



**Easy Does It**  
PROFESSIONAL ORGANIZING

**September 2008**

# SEPTEMBER NEWSLETTER

## A message from Connie



## It's Easy Being Green Seminar

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September is National Preparedness Month (NPM) and a good reminder that we all have a responsibility in protecting ourselves, families and our communities. Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. Check out the full story on page 2.

In an unprecedented event, ABC, CBS and NBC are collaborating for a commercial free special airing this Friday, September 5<sup>th</sup> at 8:00 pm (EST) called "Stand Up to Cancer".

This event is intended to raise awareness on prevention and treatment of different types of cancer, as well as much needed funds for research. Many celebrities and cancer survivors are lending their support to make this an extraordinary experience. Tax free donations can be made at [www.standup2cancer.org/donate](http://www.standup2cancer.org/donate).

Cancer can strike anyone. Over 600,000 Americans lose their lives to this epidemic every year. More than 1,500 people die of cancer every day. Cancer accounts for 1 of every 4 deaths in the US. We cannot wait anymore for our government, politicians and leaders, to conquer cancer. Support the cause financially if you can, but support those dealing with this disease in any way you can.

All the best for a healthy & safe September.

Connie Kippycash

Easy Does It Professional Organizing has introduced free seminars for South-west Florida called "It's Easy Being Green". These free seminars have been developed to provide residents and corporations an introduction on easy-to-use methods on GOING GREEN, how to save energy and money by going green, and even some no-cost ideas. You can learn about carbon footprints and offsets.

Promoting "Green consciousness" is a natural extension of the organizing process. Our organizers enter homes and businesses and educate on how to reduce, re-use and recycle. Clients are taught to transform their buying habits and repurpose existing items, and hopefully are able to instill this knowledge in younger generations" said Standolyn Robertson, CPO, President of National Association of Professional Organizers

**Every day, on average, each individual discards about four pounds of material.**  
[www.epa.gov](http://www.epa.gov)



Shop for great organizational products at:



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Bonita Springs  
Florida

Visit us on the web at

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

## EZDIPO Joins as Sponsor of SWFLHOMEPAGE.COM

A new web-site has been introduced this September dedicated to the Southwest Florida region, [www.swflhomepage.com](http://www.swflhomepage.com). Easy Does It Professional Organizing is proud to announce they have been invited to join and has decided to become a sponsor.

One of the unique aspects of this site is that they have worked with partners such as Google, YouTube, CNN, Sports Illustrated and many others to bring content, media and shopping onto one site designed exclusively for the Southwest Florida lifestyle and region.

The site provides information on the local areas as well as national stories.

Another unique item is that no sponsor or service provider can advertise on the site unless they are nominated by the site members or by another service provider already in the program.

"We are honored to have been invited to become a sponsor and editorial contributor to the site due to our company being nominated by members and other service providers we

have had the good fortune of working with." stated Connie Kippycash.

The site has many exciting features, including local & national news, weather, traffic, travel, reviews and special shopping highlights with exclusive discounts for members. We would recommend visiting the site at [www.swflhomepage.com](http://www.swflhomepage.com) and sign up for the free membership.



## National Preparedness Month



Easy Does It Professional Organizing is a proud National Preparedness Month Coalition Member. Planning is a daily part of our routine. We plan our summer vacations, weekend activities and grocery store visits. We plan our children's schedules and daily tasks. And, without a doubt, endless lists often follow. There is one particular list that deserves to be checked twice—and it's not the list you make in December. We're talking about reviewing your emergency preparedness checklist and developing an emergency preparedness plan for your family.

This year, the Ready Campaign and its Department of Homeland Security

partner Citizen Corps are reminding Americans to take important preparedness steps during NPM including:

- **GET AN EMERGENCY SUPPLY KIT;**
- **MAKE A FAMILY EMERGENCY PLAN;**
- **BE INFORMED** about the emergencies and their appropriate responses; and
- **GET INVOLVED** in community efforts, such as [Citizen Corps Councils](http://www.citizen.org/councils). Throughout September, activities and events will take place across this country to highlight the importance of emergency preparedness and promote individual involvement, such as first aid trainings, town hall meetings and much more.

