Volume 5, Issue 3

July, 2011

San Diego Statement

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

July is:

- National Recreation and Parks Month
- Bereaved Parents Awareness Month
- Smart Irrigation Month
- National Make a Difference to Children Month
- Parents Day - July 24
- Herbal & Prescription Awareness Month

Inside this issue:

From the President's Desk

Sue Crum, Chapter President,
the R.E.D. team - Reinventing Everyday Designs

Sue Crum

On June 2nd our new Board of Directors held a Strategy Planning Day. Special thanks to Lyn Santina for hosting this event at her beautiful home. We had a full day of getting to know each other better, learning about National's Strategic Plan 2010, understanding the responsibilities of our new positions and discussing potential goals for the chapter for the upcoming year.

A copy of National's Strategic Plan is now available for check-out from our library. Copies will also be placed on the tables at meetings for your perusal as well.

National's Strategic Plan is comprised of three areas: Membership, Marketing, and Management. At our planning day we spent time discussing these components and how they relate to our chapter.

In the coming months we will be sharing with you our specific goals for 2011-2012. In the meantime, be thinking of how best you can contribute to the chapter with the gifts and talents you have or the new areas you wish to develop. We are a chapter of 39 members and if each of us is willing to contribute in some way, large or small, we can have a fabulous year.

Wishing all of you a sensational summer. Whether you have travel plans or folks coming to visit you or perhaps neither, but decide to participate in a "staycation", love every minute of it.

Ready or not – Here Comes Summer! Enjoy!

The *San Diego Statement* newsletter will not be published in August and September. Look for an exciting and information-packed issue on October 1st. Enjoy your summer!

NAPO-San Diego Leadership
Board of Directors
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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

Don't get stuck without your reusable grocery bags again. As soon as you unload groceries, put the bags right back in your car or on a designated hook by the door.

Use an accordion file folder to organize your glove compartment. Store your car insurance, registration, manuals, and maps in a neatly bound holder to avoid an avalanche of papers every time you open the glove compartment.

Clear View.
Storing bulk pantry items in same-shape containers saves space, but what to do with the cooking directions? Attach clear adhesive pockets to the outside of the containers; then slip in the information.

Did You Know...

The average person today receives more information on a daily basis, than the average person received in a lifetime in 1900.

40% of the solid mass that makes up our landfills is paper and paperboard waste.

700,000 to 1.4 million Americans may have compulsive disorder syndrome - difficulty in throwing away anything for fear that they may need the items later.

Working With The Media

How utilizing the media can help drive business and the organizing industry forward

by Jodie Watson, Supreme Organization

Jodie Watson

I really enjoyed presenting my *Working With The Media* workshop session at the NAPO 2011 Conference this past April. Our industry is growing at a rapid rate and the media plays a huge role in driving that growth, and bringing exposure to what we do as organizers and productivity specialists.

Having arrived at organizing from an acting background, you would think that when my first television media opportunity came along I would have been cool, calm and collected. You would think, wouldn't you? But that's not quite how it played out in reality. The night before shooting the first episode of Real Simple. Real Life. for the TLC network, I didn't sleep a wink. Going from working quietly one-on-one with a client to a mass audience of hundreds of thousands of people was…well, just a "little" scary.

Thankfully, the day dawned and, sleep deprived though I was, my television experience and organizing knowledge kicked in and helped me sail through that first day.

It got me to thinking though how nerve-wrecking it must be if, as an organizer with no prior media experience whatsoever, an opportunity comes your way. How do you present yourself and the information you want to get across in the best possible light, whether it's on camera, in print or on radio?

Let's say you are driving along in your car and a call comes in from a journalist interested in interviewing you for a national magazine. Excited though you may be it's important that you buy yourself some time in order to prepare for your interview. First, find out what their deadline is. If you can't make their deadline, there's no point wasting their time. However, if you can make the deadline, you might want to pull over so you can take some notes. Ask what the publication or website is, what would they like to interview you about, how long is the piece, who is their audience, etc.? Get their name and email address. Let the journalist know you are delighted they called you and you are definitely interested in contributing to their piece.

Now comes the important part. Explain that you are tied up for the next hour or so, and arrange a time to call them back and do the interview. It could be the same day or the next day. Whatever works for the both of you within their editorial deadline. In the meantime, ask them to email you their questions so that you can look over them before the interview. They won't mind doing this, so definitely ask. Buy yourself as much time and gather as much information as you can so that you can prepare well and give a great interview.

Ask how you will be credited for your contribution. The minimum you should expect is your name, company name and/or link to your website. You can find out if there is room to include your headshot, company tagline, or a short description of your services. Often there won't be, but it doesn't hurt to ask.

Even though you will be contributing material to an article in a magazine, you do not own any rights to it as it will appear in the magazine. The media outlet – the company behind the publication of the magazine – is creating their own exclusive content. They have paid for it in terms of staff time, expertise and other resources. Therefore, they are the owner of the material. If they wanted to, they could sell that content to another media outlet. It's theirs to do whatever they want with it.

In order to reuse materials that feature you or your freely given content, you need to ask for permission. It's always best to ask before you do your interview so that you are clear as to whether or not that will be okay. Let them know that you will only use the materials for your own portfolio or public relations purposes.

As you prepare for your interview, read through their questions and draft up your message points. Do your best to give them original, unique, and inter-

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Working With The Media

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esting information. Plan on keeping your answers concise and be ready to sum up what you want to say concisely.

When you give your interview, choose a quiet location where you won't be interrupted or distracted. Use a landline, not your cell phone and if you have call waiting be sure to turn it off for the duration of the call. Have your notes in front of you so you can be sure and hit all the points you want to cover. It also helps to have a pen or pencil handy so you can jot down any thoughts or tips you think of once the interview is underway.

If you are nervous about speaking to a journalist, here are three things to bear in mind that will help you to keep a clear head and relax during your interview:

1) Know your **CONTENT** – trust and rely on your knowledge and the preparations you have made. Have your talking points rehearsed and prepared, but don't memorize them. You want to be able to go with the flow of the interview and not be thrown off if they ask a question for which you haven't prepared.

2) Have **CONFIDENCE** – remember you are an authority on your subject, you know what you are talking about, and you are providing valuable information to the readers of the magazine.

3) Be **CONVERSATIONAL** – don't read off your talking points like a list. You want to interact with the journalist, use their name, and personalize where possible. Engage in the interview by listening and responding to their questions just as you would during any conversation.

