



*The Organizing Authority®*

20th Annual Conference and Organizing Exposition

# NAPO® Goes Platinum: 20 Years of Organizers Coming Together



**John Ascuaga's Nugget**

**NEVADA**

# RENO

**April 9-12, 2008**



## President's Welcome

This year is an exciting milestone for NAPO, as it marks our 20th Annual Conference as the leading association

for organizing professionals. In honor of this occasion, we have planned an exciting 2008 Annual Conference that will certainly inspire new ways of thinking and re-energize your passion for professional organizing!

Whether you are new to the business or have been in professional organizing for decades, the 20th Annual Conference will offer you unparalleled learning experiences and the opportunity to network and learn from colleagues. You will also get a preview of some of the newest organizational tools on the market at our biggest Expo yet.

As an experienced organizer, I consider attending NAPO's Annual Conference a gift that I give myself each year to further my professional development. It is certainly the only time throughout the year when I am able to immerse myself completely in educational and networking events and meet with colleagues from around the world.

If you are already registered, or if you have not yet committed to attending, please take the time to look through this brochure and see the wealth of activities and programs we have planned for this year's conference. I am confident that you will benefit from what we have to offer! I look forward to seeing you in Reno!

Standolyn Robertson, CPO®  
NAPO® President

## Conference Program Planning Committee

- Ellen Delap, CPO®, Chair
- Mary Pankiewicz, CPO® CPO-CD®, Board Liaison
- Linda Birkinbine, CPO®
- Laurie Buskirk
- Jan Davis
- Susan Kousek, CPO®
- Ellen LaFleur
- Audrey Lavine, CPO®
- Leslie McKee
- Janice Simon, CPO®



## Welcome from the Conference Program Planning Committee Chair

On behalf of the Conference Program Planning Committee, I welcome you to NAPO's 2008 Annual Conference. Our theme, *NAPO® Goes Platinum: 20 Years of Organizers Coming Together*, celebrates our industry gathering to learn, network, share, mentor, and more.

The 2008 Conference Program Planning Committee's goal is to give our members what they want! So we listened. This year's conference planning began during the 2007 conference. Wearing "We're Listening" buttons, committee members learned from each of you what you want for conference programming. Our committee sent an e-mail blast survey to fine tune our offerings, especially preconference workshops and concurrent sessions. Taking each of these aspects of the conference to the platinum level comes from our industry members sharing so willingly and submitting outstanding presentations. With the help of our survey results, we are able to offer the advanced sessions and panels that you asked for, including professional development, organizing techniques to work with clients, and strategies to grow your business.

The 2008 Conference Program Planning Committee made the commitment to offer the highest level of content for our members. Our opening keynote speaker Peter Walsh, from TLC's *Clean Sweep*, brings name recognition to our conference. Peter will share his insights about organizing. Barry Izsak will moderate the panel *Be Careful What You Wish For: Lessons Learned Along the Way*—the most popular survey choice. Our conference will close with the humorous and straight-talking Karen McCullough, who will share ways to grow your business. Each preconference workshop and concurrent session was carefully selected to offer exceptional learning opportunities for attendees.

Networking is an integral part of our conference, too! Join us at the first annual NAPO® Talent Show! This networking event allows us to interact with each other in a fun and relaxed environment, create a greater sense of community among our members, and contribute to our philanthropic endeavor—the NAPO® Organizing Excellence Award. As always, our hospitality room, networking dinner, and those times between sessions make our conference so special. Each of us can share and learn from others.

Thanks to your input, our conference this year will offer something for everyone. Let's take our business to the platinum level!

Ellen Delap, CPO®  
2008 NAPO® Conference Program Planning Committee Chair

## 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 knowledge and support to enhance your professional organizing career.



## CPO® Examination

The Board of Certification for Professional Organizers (BCPO) announces the final paper and pencil administration of the examination for Certified Professional Organizers® (CPO®s) to be offered at NAPO®'s 20th Annual Conference in Reno, NV, on Wednesday, April 9, 2008, from 8 to 10 a.m.

Last April, the inaugural class of CPO®s sat for the first-ever examination. The experience of sitting in a room alongside 250 peers, each striving to bring their credibility as a professional organizer to the next level, will not soon be forgotten by those who participated. This year in Reno will be the last opportunity to share in that unique experience.

In keeping with certification industry standards, BCPO is moving to an all-electronic administration of the CPO® examination. Computer-based testing will provide professional organizers all over the world with opportunities to sit for the examination at regular intervals throughout the year, in most cases, at a location close to their home.