The Ready Campaign encourages you to take a few extra minutes this month to plan in case of an emergency. Consider the following questions: Have you spoken to your children's school about their shelter-in-place and/or evacuation plans?; Do you know the evacuation plan at your work?; If your cell phone was inoperable how would you get in touch with your family?; Do you have a family meeting place and an out of town contact? These are just a few of the questions you should consider as

you are developing your emergency plan.

FREE preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at [www.ready.gov](http://www.ready.gov) or [www.listo.gov](http://www.listo.gov) for information in Spanish or by calling 1-800-BE-READY. The Ready web site also has a special sections for kids, ages 8-12, (Ready Kids); small-to medium-sized businesses (Ready Business) and Pets (Ready Pets).

Be sure to check it out—print out your emergency plan template and emergency supply kit list and start checking off those emergency supply kit items. Emergencies can happen anytime and to anyone—Ready or not.

Are you prepared? Take this quiz to determine your [Readiness Quotient](http://www.ready.gov/quiz).

If you need help preparing your family or business for an emergency, please call 1-800-998-6439 for assistance.

## You Asked for it...

# New Services now offered by Easy Does It Professional Organizing

### Personal Assistant Services

If you feel you like you never have enough time in a day or the work-week to get all the things you want done, then you might benefit from utilizing a personal assistant. Most people feel this type of service is only for the wealthy. Not True. Personal Assistant services are designed to be a specific and mutually agreed upon scope of work and time.

We have introduced a complete level of services for the home and business. If you need help once a month or once a week; organizing and paying bills, sending updates to friends, family or contacts, errands, our services are designed around whatever would make your life and time more efficient. Here are a few requests we have recently had from clients.

- *Maybe you need help one week picking up groceries due to your travel schedule.*
- *Weekly errands such as picking up prescriptions, dry cleaning and other weekly tasks.*
- *An elderly couple needed help paying bills and requested a monthly visit to review and make payments.*
- *Assist and be on site for several deliveries during the work week.*
- *One client mentioned they could never remember or take care of those special dates for those family members and important clients. We sat down with our client to gather all the details and integrated a complete program to have cards, gifts and messages automatically sent out on their behalf for all these events.*

Almost anything you can think of to help your life be more efficient or easier is exactly what a Personal Assistant can do for you. All done on an hourly basis. Easy, helpful and affordable. Call us now to discuss how Easy Does It Professional Organizing can help.

### Going Green Audits, Education and Consulting

While Being Green is good for the environment it can also provide significant cost savings. Easy Does It Professional Organizing is committed to Being Green and helping our clients become educated on how to be Green. We provide a comprehensive program of Green Audits for our residential and corporate clients.

Our team will conduct a thorough audit at your home or office to help you analyze the options, process and potential savings Being Green might provide. Some of these easy audits can provide helpful and significant return.

- Power consumption at home and office
- Office supply use and savings
- Fuel economy
- Carbon Footprint & offsets
- Environmental

### BLOG ME!

We are very excited to add a new blog section to our web-site. This is a great way to keep in touch with friends of Easy Does It Professional Organizing and we welcome your input. Please visit it at [www.blog.ezdoesitpo.com](http://www.blog.ezdoesitpo.com). We will be blogging weekly and will have several guest authors throughout the year. Submit the topics you would like to discuss or questions about organizing & green issues and we will answer your question within 24 hours.

### SWFL NAPO Chapter

Easy Does It Professional Organizing is leading the way to organize a local chapter of NAPO for SWFL. Guest Speaker, Suzy Wilkoff, President of the newly ratified Southeast Florida NAPO chapter (Miami Dade area) will be giving a presentation about the benefits of forming the local chapter and her experience organizing her chapter. Please visit their website at [www.naposouthflorida.com](http://www.naposouthflorida.com). For further details, please call 1-800-998-6439 or visit [www.ezdoesitpo.com](http://www.ezdoesitpo.com).