Once you've completed your interview, let everyone know about it. Email friends, post on your website, Facebook, LinkedIn, Twitter pages, and blog about it. Announce when the issue you will be appearing in will be out. Send out two to three reminders in the days leading up to the event. Don't be shy about this. It's awesome to have had this opportunity and you want to get the word out there.

When the publication comes out, buy a copy (or a few copies) for yourself. Scan the article into your computer so you will have it for your own records. If you have permission to reuse the article, cut it out and reformat it in such a way that it only highlights the information you want. Take the cover page of the magazine, or just the masthead, and the pages your article appears on. Block out any other information on the page that doesn't pertain to your article. If multiple experts have contributed to the piece, use a highlighter to bring attention to your name where it appears in the credit line. Don't forget to add the credit to your bio and a link to the article on your website.

When you appear in the media, you are representing yourself, your business and the organizing industry at large. Be equipped and ready to tackle the media head-on with confidence. Don't allow nerves or inexperience to hold you back. Go for it. Make the most of every media opportunity. Utilize the media attention you receive to build your business and continue to drive the organizing industry forward.

Jodie Watson is the Founder and President of Supreme Organization (www.supremeorganization.com) and a member of the Los Angeles Chapter of NAPO. She can be reached at 818-590-7800 or jodie@supremeorganization.com.
NOTE: Jodie Watson presented a "Working With The Media" workshop at the 2011 NAPO Conference in San Diego, CA.

Things come to those who wait,
but only the things left by those who hustle.
~ Abraham Lincoln

Managing Expectations: Both Clients' and Your Own

by Standolyn Robertson, CPO®, CRTS, Things in Place

Standolyn Robertson

The woman who called yesterday had mustered a lot of courage to pick up the phone and admit she needed help. The man who called today had never even heard of a professional organizer until a week ago. Neither of them really knew what to expect when they called. How can we pave the way and begin to build trust?

Every time we begin working with a client, we embark on what is, for them, a new road, a new perspective on an existing situation. The need to manage expectations—theirs and ours—occurs from the moment we start down that road. The client's underlying assumptions may announce themselves with a red flag, or they may be less obvious and need to be anticipated. Either way, dealing with expectations is not about manipulating clients into doing things they don't want to do. Nor is it about making them think about a project "my way." It is about using our knowledge and expertise to foresee and sidestep roadblocks, revise unrealistic timelines, and debunk myths.

The Client's Expectations of the Organizer

The first step is to get your client's expectations out on the table. Achieving this involves a lot of listening, then some talking, followed by more listening. Give clients a chance to reflect on and voice their notions of what you can do for them. As you talk through all aspects of the project, weave in questions like these:

1. "What do you know about the organizing profession?" Listen for clues suggesting they see you as a miracle worker or savior. Spell out, realistically and specifically, what you expect to deliver.
2. "Have you worked with a professional organizer before?" No need to dwell on past experiences. Use the answer—*yes* or *no*—as an opportunity to explain what they can expect from this relationship.
3. "What does the finished product look like to you?" The answer should give you a picture of what they expect. Maybe it matches what they've seen on television. Before you start, address the realities of redecorating, carpentry, and furniture. Align their expectations with the scope of the project and their budget.

Be kind and matter-of-fact as you reset expectations. You need to be heard, but your goal is to tuck in a little reality, not take away hope. As the relationship builds, continue to test assumptions and perform reality checks by restating what you hear, then asking, "Did I get that right?" or "Does that make sense to you?"

The Organizer's Expectations of the Client

Seasoned organizers know that it pays to take time to reflect on their own expectations as they go into a new project, even if the client isn't a new one. Managing those expectations and challenging our underlying assumptions empowers us to do the same for our clients. It also reminds us that just because we can keep our own ducks in a row doesn't mean we automatically have all the answers for a particular client's project. Misplaced expectations cause frustration with what we perceive as a client's lack of progress. Those feelings have more to do with us than with them.

When I first started organizing, I observed a hornets' nest of a filing system lying on a new client's kitchen counter. Without even asking her, I assumed that "fixing it" was high on her priority list. It took some discussion to discover that she was proud of her countertop system, which she felt met her needs just fine. By focusing on the wrong thing, I had missed an early opportunity to address what was really bugging her. Over time she tweaked her filing system, based on our work.

Patience is now a key part of my organizing bag of tricks. Lessons learned:

1. Never assume what "organized" looks like for the client.
2. Develop skill in keeping the focus on the client's goals, not your own. It helps to read, take classes, and attend conferences.
3. Recognize that we organizers are human. Keep your expectations for yourself real. And know that sometimes to grow, you need to let go.

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Managing Expectations: Both Clients' and Your Own

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Expectations of the Team Process

Projects are collaborative, so the organizer and client need to agree on process. Success starts with getting all expectations out onto the table before the first appointment. Prepare an action plan for that first visit, and walk the client through it from start to finish. During the first 15 - 20 minutes, usually I tour the property with my clients. Doing this lets me make observations, scout for new storage possibilities, and begin to formulate a strategy. On the second visit, we jump right into the project.

Managing clients' expectations of the team process requires awareness of clients' emotions, especially during that first appointment. Organizing can be a daunting, even overwhelming, experience. Some clients resent needing outside help to organize their stuff. Be realistic in your expectations of how you can manage their emotions. Remember, for example, that you are not their therapist, no matter what your level of expertise. But do continue to polish your skills as an organizer. Doing this will better prepare you to handle emotions and boundary issues.

Throughout the relationship, gentle persistency goes a long way toward managing process-related expectations. Two of the most common problem areas are staying on track and ending the visit. I may enjoy hearing stories of a client's 1980 Summer Olympics pin collection, but I need to say, "If we're going to have the spare room ready for next week's houseguest, we need to refocus." This is one of the hardest things for clients to do for themselves. Most of them are appreciative when I pay attention to how we use session time. I also let my clients know how the session is going to end (i.e., by walking through a "show and tell," during which we list accomplishments; reviewing how the system works and can be sustained; and, finally, setting up the next appointment and settling the payment). It's a routine we both come to expect and look forward to. The benefit to clients is in gaining a sense of closure. The bonus to me is a clean end to the session. I get to leave on time instead of sitting around chatting after the session is finished, and I've been paid.