## Meet the Leaders Reception

Be sure to meet your NAPO Board of Directors at the "Meet the Leaders" Reception Wednesday, April 9th from 4-5:30 pm. This is your chance to get to know the NAPO Board, talk one on one with each board member and network with your peers.

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

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

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

Join us for this reception. A cash bar is available.

## 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 the leaders in the organizing industry. The Expo is conveniently located near all the session rooms and is open Thursday, April 10, and Friday, April 11.

*"Speaking as a first time attendee, I loved it! The NAPO conference was well organized and the flow of events and sessions went well!"*



# General Sessions

## Opening Keynote Address

Thursday, April 10, 2008

1:15–2:30 pm



### Organizers—Visionaries for Change (GS1)

Peter Walsh

Creating permanent change is a key measure of success for the professional organizer—in a culture that encourages consumption, goes for the quick fix, and looks to others for solutions, this can be extremely difficult.

The interest in decluttering and organizing has never been greater and although the media have played a huge role in promoting the industry, it has often created unreal expectations of both organizers and the decluttering process.

Each of us faces the challenge of locating and using the right tools for managing our clients' expectations, creating effective change, and steering a process that deeply affects lives, emotions, and relationships.

Peter Walsh draws on his experience and training in education, psychology, the treatment of addictive behaviors, work in corporations and homes, and a healthy dose of common sense and humor to bring permanent change and harmony to his clients' lives.

Peter Walsh worked in Australia in education, drug-abuse prevention, and health promotion before moving to the United States in 1994. Here he established an international corporate training company focused on organizational change and interpersonal skills training in the workplace. He founded Peter Walsh Design, Inc., to help people organize their personal spaces and remove the obstacles that prevent them from living their best lives. Peter has been featured as the professional organizer on TLC's *Clean Sweep*, appears regularly on the *Oprah Winfrey Show* and is the author of *The New York Times* best-selling books *It's All Too Much: An Easy Plan for Living a Richer Life* and *Does This Clutter Make My Butt Look Fat? An Easy Plan for Consuming Less and Living More*.

## General Session

Friday, April 11, 2008

8:30–10 am

### Are You Ready? Be Careful What You Wish For—Lessons Learned Along the Way (GS2)

Moderator: Barry Izsak, CPO®

Panelists: Dorothy Breininger, Hellen Buttigieg CPO®, Barbara Hemphill, CPO®, Vicki Norris, and Peter Walsh

One of the greatest aspects of the professional organizing industry is that it's rife with opportunities. Everywhere you look there are possibilities to make your mark. Professional organizers are featured on television and radio as well as in the media. New books are being written and imaginative products are being developed at a record pace. Are you ready to get in on the act? Before you take the leap,

listen to well-known experts in our field who have "been there, done that." Listen to their stories in this "tell all" presentation as they share secrets learned and surprises encountered along the way. Benefit and learn from their mistakes. Find out if you've got what it takes. One pearl of wisdom you gain will save you countless hours of wasted time, effort, and money and make you savvier in pursuing your own goals and dreams and creating your own path.

Barry Izsak, CPO®, NAPO® Immediate Past President and owner of Arranging It All, Austin, TX; Dorothy Breininger, Center for Organization and Goal Planning, Los Angeles, CA; Hellen Buttigieg, CPO®, We Organize U, Toronto, Canada; Barbara Hemphill, CPO®, former NAPO® President and owner of the Paper Tiger Institute, Raleigh, NC; Vicki Norris, Restoring Order, Portland, OR; and Peter Walsh, Peter Walsh Design, Inc., Los Angeles, CA.

## Closing Keynote Address

Saturday, April 12, 2008

3:30–4:45 pm



### Change Is Good... You Go First! (GS3)

Karen McCullough

Professional organizers, at the core, are really change strategists and the masters of human influence. Every day you change lives one client at a time; sometimes this is on the surface and other times it is very deep. You are truly change agents. This session turns the spotlight on YOU and the changes that you face as you grow and take your business to the next level. Today, business owners must examine their own core to understand the shape and direction of their individual business. Karen will take you through her four-step process to help you get clear on who you are, position where you are going, and create a checklist to tackle as soon as you return to your office. This clarity process gives you the tools and the strategies to understand your next steps and to be inspired as you move forward.

Karen McCullough, a.k.a. "A Shot of Energy," is an award-winning national speaker with a 25-year business background in marketing, branding, and as a retail CEO, who teaches techniques and proven strategies that help people turn their talents into performance.

“Best conference I’ve ever attended! Just what I needed!”



