson who are each offering a powerful session for our GC members.

We invite you to arrive early and attend one of the five, special pre-conference opportunities. There's something for everyone:

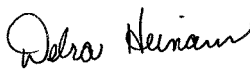
• Back by popular demand, Krista Green will guide newer organizers in her session “Your Business Vision – The Neglected Critical Element”.

- The highly informative Residential Assessment NAPO education class is being offered and ideal for anyone who does not have an assessment plan in place.
- If you created a Facebook Fan page or started a Twitter account after last year's conference, you don't want to miss “Advanced Social Media: Beyond a Facebook Fan Page” presented by Rich Brooks.
- Experienced Organizers looking for a change will benefit from attending “Compass: Your Roadmap to Business Reinvention”.
- If you are productivity expert, check out “The Missing Link – Getting from “To Do” to “Done!”

By attending Conference, you'll network with leading organizing and productivity professionals from around the globe, learn current best practices, earn continuing education units, gain inspiration, interact with friends and peers, and see new business and client-centered products and services in the Expo hall.

So, now is the time to plan to join us in beautiful, warm San Diego. Together we will be “*Reshaping Our Future and Creating the Wave of Change*”. If you are serious about your business, personal development and being your client's best resource, you will not want to miss this exciting event.

Sincerely,



**Debra Heimann, CPO®**

Conference Planning Committee Co-Chairs



**Scott Roewer, CPO®**

## Conference Planning Committee

Debra Heimann, CPO®, Co-Chair  
Scott Roewer, CPO®, Co-Chair  
Mary Dykstra, CPO®, Board Liaison  
Ellen Faye, CPO®, Immediate Past Chair  
Barbara Z. Boone  
Jan Davis  
Porter Knight, CPO®  
Susan Kousek, CPO®  
Ami M. Roush-Chung  
Janice M. Simon, MA, CPO®

## Conference Objectives

- Learn about the latest trends and resources in the organizing industry.
- Network and share best practices with your peers.
- Hone your business and marketing skills.
- Discover new organizing systems and resources to recommend to your clients.
- Visit industry vendors and see their newest products.

## Who Should Attend

Whether you call yourself a professional organizer, a consultant, a coach, or a lifesaver, if you enhance the lives of clients by designing systems and processes using organizing principles and through transferring organizing skills, or educate the public on organizing solutions, this conference is for you. Organizing industry experts have designed the conference programming to meet the needs of novices, veterans, and those in-between. The conference will address career advancement, business marketing, the future of the organizing industry, and a wide variety of professional organizing topics. Sessions are designed to provide you with the knowledge and support required to enhance your professional organizing career.

## Notice

Unless otherwise announced in advance by NAPO®, all conference presentations are the copyrighted property of the presenter and/or NAPO. No audio, video or other recording or photography of any presentation materials, including without limitation projected materials, is permitted. Those who continue to violate this policy after being requested to cease their activities will be escorted from the conference premises and may lose eligibility to attend future NAPO events.

## Welcome and Meet the Leaders Reception

WEDNESDAY, APRIL 6 FROM 6:00 PM – 8:00 PM  
IN THE EXHIBIT HALL

Kick off your conference with an action packed evening in the Expo Hall. Peruse the latest trends and resources our Expo vendors bring and connect with your NAPO leadership, while enjoying a heavy hors d'oeuvres reception and a cash bar.

The NAPO Board works hard on behalf of the membership to ensure NAPO is growing in the right direction. Board members represent many areas in order to foster growth and development for the Association.

Board members will be available to talk to you about their roles and positions, including:

Membership	Web/Communication
Corporate Associate Members	Finance
Chapters	Executive Committee
Certification	Nominating Committee
Marketing/Public Relations	Education

## Organizing Exposition

This year's Organizing Expo will feature the hottest new products and services in the industry. From home and business organizing to services, training, and technology, the Organizing Expo is the premier opportunity to learn about and network with leaders in the organizing industry. The Expo is conveniently located near all the session rooms and is open Wednesday evening, April 6, and on Thursday, April 7, and Friday, April 8.



The eligibility determinations provided by the BCPO® are based solely on the session descriptions provided in the conference brochure. As with any class or conference session, it's always possible the material the presenter covers will differ from the session overview.

Attendees must use their own best judgment as to whether a session they attend meets the BCPO CEU eligibility requirement that a class must provide skills and knowledge that further the professional's ability to better serve their clients.

For a detailed list regarding eligibility determinations for conference sessions, please visit the BCPO website at [www.certifiedprofessionalorganizers.org/faq.php](http://www.certifiedprofessionalorganizers.org/faq.php).

**\* Pre-Conference Workshops \***

*Additional registration fees apply for pre-conference workshops.*

**Wednesday, April 6, 2011**

7:00 am – 7:00 pm

**Registration Open**

8:00 am – 5:00 pm

**PO-201 - Residential Needs Assessment (PC1)**

*Mindy Godding, CPO®, CPO-CD®*



Designed for organizers working at a beginning to intermediate level, this class is structured to give organizers solid methods and techniques to build successful client relationships from the first point of contact. This course examines best practices for developing and conducting client self-assessment surveys, intake interviews, on-site assessments, and action plans. Class participants will learn phone interview skills, diagnostic strategies for the on-site assessment, and communication techniques for client interaction.

*Note: Lunch is included in the registration fee for PO-201. ☺*

8:00 am – Noon

**Your Organizing Business Vision – the Neglected Critical Element (PC2)**

*Krista Green*



A thriving business in the organizing field, or any other, is the result of successful vision, strategy and execution. And yet it's that first critical element—the one that drives the other two—that usually receives the least amount of attention, if it is addressed at all. An authentic, clearly articulated vision is the most powerful contributor to your success, and it cannot be created by watching what others do. This session will show you how to uncover the vision for your business, and your life, that is yours and yours alone.



8:00 am – Noon

**Compass: Your Roadmap to Business Reinvention (PC3)**

*Karyn Greenstreet*



If you've been in business more than five years you know that feeling that something needs to change in your business model.

Perhaps your current business doesn't excite you any more, and you're in danger of losing your original passion. Or maybe economic, competitive, or life changes are forcing you to transform your business model significantly.

Maybe your marketing model isn't bringing in customers the way it once did.

Whatever the reason, let's face it: you need to reinvent your business model.

In this presentation, you'll learn the step-by-step process to reinvent your business model, discover new and unique ways to uncover the gold in your business, create a business reinvention action plan, and explore ways to implement that action plan while still running your current business.

Transform your business model and leap forward into a bright future.

1:00 pm – 5:00 pm

**The Missing Link - Getting from "To Do" to "Done!" (PC4)**

*Linette George, CPO®*



Are you frustrated because you don't follow through on your good intentions—no matter how important they are? Are there business goals you want to achieve but never accomplish? Many of us intend to follow up with prospects, send a monthly newsletter, or create a webinar, but few of us ever do. Why do we start off with a bang and fizzle out long

before the job is done?

The bad news is the human mind is not designed to follow through on tasks—no matter how important they may be. The good news is you can do something about it!

## \* Pre-Conference Workshops \*

Additional registration fees apply for pre-conference workshops.