I offer you two tips:

1. Tell clients they can count on you to keep the project scope in mind and help them stay focused. Then be conscientious about doing just that. If a client is determined to tell stories that derail the process, ask the client to choose between getting back on track and taking a new path.
2. Develop transition techniques, including a standard routine for ending sessions. Explain it to your clients before you even get started, so you both begin with the end in mind. We are, after all, businesspeople. Being in a helping profession doesn't mean ignoring the relationship between time billed and time spent.

In the words of George Bernard Shaw, "Conduct is influenced not by our experience, but by our expectations." Whether those expectations are "yours," "mine," or "ours," success in managing them requires clear, two-way communication. It begins with the understanding that our clients need and want to be heard, continues with patient education and guidance, and is cemented by the example we set.

Source: *NAPO News*
August-September 2004

Standolyn Robertson, CPO®, CRTS, founded Things In Place (www.thingsinplace.com) in 2000. She is a Past President of National Association of Professional Organizers (NAPO), a member of Institute for Challenging Disorganization (ICD) and a member of National Association of Senior Move Managers (NASMM). You can contact Standolyn at 781-893-8477 or info@thingsinplace.com.

NOTE: Standolyn Robertson, CPO®, CRTS, presented a "Managing Clients' Expectations" workshop at the 2011 NAPO Conference in San Diego, CA.

Return unwanted stuff. As soon as you realize a purchase was a mistake, put it back in the bag with the receipt and put it in your car. The longer it sits in the house, the more likely you'll lose the receipt–and the money.

Exciting Opportunities

NAPO and FedEx

NAPO has teamed up with FedEx® to help you save money. NAPO members receive special savings* on select FedEx® shipping services. Discounts include:

- Up to 21% on select FedEx Express® U.S. services
- Up to 15% on select FedEx Express international services
- Up to 12% on select FedEx Ground® services
- Up to 10% on select FedEx Home Delivery® services

If you create your shipping labels online using FedEx Ship Manager® at www.fedex.com, you can receive an additional 5% discount on eligible FedEx Express shipments. There is no cost to enroll in the FedEx Advantage® Program and there are no minimum shipping requirements.

To create a new FedEx account or enroll your existing account in the FedEx Advantage® Program:
CALL: 1-800-MEMBERS (1.800.636.2377, 8 a.m. - 6 p.m. EST M-F)
VISIT: www.enrolladvantage.fedex.com/5937 - enter passcode 7BYXKS

*FedEx shipping discounts are off standard list rates and cannot be combined with other offers or discounts. Shipping discounts are exclusive of any FedEx surcharges, premiums or special handling fees and are not available to package consolidators. Eligibility for discounts subject to FedEx credit approval. Eligible services subject to change. Base discounts on FedEx Express® are 15%-21%. An additional 5% discount is available for eligible FedEx Express shipments when you ship online at fedex.com.

NAPO, in cooperation with Soles4Souls®, is excited to announce the kick off of the World Wide NAPO Challenge!

What is the NAPO Challenge?
The NAPO Challenge is a world wide program developed between Soles4Souls® and NAPO members to encourage their communities and clients to clean out their closets and donate gently worn footwear for a good cause. Participants can collect as many shoes as possible between June 1, 2011 to January 31, 2012 for a chance to win a trip for two (2) to join Soles4Souls® on one of their upcoming Haiti distribution trips*! **(*Winner must provide airfare to Miami).** To learn more about Soles4Souls® visit their website at www.soles4souls.org.

How does it work?
Sign up for the NAPO Challenge and collect shoes! It's just that simple. Soles4Souls® will send you boxes and materials, all you need to do is collect shoes and send in your tally weekly! (Program open to both Chapters and individual participants). ****NOTE: Participants will be responsible for costs incurred to ship their collected shoes to the Soles4Souls® distribution facility.****

To sign up go to http://www.soles4souls.org/get_involved/napo_challenge.html
For more information, please contact Nicole Langford at Nicolel@giveshoes.org.


Teresa Luetjen-Keeler

What Our Things Say About Us; What Our Fights Say About Our Relationships

by Teresa Luetjen-Keeler, MA, Orella Associates, LLC

Almost three decades ago, two social scientists (Csikszentmihalyi & Rochberg-Halton) asked families in the Chicago area to name the special objects in their homes. The list looks surprisingly similar to what Professional Organizers might elicit from their clients today: furniture, art, photographs, books, electronics, musical instruments, and dinnerware. What made these items so special was their ability to make a home comfortable, portray a certain income or lifestyle, depict personal memories and relationships, represent past achievements and successes, and connect to one's cultural or religious heritage.

The things in a house tell a story about each person living there, as well as the family as a whole. Some items are functional, serving a specific purpose for a particular task. These items, whether tin cookie cutters, a rocking chair, or a plaid afghan, tell of our habits and our hobbies, as well as our culture and our family. Other items are symbolic, creating an image of who we are or reminders of life events. These items can include a trophy from Little League, a playbill from a Broadway show, or commendation medals from the Air Force. But whether functional or symbolic, each item has diverse meanings and qualities to the different people in the house.

Let's consider two items: an apple corer and a tricycle. An apple corer is a simple, functional item – it does just what it is designed and nothing more. But therein lies the problem. Some like and appreciate its simplicity, while others want it to slice or peel the fruit as well. Who got to decide which version you have in your house? Was that decision based solely on function or was it also a consideration of cost? Who does the baking and lunch packing at home? Who controls the finances in the family? That apple corer is now a more complex object.

What about the tricycle? Yes, it is a functional item that can get a young child from one place to another, but what about its symbolism? For the 40 year old man cleaning out his parents' garage, maybe it serves as a reminder of his childhood. That tricycle gave him his first taste of freedom and of speed. On summer days, he and his young friends raced around the neighborhood on their colorful trikes … and with it he found glory as the frequent winner of those races. Does he donate that item or save it for his own children? Would his parents or his spouse agree with his decision? What happens if they don't? That's when conflict ensues.

Conflict is very common in our personal relationships. We fight over which TV program to watch, who should cook dinner, or why an older sibling is so immature. Conflict happens because we having difficulty trying to accomplish a particular task, figuring out relational roles and norms or alleviating personal differences. The difficulty is that we are often try-

ing to do all of these things at once. Researches call this a "multiple goals perspective;" the rest of us just call this life.

While we are trying to get our fourteen year old daughter to clean her room, we are also trying to maintain our authority as a parent, preserve our image as a good housekeeper, and avoid a screaming match with a hormonal teenager. At the same time, she is trying to assert her independence, determine her place in the family relative to her parents and her siblings, and survive the social experiment called high school. The task, which at one level might seem so simple, becomes a power-play between parent and child over all of the various goals that each is trying to accomplish.

