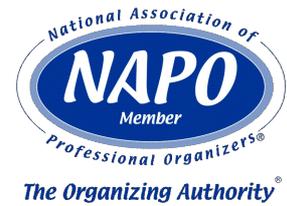


# CONNECTICUT CONNECTIONS



**February 2012**

## **Presidents Message**

Sandra Wheeler

[forpeaceofmind@sbcglobal.net](mailto:forpeaceofmind@sbcglobal.net)

Dear {FIRST\_NAME|NAPO CT Member},



Our January meeting was awesome! From the new meeting location at Eli's (with really good coffee), to the large number of guests in attendance, Judith's always great A-B-Cs of an Organizing Business, and the very inspiring speaker Michael Charest! What a great start to the year.

This month our speaker is the Founder and President of the Association of Personal Photo Organizers (Appo), Cathi Nelson. Through her own photo organizing business, PhotoSimplified, she has been helping people organize their photos for over 17 years.

For the Chapter meeting her topic is The Photo Organizing Dilemma: Meeting the Needs of your Overwhelmed Clients. Cathi will share the top challenges that our customer's face: too many digital photos on the computer, a lifetime of printed photos in boxes and media in obsolete formats (home movies, VCR tapes, etc.) and she'll offer tips on how you can meet their needs.

Following the meeting you are welcome to stay for the workshop Tips & Tools to Help. Working with a partner, Cathi will role-play the typical conversation a professional organizer will have with likely clients. Included will be tips on products to use and solutions to offer. Cathi will offer a client intake form that she created covering possible topics that will help you meet your customer's needs and develop a long-term relationship. Photo Organizing takes time and your customer will come to rely on you for years to come. (There is an extra fee for this workshop. See the meeting invite for more information.)

I am looking forward to seeing you in a couple weeks!

## **NEXT CHAPTER MEETING**

### **Speaker**

Cathi Nelson  
PhotoSimplified

### **Topic**

The Photo Organizing Dilemma:  
*Meeting the Needs of your  
Overwhelmed Clients*

Friday, February 17th  
9:00 - 12:00 noon

Eli's on Whitney  
2392 Whitney Avenue  
Hamden

Exit 61 off Route 15  
(Wilbur Cross Parkway)



## **Upcoming Events**

March 16th  
Chapter Meeting  
9:00 am to noon

April 20th  
Chapter meeting  
9:00 am - Noon

**NAPO CT  
Board of Directors**

**President**  
Sandra Wheeler

**Member News**



Cindi Filer  
 Membership Director  
[alifeinorder@comcast.net](mailto:alifeinorder@comcast.net)

Greetings from Membership!

We would like to welcome our newest member, Michelle Nahom who is a Training Specialist for the APPO (Association of Personal Photo Organizers). Michelle lives in New Milford.

We had many guests at our January meeting and several are considering joining our chapter, which is fabulous. To further increase our membership, invite friends and acquaintances who express an interest in what you do.

We can grow our Associate Membership, by approaching individuals that work in related fields to organizing; i.e. computer techs, moving companies, appraisers, junk haulers, shredding companies, office supply companies, donation and consignment shops. There will be more info available on this topic at the February meeting. A final note, please remember to sign in at each meeting and make note of any changes to your information on the master sheet at the registration table. Also, please leave your name tag at the end of the meeting. Many thanks.

## April Meeting Highlights

The A-B-Cs of an Organizing Business  
 by Judith Ann Kirk

18-year veteran of the organizing industry

January's meeting started with a discussion of developing awareness between Wants and Needs.

**Want:** a dream, a wish, a desire. Wants are infinite, but generally do not cause suffering.

**Need:** a requirement, an obligation, a necessity. It is possible to experience physical, mental or emotional suffering if a need is not met.

Our needs make up our survival kit. Wants are the desires for non-essentials. The distinction between these two cravings often depends on the area in which we live, the company we keep, the lifestyle we choose, the expectations of those around us, the size of our business, the extent of our time commitments, and other life interactions. Sometimes the difference is simply the tone of voice, inflection and body language.

The topic questions were: "What are your needs, what are your wants, and how do you distinguish the difference?" For some attendees, marketing and growing their business was a need. Other attendees described a need to manage their time on their business

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### Treasurer

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### Past President

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### Director of Marketing

Vacant

### Director of Membership

Cindi Filer  
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### Director of Professional Dev & Programming

Elaine Johnson

attendees described a need to manage their time as their business grows. For others there was a need to continually learn and master new skills, specifically the technology field. Some organizers expressed a desire (want) for a staff person to help with administrative work. As your business grows, that desire may become a necessity (need). A want for one just might be a need for someone else.

It was agreed that balance between those things that we have to **have** and the things that we would **like** to have is important. It was clear from our discussion that we need to understand and prioritize business spending of time, money and energy if we truly desire to attract business confidently. The goal is to focus on those things that will improve our efficiency, effectiveness, and the bottom line.

Attendees were left with a final thought-provoking question: "Now that you are aware of the distinction between wants and needs, can you help clients articulate and prioritize their wants and needs?"

February's discussion "Building a Reserve - A little twist on Hoarding".