Wednesday, April 6, 2011

1:00 pm – 5:00 pm

### Advanced Social Media Marketing: Beyond a Facebook Fan Page (PC5)

Rich Brooks



You've set up your Facebook fan page. You're on Twitter. You've even posted a few blogs. Now what?

While it's easy to get started in social media, it's more difficult to create a sustained campaign that will increase your online visibility, drive more qualified leads to your site, and convert those leads into business.

In this fast-paced session you'll move beyond the basics of social media and learn advanced tips and tricks for using social networking sites like Facebook, Twitter and LinkedIn. You'll learn how to turn your blog into a lead generation machine, and how to maximize the effectiveness of your videos.

We'll also look at how (and what) to measure when it comes to social media. Learn in (nearly) real time what's working and what's floundering in your social media campaigns.

In short, you'll learn how to effectively manage an advanced social media campaign so you can focus on what you do best: professional organization.

6:00 pm – 8:00 pm

### Networking and Meet the Leaders Reception in the Expo Hall

## Program Book

Again this year, the NAPO Conference Program Book will be available in digital/electronic format only. An access code will be provided to all registered attendees prior to conference. You are strongly encouraged to print the handouts for the sessions for which you have registered as well as print out general information. More information will be provided as conference approaches.

## Affiliate Information



### National Association of Senior Move Managers (NASMM) 2011 Annual Conference and Expo

January 13-16, 2011

TradeWinds Grand Island Resort, St. Pete Beach, FL  
[www.nasmm.org](http://www.nasmm.org)

### 23rd Annual CHADD International Conference on ADHD

November 10-12, 2011

Disney's Contemporary Resort, Orlando, FL  
[www.chadd.org](http://www.chadd.org)

### National Study Group on Chronic Disorganization (NSGCD)

[www.nsgcd.org](http://www.nsgcd.org)

### Professional Organizers in Canada

[www.organizersincanada.com](http://www.organizersincanada.com)

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**Thursday, April 7, 2011**

7:00 am – 5:00 pm

**Registration Open**

8:00 am – 1:15 pm

**Expo Hall Open**

8:00 am – 9:00 am

**First Timers' Orientation**

Facilitators: *Paris Love and Diane Sullivan*



Meet NAPO's leaders and learn how to tailor the conference to maximize your learning and networking opportunities. Conference buddies are available to welcome and mentor first-time attendees.

9:15 am – 10:15 am

**Ask The Organizer Part I - Featuring Golden Circle Members Answering Questions submitted by Golden Circle Organizing Veterans**



Moderator: *Lisa Montanaro, JD, CPO®*

Panelists:  
*Birdie Brennan, CPO®*



*Barbara Hemphill, CPO®*



*Karen Koedding, CPO®*



*Geralin Thomas, CPO® Emily Wilska, CPO®*



Attention All Golden Circle members, new organizers and those with a few years experience, you do not want to miss this new twist on a nine-year conference tradition.

In 2011 we'll have two "Ask the Organizer" panels.

This new venue will provide Golden Circle members the opportunity to ask the tough and challenging questions of their Golden Circle colleagues. Though this advanced Q & A session is open to all, this powerhouse panel will answer questions specifically from our Golden Circle members (received in advance and on the spot). If you've been in business for six years, 10 years, or one year, you will not want to miss this learning opportunity.

10:30 am – 11:30 am

**Ask the Organizers Panel – Part II**

Moderator: *Monica Ricci, CPO®*



Panelists:  
*Diane Albright, CPO®*



*Wendy J. Davie, CPO®*



*Stacey Anderson®*



*Margarita Ibbott*



*Kathi Burns, CPO®*



*Teine R. Kenney, CPO®*



Have you been in business a while and wondered if your colleagues struggle with the same challenges you're having? If so, be sure to attend Part II of the NAPO "Ask the Organizer" panel! This Q & A is one of the most popular and well-attended sessions every year because of the wealth of information shared. Learn from your colleagues and meet new colleagues as they offer their best sales and marketing tips, secrets and ideas, reflect on their worst mistakes, share their speaking success stories, product development experience, technology and media tips, and the overall knowledge they've gained to become leaders and innovators in the professional organizing industry. This session will offer insights to newer as well as more experienced professionals.

11:30 am – 1:00 pm

**Box Lunch in Expo Hall**

1:15 pm – 2:30 pm

**Welcome and Opening Keynote (GS1)  
The Future of the Industry - Where Professional Organizing is Headed**

*Julie Morgenstern*



The 25th Anniversary of NAPO is a great milestone—and it is a watershed moment for the industry. No longer in our infancy, we have evolved, matured and grown in size and substance to be a formidable force in the world. At the same time, our industry has been challenged, like all other fields, by the economic crisis of recent years. The new economy is forcing people around the globe to rethink how they manage their time and resources, including the services they invest in to help them achieve their goals. As professional organizers, we are in a position to either back down and resist change or seize this opportunity to adapt and rise to the occasion.

## ✧ **NAPo Annual Conference Schedule** ✧ *Reshaping Our Future, Creating the Wave of Change*

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In this insightful talk, veteran organizer Julie Morgenstern will share her perspective on the opportunities emerging for the industry—generated by external demands in the global marketplace and internal innovations from within the field. As a global expert, working with individuals and companies worldwide, Morgenstern will share her observation that the possibilities are endless and exciting, and that this is indeed our moment as organizers. Come hear this thoughtful and practical approach for reinventing your business in the new economy, and discover that you have everything you need to make your business succeed and adapt to changing times.

2:45 pm – 4:15 pm

### **Concurrent Workshop Sessions**

#### ***E-commerce Demystified: Seven Steps to Selling Online (1-1)***

*Karyn Greenstreet*



Increase your income and have greater success by selling your products, services and classes online. In this presentation you will learn the seven steps for setting up e-commerce for your business, including choosing a shopping cart, accepting credit card payments online, defining your online store policies, and handling post-sales

support.

#### ***Intuition, Shifting Energy & the Woo-Woo Factor—The Unspoken Organizing Talent (1-2)***

*Susan Lannis*



A series of conversations took place after the last conference that revealed a previously unspoken use of what I like to think of as woo-woo talents—reading energy, seeing auras, strong intuition and “bolts from the blue” ideas. It made me curious. Let’s see just how common these skills are within our industry.

Join me for an informative and interactive session on these soft skills/talents. Just how prevalent are they? How are they used? Can they be built/strengthened? I’ll bring my crystal ball and we’ll see what exploring this topic together reveals.

#### ***20 Best Practices for Organizing the Creative Mind (1-3)***

*Scott K. Belsky*



For years, the Behance team has interviewed hundreds of the most productive creative professionals in the world—always asking the same question: “How do you stay organized and make ideas happen?” Based on this research, Behance founder Scott Belsky has published a bestselling book and traveled the world talking about organization for creative minds—notably, the unique challenges and opportunities that creative people face in staying organized. In this session, Scott Belsky will share more than 20 best practices that his team has observed.