# Preconference Workshops—Wednesday, April 9

Preconference workshops are extra-fee events

**8 am–5 pm**

## **PO-101: Starting an Organizing Business (PC1)**

Porter Knight, CPO®

Designed for new and prospective professional organizers, this all-inclusive NAPO® class delivers a blueprint for launching and growing your business. Learn strategies for successful needs assessments, effective marketing initiatives, pricing your services, and business basics. Students will develop a “Learning Plan” for themselves throughout the course so that they will have some clear next steps. This must-take class provides the knowledge and confidence to ensure success.

Upon completion of this course, attendees will be able to

- recognize the skills needed to run a professional organizing business
- identify ideas for marketing their business
- determine their fair market value for services
- conduct a preliminary needs assessment
- have a plan identifying their next steps in developing their business
- know how to access additional resources for all the topics presented.

Porter Knight, CPO®, is a dynamic presenter, life-changing consultant, and published author of two books: *Organized to Last: 5 Simple Steps to Staying Organized* and *Get Paid to Win Clients: Public Speaking as a Marketing Tool*. Porter is also a popular radio guest and writes frequently for national publications. A Golden Circle member of NAPO®, she developed and teaches NAPO® Education Courses PO-001 and PO-101 and has been one of NAPO®’s most popular presenters at past conferences.

*Note: Lunch is included in the registration fee.*

**8 am–12:15 pm**

## **PO-202: Residential Information Management (PC2)**

Janice Russell, CPO-CD®

Designed for the intermediate-level organizer, this 4-hour, stand-up course will cover various techniques to help clients overcome their paper piles, lack of a family communication center, and mishandled storage solutions for action and reference papers and memorabilia. The course will also cover the conundrum of e-mail management in the home.

Upon completion of this course, attendees will be able to

- identify the different types of action paper and explain the different solutions for handling each type found in most households
- explain different types of action systems that can be used for incoming mail, bills to pay, outgoing mail, items requiring immediate action, current projects, coupons, and rebates
- identify and explain the components of a home communication center, such as incoming mail, action systems, a family calendar, contact lists, and a message center, and multiple solutions for handling each component
- identify and list various categories of paper memorabilia and appropriate archiving and storage methods for each
- how to effectively handle incoming e-mail and their attachments and storage methods of various categories of e-mail and attachments
- understand various processing and storage methods for vital reference papers such as policies, agreements, contracts, manuals, and paid bills
- define an appropriate order when systematizing paper based upon the length of time it needs to be kept (tax versus non-tax receipts, warranties/manuals, memorabilia, archived/dead records, permanent asset records)

- identify appropriate storage containers based upon the category of the incoming or kept document (i.e., fireproof box, bank safety deposit box, filing cabinet, filing crate, and portable file box).

Janice Russell, CPO-CD®, of Minding Your Matters® Organizing, honed her organizing and training skills in education and the corporate world. She is a CPO in Chronic Disorganization® and a Master Trainer in CD and Organization as designated by the National Study Group on Chronic Disorganization (NSGCD). Membership in NSGCD and NAPO® complement Janice’s psychology degree from Duke and master’s in education from Vanderbilt. She is past education chair for NAPO®, a founder, and past president of NAPO®-NC, and author of *Get Organized This Year!* and *Nuts & Bolts*.

**1–5 pm**

## **Tech-Savvy Organizing Boot Camp (PC3)**

Jocelyn Coverdale

Are your solutions to clients’ stress and information overload leaving them in the last century? Technology tools help automate routine tasks to save time, shape processes more efficiently, enhance access, and convert the onslaught of information into usable knowledge, not buried treasures. But who has time to research the complicated array of today’s digital solutions? Jocelyn will show you how to grow your business by adding technology services to your list of services (assessing a client’s technology needs and selecting the right tools for the client), and explaining how to transfer these skills to work with a specific client problem.

Jocelyn Coverdale is founder and president of Ballantrae Solutions, a productivity training and consulting company that helps busy professionals stay on top of their workloads. She is also founder of TechSavvyOrganizing.com, a comprehensive information and training resource for professional organizers interested in technology solutions.

**1–5 pm**

## **Increase Your Income With a Powerful Marketing Plan: How to Do It All and Still Stay Sane (PC4)**

Karyn Greenstreet

There are two problems with marketing plans. Some feel marketing planning is too overwhelming and time consuming and avoid doing it. Others don’t achieve success with their existing marketing and can’t figure out why. This workshop offers a step-by-step process for successfully marketing your professional organizing business. You will learn

- the phases of good marketing planning
- how to set realistic and achievable goals for your business
- how to choose the right technique for your target audience and budget
- free and low-cost marketing techniques
- how to track your results.

In this session, you will learn to use the *Essential Marketing Plan Guide* (you’ll receive this workbook for free in the workshop) to design your own marketing plan.