Broadly defined, power is the capacity to provide or withhold relational rewards. In relationships, those that have power can directly or indirectly maintain control over those that lack it. This impacts how we feel about ourselves and our family members: are we satisfied in our relationship, do we feel respected for what we

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What Our Things Say About Us

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contribute, or do we trust what the other says? If the answer to all of these questions is "Yes," we will fight less often and fight more fairly when we do.

However, feelings of power imbalance or relationship uncertainty can be masked by fights over things in a house. Issues over stuff really can be a matter of displaced conflict. A husband and wife arguing over the mail left on the counter could really be overwhelmed about their upcoming retirement. A sister and brother fighting over the soup tureen in mom's china cabinet could really be struggling with old issues of jealousy and favoritism. A husband and wife arguing over the tools in the garage could really be besieged by questions of respect and control.

Unfortunately, as Professional Organizers, we may never know. We act as coaches who encourage our clients to see future possibilities, rather than therapists who assist their clients in better understanding the past. "Objects affect what a person can do, either by expanding or restricting the scope of that person's actions and thoughts" (Csikszentmihalyi & Rochberg-Halton, 1981). And because what a person does is largely what he or she is, objects have a way of influencing the development of our self and our relationships. As professionals, we should be aware of potential, deeper reasons for conflict between clients. Those reasons are often not the things themselves, but rather the relationships with those things and the people involved.

Teresa Luetjen Keeler, MA, is President of Orella Associates, LLC (www.orellaassociates.com). Orella Associates offers life planning, relocation analysis, and conflict resolution services to individuals and families in transition - those facing layoff, retirement, or illness - who are wondering where to live or what to do next. Contact Teresa at 908-403-7319 or info@orellaassociates.com.
NOTE: Teresa Luetjen-Keeler, MA, was scheduled to present a "When It's About More Than "Stuff"—Addressing Couple Conflict During Residential Organizing Projects" workshop at the 2011 NAPO Conference in San Diego, CA. However, the session was cancelled.

Reduce kitchen paper.
If the average family uses 1½ rolls of paper towels a week at $1.25 a roll, you're paying at least $98 a year for disposable towels. Reduce that to one roll a month by moving the towels from the counter to a cupboard or shelf that's not quite so convenient.

Also, give reusable cloth or microfiber towels a try (just throw them in the laundry instead of the trash). The cost of washing towels is negligible when you toss them in with your regular laundry. Savings = $83.

NAPO Education Classes

July 11, 18 & 25 and August 1	PO-201T Residential Needs Assessment (4-Part Course)
July 13	PO-404W Power of Multiple Income Streams and Other Business Models
August 10	PO-001W Introduction to Professional Organizing
August 17, 24, 31 and Sept. 7	PO-102W Fundamental Organizing Principles (4-Part Course)
August 25	PO-206W Project Management for Professional Organizers

Visit www.napo.net for more information on these teleclasses and webinars.

Organizing Beyond Your Own Personality Style

by Jennifer Sedlock, Jennifer Speaks!

Jennifer Sedlock

Did you make it to this session in April at the NAPO Conference? There were so many wonderful choices and fabulous keynote speakers too! I hope you all had a wonderful Conference and found a few great ideas from every room you entered!

As for us personality organizers….we spent our time figuring out Extraverts (E) from Introverts (I) which boils down to where we get our energy (from people or from down time?). Then we took a look at whether we (and our clients) are Intuitive (N) people who see the big picture and future as well as "possibilities" or whether we are Sensors (S) who focus more on the details and "here and now" practical side of things., the definition being of how we receive information and process it. Third, we looked into whether we were decision makers who base their decisions on Thinking (T) kinds of areas (lots of data, impersonal, logical and reasonable) or make decisions relying more on the Feeling (F) areas (how it will impact the people, everyone involved and IT IS personal!). Finally, we decided whether we are Perceivers (P) who like to live life spontaneous, wait and see, open ended, or to live like Judgers (J) who like things organized, punctual and love lists to check off. If anyone couldn't decide I suggested he/she was likely perceivers then (keeping it open!).

We did activities with each area and although some people even got ruffled, and others laughed their heads off, we all learned so much more about ourselves, our clients and coworkers, and families!

We had a room full of all four dichotomies of areas of preference with all eight characteristics represented forming all 16 Myers-Briggs Types! Along the way, the organizers learned more about whom their clients are and what might work best to organize them. In addition, we learned how to deal with our families, friends and others who can be our direct opposite in one area and drive us nuts at times!

So, if you missed out on all the fun (or just want to relive it to learn more) – I have an offer for you! If you go to my website at www.jenniferspeaks.com you can get a FREE download of a program if you purchase any other program for just $20 on CD or $15 for a download. There are many other titles such as "Understanding Your Child's Personality" or "Being a Mom and a Wife and Still Having a Life" to "Running Toward Your Dream" and 15 more titles, so there's certainly one you'd be interested in! Some are great for gifts too! You can choose which one on the "Shop Now" page – so you get the FREE download program: "Vision, Plan, Action – Where are you Getting Stuck?" This program will help you with a plan to get you to your dreams and goals much faster! There are tools to help you get "unstuck" at any of the three stages, so you can get on with your plan and purpose! The journey is half the fun, but the destination can be so rewarding for most of our goals!

Also, for any of you interested in hearing more about any of this and current news join my free newsletter on the website! So, check out my site now to see what your favorite is, then, after you place your order, email me for the location of the free download! I will email you back with the link!

Please also don't miss all the great information and free articles and handouts, on the entire dedicated page on my site called "Myers-Briggs." You'll find thesis research to all kinds of products put out by CPP and links to other material! Enjoy and keep searching for how to better serve your clients through understanding their needs and personality. What's in it for them? WIIFT? What will work best for them to recall where they organized things or how to keep them that way?

Have a fabulous summer and I hope to keynote for you one day…maybe even in Baltimore? Take care and get to the ***heart*** of it no matter what you are doing!

Blessings and Keep it Sunny!

Jennifer Sedlock of Jennifer Speaks! (www.jenniferspeaks.com) is a professional speaker, author and corporate trainer. She has served over 100 organizations over the past 14 years in Leadership, Communication and Teamwork. Contact Jennifer at 760-635-3305 or Jennifer@jenniferspeaks.com.

NOTE: Jennifer Sedlock presented an "Organizing Beyond Your Own Personality Style" workshop at the 2011 NAPO Conference in San Diego, CA.

