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## **NAPO to Step Up its 'Green' Initiatives at 21<sup>st</sup> Annual Conference and Organizing Expo**

*Discounted conference registration available through April 14*

**MT. LAUREL, N.J.** — The National Association of Professional Organizers (NAPO) will take its environmentally-friendly efforts to the next level during the 21<sup>st</sup> Annual Conference and Organizing Expo, held in Orlando from April 29 to May 2.

### **NAPO's Green Task Force**

NAPO has developed a Green Task Force to help in adding more “green” initiatives to the annual conference repertoire and to assist in building upon future environmentally-friendly projects. Here are some of the ways NAPO is doing its part for the environment:

- Conference evaluations will be completed on-line, rather than on paper.
- NAPO's conference attendee list will be offered on-line both pre- and post-conference rather than in paper form.
- NAPO's registration brochure and program book is printed on recycled paper.
- NAPO is minimizing the need to print 'single use' signs.
- Badge holders and lanyards will be recycled.
- NAPO is coordinating with the Caribe Royale Orlando hotel to recycle as much as possible.
- NAPO is collaborating with exhibitors to reduce waste of promotional items.

### **NAPO's Green Plans for the Future**

For the 2010 annual conference and beyond, NAPO intends to:

- Eliminate paper mailings.
- Send electronic promotional e-mails and brochures to reduce paper waste.
- Offer a CD version of the annual conference final program book.

“The Annual Conference is a great place for NAPO to step up as environmental stewards,” said NAPO President Standolyn Robertson. “ ‘Going green’ is a notion that

we, as organizers, strive to empower our clients with. Together we can make every day feel like Earth Day.”

### **The conference**

Besides going green efforts, attendees of NAPO’s 21<sup>st</sup> Annual Conference will hear from industry experts, share business and organizing strategies, network with colleagues and mentor others in the field. *Those who register by April 14 can enjoy all of NAPO’s conference benefits at \$75 off the regular cost!*

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 21<sup>st</sup> 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, or to register for NAPO's conference, visit [www.napo.net](http://www.napo.net).

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