



March 2014

Connecticut Connection

It's election time!

From our President

Back in December, my kids were singing, "Let it Snow. Let it Snow. Let it Snow." They got their wish...and then some. Good news. By the start of our next meeting on Friday, March 21st, "Spring" will be here (at least on the calendar).

During our February Chapter Meeting, those in attendance felt very safe. **Kb Bryant** and Kevin presented an interactive safety session to our group. A couple simple takeaways I will always remember: Look for the nearest exit upon entering a client's home or business, and always take wide turns around street corners, as you never know if someone is lurking on the other side.

From social media to business cards, **Matt Baier** helped us understand the importance of having a daily, weekly, and monthly Marketing strategy for our business. **Susan Lovallo** helped us understand why ADD clients are unique from our other clients. We need to make some mental adjustments on how we communicate to successfully make them feel better about their space. At the start of our meeting, I asked our 22 attendees to share their previous career before they decided Professional Organizing was their passion. Our answers ranged from retail, medical and financial, to teaching, designing and professional parenting.

Our next two chapter meetings are on March 21, 2014 and April 11, 2014. During our March Meeting, **Elaine Johnson** will announce the results of the 2014-2015 NAPO-CT Board of Directors election. Our members have an opportunity to vote prior to the meeting. Also note that our April Chapter meeting date was moved up, so please note it in your calendar that the new date is April 11th.

It's not too late to book your trip (at the early bird rate). Those interested in attending the NAPO Annual Conference & Organizing Expo in Phoenix, AZ May 28-31, our NAPO-CT group will go out for dinner on that Friday night. The interest is growing, as **Matt Baier, Seana Turner, Susan Lovallo, Rachel Winter** and myself, have committed for this year's annual professional organizing event.

Here's a thought to ponder: If you are afraid to invest in your business, then your clients will be afraid to invest in you. I have been to conference every year, because this isn't my hobby, it's my brand. Each year I learn more about products, gather ideas, and explore opportunities, and that take my business to the next level. This is the time to network with the whole industry, face to face, under one roof. Please go to the NAPO website for details.

See you all on the 21st -

Our Next Meeting