Karyn Greenstreet is an internationally known self-employment expert, speaker, and author who has taught more than 250,000 people worldwide how to create the life and business they want.

# NAPO® Conference Schedule—NAPO® Goes Platinum

Thursday, April 10

8:15–9:30 am

## Golden Circle Networking Breakfast\*

*For Golden Circle Members Only*

Golden Circle members: Kick off the conference with a continental breakfast and network with new friends while connecting with long-standing acquaintances.

\*Ticketed event



8:15–9:30 am

## Quantum Leap Trainers' Breakfast

*By Invitation Only*

8:30–9:30 am

## First-Time Attendees' Orientation

*Holly Uverity, Facilitator*

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.

9:45–11:45 am

## Ask-the-Organizer Panel: Past Lives, Future Successes

*Monica Ricci, Facilitator*

Take the opportunity to learn from industry experts at one of NAPO's most popular annual sessions.

10 am–1:15 pm

## Expo Hall Open

11:45 am–1:15 pm

## Box Lunch in Expo Hall

1:15–2:30 pm

## Opening Keynote Address (GS1)

## Organizers—Visionaries for Change

*Peter Walsh*

Friday, April 11

7:15–8:15 am

## Exhibitor How-To Sessions

### Scan It, Print It, Save It: Presented by Rolodex, DYMO, and CardScan (HT1)

How do you keep track of your contacts? Electronically, on paper, or both? Let CardScan, DYMO, and Rolodex teach you some quick and easy tips for organizing your contacts so you can make the most of your network. Our contact organization experts will show you efficient ways to capture, use, and store critical information needed to run your business.

### Online Billing and Payment Pays Off: How Managing Finances Electronically Enhances Organization—Presented by CheckFree (HT2)

Managing bills online is simple, fast, and secure—payments can be scheduled in minutes with a click of a mouse and without paper clutter. Plus, replacing mailed paper bills with electronic versions delivered online can eliminate stacks of bills and keep sensitive information out of the mailbox. Join CheckFree and learn about features such as paperless e-bills, e-mail reminders, and the latest online budgeting tools, as well as how new offerings like mobile phone banking could soon make organized finances a sure thing.

8:30–10 am

## General Session (GS2)

### Are You Ready? Be Careful What You Wish For—Lessons Learned Along the Way

*Moderator: Barry Izsak, CPO®*

*Panelists: Dorothy Breininger; Hellen Buttigieg, CPO®; Barbara Hemphill, CPO®; Vicki Norris; and Peter Walsh.*

10 am–12:15 pm

## Expo Hall Open

10:15–11:45 am

## Concurrent Sessions

### Chronic Disorganization and the Clutter Hoarding Scale (2-1)

*Sheila Delson, CPO-CD®*

### From Idea to Market: Steps to Turning Ideas into Real Products (2-2)

*Alicia B. Rockmore*

### Alternative Business Models Panel: Creating a New Path (2-3)

*Janice Marie Simon, CPO®; Carla K. Binswanger; Maureen Gainer Reilly, CPO®; Dhawn Hansen, CPO®; Tracey Turner, CPO®; and Mary*

Saturday, April 12

7:15–8:15 am

## Exhibitor How-To Sessions

See your on-site program book for Saturday's How-To Session descriptions.

8:30–10 am

## Concurrent Sessions

### Organizing One Step at a Time: Understanding and Implementing the Continuous (Kaizen) Approach to Client Success (4-1)

*Jennifer McDaniel Wolfe, CPO® CPO-CD®*

### Life Keeping, Not Just Bookkeeping: Financial Organizing for Seniors (4-2)

*Rebecca R. Eddy and Gideon Y. Schein*

### Needs Assessments and Client Action Plans (4-3)

*Porter Knight, CPO®; Kathy Waddill; Angela F. Wallace, CPO®; and Marla Dee*

### Multiple Income Streams: How to Create Them and Increase Your Profits (4-4)

*Patty Kreamer, CPO®*

### Navigating the Legal Landmines of an Organizing Business (4-5)

*Lisa Montanaro, CPO®*

10:15–11:45 am

## Concurrent Sessions

### Inspiring and Shifting the Stuck Client (5-1)

*Denslow Brown, CPO® CPO-CD®*

### Organizing Teenagers: It's Not Just About Space (5-2)

*Sari Brandes*

### Getting the Job Done: Effectively Managing Projects (5-3)

*K. J. McCorry*

### Joys and Challenges of Running a Team Organizing Business (5-4)

*Pam McCutcheon, CPO®*

### How to Attract Your Ideal Client (5-5)

*Marla K. Regan*

Please visit [www.napo.net](http://www.napo.net) for complete session descriptions and schedule updates