Do You Have What It Takes?

by Sheila G. McCurdy, CPO®, clutter STOP®

Sheila G. McCurdy

Do you think being an entrepreneur is as easy as falling off a log? Guess again! While owning your own business does give you the freedom to go and come as you wish, it also ties you down for extended work hours you never would have agreed to in a corporate job. Think carefully about the following paragraphs.

The responsibilities to keep your business going are multi-faceted. All at once you have to know about finances, marketing, customer service, public relations, and how to "work a room" when networking.

Although you are responsible for all these things, you can find help through various networking groups. Among these groups are all the owners of other businesses who can offer the financial, marketing, etc., you will need in order to survive in your business. Never be too proud to let others know that you need help. This does not diminish your expertise in your field.

Generally speaking, entrepreneurs spend untold hours honing their craft. Sometimes it may take 2, 3, 4, or even 5 years before you begin to feel like you are thriving in your business. It isn't because you don't know your craft. It is because this is how long it takes others to view you as stable and steady enough to do business with. And also that long to figure out if you are spending wisely, marketing to your niche market, doing correct public relations, and offering the very best in customer service and products.

If you are working from a home office you also have the responsibility of keeping to regular office hours. It is also important to take breaks and a lunch hour, just as if you were working for someone else. If you want to work strictly from 9 to 5, then you must stick to that time frame in everything that you do. Not too many owners of businesses get to work 9 to 5. It's usually 7 to 10! But the 7 to 10 hours are mixed in with meeting people, going to networking functions, and sitting in conferences or workshops.

One more responsibility that is rarely talked about is your own emotional state. No one wants to do business with someone who is cranky, complaining, or confused as to whether they have what it takes. If you want to own your own business then be prepared to be absolute sunshine and light everywhere you go. Think positively, even in this economic downturn. Do not push yourself on to others at networking meetings. Your job is to find out what others do and how they can help you, or your clients/customers. Throwing cards at everyone is counter-productive to what you are trying to accomplish – that of a positive, well-rounded, happy individual that others like to be around – and to do business with!

Sheila G. McCurdy, CPO®
clutter STOP®
www.clutterstop.com
Certified ADHD Coach and Organizer
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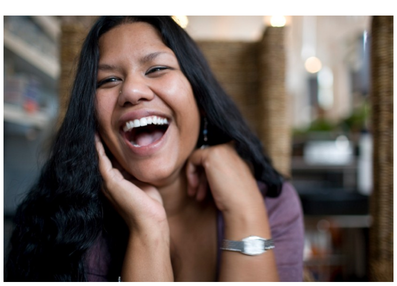
520-572-2244 or 520-822-4036



He who does not get fun and enjoyment out of every day…needs to reorganize his life.

~ George M. Adams

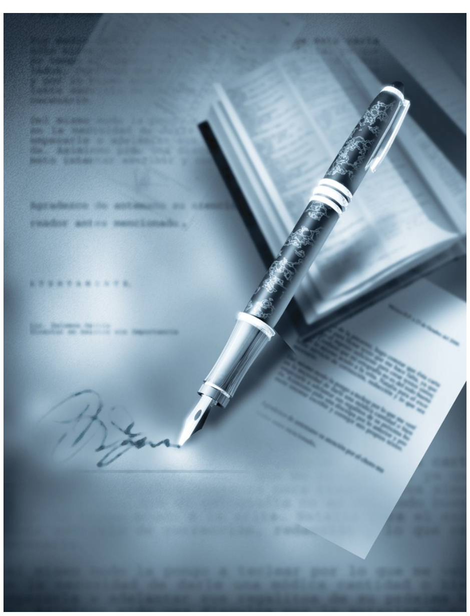
Financial and Legal Clutter –
Help your clients Get It Together!

by Hallie Hawkins, JD, CCRR®, and Shay Prosser, CDFA, CCRR®, Get It Together

Hallie Hawkins Shay Prosser

So many of us have admiration for the way athletes move; smooth, strong and relaxed. The sense of confidence about their bodies and athleticism lends to the perception that they have avoided procrastination and are prepared for their sport. Athletes give tremendous amounts of time and energy to find the most effective workout routines. In an effort to gain the maximum benefit from training and achieve their goals, they search for ways to become stronger and more efficient while staying focused on the task at hand.

Many times they enlist the aid of a coach or personal trainer to help refine their routines. This is useful in identifying weak areas and maintaining focus during difficult times, so they can move on to greater challenges. Once these obstacles are in the past, it becomes suddenly easier to maintain a systematic workout routine with steady progress. Just like a personal trainer gets their clients physically fit, you get your clients organizationally fit.



When it comes to organizing important documents and records it can be a daunting task, even for a professional. This is one area where the paperwork can be overwhelming, but throwing something out accidentally can be detrimental to a client. You help your clients create a system for everything else in their life, but what about their financial and legal records? As much as we would like to keep everything online or in a computer file, these records sometimes require that you have physical copies.

Even if you work diligently to train them to keep the daily junk mail down and file bills regularly, it is still tough to get a handle on certain documents so they can find them when they need them. Items like car titles, birth and divorce records, wills, emergency information, safe deposit box keys, insurance policies, medical records, reports or financial information may be "somewhere" in the file cabinet or in shoeboxes in the garage. The question is: can the client actually put their hands on the document they need when they need it?

Many of these records affect our lives in such significant ways that we need to know where they are, especially during an emergency. If your clients have moved recently, gone through a divorce, had a new baby or purchased a piece of property, chances are you have some documents that accompanied the event. As an organizational trainer, you can provide a great customer service by organizing these documents. And when you use the Life in a Box from Get It Together, you will also provide your client with valuable information about keeping these records updated. By relying on the expertise of Get It Together, you can be the expert document organizer for your client.

The Life in a Box is a system tailored to your clients' needs and will hold all of their legal and financial paperwork in a way that is efficient and can be easily updated. With the Life in a Box your client will also receive a Life in a Box Guide that walks you through organizing their information and stores key names and information in one place. They will also receive How to Get It Together – Today, a book with tips and ideas on how to manage their financial and legal life. The Life in a Box is your tool and you are the expert that can assist your client with document collection and organization.

Don't know all of the answers to financial and legal documentation questions? Wouldn't it be great if a professional document expert was just a phone call away? You are in luck! The experts at Get It Together not only give you the Life in a Box, but they are your go-to resource for financial and legal

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Financial and Legal Clutter

continued from page 12

recordkeeping. Ask the experts, provide the answers your clients need and be an organizing trainer hero!