#### ***Closet Design for Organizers (1-4)***

*Kay Wade, CGP*



This workshop will provide the attendee with all the basic specifications required to design closets. It will teach the attendee how to take an inventory and develop a design using both the inventory and client requirements. It will explain the advantages and disadvantages of various types of closet organizers and how to help the client select the right one for their needs. It will provide the attendee with documents that will guide them through the questions required for creating a good closet design. All types of closet accessories will be discussed and described. The attendee will have the opportunity to create their own design using the information they have learned. A workbook will be provided that will provide all of the specification information they will need to design any type of closet, along with sample designs and photos for reference.

#### ***The Emotional Facet of the Client Relationship (1-5)***

*Louise Kurzeka*



At the center of every organizing consultation is a person—a person whose emotions are often entwined with their organizing challenges. Learn how the organizer can identify and respond to a variety of emotional reactions typical in organizing clients. We will look at these emotions and responding behaviors from the stages of a consulting relationship and also discuss some of the boundary issues that may arise.

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4:30 pm – 6:30 pm

**Golden Circle Networking Meeting & Reception**

4:30 pm – 6:30 pm

**Quantum Leap Meeting**

4:30 pm – 8:30 pm

**Expo Hall Open**

6:30 pm – 7:30 pm

**Photo Op with the NAPO President in Expo Hall**

*Please remember to bring your own camera.*

6:30 pm – 8:30 pm

**Exhibitor Reception with Organizers' Choice Awards in Expo Hall**

Come and enjoy hors d'oeuvres and a cash bar all while networking and visiting the Expo. In addition, please remember to cast your vote for the Organizer's Choice Award.

**Friday, April 8, 2011**

7:00 am – 5:00 pm

**Registration Open**

7:15 am – 8:15 am

**Exhibitor How-To Session(s)**

*To be Announced in Final Program*

8:30 am – 12:30 pm

**Expo Hall Open**

Exhibitor Raffles

9:00 am – 10:30 am

**Concurrent Workshop Sessions**

***Bridge the Digital Divide: How to Organize and Be Productive in the Information Age (2-1)***

Moderator: *Geralin Thomas, CPO-CD®*

Panelists:

*Lauren Halagarda, CPO®*

*Brandie Kajino*

*Joshua Zerke, CPO®*



Technology is always changing and there are an overwhelming number of software programs and services available offering the organizing promise. As organizing and productivity professionals, you and your clients have questions about the best software and services to use and don't know where to start. What's the best way to manage contacts? What program should I use to sync calendars with my assistant/colleague/spouse, etc.? How do I distribute a newsletter? Where do I store information I want to keep? How do I organize my digital information?

Learn about the latest and greatest online and desktop-based solutions, the advantages and disadvantages, and which solutions are right for you and your clients from the "techies" who live it.

**Focus Sessions**

Please note the exciting "focus" sessions offered during this year's conference:

**Mega Session**

**Session 5-4** – 3 Classic Time Management Systems and How They Can Work for You and Your Clients – Part I

**Session 6-1** – New Takes on Productivity: 3 More Time Management Systems and How They Can Work for You – Part II

**Golden Circle Members Only**

**Session 3-1** The Truth About Negotiation: Seven Strategies for Success

**Session 4-5** – Whole Brain Tools to Build Your Business and Your Life: For the Professional Organizer Looking to Take Their Business to the Next Level

**Senior Focus**

**Session 4-1** – Welcome to the Wide, Wide World of Aging Services

## ✧ **NAPo Annual Conference Schedule** ✧ *Reshaping Our Future, Creating the Wave of Change*

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### **Being Organized Isn't Enough: Conducting a Comprehensive Productivity Assessment of the Office Client (2-2)**

*Casey Moore, CPO®*



In the workplace, productivity is all that matters. While being organized helps achieve productivity, it is not enough. Our clients need concrete skills in a variety of areas to achieve consistent optimal productivity. Our needs assessments must reflect this fact.

During this session, you will learn the 12 factors that determine an individual's personal productivity, how these factors interrelate, and the value of applying such a comprehensive framework with your clients. You will be better able to assess your clients' productivity strengths and weaknesses and identify which skills they need the most. Best of all, you will broaden your clients' perspective of what being productive requires. You can help them embark on lifelong journeys of growing more effective and creating the lives they want.

While Casey's 2007 "Assessing the Office Client" talk focused on the assessment process, this session plumbs the depths of the productivity-related assessment content. Whether you are new to the field or have spent years helping clients in the work setting, you can benefit from exploring this innovative and thorough approach to assessing the office client's productivity.

### **Navigating the Slippery Slope of Ethical Dilemmas (2-3)**

*Lisa Montanaro, JD, CPO®*



Are you aware of the types of ethical dilemmas experienced by peer organizers in the operation of their organizing businesses? Are you interested in hearing how they handled such issues, and what they learned from their experiences? Based on case studies conducted within the organizing industry, and led by an attorney-organizer, this session will identify some of the most

common ethical dilemmas affecting organizers, including those that may rear their ugly head with clients, with peer professional organizers, or with the general public. Understand the differences between ethical issues and legal ones, become more familiar with what to do when faced with an ethical issue, know where to report ethical issues, and what to do when the issue rises to a legal concern. Hearing information about colleagues' mistakes, triumphs, and experiences regarding ethical dilemmas will provide a unique opportunity for participants to learn from each other and implement best practices. Participants will engage in discussion designed to determine ways to avoid facing similar issues, as well as alternative methods for resolving such issues if they should arise.

### **Photo Organizing - Tapping into this New Niche (2-4)**

*Catherine G. Nelson*



Today, people are taking photos at a record pace and sharing them on Facebook, Twitter and photo sharing sites. Yet people are finding they don't have the time to print their photos or manage them digitally, so people are becoming increasingly frustrated that they are losing their important memories. Meanwhile, hundreds of thousands of photos that were

printed languish in shoeboxes and home movies are being lost on obsolete media formats. Photos are important and are part of our most cherished possessions because they tell a story. Though we live in an increasingly complex technical world, as human beings we still have the desire to tell a story. One of the important ways we tell our stories is through photos. People need the help a professional organizer can provide and meaningful client relationships are established when you work with someone and their photos.

### **Organizing Beyond Your Own Personality Style (2-5)**

*Jennifer R. Sedlock*



Communicate beyond your own style! We all have strengths, abilities, interests and unique personalities. What might be surprising is that there are equal and opposite gifts to yours. These differences can cause a lot of tension and misunderstandings, and as an organizer they might cause you to organize out of your own style rather than considering the style of

your client. Utilizing this information will help improve the success and lasting results of your clients since you will be helping them organize based on how they prefer to receive information and operate in their "space." Once you understand their retrieval process and strategic thinking, you will know how to organize them to fit their style rather than yours! Style flexing is easy once you understand the basics. Handouts will provide all the detailed references you'll need for all your future clients! Join us for some fun active learning.