# 20 Years of Organizers Coming Together

**2:45–4:15 pm**

**Concurrent Sessions**

**Business Organizing: Putting the Jigsaw Puzzle Pieces Together (1-1)**

*Angela F. Wallace, CPO®*

**Practice Makes Perfect: Organizer Role Play (1-2)**

*Porter Knight, CPO®*

**Perfectionists and Pleasers (1-3)**

*Janice S. Russell, CPO-CD®*

**Creating a Professional Organizer Web Site that GRABS Attention (1-4)**

*Karyn Greenstreet*

**Golden Circle Question and Answer Session with Peter Walsh (1-5)**

*For Golden Circle Members Only*



**3–6:30 pm**

**Expo Hall Open**

**4:30–6 pm**

**Quantum Leap Informational Meeting**

**4:30–6:30 pm**

**Hors d'oeuvres and Cash Bar in Expo Hall**

**6:45–8:15 pm**

**Networking Dinner**

*Pankiewicz, CPO®*

**Marketing on a Dime for Residential Organizers (2-4)**

*Allison Carter, CPO®*

**Brand and Get Rich: Turning Perception into Profits (2-5)**

*Clare Price*

**12:15–1:45 pm**

**Annual Business Meeting and Lunch**

**2–6:30 pm**

**Expo Hall Open**

**2–3:30 pm**

**Concurrent Sessions**

**Business Process Improvement: The What and How (3-1)**

*Debbie Gilster*

**Organizing for Every Generation (3-2)**

*Valentina Sgro*

**The Art of Preassessment: Phone Assessment and Intake Forms (3-3)**

*Mindy Godding, CPO® CPO-CD® and Katherine Lawrence, CPO®*

**Future Possibilities (3-4)**

*Susan Lannis*

**Rescuing the Info Junkie: Tech-Savvy Strategies to Organize Digital Hoarders (3-5)**

*Jocelyn Coverdale*

**3:30–5 pm**

**Photo Op with the NAPPO® President in Expo Hall**

*Please bring your cameras*

**3:30–5 pm**

**Committee Meetings**

**5–6:30 pm**

**Exhibitor Raffle and Organizers' Choice Awards in Expo Hall**

**Noon–1:30 pm**

**Awards Luncheon**

**1:45–3:15 pm**

**Concurrent Sessions**

**"So That's It!": Understanding and Working with Clients' Mental Health Conditions (6-1)**

*Debbie Stanley*

**Media Zero to Media Hero: How to Get Your Organizing Business in the News (6-2)**

*Shannon Cherry*

**Studying for Certification, Studying for Your Future (6-3)**

*Audrey Lavine®; Margaret Müller; Diane Smith, CPO®; and Mary Dykstra, CPO®*

**Grow Your Business with Newsletters, Speaking, and Selling from the Back of the Room (6-4)**

*Elizabeth Hagen, CPO®*

**Using the Web to Sell Your Organizing and Informational Products (6-5)**

*Ramona Creel*

**3:30–4:45 pm**

**Closing Keynote Address (GS3)**

**Change Is Good... You Go First!**

*Karen McCullough*

# Welcome to Reno

## Reno Information

Enjoy your time in Reno—America's adventure place! From skiing, golfing, fishing, gambling, nightlife, dining, museums, and art galleries—there's something for everyone. If time permits, take in some wonderful sightseeing opportunities at beautiful Lake Tahoe and historical Virginia City and Carson City. For further information on activities in the Reno area, please visit [www.visitrenotahoe.com](http://www.visitrenotahoe.com).

## Hotel

John Ascuaga's Nugget Resort is the headquarters hotel for the NAPO® 2008 Annual Conference. The Nugget is located minutes away from the Reno/Tahoe Airport in the Victorian Square complex, which features movie theaters, shopping, and dining.

The hotel offers eight award-winning restaurants, a casino, and nightly headliner entertainment in the Celebrity Showroom. Other amenities include a pool, health club, full-service spa, and salon.

NAPO® has negotiated a special conference rate of \$110 single/double, plus applicable taxes. Triple and quad rates are \$10/pp over the single/double rate. Reservations can be made by calling the hotel's dedicated toll-free reservation line at 800/648-1177.

You are strongly encouraged to make your reservation as soon as possible, but before **March 14, 2008**, because rooms fill up quickly. Be sure to mention that you are attending the NAPO® Conference. Reservations after the cutoff date will be taken on a space-available basis. The special rates also apply to the 3 days before and 3 days after the conference, based on availability.