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## Education News

Faith Manierre  
[Info@BusyBeesOrganizing.com](mailto:Info@BusyBeesOrganizing.com)

The Institute for Challenging Disorganization (ICD) has published: "The ICD Guide to Challenging Disorganization: For Professional Organizers" a ground-breaking book in the field of organization. This is the first book to comprehensively examine chronic disorganization in the context of physical and mental health conditions. Published by the ICD – the premier resource on chronic disorganization – this book presents educational materials by experienced professional organizers and related professionals on the subjects of AD/HD, Depression and Anxiety, Compulsive Buying and Hoarding, Aspergers, Downsizing, Relocating Seniors, Grief, Learning Disabilities, Physical Challenges, Traumatic Brain Injury, Learning Styles, Goal Setting, Time Management and much more.

This book is a must-have guide for any professional organizer working with clients who struggle with challenging disorganization. In reading it you will learn strategies and conditions that may occur alongside disorganization. You will understand better how to help clients with these conditions to become more organized. You will recognize what a professional organizer's role is and is not. The book also explores situations where one's personal safety may be at risk.

The book is now a required text for the CD examination that is scheduled to be given at the March NAPO conference and thereafter. If you would like a copy, visit the book's page on the ICD website to learn more.

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## Nominating



Cara Brook  
Immediate Past President  
[Cara@organizewithsos.com](mailto:Cara@organizewithsos.com)



Below are statements from each of the candidates running for our 2012-2013 Board of Directors. At the February meeting, you will have a chance to chat with, and ask questions of, each candidate. We hope you'll join us for that meeting.

### **Candidate Running for President**

#### **Elaine Johnson**

*Having been a member of NAPO now for almost two years, I see the value of having an association as a resource for continuing education, networking and the experience of others to use as a resource. I got involved with the board last year in order to learn more about the industry and chapter and to give back in some way. I have enjoyed working with the other women on the board and have learned a lot from their combined years of experience.*

*I now look towards the presidency because nobody else was interested in Taking on the responsibility. Without a full board, we cannot have a chapter, and since I perceive a benefit from membership, I was willing to step up. That said, I also have experience running an association, having been the president of my condominium association for 8 years while living there. I have held numerous positions I. The past for other organizations, most currently for the Girl Scouts of CT as a national delegate.*

*I look forward to the opportunity to serve as your president and encourage your to give back to your chapter as a volunteer.*

### **Candidate Running for Vice President**

#### **Rick Woods**

*I am running for Vice President of NAPO-CT because my professional leadership skill set, along with our actively engaged passionate members, can fuel our chapter to positive growth through marketing and membership. Our most valued asset is our membership. We also need to increase awareness of NAPO and our profession in surrounding communities though social media, workshops and other forms of advanced marketing. This will help to keep our chapter relevant. I am volunteering as a "we", not a "me". Together, our constant input and collaboration as a team will inspire excellence towards our planned goals and objectives for the upcoming 2012-2013 year.*

### **Candidate Running for Treasurer**

#### **Karen (KB) Bryant**

*I decided to run for NAPO-CT Treasurer again this year for two reasons. One, I feel strongly about giving back to an organization that means so much to me. Two, the position of Treasurer is one with a learning curve that I feel deserves a two-year term. I want to be able to fully grasp the position before training someone new for*

next year. I would like to serve another year as your Treasurer!  
Thank you!

### **Candidate Running for Secretary**

**Jennifer Alden**

*Serving on the board this past year has allowed me to make some great personal and professional connections and gain resources. As I attend meetings, I gain invaluable insight into how to better run my business and meet the needs of clients. I like feeling as if I am part of a team that is serving to make the organizing profession better known and of better service. It is beneficial in my business marketing to be able to add that I am on the Board of NAPO-CT, as it gives me more credibility with prospective clients. Most of all, I enjoy feeling like I am truly in the profession I belong, with "my peeps"!*

### **Candidate Running for Director of Communications**

**Beth Schlater**

*I decided to run for a second term as Director of Communications to continue the Chapter's improvement in the electronic communications area. The Chapter is now using the email platform Vertical Response and other electronic communication more effectively; chapter renewal information is now sent via email (saving the chapter mailing costs), the newsletter is now delivered directly into the email in-box (rather than an attachment), and meeting invitations have direct email links for R.S.V.P.'s. I look forward to continuing on this path for 2012-2013.*

### **Candidate Running for Director of Marketing**

**Jen Burke**

*With the position of Marketing Director being vacant for the past few years, NAPO-CT has not had the chance to sufficiently spread the word to the public about who NAPO-CT is and how we can help! Our message needs to be delivered to the public through events and media outlets. Many still don't know what a professional organizer is and what we can do to help! Word can spread with a Director of Marketing in place. While serving as Vice President this past year, I have seen the need for this post to be filled. At the very least, NAPO-CT should be actively promoting GO Month each January through events across the state and pursuing potential relationships/promotions with Soles4Souls and others.*

### **Candidate Running for Director of Membership**

**Cindi Filer**

*For several years I attended NAPO-CT meetings sporadically, as allowed by my schedule at both my corporate job and my organizing business. I enjoyed meeting other Organizers, learning from them and appreciated the meeting content. When my corporate office closed several years ago I was able to work on my organizing business fulltime. I decided it was time to "give back" and agreed to be the Director of Membership this past year. Some changes have been made and new ideas are being implemented. I would like to stay in this role to see the process through and to help grow our membership. And of course, the desire to give back is still*

there!

**Candidate Running for Director of Programming**  
**Currently Open**

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