10:45 am – 12:15 pm

### **Committee / SIG Meetings**

12:30 pm – 2:00 pm

### **Annual Membership Meeting and Lunch**

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2:15 pm – 3:30 pm

**General Session (GS2)**  
**The Truth About Sales: Sincere Selling Leads to Outrageous Results!**

*Colette Carlson*



No matter how much things change, some things remain the same. People still buy people. The percentage of clients you bring on board is in direct proportion to the degree of trust you gain. Only when you're transparent do clients feel comfortable answering your powerful questions to identify their true needs, pains, wants and desires. Without the ability

to open that dialogue, you'll never close the sale. Learn powerful strategies to promote you and your products and services assertively and authentically to attract the business required to survive and thrive. Join Colette to understand how sincere selling leads to remarkable results!

3:45 pm – 5:15 pm

**Concurrent Workshop Sessions**

**The Truth About Negotiation:  
Seven Strategies for Success (3-1)**

*Golden Circle Member Only Session*

*Colette Carlson*



As you reshape your future to become more effective, you must stop selling yourself short and leaving business on the table! Negotiation is a necessary skill throughout your business and personal life, but few of us have ever had any formal training on how to succeed. In this content-rich program, Colette discloses innovative ways that will forever change the way you ask for business, buy supplies, discuss your fees, or even get your clients to purge their piles!

**Attracting and Converting Customers With Your Website - A Guide for a Focused, Web Marketing Strategy and Online Presence (3-2)**

*Rich Brooks*



You provide excellent organizing services, but no one can find you online. Other organizers, even ones outside of your local area, rank higher than you on Google. You've got a Facebook page or a Twitter account but you're not sure how to use them to get more business.

These days, if you can't get found on the Internet, you can't get new business. People don't go beyond the first few results on Google, and they will often ask their friends on Facebook for referrals. How do you take advantage of this new playing field?

In this workshop you'll learn how to increase your search engine visibility for the words your prospects are Googling. You'll learn how to dust off your blog and turn it into a lead generation machine. You'll learn how to use Twitter, Facebook and even LinkedIn in a non-salesy way to generate word-of-mouth referrals.

You'll also learn how to measure your activity and your results so you can make regular, continuing improvements while managing the time you spend on your marketing efforts.

**Lean Office – You Too Can Lean (3-3)**

*Terrie E. Domoe*



If you are like most people, the concept of Lean draws a blank expression or a ping of terror. It isn't a foreign language. Lean actually can save a company much time, energy and, last but not least, money.

In this workshop you will learn about tools such as charting, Value stream mapping, document tagging, assessing the need for change, identifying goals and metrics for achieving those goals, and problem solving. You will learn how to identify waste (anything that the customer is not willing to pay for) and eliminate it. We will talk about Pull, FIFO and the external and internal customer. It is the people who are doing the job that know the process. The employees have everything a business needs to make it more efficient. Sometimes, due to "but that's the way we have always done it," change can be difficult. When employees have a part in the solutions, the implementation is always easier. There are frustrations in most workplaces, but giving the employees the power to come up with solutions creates increased communication and participation, leading to a culture of continuous improvement.

## \* NAPO Annual Conference Schedule \*

### Reshaping Our Future, Creating the Wave of Change

Agenda and/or speakers subject to change without notice.

#### Working with the Media (3-4)

Jodie Watson



Don't let nerves or inexperience hold you back from getting the media attention that can help you build your business and recognition factor as an expert in your field.

Working with the media can be fun, exciting... and challenging! Know ahead of time what to expect and what is expected so you can make the most of your media experience. Be

equipped and ready to tackle the media head-on with confidence and insider knowledge.

In this workshop, you will learn how to prepare for any media opportunity that comes your way, as well as how to create your own media opportunities! From newspaper, Internet and magazine articles, to radio interviews, to fast-paced live or pre-taped television segments. You will learn how to present yourself and the information you want to get across in the best possible light.

#### Managing Clients' Expectations (3-5)

Standolyn Robertson, CPO®



The client, upset with himself, stops his professional organizer on her way out the door. Because he'd spent so much time talking in this session, the work on the spare bedroom didn't get finished. It turns out he needed to get it done in time for weekend visitors. Though he's already paid for the session, he asks for on-the-spot

consulting on finishing the job himself. How do we manage clients' expectations to avoid scenarios like these? I aim to answer that question in a presentation geared to beginner, novice and intermediate organizers. I intend to discuss setting expectations up front, resetting expectations when necessary, and performing reality checks. One specific area of focus is how to bring preconceived notions out into the open. This is especially important with the recent increase in televised "before and after" organizing makeovers, often showing instant results. I will use specific examples like the one above, as well as participants' own examples, to explain techniques that successfully manage expectations while remaining sensitive to clients' emotions and feelings.

#### Saturday, April 9, 2011

7:00 am – 5:00 pm

**Registration Open**

8:30 am – 10:00 am

**Concurrent Workshop Sessions**

#### Welcome to the Wide, Wide World of Aging Services (4-1)

Mary Kay Buysse and Jennifer Pickett



"Grow old along with me!  
The best is yet to be." When Robert Browning wrote those words in 1864, general life expectancy was approximately 40 years old. Since that time, health care

advances and technological innovations have dramatically increased life expectancy around the world. What does it mean for you, as a professional organizer?

Maybe you've always demonstrated a special interest in older people. You treasured your grandparents or you enjoyed the wit and wisdom of an older client in the past. Perhaps you also know the senior market is the fastest growing consumer demographic for the next half-century. For whatever reason, you are considering expanding your organizing career to actively pursue senior clients. This session, presented by the National Association of Senior Move Managers (NASMM), is your first stop.

Older adults have more housing choices available to them than ever before, but do you know what they are? How do they differ from each other? How much do they cost? Do you know the difference between Medicare and Medicaid? What constitutes "abnormal" aging versus "normal" aging? What happens next when you suspect your organizing client has early stage dementia? How do you market your services at a senior fair? What is "the Aging Network?"

This lively, interactive session will explore many aspects of the wide spectrum of senior services. We will journey through some of the most frequently asked questions about working specifically with senior clients. Part live listserv/part glossary/part "crash course" in aging services, this session will help participants:

- Discover aging services as an opportunity to increase their PO business.
- Learn some of the key "lingo" used by senior living professionals and potential referral sources.
- Connect with referral sources successfully.
- Understand the scope of the Aging Network, and why you need to be "in it to win it."
- Find answers to the most frequently asked questions (FAQs) about working in aging services.

**✧ NAPO Annual Conference Schedule ✧**  
*Reshaping Our Future, Creating the Wave of Change*

*Agenda and/or speakers subject to change without notice.*

**Welcome to Our World: Organizing Students and Loving It! (4-2)**

Moderator: *Donna S. Goldberg*



Panelists:

*Michelle Grey, CPO®*



*Deborah Kawashima, CPO®*



*Katherine Jenkins*



*Angela Cody-Rouget, CPO®*



Life is painful for students who don't meet the expectations of their parents, teachers, schools and peers. Some kids suffer from learning issues and others from disorganization. Whatever the obstacle, its effects are devastating to a child's self-esteem. In many instances, the root of the problem has nothing to do with the students' intelligence or motivation to do well in school, but is a result of their never having learned basic organizational skills.

Today's students are faced with new challenges in an ever-changing educational climate and the need for organizational skills has become even more urgent. Over the past year the Student Special Interest Group (SIG) has explored methods, tools, techniques, and resources. A panel of veteran student organizers representing the Student SIG will share their insights and best practices. We aim to provide organizers with an understanding of why so many students are struggling with disorganization, what effect this struggle has on their ability to succeed in school and beyond, and how professional organizers can help.