## SPOTLIGHT FEATURE

### Is your PC Protected?

Today more and more people are utilizing the web for email, news, shopping and just keeping in touch with family and friends. However many have never had to deal with how devastating a virus can be.

It doesn't matter how new or old your PC might be, you should not be operating without an up-to-date Anti-Virus program. Our technology team has been using an award winning product named PC Security Shield Deluxe 2008.

This software provides multi level protection against the following.

- Email Virus
- Web Surfing Virus
- Firewall Protection
- Anti-Spam & Anti-Spyware
- Parental Control
- Pop-Up Blocker



We have been very impressed with the products performance and technical support for our engineers and our clients. They even offer discounts for multiple machines and you can also purchase a discounted 2 year license to same money and time.

**What is a firewall?** A firewall helps protect your computer from hackers who might try to delete information, crash your computer, or even steal your passwords or credit card numbers. Make sure your firewall is always turned on.—Microsoft Corporation

### 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. NAPO is your gateway to thousands of qualified professional organizers.

### What is NAPO?

The premier national associate dedicated to the field of organizing, the National Association of Professional Organizers (NAPO) is the Organizing Authority. Formed in 1985 as a not-for-profit professional association, NAPO is dedicated to serving its thousands of members through education, networking, industry resources, and promoting the profession to the public. NAPO's mission is to develop, lead, and promote professional organizers and the organizing industry. NAPO's dozen's of chapters are located throughout the country. The association is affiliated with the National Study Group on Chronic Disorganization (NSGCD) and Professional Organizers in Canada (POC).

### Who belongs to NAPO?

NAPO members range from novices to seasoned professionals. NAPO encompasses a wide range of professionals who span the organizing industry. In addition to professional organizers who specialize in residential, small business, and corporate organizing, members include organizing consultants, productivity and efficiency experts and specialist, speakers, trainers, authors, coaches, practitioners., educators, employees of professional organizers, and manufacturers of organizing products.

### Code of Ethics:

This Code of Ethics is a set of principles to provide guidelines in our professional conduct with our clients, colleagues, and community. As a member of the National Association of Professional Organizers, I pledge to exercise judgment, self-restraint, and conscience in my conduct in order to establish and maintain public confidence in the integrity of NAPO members and to preserve and encourage fair and equitable practices among all who are engaged in the profession of organizing.

### Clients—Working Relationships

- I will serve my clients with integrity, competence, and objectivity, and will treat them with respect and courtesy.
- I will offer services in those areas in which I am qualified and will accurately represent those qualification in both verbal and written communications.
- When unable or unqualified to fulfill requests for services., I will make every effort to recommend the services of other qualified organizers and/or other qualified professionals.
- I will advertise my services in an honest manner and will represent the organizing profession accurately

### Confidentiality

- I will keep confidential all client information, both business and personal, including that which may be revealed by other organizers.
- I will use proprietary client information only with the client's permission.
- I will keep client information confidential and not use it to benefit myself or my firm, or reveal this information to others.

### Fees

- I will decide independently and communicate to my client in advance my fees and expenses, and will charge fees and expenses which I deem reasonable legitimate, and commensurate with m experience, the services I deliver, and the responsibility I accept.
- I will make recommendations for products and services with my client's best interests in mind.

### Colleagues

- I will seek and maintain an equitable, honorable, and cooperative association with other NAPO members and will treat them with respect and courtesy.
- I will respect the intellectual property rights (materials, titles, and thematic creations) of my colleagues, and other firms and individuals, and will not use proprietary information of methodologies without permission.
- I will act and speak on a high professional level so as not to bring discredit to the organizing profession.

## EASY TIPS

Earth911 is a great resource for all your recycling questions. For all your recycling needs visit

[www.earth911.org](http://www.earth911.org)

Office Depot, Staples & Best Buy all offer in-store recycling on rechargeable batteries & computer hardware.

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

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

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

When printing to paper at the office or home, print on both sides of the sheet. Recycle the paper when completely used on both sides.

Would you like to be a guest contributor to this newsletter?

Contact

1-800-998-6439

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