Financial and legal worries are on the top of many people's minds. A well organized financial life will provide your client with peace of mind and allow them to move on to other life challenges. Just like an athlete in training, your clients will become stronger and more efficient with their documents while looking ahead toward future goals. And they will have you to thank – and refer to their friends!

Hallie Hawkins, JD, CCRR®, and Shay Prosser, CDFA, CCRR®, are Co-Founders and Lead Trainers of Get It Together Workshops (www.get-it-together-today.com). They are experts in getting people to take control of their legal and financial lives. You can contact them at 704-516-4806 or info@get-it-together-today.com.

NOTE: Hallie Hawkins, JD, CCRR®, and Shay Prosser, CDFA, CCRR®, presented a "Get Your Clients Financial and Legal Clutter Together - Today" workshop at the 2011 NAPO Conference in San Diego, CA.

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.

Get in the habit. Do a few small things regularly: Toss clothes in the hamper when you take them off, sort the mail as soon as it arrives, put items back in their proper place after use. Little routines - even obvious ones - do make a difference. Starting with simple habits makes getting organized easier.

Opt Out.

Whenever you join a club, register for a conference, or fill out a form of any sort, tell the organization not to sell, trade, or rent your contact information. You can often do this by checking an "opt out" box on a paper or electronic form. Or, on a website, look for the page that explains how to make this request (it's usually found within the privacy policy).

How to Fast Track Your Business in a Slow Economy

by Sara Pedersen, Time to Organize® LLC

Sara Pedersen

The current economic state of our country can be discouraging – small businesses are suffering. What's a professional organizer to do? It's easy to blame our lack of clients on the hard times, but it's no time to wallow...it's time to get thinking, get a plan, and get working! Here are a few tips to get your business moving in a positive direction:

Stay in touch: Maybe it's not the economy. Perhaps it's just that you haven't reached out to your client list in a while! Make an effort to contact your entire database every single month. An e-newsletter is an affordable way to stay in touch, showcase your expertise, and remind prospects of your helpful services.

Play up the cost-saving benefits: Getting organized actually saves people money in the long run. In your marketing communications, try stressing some of the benefits of hiring a professional organizer, especially the ones that translate to money saved. For example, once clients get organized, they'll know what they already own, eliminating the need to buy duplicate items. They'll be able to buy what they need when it's on sale, rather than at the last minute. You can also help them find the perfect organizing products for their space and lifestyle, so they stop wasting money on containers that just don't work.

Create a special offer: Everyone loves a bargain! Perhaps now is the time to offer a package deal, such as, "Buy 15 hours and receive two free hours," or "10% off any purchase over $200." Or give away your favorite organizing product when your clients book a session this month. If you charge for assessments, try offering a free or reduced-rate assessment to get your foot in the door of prospective clients. Get creative and figure out what will appeal to your target market.

Ask for referrals: Even if your current clients can't afford you right now, they may know someone who can. Contact all past clients and ask if they know anyone who might benefit from your services. Don't overlook your "friends and family" contact list. They'll probably be happy to offer you referrals! Be sure to offer a referral gift (such as a free hour of organizing or a gift certificate to a local store) so your "referees" find benefits in advocating for you. Or consider developing a cross-referral program with a complementary business, such as a housecleaner, realtor, feng shui practitioner, or life coach.

Try a new marketing method: There are dozens of great marketing methods that are free or low cost. Why not add a few new ones this month? Contact your local paper to see if they'll run an article about how professional organizers can help improve productivity. Offer to speak to a group in your target market, such as the local PTA, moms' group, or Chamber of Commerce. How else can you get your face in front of the people that need to know about you and your fabulous services? Brainstorm some ideas, and try a few this month.

Consider a new audience: The same amount of money is still floating around the universe. You just have to do a little sleuthing to figure out who has it! If you've been working exclusively with small business owners (who no longer have funds to hire you), consider doing similar work with larger corporations (who may have much larger employee education funds.) If you've been working as a moving or home staging specialist (in this horrible housing market), consider crossing over to senior downsizing and relocation. Times are changing, but with a little flexibility and ingenuity, you'll be able to come out on top!

Sara Pedersen is a professional organizer and career coach at Time to Organize® LLC. She enjoys sharing her passion for organizing not only with her clients, but with prospective and new professional organizers as well. She has also developed helpful marketing tools for professional organizers, such as client forms, workshop kits, newsletters, and more. Visit her website at www.time2organize.net.

Member Spotlight


Karen doing something she loves to do...running

Karen Lofgren Eade joined NAPO in February, 2008 and NAPO-San Diego Chapter in April, 2011. The name of her business is Organized Interiors. Here are some interesting things that maybe you didn't know about Karen:

Marital Status - married; Mario A. Eade.	**I collect** - magnets from places I have visited.
Places I have lived - I grew up in Phoenix, Arizona, graduated from college in Tucson, Arizona, lived in San Diego for many years, until a brief move to San Luis Obispo, CA. I moved back to San Diego for several years, and just returned from another brief move to a small town outside of Dallas, Texas. Now, we are back "home" in San Diego and loving it!	**Three words that describe me** - compassionate, trustworthy, and loyal. **Best vacation** - our trip to Australia in 2005, where we visited the cities of Melbourne, Adelaide (wine country), Brisbane, and Sydney. **Always wanted to try** - surf. **To relax** - I run.
Proudest accomplishment - graduating from college, obtaining my national certified paralegal certificate and getting married.	**Pets** - no pets at the moment, but we are considering getting a Great Dane.
Work experience - working as a paralegal and as a deputy clerk for various government entities in the San Diego area in criminal law and civil litigation. I also worked as a Deputy Sheriff in corrections on the central coast of California in San Luis Obispo for the local Sheriff's Department.	**Hobbies, talents or special interests** - running, walking, cycling, traveling, and of course, organizing. I have completed seven full marathons, including the Boston Marathon, and several half marathons. I also enjoy helping take care of my three godchildren, including 18 month old boy/girl twins and a five year old.
Favorite food - Greek, Italian and Japanese (sushi). **Worst food** - liver and peas.	**If no longer in your current job, ideal job would be** - be a professional athlete/athletic director/coach.
Favorite music - alternative, modern jazz, 80's music.	**Best "free" thing to do in San Diego** - view the coastline.
I wish I was able to - build a house. **One regret in life** - not getting a master's degree. **In my spare time, I like to** - walk, run, cycle, play beach volleyball, and travel. **Travel anywhere in the world** - New Zealand. **Favorite thing about being a PO** - helping people. **Most challenging part of my job** - meeting people's expectations.	**Why I became a PO** - I became a professional organizer because I truly enjoy helping people. At the time, it was a challenge to find a job in the legal field during our brief move to Texas, so I decided to start my own business by putting my other talents and skills I always had to work. Finding clients was still a challenge, but I was able to assist a few clients and help them achieve some sense of balance, peace and satisfaction. Now I have a sense of balance, peace and satisfaction of being back in San Diego!