**Space Planning for Professional Organizers (4-3)**

*Janet Schiesl*



Take space to the next level! This workshop is recommended for organizers of all experience levels who want to add the service of space planning to their business model for little or no money. Participants will learn how to read a floor plan and interpret architectural symbols to better facilitate a client's move, and identify what is not working in a space and know how to fix it. We will study and practice the skill of measuring a space and study guidelines for furniture placement to better suite your client's needs. The workshop will conclude with a discussion of space planning programs on the market.

**Creating Organizing Sustainability and Lasting Change With Our Clients (4-4)**

*Denslow Brown, CPO-CD®, CPO®, MCC*



In spite of the fresh-start optimism our organizing and productivity work generates, all too often neither we nor our clients feel confident that the streamlining is going to "hold"—or that the client is truly prepared to change the behaviors that contributed to the disorganization in the first place. Coherent instruction and memorable

acronyms are inadequate to the task of insuring long-term order and productivity. "Best practices" require a frank and effective partnership in which we can gently and persistently address willingness, challenges and the actions that create change. Learn to enroll a client from the start in an understanding of organizing sustainability. During the organizing project you can engage the client in a parallel plan to explore behavioral shifts. Techniques will be presented to: 1) identify and clarify the client's strengths and incentives for change, 2) address the undermining impact of "negative self-talk" and 3) engage curiosity and self-awareness by designing easy and specific fieldwork so, eventually, clients are able to leverage relevant and conscious choice. A model of client accountability will also be introduced.

**Whole Brain Tools to Build Your Business and Your Life: For the Professional Organizer Looking to Take Their Business to the Next Level (4-5)**

*Golden Circle Member Only Session*

*Lee Silber*



We all know running a successful organizing business requires us to wear many hats. This means we use our whole brain to get ahead. There will be times when we need our left brain (money matters, dealing with details, planning, and getting things done right and on time.) We must rely on our right brain too (marketing and promotion, generating new ideas, working with people, and dealing with change.) Sometimes, we may even take a no-brain approach to things and just do them without thinking. To truly build and maintain a thriving organizing operation, we must develop and have all sides of our brains working at full capacity. In this advanced program we will take a long look at whole-brain tools and techniques to take advantage of our strengths and natural tendencies. The result will be new and improved ways to run every aspect of our business. (Think: more money, improved promotion, greater satisfaction, all with less stress and fewer headaches.)

## ✧ NAPO Annual Conference Schedule ✧ Reshaping Our Future, Creating the Wave of Change

Agenda and/or speakers subject to change without notice.

10:15 am – 11:45 am

### Concurrent Workshop Sessions

#### **Still Someone: Working with People Who Have Memory Loss (5-1)**

Margit Novack, MCP



Whether helping seniors downsize, relocate, pay bills, age in place or simply better organize their homes, professional organizers will increasingly interact with clients who have some degree of memory impairment. This program provides specific tools and communication strategies that will increase the organizer's effectiveness with this

population. Organizers will learn how communication techniques can reduce client anxiety and frustration, and maximize client dignity and independence. By increasing their competency with older adults, professional organizers can position themselves to benefit from demographic trends by incorporating new services or enhancing their ability to offer current services to this special population.

#### **Hiring and Training Successful Employees (5-2)**

Erin Elizabeth Wells, CPO®



Are you ready to grow? Do you want to massively multiply the billable hours your company has to offer? Are you ready to move from "arm's length" contractor relationships into a fulfilling and collaborative team/employee model? This session is for you!

For the first time ever at the NAPO Conference, this session will walk you through all your

how-to questions for transforming your company into a powerful employee-based organizing firm, extending your reach and redefining your work forever. During this session we will outline what it takes to: (1) prepare for growth, (2) quantify your roles/positions, (3) hire the right people, (4) train them in your approach, (5) review their performance (and know when to fire them).

Presented by the CEO and Founder of Living Peace LLC, who is also a veteran Golden Circle member, past president of NAPO-New England Chapter, leader of the NAPO Multi-Person Business SIG, and owner/operator of the largest organizing company in the New England area, this session will provide you with the essential information to transform your company into the team powerhouse that you always dream about.

#### **Get Your Clients Financial and Legal Clutter Together—Today (5-3)**

Hallie Hawkins, JD, CCRR, and Shay Prosser, CDFA, CCRR



Becoming the go-to person for your clients involves knowing more than they do about everything about organizing. As you work to build your client base you are also working to build the loyalty of the clients

you have. It is vital that you differentiate yourself. Be different and be better by providing better, unique resources and information to your clients. Shay and Hallie will provide insight into the world of financial and legal organization. They will teach you how to be your clients' best financial resource—by helping them get it together. Shay and Hallie will teach you what you need to know to give sound organizing advice around financial and legal documents, and provide resources to help you work with clients. Financial stress is often caused by not knowing where to start. Be your clients' best resource and show them where to start.

#### **3 Classic Time Management Systems and How They Can Work for You and Your Clients – Part I (5-4)**

Emily A. Wilska, CPO®



As Professional Organizers, we're often asked to help our clients take control of their time and tasks. By familiarizing ourselves with various productivity systems and the techniques, philosophies, and practices behind them, we'll be better able to come up with time- and task-management solutions that will work well for a range of clients in both business and residential settings.

In this interactive workshop, we'll take a look at three classic time management systems—Franklin Covey, Getting Things Done, and the Now Habit. After reviewing the basics of each system, we'll explore how they overlap, what makes each unique, and how to determine the best systems for various learning styles, work habits, and personalities. Finally, we'll do some hands-on exercises designed to help you test-drive each system—and give yourself a productivity boost in the process.

**✧ NAPO Annual Conference Schedule ✧**  
*Reshaping Our Future, Creating the Wave of Change*

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**Mobile & Web Productivity Tools (5-5)**

*Allen Clary*



There are so many great productivity tools for individuals, solopreneurs and small business. From the basics such as calendars, e-mail, contacts, tasks, and notes to more advanced tools such as web-based accounting, invoicing, document sharing, CRM, online word processing, online spreadsheets, project management and more. And everything needs

to be mobile—accessible from simple phones, Blackberries, iPhones, and Androids. What are the best options out there? What are the differences, pros and cons of each? Which are free and which cost money? Which is right for me? Which are right for my clients? This presentation will show and discuss the leading products in each category—light, informative and interactive with your questions.

Noon – 1:30 pm

**Awards Luncheon**

1:45 pm – 3:15 pm

**Concurrent Workshop Sessions**

**New Takes on Productivity: 3 More Time Management Systems and How They Can Work for You - Part II (6-1)**

*Emily A. Wilska, CPO®*



Do new time management systems simply reinvent the wheel, or do they offer unique, creative ways of approaching productivity? In this session, we'll consider three newer time management systems—the Action Method, Mark Forster's approach, and the Pomodoro Method—taking a look at the essentials of each and how they differ from classic productivity systems (and from each other).

