



The Organizing Authority®

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Professional Organizers Make Career Dreams a Reality at NAPO's 21st Annual Conference and Organizing Expo *Professional Organizers will gather in Orlando April 29 to May 2*

MT. LAUREL, N.J. — Professional Organizers will infuse their successful careers with a bit of magic courtesy of the National Association of Professional Organizers' (NAPO) 21st Annual Conference and Organizing Exposition, which will be held in Orlando, Florida April 29 to May 2. The home of Disney and all things enchanted, Orlando is the perfect place for organizers to make their career dreams come true!

“The Annual Conference is the premier event of its kind, offering something for everyone regardless of their experience,” said NAPO President Standolyn Robertson. “I look forward to the conference every year because it helps me connect with colleagues and gain new insight into all aspects of professional organizing.”

The conference

Attendees of NAPO's 21st Annual Conference will hear from industry experts, share business and organizing strategies, network with colleagues and mentor others in the field.

Conference sessions will address various aspects of professional organizing, including:

- Career advancement
- Web marketing
- Social media insight
- Time management in today's fast-paced society
- Adapting to change models

The speakers

This year's gathering will get underway with #1 bestselling business author **Scott McKain**, whose book “What Customers REALLY Want,” will serve as a foundation for

his opening keynote address. McKain will detail the disconnections between what customers crave versus what most service providers offer.

Bestselling author and marketing guru **Michael Port** will present the closing keynote, “The Think Big Manifesto: A Personal Revolution for Thinking Bigger About Who You Are and What You Offer the World.” Port’s talk is designed to produce drastic and far-reaching changes in the way individuals think and behave. His book on the subject is set for a May 2009 release.

Organizing Exposition

NAPO’s Organizing Expo, open April 30 and May 1, will feature innovative ideas and tools to solve organizing dilemmas. The most respected names in the field will be on hand to provide attendees with the products, systems and services needed for state-of-the-art organizing solutions in residential and business settings.

Who Should Attend

NAPO’s 21st Annual Conference is open to members and non-members, including organizing professionals and anyone interested in learning more about professional organizing or starting an organizing business.

The Location

The conference will be held at the Caribe Royale All-Suites Hotel and Convention Center in Orlando, conveniently located near Walt Disney World, Sea World, theme parks, entertainment and shopping. The hotel offers complimentary scheduled transportation to Walt Disney World and Downtown Disney, tennis and basketball and wireless Internet access.

About NAPO

The premier national association dedicated to the field of organizing, the National Association of Professional Organizers (NAPO) is The Organizing Authority®. Formed in 1985 as a nonprofit professional, educational association, NAPO is dedicated to serving its 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. For more information, visit www.napo.net.

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Editor’s note: To attend the conference or to interview a NAPO member, contact Theresa Katalinas at (215) 884-6499 or Theresa@comsolutionsgroup.com.