## John Ascuaga's Nugget

1100 Nugget Avenue  
Sparks, NV 89432

775/356-3300 or 800/843-2427 (hotel direct)

800/648-1177 (reservations)

*The hotel requires a one-night room deposit to guarantee your reservation. The deposit is refundable if cancellation is made 48 hours prior to arrival.*

## Airline Information

United is offering special meeting discounts for attendees of the NAPO® conference. Simply call (or have your travel agent call) our Special Meeting Desk at 800/521-4041 and refer to Meeting ID Number 550KO to receive a 2%–15% discount off applicable fares. If you purchase your ticket at least 30 days prior to travel, you will receive an additional 5% discount (on most classes of service). This special offer applies to travel on domestic segments of all United Airlines, United Express, TED, and United code share flights (UA\*) operated by US Airways, US Airways Express, and Air Canada.

To purchase your ticket online, visit [www.united.com](http://www.united.com) and receive a 5% discount off the lowest applicable fares. After you link to [www.united.com](http://www.united.com), enter your origin and destination, travel dates, and your promotion code number 550KO. Available flights will then be displayed. Flights that qualify for the discount will be clearly identified with a red star symbol, which means that the itinerary is "electronic certificate eligible." When you select an electronic-certificate-eligible flight, United will automatically calculate and present your discounted fare. This special offer applies to flights to or from the United States only. *There are no fees for booking online.* Note the Code 550KO is case sensitive and the characters need to be capitalized.

To check schedules and to take advantage of this offer, please visit [www.united.com](http://www.united.com) or call 800/521-4041.



## Ground Transportation

John Ascuaga's Nugget is located three miles from the Reno/Tahoe International Airport. The hotel offers complimentary shuttle service from the airport every 30 minutes on the ¼ hour and ¾ hour and to the airport every 30 minutes on the ½ hour from 4:30 am–Midnight. Taxis are approximately \$12–\$14. For those who will be driving, hotel parking is complimentary at the Nugget. If you wish to rent a car onsite, an Enterprise rental desk is located on property.

## Optional Event—NAPO® Talent Show (OE1)

*Wednesday, April 9, 2008*

**8–10 pm**

Plan to attend the most exciting Wednesday networking event ever! Did you know there are those among us who can tap dance and ride a unicycle? A new NAPO® tradition, this inaugural talent show will showcase your colleagues in a way you have never before witnessed or suspected! This after-dinner event will be held in the fabulous Celebrity Showroom! The \$30 ticket price includes entry to the show, one drink ticket, and an array of delicious dessert choices, featuring tableside cocktail service. The evening culminates with the panel of judges awarding prizes to top participants, donated by NAPO's very own chapters. Guarantee your spot with easy signup on your registration form, and if you want to be in the show, look for information and an application on the NAPO® Web site, [www.napo.net](http://www.napo.net).



*“I had a wonderful and educational experience—it blew my mind!”*



## NAPO® Thanks Its 2007–2008 Industry Partners and Premier Industry Partners!

### Premier Industry Partners

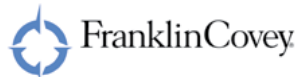


### Industry Partner

**The Container Store®**

The Original Storage and Organization Store®

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



# NAPO® Conference Registration

## Registration Confirmation

You can expect to receive an e-mail confirmation of your registration after it has been processed. Please call 847/375-4746 if you have any questions regarding your conference registration.

## 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 Expo; the hospitality suite; Meet the Leaders reception; the Thursday opening reception and dinner; Friday reception; and the luncheons. Preconference workshops and the optional event require payment of an additional fee.

Unregistered guests are not permitted at meal functions, in the Expo Hall, or in the hospitality 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 Expo Hall, or the hospitality suite. Cell phones, pagers, and typing devices must be turned off during sessions.

Please wear business attire at the 2008 NAPO® Conference.

## 2008 Exhibitors

**Stop by this year's Organizing Expo and meet with the leading vendors in the Organizing Industry.**

Action Day	Neat-Oh! International Inc.
BCB Technologies	OBH Enterprises
Brother International	OFM, Inc.
Buttoned Up, Inc.	Onlineorgaznizing.com
Clear & Simple	ORG, Easy Track
<i>CLOSETS Magazine</i>	<i>Organize Magazine</i>
eFileCabinet	Organized Greetings
Esselte/Pendaflex	ORLA
Freedom Filer	Paper Tiger Productivity Institute
Fresh Wave OMI Industries	Practice Pay Solutions
Geneva Manufacturing	Presentation is Everything
Grid Iron	Rev-A-Shelf
Harold Taylor Time Consultants, Ltd.	russell + hazel
IntelliScan	Sanford/Rolodex
Interior Arrangements	ScrapRack-and-More
Just Organize Your Stuff: JOYS	Securita, Inc.
Kangaroom Storage	See Jane Work
Knight*Kolberg*Stanley*Waddill Books +	Shelf Conversions of Virginia
Lofty Vision, LLC	Smead Manufacturing Company
LTC Financial Partners, LLC	STAGEDHOMES.com
Myvitalfiles, Inc.	The Board of Certification for Professional Organizers
NAPOSure.com	Trouve Enterprise
National Study Group on Chronic Disorganization	UniKeep, LLC
Neat Receipts	What if...?
Neatnix	White Conveyors, Inc.