We'll then explore how to assess which systems will be most effective for you and your clients, and will do a few exercises that'll let you sample the techniques and methodologies of these newer approaches to time management.

**Sparkle When You Speak!™ (6-2)**

*Sheryl Roush*



Time to refresh your communication skills? Want to authentically connect with others? Need to give better presentations? Get more clients? Whether you want to enhance your communication effectiveness, boost sales, or improve your speaking skills discover ways to catapult your confidence, credibility and connection factor.

This program is interactive, enlightening and engaging. Using proven research in adult learning theory, you will discover seven multiple modalities in any group, how to utilize tactics to sincerely connect with others, easy tips to gain instant rapport, ways to engage others authentically, skills you can use right away in business and in life.

**Peace of Mind in the Face of Disaster—Preparing Clients for Any Emergency (6-3)**

*Margaret R. Lukens, CPO®*



Gain new clients and bring past clients back for more by adding emergency preparation to your offerings. In this session you'll learn how to bring your residential and small business clients the peace of mind that comes from being ready for any emergency. Whether you live in hurricane country, tornado alley, earthquake zones, flood plains, or wildfire areas, you will receive dozens of tips and resources to help clients in your region complete their emergency preparations. Among the topics we will cover, you will learn alternative ways to perform a home or office inventory; how to safeguard electronic information; ways to organize, store and transport vital documents; how to overcome your clients' resistance to making emergency preparations; where to store emergency supplies; the three actions that everyone needs to be prepared for, and much more.

## ✧ NAPO Annual Conference Schedule ✧ Reshaping Our Future, Creating the Wave of Change

Agenda and/or speakers subject to change without notice.

### **When It's About More Than "Stuff" – Addressing Couple Conflict During Residential Organizing Projects (6-4)**

*Teresa Luetjen-Keeler, MA, CRC, CRTS*



For a residential organizing project to be successful over the long-term, all members of a household must buy into and participate in the organizing decisions. This is not possible if the couples are experiencing conflict. Couples often avoid conflict to maintain relationship status quo, preserve long-standing roles and identities, "save face" in front of others, or

because of relationship uncertainties. Asking couples to make decisions during the organizing project may raise topics or issues that bring about the conflict they have been trying to avoid. All of a sudden a question about the daily mail or the kitchen pantry goes well beyond the goals of an organizing project. As professionals, we need to recognize the issues that may arise between couples, strategies that we may employ to foster communication, and resources that we may call upon or refer to so the organizing project may get completed.

### **How to Be Your Own Best Bookkeeper (6-5)**

*Debbie Gilster, CPO®*



Ask most small-business owners what area of their business they dislike and feel most inadequate running and you'll hear the finances! Ask what area is critical to have a handle on and you'll hear the finances! Managing your money doesn't have to be so feared, hated or in chaos. I'm a firm believer most small-business owners can (and should)

do most of their own bookkeeping.

I'll share the simple, easy and effective money management tracking system I use and set up for my clients. In this information-rich session, you'll not only learn "what to do," but also "how to do it." We'll explore what stops up your Financial FLOW™ and how to make the process run smoothly. You'll go home with some new techniques to be your own best bookkeeper. Not only will this allow you to save time and money, you'll sleep better at night knowing your financial house is in order. Plus, you'll have renewed confidence that you can better manage this critical area of your business!

3:30 pm – 4:30 pm

### **Closing Keynote Address (GS3)**

#### **Undercover Organizer**

#### **An Inside Look At How Successful Organizers Operate**

*Lee Silber*



With reality shows being all the rage, we thought it would be both entertaining and educational to go undercover to see what some of the most successful organizers do to stay on top of their game. This program will focus on the best practices being used and will be presented as both a speech and a documentary. We will learn first hand how

the best of the best handle everything from sales and marketing to mastering the art of organizing everything and everyone. There will be examples from both residential and commercial specialists, and ideas and insights that will have audience members on the edge of their seats. Times change and we all need to stay on top of trends and take advantage of new opportunities that are popping up all around us. This presentation not only captures what is working now, it also shows organizers how to adapt to what's next--which is exactly why Lee Silber settled on this approach to the topic of professional organizing--it's a new way to learn what we all need to know, but also have some fun in the process as Lee points out dozens of things you can do to take your business to the next level.

4:30 pm – 4:45 pm

### **Closing Remarks and Baltimore Kick-Off**

# Welcome to San Diego®



California's second largest city and the United States' eighth largest, San Diego boasts a citywide population of nearly 1.3 million and more than 3 million residents countywide. Within its 4,200 square miles, San Diego County encompasses 18 incorporated cities and numerous other charming neighborhoods and communities, including downtown's historic Gaslamp Quarter, Little Italy, Coronado, La Jolla, Del Mar, Carlsbad, Escondido, La Mesa, Hillcrest, Barrio Logan, and Chula Vista, just to name a few.

San Diego is renowned for its idyllic climate, 70 miles of pristine beaches and a dazzling array of world-class family attractions. Popular attractions include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego and Legoland California. San Diego offers an expansive variety of things to see and do, appealing to guests of all ages from around the world.

In San Diego's East County, the terrain varies from gentle foothills to mile-high mountains and the historic mining town, Julian, down to the 600,000-acre Anza Borrego Desert State Park, offering nature-conscious visitors endless opportunities to hike, camp, fish, observe wildlife and much more. In San Diego's North County, the agricultural community produces quantities of flowers and magnificent produce. Wine growers are also making a mark by growing and harvesting quality grapes that become excellent wines, which are served at some of the most elegant restaurants and resorts in the region. Along the west, 70 miles of Pacific Ocean coastline not only supports year-round outdoor recreation such as surfing, boating, sailing and swimming, but also important scientific research at the Scripps Institution of Oceanography. To the south, it's a whole different country, Mexico, featuring its own cultural offerings in various towns along the border and coastline, including Tijuana, Rosarito and Ensenada.

San Diego's arts and culture, and culinary arts, are booming. The hottest new culinary arts talents prepare award-winning meals

throughout the region's 6,400 eating establishments. Balboa Park, the largest urban cultural park in the U.S., is home to 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the world-famous San Diego Zoo.

San Diego County also features 92 golf courses and a variety of exciting participatory and spectator sports, beachfront resorts and luxury spas, gaming, a dynamic downtown district, annual special events and unique holiday offerings, multicultural festivals and celebrations, colorful neighborhoods and communities, a rich military history and much more.



## Hotel

The Town and Country Resort & Convention Center has been chosen as the headquarters hotel for the NAPO 2011 Annual Conference and Organizing Exposition. The Town and Country Resort & Convention Center is located about 15 minutes away (7 miles) from the San Diego International Airport (SAN).

In Mission Valley, the heart of San Diego, the Town and Country Resort has been welcoming guests for more than 50 years. The Town and Country offers luxurious accommodations, countless

amenities, and it devotes attention to vacationers and convention delegates alike. The Town and Country Resort offers:

- Modern accommodations in two towers or ranch-style garden bungalows that capture the feeling of a cozy retreat.
- Relax in one of the sparkling pools or play golf.
- Grab a bite to eat in one of five delectable restaurants.
- First class spa and fitness facilities and trolley on property, racquetball and shopping nearby.

