Shoot for the Stars! NAPO 2015 Annual Conference & Organizing Expo
The Westin Bonaventure ★ Los Angeles ★ April 15-18 ★ NAPO2015.net

Full Program

Please note that this schedule is subject to change. Refer to NAPO2015.net for the most up to date information.

Tuesday, April 14, 2015

3:00 pm - 7:00 pm	Registration Open

Wednesday, April 15, 2015

7:00 am - 7:00 pm	Registration Open
7:00 am – 8:00 am	Continental Breakfast *(for Pre-Conference Workshop Attendees Only)*
8:00 am – 12:00 pm	**Pre-Conference Workshops** *(Mid-morning beverages provided)*
	Look Up! Manage Your Business From the Cloud (PC1) *Kim Oser, CPO® and Deb Lee, CPO®*
	Expand Your Expertise: Build Training into Your Business (PC2) *Sara Caputo, MA and Cena Block*
	Create & Showcase Your Brand for Maximum Impact! (PC3) *Lisa Montanaro, JD, CPO®*
12:00 pm – 12:45 pm	Luncheon *(for Pre-Conference Workshop Attendees Only)*
12:45 pm - 4:45 pm	**Pre-Conference Workshops** *(Mid-afternoon beverages provided)*
	Confidence + Charisma + Credibility (PC4) *Robyn L. Knox*
	Building Your Business from the Inside Out (PC5) *Julie Morgenstern*
1:00 pm – 4:45 pm	Chapter Leadership Forum *(Invite Only) (Mid-afternoon refreshments served)*
5:00 pm - 6:00 pm	First Timers / New NAPO Member Orientation
5:00 pm - 6:00 pm	International Attendees Orientation
6:00 pm – 9:00 pm	Expo Hall Grand Opening Reception *(Food served from 6-8 PM)*

Thursday, April 16, 2015

6:30 am - 7:00 pm Registration Open

7:00 am – 9:00 am Expo Hall Open *(Continental Breakfast Served)*

9:00 am – 10:45 am Expo Hall Closed

9:15 am – 9:30 am **Welcome Address**

9:30 am – 10:30 am **Opening Keynote Address**
The Art of Letting Go
The Minimalists, Joshua Fields Millburn and Ryan Nicodemus

10:45 am – 12:15 pm **Concurrent Sessions**

1-1 Virtual Organizing: Work with Anyone, Anytime, Anywhere!	1-2 The Chronic-ness of Chronic Disorganization	1-3 MEDIA MAGNET – How to Get Great PR	1-4 Turning LIKES into LEADS: Getting More Strategic with Your Social Marketing	1-5 Think Like a Negotiator
Sarah Buckwalter, CPO®	Regina Lark, Ph.D., CPO®, CPO-CD®	Clare Kumar	Mindy Rodenburg	Eldonna Lewis Fernandez
General	*General*	*General*	*General*	*General*

10:45 am – 7:00 pm Expo Hall Open

12:15 pm – 1:15 pm Boxed Lunch Served in Expo Hall

2:30 pm - 4:00 pm **Concurrent Sessions**

2-1 Stuff Matters: The Language of Clutter	2-2 Relos: Near, Far and Far, Far Away!	2-3 The WOW Factor: Creating Brand Ambassadors For Your Business	2-4 Boost Your Brand and Business With Video Marketing	2-5 The Art of Pain-Free Profitability
Christina Gomes, CPO®	Chantale Bordonaro, CPO®	Christine Chen	Mridu Parikh	Paula Gregorowicz, ACC, CIWP
General	*Advanced*	*General*	*General*	*General*

4:00 pm Organizers' Choice Awards Voting ends

4:00 pm - 7:00 pm Expo Hall Open

4:30 pm – 6:30 pm Organizers' Choice Awards Reception
(Winners announced at 4:30 PM and Light hors d'oeuvres served)

Expo hall will NOT be open on Friday or Saturday

7:00 pm – 8:00 pm CPO® Celebration Reception & Group Photo *(Invitation only)*

Friday, April 17, 2015

7:00 am - 5:30 pm Registration Open

7:30 am – 8:30 am Continental Breakfast

7:30 am – 8:30 am Corporate Associate Member, Chapter Presidents', and Volunteer Leaders' Breakfast

8:30 am – 9:30 am **Corporate Associate Member Concurrent Workshops: "Tools for Organizers"**

DeCluttr: "Industry Trends: A Look at What Consumers and Organizers are Thinking"
Lori Vande Krol

Evernote: "Evernote for Work: Step by Step"
Joshua Zerkel, CPO®

Smead: 3 Revenue Boosts for Your Business by Organizing with Color – Featuring New Smead Viewables®.com
Louise Kurzeka and Scott Wiegrefe,