Happy Birthday

Sandy Mathews - July 6

Brenda Martinson - July 8

Liz Davis - July 9

How to recycle: egg cartons.
The easiest way to help the earth and mail things safely at the same time? Stop tossing empty egg cartons. Instead, use cardboard or foam ones as buffers for packaging (you can easily cut them to size). You'll never waste money on bubble wrap or padded envelopes again.

Working with Clients with ADHD

by Sue Becker, CPO-CD®, From Piles to Smiles®

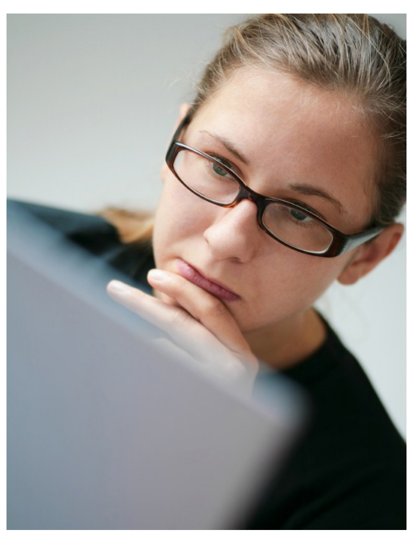
Sue Becker

I love working with people with ADHD – they're typically fun, willing to learn, intelligent and appreciative of the help I give them. ADHD is often misunderstood and even dismissed as not being real, so I'd like to provide a bit of information about it, as well as some suggestions about how to work with this population. ADHD stands for Attention Deficit Hyperactivity Disorder, but the official abbreviation of ADHD is used whether or not someone has the hyperactivity component. ADHD is a neurobiological disorder characterized by impulsivity, inattentiveness, and in some cases, hyperactivity.

At one time it was thought that children outgrew ADHD, but we now know that many symptoms carry on into adulthood. In fact, many of my clients weren't diagnosed with ADHD until they were adults and their kids were diagnosed – it has the strong genetic link. There is no simple test to determine if someone has ADHD – diagnosis should be done by a professional who specializes in this area and should include a personal history from the patient, collaborative information from friends and family, as well as psychological tests. Other conditions can either look like ADHD or accompany it. These conditions include, but aren't limited to, depression, Bipolar Disorder, learning disorders, and anxiety disorders.

Many of my clients who were diagnosed with ADHD as adults have struggled with some form of substance abuse in their past, whether it be drugs, alcohol, or food. In their cases, and I'm sure many others, this may have been their attempt to stimulate the under-stimulated prefrontal cortex of their brain (a key characteristic of ADHD) and self-medicate a condition they didn't know they had. Many of these clients have had success in breaking their addictive tendencies through 12-step programs like Alcoholics Anonymous or Overeaters Anonymous. They often go through a grieving process when they receive their diagnosis, as they grieve the easier life they may have had if they'd only received a diagnosis earlier in their life. Besides encouraging them to get help from a therapist or counselor when it is appropriate, I support my clients by helping them set up organizational systems that work with their style of thinking.

People with ADHD typically have trouble with categorizing and time awareness – two key components of being organized. No wonder so many people in this population have trouble getting and staying organized! It's not because they are stupid or lazy – in fact, they are some of the hardest working people I know. As with any client, the key is to help them create systems that are logical to them, and that they trust.



Paperwork and time management are the two areas with which my ADHD clients struggle the most, so I'd like to offer a few tips for each.

<u>**Paperwork**</u>

Choose vertical over horizontal. Using a vertical system will allow them to find papers more quickly because they can see more than one item at a time. Desktop file holders, filing carts, filing crates, and step files all provide vertical filing while still keeping things in view rather than tucked away in a file drawer.

Use color to provide visual cues. Establish meaningful yet broad file categories and use colored file folders to distinguish them. For example, financial information might be in green files, medical information in red files, and personal interest information in blue files. Your client will be able to find things quickly by going to the proper color section of their filing system.

Use other techniques to "see" papers when they're filed. If your client still feels uneasy putting papers in file folders for fear of forgetting them, use clear hanging files, project files, or hanging plastic bags to file their papers.

Create a file index that your client can quickly scan to trigger their memory of what files they have. This can help them get over their fear of papers being out of

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Working with Clients with ADHD

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sight and out of mind, and also help prevent them from creating duplicate files.

Time

You can't see or touch it, and that's, in part, what makes time such a challenging concept for my clients with ADHD. In her book, *Time Management from the Inside Out*, Julie Morgenstern gives a great example of comparing a cluttered schedule to a cluttered closet – your day is jam-packed with more things to do than your schedule can hold and tasks are randomly assigned to any available pocket of time, making it hard to see what you have to do in an orderly fashion.

To make their day easier to manage, help your clients determine regularly-scheduled times to handle various categories of tasks. For example, regular times to exercise, do housework, prepare meals, run errands, etc. Then they can get into a routine that helps them fit all of their required tasks into their week. This schedule ("Time Map") is not intended to lay out the specifics of which exercises, household tasks or errands they'll address. Its purpose is to carve out the time for them to do whatever specific things are appropriate on that particular day. It allows them to group similar activities together and easily see what they have to do (similar to an organized closet).

If they find such a schedule seems too restrictive, or fear that scheduling their day will take away their creativity, they can simply use the Time Map as a guide to remind them of what they have to make time for each week. Each day they can determine which category of item they're in the mood to do (e.g., should I make phone calls today or do housework?) and then they can work on the things that fit their mood. Remind them that some days they may have to do things whether or not they're in the mood because they just have to be done. Have them schedule difficult, unpleasant things when they have the most mental energy.

Best wishes in helping your clients with ADHD have less stressful and more fulfilling lives!