The Town and Country Resort accommodations include a variety of in-room amenities: coffee makers, remote control TV with cable movie channels, in-room pay movies, voice mail, telephone with message light, data port, high speed internet access (nominal fee), video account review and check-out, individual climate control, electronic door locks with automatic deadbolt, full bath amenities, turndown available on request, iron, ironing boards, AM/FM alarm clock radio, hair dryer, free weekday newspaper, and room service (6:00 am - Midnight).

NAPO has negotiated the following special conference rates:

Single/Double Occupancy - \$162

Triple Occupancy - \$182

Quadruple Occupancy - \$192

In addition, reservations can be made to include a Hospitality Bundle. The Hospitality Bundle includes the Fitness Center, in-Room Internet and local calls. The room rates with the Hospitality Bundle are:

Single/Double Occupancy - \$174.95

Triple Occupancy - \$194.95

Quadruple Occupancy - \$204.95

*Rates do not include applicable state and local taxes (currently 12.5%), which are subject to changed without notice.*

Reservations can be made by calling the hotel's dedicated toll free reservation line at 1-800-772-8527 or online at <https://resweb.passkey.com/go/8f021626>. This link is also posted on the NAPO website, on the current Annual Conference page.

You are strongly encouraged to make your reservation as soon as possible, but before the cut-off date of **Sunday, March 13, 2011**, because rooms fill up quickly. Be sure to mention you are attending the NAPO Annual Conference. Reservation requests received after the cut-off date will be based on availability and at the hotel's discretion at the group rate. The special rates apply to the conference dates as well as three days before and three days after the conference, based on availability.



## Town and Country Resort & Convention Center

500 Hotel Circle North

San Diego, CA 92108

Phone: 1-619-291-7131

Fax: 1-619-291-3584

Reservations: 1-800-772-8527

*A valid credit card will be required when making a reservation. When canceling a reservation, the hotel requires a 48-hour prior to arrival notification before a one night's room and tax will be billed to the credit card on file.*

## Ground Transportation



### Cloud 9/Super Shuttle (800-974-8885)

Shuttle service is available at the Transportation Plazas across from Terminals 1 and 2, and curbside at the Commuter Terminal.

From Terminal 1 you must cross the skybridge, and take either the escalators or the elevators to street level.

From Terminal 2, cross the Terminal 2 skybridge and take either the escalators or the elevators to street level, or use the pedestrian crosswalk conveniently located outside the Terminal 2 Baggage Claim Area to access the Transportation Plaza.

### How to Get to SuperShuttle When You Land (San Diego Shuttle Service from SAN Airport)

After collecting your luggage, take the skybridge or crosswalk over to the ground transportation islands. Look for the island with a blue sign overhead that reads "Shuttles for Hire." Contact the airport customer service representative, request SuperShuttle and give your destination location. The representative will call a van for you.

Please give the name of the group or the group code to the reservation agent when booking, or go to [www.supershuttle.com](http://www.supershuttle.com) and use code **UUGTD**, to receive a discount of \$2 one way and \$4 round trip.

### Taxi To/From Airport

Many companies provide taxicab service at San Diego International Airport. If you need a taxi, simply follow the signs leading to the Transportation Plazas. A Transportation Coordinator will place you with the first available taxi.

# NAPO Thanks Its 2010-2011 Partners!

(As of November 8, 2010)

## Gold Sponsors



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## NAPO Thanks Its Get Organized Month<sup>SM</sup> Partners!



## NAPO Conference Registration Registration Information

Online registration for the NAPO Annual Conference is available. Please visit the NAPO website at [www.napo.net](http://www.napo.net) to access the link for conference registration. You can expect to receive an e-mail confirmation of your registration after it has been processed. Please call (856) 380-6828 if you have any questions regarding your conference registration.

### On-Site Registration Hours *(subject to change)*

Tuesday, April 5	4:00 pm – 7:00 pm
Wednesday, April 6	7:00 am – 7:00 pm
Thursday, April 7	7:00 am – 5:00 pm
Friday, April 8	7:00 am – 5:00 pm
Saturday, April 9	7:00 am – 5:00 pm

### General Information

Conference badges must be worn at all times for admission to conference activities. Badges are not transferable. Misuse or fraudulent use of a badge can result in confiscation or a meal charge being placed on your hotel account.

Your conference registration fee includes: admission to conference sessions, the Organizing Exposition, the Networking Suite, Welcome and Meet-the-Leaders Reception on Wednesday, the Thursday Exhibitor Reception, and the luncheons. Pre-conference workshops require payment of an additional fee.

Unregistered guests are not permitted at meal functions, in the Exposition Hall, or in the Networking Suite. A guest badge must be purchased for food and social events included in the conference registration fee. Conference attendees are prohibited from displaying promotional materials in any areas of the conference hotel or convention center.

The NAPO conference is smoke and fragrance free. Infants and children are not allowed in sessions, the Exposition Hall, or the Networking Suite. Cell phones, pagers, and typing devices must be turned off during sessions.

Please wear business attire at the 2011 NAPO Annual Conference and Organizing Exposition.

## 2010 Exhibitors

Stop by this year's Organizing Expo to meet with the leading vendors in the organizing industry.

1StopBox	ListPlanIt LLC
1-800-GOT-JUNK?	Major Mom
A Red Bench	Monkey Bars Garage Storage System
All Bright Ideas/SendOutCards	NACKit!
Blis: Best Life Information System	NAPO 2011 Annual Conference & Organizing Exposition
Board of Certification for Professional Organizers (BCPO)	NAPOsure.com
Brother International Corp.	National Association of Senior Move Managers
Card Memories Inc.	National Study Group on Chronic Disorganization
CareBinders LLC	Neatfreak Group
Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD)	Organization Rules Inc.
Cindy Glovinsky, LMSW, ACSW	Organize with Sandy
Clear & Simple Inc.	Organized A to Z.com
Clever Container	Organized Greetings
Closet Factory	Organizing For A Living
ClosetMaid	Planetsafe Planners
ClutterFreeBox	Practice Pay Solutions
College Hunks Hauling Junk	Prepario Products LLC
Coach Approach for Organizers	Purse Perfectioner®
Debbie Stanley's Books Etc.	QuickCycle Consulting LLC
Discover Organizing/Clearly Noted Cards	Rubbermaid
Duffy Organizer	SC Johnson & Son Inc.
Dymo	Securita
ElizabethHagen.com	ShelfGenie
eSMMART	Smead Manufacturing Co.
Esselte Corporation	Solutions for Photos – Business Opportunity and Personal Photo Organizing Service
Extraordinary Organizing	Starkey International Institute for Household Management
FileHeads/Squall Press	StorageByTheBox.com
FranklinCovey Products	The Container Store
FreedomFiler	The Neat Co.
FreedomFiler	The Spatial Specialist
Gladiator® GarageWorks by Whirlpool Corp.	Time Timer LLC
Green Square Publishing	UniKeep LLC, a Univenture Inc. Company
Harold Taylor Time Consultants Ltd.	Ziploc Brand—
Jibidee!	S.C. Johnson & Son Inc.
KC Streamline Concepts	
Laura Leist – Eliminate Chaos	
LeeLogic Inc.	
Legacies & Lifelines	
Legacy it™	
Life Uncluttered—Sort, Purge, Organize!	