**“This was my first conference and it was fantastic. I was very inspired, especially after meeting so many successful women business owners! Kudos NAPO®!”**





# NAPo® 2008 Annual Conference and Organizing Exposition

## Reno, NV • April 9–12, 2008

FOR OFFICE USE ONLY  
 Cust# \_\_\_\_\_ Mtg Ord # 3- \_\_\_\_\_  
 Date \_\_\_\_\_ I \_\_\_\_\_

Complete Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
 Company Name \_\_\_\_\_ (FTA)  Check here if this will be your first NAPo® Conference.  
 Mailing Address \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Home Phone (\_\_\_\_\_) \_\_\_\_\_ Office Phone (\_\_\_\_\_) \_\_\_\_\_  
 E-mail Address \_\_\_\_\_  
 Emergency Contact Person (required\*) \_\_\_\_\_ Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

\*Confirmation of your registration will be provided via e-mail. Confirmation packets will no longer be mailed.

**To register, make your selections in the boxes below, add the subtotals, and indicate the total amount in Box H.**

**Conference Registration—April 10–12** **A**

NAPo® Active Member (M)  \$475  
 POC Member (POC)  \$475  
 Provisional Member (PM)  \$427  
 Join & Register (Provisional Member) (JRP)  \$627  
 Nonmember (N)  \$575  
 To join as an active member, please go to [napo.net](http://napo.net) or call 847/375-4746  
*Be sure to complete Box D.* **Subtotal A \$** \_\_\_\_\_

**1-Day Conference Registration** **B**

*Check the day you will attend.*

(TH) Thursday  (FR) Friday  (SAT) Saturday

(MD) Active Member \$250  (PMD) Provisional Member \$225  
 (POCD) POC Member \$250  (ND) Nonmember \$325  
*Be sure to complete Box D.* **Subtotal B \$** \_\_\_\_\_

**Preconference Events—Wednesday, April 9** **C**

*Space is limited for all preconference events.*

**(PC1) Starting an Organizing Business, 8 am–5 pm**  
 Member  \$299  
 Nonmember  \$349

**(PC2) Residential Information Management, 8 am–12:15 pm**  
 Member  \$149  
 Nonmember  \$199

**(PC3) Tech-Savvy Organizing Boot Camp, 1–5 pm**  
 Member  \$149  
 Nonmember  \$199

**(PC4) Increase Your Income With a Powerful Marketing Plan, 1–5 pm**  
 Member  \$149  
 Nonmember  \$199  
**Subtotal C \$** \_\_\_\_\_

**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 847/375-4746.

(SA)  I will require special assistance. (SDV)  I will need vegetarian meals.

**Conference Buddies**

(NCB)  I want a conference buddy. (CB)  I want to be a conference buddy.

**4 easy ways to register**

Mail	Phone	Fax	Online
NAPo, PO Box 839 Glenview, IL 60025-0839	847/375-4746	877/734-8668 (U.S. or Canada), 732/578-2636 (any other country)	<a href="http://www.napo.net">www.napo.net</a>

- If you fax this form, please do not mail the original.
- Fax, phone, 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, 2008. No refunds will be made for cancellations received after that date.
- NAPo® reserves the right to substitute faculty or to cancel or reschedule sessions due to low enrollment or other unforeseen circumstances.

(DIS)  **Do not** include my contact information on the attendee list.

**Conference Sessions** **D**

*Reserve your space by completing the codes (see pages 6–7):*

**Thursday, April 10**  
 2:45–4:15 pm Concurrent Session

**Friday, April 11**  
 7:15–8:15 am Exhibitor How-To     
 10:15–11:45 am Concurrent Session     
 2–3:30 pm Concurrent Session

**Saturday, April 12**  
 8:30–10 am Concurrent Session     
 10:15–11:45 am Concurrent Session     
 1:45–3:15 pm Concurrent Session

**Optional Events** **E**

**Wednesday, April 9**  
 NAPo® Talent Show 8–10 pm (OE1)  \$30

**Thursday, April 10**  
 Golden Circle Networking Breakfast 8:15–9:30 am  (GC) (For Golden Circle Members Only)  
*Not included in guest pass.* **Subtotal E \$** \_\_\_\_\_  
**FOR ATTENDEES ONLY. PARTICIPANTS MUST COMPLETE THE ONLINE REGISTRATION.**

**Guest Pass** **F**

A guest pass is for a guest accompanying a conference registrant. It includes admission to the Organizing Expo, hospitality suite, Thursday dinner, and Thursday, Friday, and Saturday luncheons. It does not include the optional event.