HomeZada: "Learning the Value of Digital Home Management"
Elizabeth "Beth" Dodson

Fujitsu: "From Paper to Digital: Helping Clients Go Paperless"
Allie Rumpanos and Karen Simon

9:45 am – 10:45 am Corporate Associate Member Meeting

10:00 am – 11:30 am **Concurrent Sessions**

3-1 Demystifying Health Insurance Claims & EOB's	3-2 The Many Faces of Hoarding and Trauma	3-3 Building a Winning Team: Hiring and Training Employees	3-4 Using Technology to Increase Productivity and Profitability
Rebecca Eddy, PDMM	Barbara Dennison, Ph.D., LISW-S and Karen Kruzan, LISW0S, CPO-CD®	Sarah Buckwalter, CPO®	Kim Oser, CPO® and Deb Lee, CPO®
General	*Advanced*	*Advanced*	*General*

11:45 am – 1:30 pm Annual Member Meeting Luncheon *(All registered full conference attendees welcome)*

1:30 pm – 2:15 pm Networking Break

2:15 pm – 3:15 pm **Ask the *Business* Organizers: Best Practices for Organizing Your Own Business**
Moderator**:** *Debbie Gilster*
Panelists**:** *Kristen Diver, MBA, Susan Hayman, Barbara Hemphill, Elaine Quinn, CPO®*

3:30 pm – 5:30 pm **Concurrent Sessions**

4-1 Utilizing Lean Principles in Home & office Environments	4-2 What's ADHD Got To Do With It? Getting and Keeping Your Clients in Action	4-3 Changing Gears *(Golden Circle Members Only)*	4-4 Show Me the Money! Money Mindset & Pricing Strategies
Karen Gauthier, MBA	Laurie Dupar, PMHNP, RN, PCC	Monica Wofford, CSP	Lisa Montanaro, JD, CPO®
Advanced	*Advanced*	*Advanced*	*General*

5:30 pm – 6:30 pm Golden Circle Power Hour (Invitation only)
6:30 pm – 8:30 pm President's Reception (Invitation only)

Saturday, April 18, 2015

7:00 am – 3:15 pm Registration Open

7:00 am – 8:00 am Continental Breakfast

7:00 am – 9:15 am The Angela Wallace Leadership Forum *(Invitation only)*
Continental breakfast served at 7:00, Business meeting begins at 8:00

8:00 am – 9:15 am **Why & How to Get Certified**
Presenters: *Helene Segura, M.A., CPO®, Julie Bestry, CPO®*

9:30 am – 11:00 am **Concurrent Sessions**

5-1 Use Video to Leverage Your Time, Coach Multiple Clients, and Skyrocket Your Business	5-2 Compulsive Buying: What Every Organizer Needs to Know	5-3 Rock Your Content	5-4 Organizing Electronic Documents & Records in Cloud-Based Systems	5-5 Eight Secrets to Entrepreneurial Success *Presented by a NAPO Corporate Associate Member*
Laura Stack, MBA, CSP	April Benson, Ph.D.	Melanie Spring	K.J. McCorry	Glen Meakem
CPO® Only	*General*	*General*	*General*	*General*

11:30 am – 12:45 pm NAPO Awards Luncheon

1:00 pm – 2:30 pm **Concurrent Sessions**

6-1 Organized Mind, Organized Life: Brain Hacks for Productivity	6-2 Experience Talks – Senior Move Manager Q & A	6-3 REDESIGN: Adding V.A.L.U.E. to your Organizing Business	6-4 Tackle Your Clients' Digital Photo Collection	6-5 The POWER to say NO so you can say YES to what matters!
Alan Brown, MA, AAC	Mary Kay Buysse, Jennifer Pickett, Barry Izsak, CPO®, Chantale Bordonaro, CPO®, CRTS, Margit Novack, cSMM	Sherry Drolet	Catherine Nelson	Susan Lasky, MA, BCC
General	*General*	*General*	*General*	*Advanced*

2:45 pm – 3:45 pm **Closing Keynote Address**

The Making of The Productivity Pro®: How to Really Make It Big in the Organizing Business
Laura Stack, MBA, CSP

3:45 pm – 5:00 pm **Closing Remarks and Kick-off to NAPO2016**

Track Color Key:

	Organizing and/or Productivity
	Specific Needs Clients
	Biz & Growth Marketing
	Tech/Social Media
	Running Your Business

Educational Level Key:

- **General Level:** Applies to sessions where familiarity with the subject matter in not relevant
- **Advanced Level:** New concepts, challenging ideas, and/or in-depth information on a specialized topic for those with vast experience and deep knowledge within our industry and want to learn something new or get a new view on an old topic

*Program subject to change