**NAPO 2011 Annual Conference and Organizing Exposition**  
TOWN AND COUNTRY RESORT & CONVENTION CENTER • APRIL 6 – 9, 2011

Please print legibly

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Name as it should appear on conference badge (first name only) \_\_\_\_\_

- Check here if this will be your first NAPO® Conference       I want a Conference Buddy       I want to be a Conference Buddy

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Emergency Contact Person (required) \_\_\_\_\_

Emergency Daytime Phone \_\_\_\_\_ Emergency Evening Phone \_\_\_\_\_

To register: Make your selections in the boxes below, add the subtotals, and indicate the total amount where indicated.

**Conference Registration – April 6-9, 2011**

	Early Bird Before 3/7/11	After 3/7/11	On-Site
<b>I. Full Conference Registration</b>			
<input type="checkbox"/> NAPO® Industry Member	\$535	\$610	\$635
<input type="checkbox"/> POC Member	\$535	\$610	\$635
<input type="checkbox"/> NASMM Member	\$535	\$610	\$635
<input type="checkbox"/> NSGCD Member	\$535	\$610	\$635
<input type="checkbox"/> NAPO Industry Member - Provisional	\$482	\$557	\$582
<input type="checkbox"/> Join & Register (Provisional)	\$682	\$757	\$782
<input type="checkbox"/> Non-Member	\$735	\$810	\$835
Subtotal \$	_____		

**II. One-Day Conference Registration**

Please indicate day:  Thursday  Friday  Saturday

<input type="checkbox"/> NAPO® Industry Member	\$310	\$385	\$410
<input type="checkbox"/> POC Member	\$310	\$385	\$410
<input type="checkbox"/> NASMM Member	\$310	\$385	\$410
<input type="checkbox"/> NSGCD Member	\$310	\$385	\$410
<input type="checkbox"/> NAPO Industry Member - Provisional	\$285	\$360	\$385
<input type="checkbox"/> Join & Register (Provisional)	\$503	\$578	\$603
<input type="checkbox"/> Non-Member	\$465	\$540	\$565
Subtotal \$	_____		

**III. Pre-Conference Workshops – Wednesday, April 6**

	Early Bird Before 3/7/11	After 3/7/11	On-Site
<input type="checkbox"/> (PC1) PO-201: Residential Needs Assessment – 8:00 am – 5:00 pm			
<input type="checkbox"/> Member	\$324	\$399	\$424
<input type="checkbox"/> Non-Member	\$374	\$449	\$474
Subtotal \$	_____		

- (PC2) Your Organizing Business Vision – the Neglected Critical Element – 8:00 am – Noon
- (PC3) Compass: Your Roadmap to Business Reinvention – 8:00 am – Noon
- (PC4) The Missing Link – Getting from “To Do” to “Done”! – 1:00 pm – 5:00 pm
- (PC5) Advanced Social Media Marketing: Beyond a Facebook Fan Page – 1:00 pm – 5:00 pm
- |                                     |       |       |       |
|-------------------------------------|-------|-------|-------|
| <input type="checkbox"/> Member     | \$174 | \$249 | \$274 |
| <input type="checkbox"/> Non-Member | \$224 | \$299 | \$324 |
| Subtotal \$                         | _____ |       |       |

**Conference Sessions**

Reserve your space by completing the codes

**Thursday, April 7**

2:45 pm – 4:15 pm Concurrent Session 1 - \_\_\_\_\_

**Friday, April 8**

9:00 am – 10:30 am Concurrent Session 2 - \_\_\_\_\_

3:45 pm – 5:15 pm Concurrent Session 3 - \_\_\_\_\_

**Saturday, April 9**

8:30 am – 10:00 am Concurrent Session 4 - \_\_\_\_\_

10:15 am – 11:45 am Concurrent Session 5 - \_\_\_\_\_

1:45 pm – 3:15 pm Concurrent Session 6 - \_\_\_\_\_

**Optional Events**

**Thursday, April 7**

4:30 pm – 6:30 pm Golden Circle Networking Meeting & Reception  
 (for Golden Circle members Only)

**IV. Guest Pass**

A guest pass is for a guest accompanying a conference registrant. It includes admission to the Organizing Exposition, Networking Suite, Wednesday and Thursday Receptions in the Exposition hall, Thursday box lunch, Friday and Saturday luncheons.

Badge Name \_\_\_\_\_

Number of guests \_\_\_\_\_ @ \$250 each Subtotal \$ \_\_\_\_\_

**Print copy of Digital Program Book**

Quantity: \_\_\_\_\_ @ \$20 each Subtotal \$ \_\_\_\_\_

**Grand Total \$** \_\_\_\_\_

**Payment**

If payment does not accompany this form, your registration will not be processed.

- Make check payable to NAPO®
- Checks not in US funds will be returned
- A charge of \$25 will apply to check returned for insufficient funds

MasterCard       Visa       American Express

- Check enclosed CK# \_\_\_\_\_
- If rebilling of a credit card charge is necessary, a \$25 processing fee will be charged
  - In the event of a miscalculation, I authorize NAPO® to charge to my credit card an amount NAPO® reasonably deems to be accurate

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name (Please print) \_\_\_\_\_ Signature \_\_\_\_\_

**Thank you for your registration. Tax ID 31-1601644**

**Three (3) Easy Ways to Register**

**Mail**  
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Mt. Laurel, NJ 08054

**Online**      **Fax**  
www.napo.net      856-439-0525

- If you fax this form, please do not mail the original.
- Fax and online orders accepted only with credit card payment.

**Cancellation Policy**

- NAPO® will refund the registration fee, less a 20% administrative fee, for a written cancellation request received no later than March 7, 2011. Send requests to [napo@napo.net](mailto:napo@napo.net). No refunds will be made for cancellations received after March 7, 2011.
  - NAPO® reserves the right to substitute faculty or to cancel or reschedule sessions due to low enrollment or other unforeseen circumstances.
- DO NOT include my contact information on the attendee list.

**Special Requests**

In compliance with the Americans with Disabilities Act, NAPO will make all reasonable efforts to accommodate persons with disabilities at this event. For information, contact NAPO at [napo@napo.net](mailto:napo@napo.net).

♿ I will require special assistance.

🍴 I have dietary restrictions, please explain \_\_\_\_\_

**Luncheons**

- I will attend the Annual Membership Luncheon on Friday, April 8
- I will attend the Awards Luncheon on Saturday, April 9

# Save the Dates

**Hilton Baltimore**  
Baltimore, MD  
March 21-24, 2012

**Sheraton New Orleans**  
New Orleans, LA  
April 17-20, 2013

**Westin Kierland Resort & Spa**  
Scottsdale, AZ  
May 28-31, 2014

**Westin Bonaventure  
Hotel & Suites**  
Los Angeles, CA  
April 15-18, 2015

**Sheraton Atlanta**  
Atlanta, GA  
May 18-21, 2016



**The Organizing Authority®**