Sue Becker is the founder and owner of From Piles to Smiles®. She is Illinois' first Certified Professional Organizer in Chronic Disorganization (CPO-CD®) and is also an ADD Specialist; both of these designations are from the Institute for Challenging Disorganization (ICD). Sue's passion is helping clients with ADHD develop organizational systems so they can grow and thrive in the life they were meant to live. Although she's located near Chicago, she has helped clients around the world using the power of the telephone and Skype.

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.

Productivity Tip

Be decisive and move on.

Every minute spent waffling can slow down your ability to take action. For example, rather than spend six hours researching the best round-trip airfare deal - only to save $25 in the end - give yourself 45 minutes to comparison price shop; then make a decision.

Plan a Trip With Children

Traveling together is one of the most rewarding experiences a family can have. Road-tripping, catching the Big One at the lake and hearing Mom scream on the roller coaster all make it worthwhile. Memories are there for the making - get those bags packed!

1. Choose a kid-friendly destination. Any cruise or resort will likely trump a big-city visit if you've got a child under the age of 5. Most cruise ships and some hotels offer camp-like programs.

2. Consider the perils of jet lag on long-distance vacations. If you don't know how your child reacts to significant time changes, factor this into your choice of destination. He or she (and you) may be up all night and sleepy all day for the first half of the trip. Instead of wasting the vacation, take a shorter jaunt closer to home.

3. Establish the rules of the road before you even leave the house.

4. Create a boredom survival kit for each child: Action figures, dolls, and plastic or stuffed animals for younger kids; books, drawing supplies and handheld video games for older ones. For a long road trip, borrow books on tape from the library or invest in a portable DVD player (starting at less than $200). Or set kids up with their own CD players and headphones.

5. Take advantage of younger children's sleep patterns. Hit the road early so kids stay asleep for the first few hours. Plan for an easy breakfast break. Or drive late at night if you're not exhausted.

Tips: Be prepared for mobile mop-ups with bottled water, napkins, plastic bags for wet clothing or trash, and wet wipes to wipe down surfaces and people.

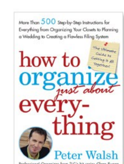
Pack the car the night before to avoid a frantic morning.

Klutz.com offers a wealth of travel kits for all ages.

Warnings: Expect the best, but prepare for the worst. Pack a first aid kit, motion-sickness medication, barf bags and a change of clothes for each child.

If you have a different surname than your child, carry a photocopy of the child's birth certificate at all times as evidence of guardianship.

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



TIP

Remove all items from horizontal surfaces; dresser top, window seat, chaise lounge, and chairs. Select only the most important sentimental items or those that lend to the theme of the room. Reducing displayed items makes a visually pleasing environment and will reduce dusting time.

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

Mark Your Calendar

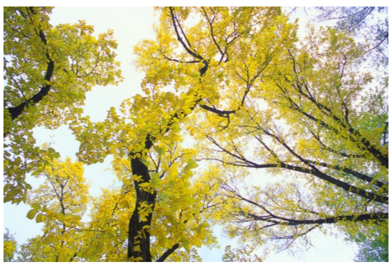
Sun	Mon	Tue	Wed	Thu	Fri	Sat

Monday, July 11, 2011 - 5:00 pm to 6:00 pm - Prospective Organizer Meeting

Monday, July 11, 2011 - 6:00 pm to 8:30 pm - NAPO-San Diego Chapter Meeting

Monday, August 8, 2011 - 6:15 pm to 8:30 pm - NAPO-San Diego Chapter Meeting

Monday, September 12, 2011 - 6:15 pm to 8:30 pm - NAPO-San Diego Chapter Meeting



Any change, even a change for the better, is always accompanied by drawbacks and discomforts.
~ Arnold Bennett

Vacation Memory Jars. You can keep vacation memories a little longer with vacation memory jars. Filled with souvenirs collected on trips, and pictures developed afterward, they are like little worlds that can be visited again and again. Kids can also add to them or rearrange them anytime they like.

UPCOMING PROGRAM
NAPO-San Diego Chapter Meeting
July 11, 2011

National Association of NAPO San Diego Professional Organizers®
The Organizing Authority®

Topic: Socializing and Strategizing!
Speakers: NAPO-San Diego Board of Directors

July's meeting is all about Socializing and Strategizing! This meeting will be catered by Pat & Oscar's and paid for by the NAPO-San Diego Chapter! Come at 6:00 pm ready to be fed a free dinner! This is a members only event.

Please bring either beverages or a dessert to share with your fellow chapter members. The meeting will begin with socializing and learning more about other chapter organizers, followed by a presentation from the new Board of Directors about the strategic goals and direction of the chapter for the year.

NAPO-San Diego Chapter
P.O. Box 1824, La Jolla, CA 92038
Info Line: 760-803-2786
www.naposandiego.com

National Association of Professional Organizers (NAPO)
15000 Commerce Parkway, Suite C,
Mount Laurel, NJ 08054
856-380-6828
www.napo.net

Meeting Information

July 11, 2011, 5:00 pm to 6:00 pm
Prospective Organizing Meeting ($10 for Visitors, as the Chapter meeting following is for members only); $10 fee for members
July 11, 2011, 6:00 pm to 8:30 pm
Chapter Meeting (members only)
6:00 Dinner
Program -
Topic: Socializing and Strategizing!
Speakers: NAPO-San Diego Board of Directors
8:30 Adjourn (optional networking until 9:00 pm)
Location:
Lawrence Family Jewish Community Center
4126 Executive Drive, La Jolla, CA 92037
Phone: 858-457-3030

San Diego Statement Newsletter

Submission Guidelines: Submit text in Microsoft Word attachment and ads and pictures in JPEG file format. Send to Sandy Mathews at helpinghandsetc@yahoo.com. Published monthly, the contents are copyrighted, with all rights reserved.

Deadline: All articles, ads and submissions 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.

Group Mundane Tasks Together. Laundry, groceries, and paying bills can take up huge amounts of time if you dabble in them every day. A better approach is to appoint one time every week or two weeks to devote specifically to these tasks and do them all at once.

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 2¼" x w 3½")	$10.00
1/4 page ad (h 4½" x w 3½")	$20.00
1/2 page ad (h 4½" x w 7½")	$40.00
full page ad (h 9½" x w 7½")	$80.00

Guidelines: The *San Diego Statement* newsletter is published monthly. Ads must be received by 12 Noon on 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 JPEG file (no larger than 300 KB). Additional charge for design/layout work. All ads must be pre-paid. NAPO-San Diego Chapter 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.

Place Your Ad Here