Badge name(s) \_\_\_\_\_

Number of guests \_\_\_\_\_ (GST) @ \$225 each **Subtotal F \$** \_\_\_\_\_

**After March 7 Early-Bird Deadline** **G**

All registrations postmarked, faxed, phoned in, or submitted online after 11:59 pm CT on March 7 must add \$75. (LF) **Subtotal G \$** \_\_\_\_\_

**Total** **H**

**A or B \$** \_\_\_\_\_  
**+ C \$** \_\_\_\_\_  
**+ E \$** \_\_\_\_\_  
**+ F \$** \_\_\_\_\_  
**+ G \$** \_\_\_\_\_ (after March 7, 2008) **Total \$** \_\_\_\_\_

**Payment**

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

MasterCard  VISA  American Express  Discover  
 Check enclosed CK# \_\_\_\_\_

- Make check payable to NAPo.
- Checks not in U.S. funds will be returned.
- A charge of \$25 will apply to checks returned for insufficient funds.

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.

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Cardholder's Name (Please print.) \_\_\_\_\_ Signature \_\_\_\_\_

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





20th Annual Conference and Organizing Exposition

**NAPPO® Goes Platinum: 20 Years of Organizers Coming Together**

April 9–12, 2008 • John Ascuaga's Nugget • Reno, NV

## Schedule at a Glance

### Wednesday, April 9, 2008

**8–10 am**  
Certification Exam

**10:30 am–2:30 pm**  
Leadership Forum  
*By Invitation Only*

**Preconference Workshops**  
*Extra-Fee Events*

**8 am–5 pm**  
PO-101: Starting an Organizing Business (PC1)

**8 am–12:15 pm**  
PO-202: Residential Information Management (PC2)

**1–5 pm**  
Tech-Savvy Organizing Boot Camp (PC3)

**1–5 pm**  
Increase Your Income with a Powerful Marketing Plan: How to Do It All and Still Stay Sane (PC4)

**4–5:30 pm**  
Meet the Leaders Reception

**8–10 pm**  
Optional Event: Talent Show

### Thursday, April 10, 2008

**8–11:30 am**  
Leadership Forum  
*By Invitation Only*

**8:15–9:30 am**  
Golden Circle Networking Breakfast   
*For Golden Circle Members Only*

**8:15–9:30 am**  
Quantum Leap Trainers' Breakfast   
*By Invitation Only*

**8:30–9:30 am**  
First-Time Attendees' Orientation

**9:45–11:45 am**  
Ask-the-Organizer Panel

**10 am–1:15 pm**  
Expo Hall Open

**11:45 am–1:15 pm**  
Box Lunch in Expo Hall

**1:15–2:30 pm**  
Opening Keynote Address

**2:45–4:15 pm**  
Concurrent Sessions

**3–6:30 pm**  
Expo Hall Open

**4:30–6 pm**  
Quantum Leap Informational Meeting

**4:30–6:30 pm**  
Hors d'Oeuvres and Cash Bar in Expo Hall

**6:45–8:15 pm**  
Networking Dinner

### Friday, April 11, 2008

**7:15–8:15 am**  
Exhibitor How-To Sessions

**8:30–10 am**  
General Session

**10 am–12:15 pm**  
Expo Hall Open

**10:15–11:45 am**  
Concurrent Sessions

**12:15–1:45 pm**  
Annual Business Meeting and Lunch

**2–3:30 pm**  
Concurrent Sessions

**2–6:30 pm**  
Expo Hall Open

**3:30–5 pm**  
Photo Op with the NAPPO® President in Expo Hall  
*Please bring your cameras*

**3:30–5 pm**  
Committee Meetings

**5–6:30 pm**  
Exhibitor Raffle and Organizers' Choice Awards in Expo Hall

### Saturday April 12, 2008

**7:15–8:15 am**  
Exhibitor How-To Sessions

**8:30–10 am**  
Concurrent Sessions

**10:15–11:45 am**  
Concurrent Sessions

**Noon–1:30 pm**  
Awards Luncheon

**1:45–3:15 pm**  
Concurrent Sessions

**3:15–3:30 pm**  
Break

**3:30–4:45 pm**  
Closing Keynote Address



The Organizing Authority®

4700 W. Lake Avenue  
Glenview, IL 60025