

Meet Anita

Contributed by Anita Dobin

Anita Dobin began her organizing business in 2003 and is a proud member of NAPO.

Her degree in Communications and experience in the field of advertising make it easy for Anita to encourage lasting organizational changes with her clients, breaking down ideas and expressing them in a way that her clients can easily understand and put to use in their own lives.

Her work in advertising and marketing -- including event / party planning and trade show management -- has taught Anita the value of good organizing skills from the client's point of view. She has honed her problem-solving, paper management, time management, and space organizing skills in the real world -- and now shares these talents with her private organizing clients.

Anita operates according to a simple philosophy -- less is more and more is less. "The first part speaks to my organizing philosophy (the less stuff one has the more organizing one can accomplish). The second part actually favors the client. The more the client can do on their own -- with some guidance -- the less time they will need when we work together and consequently the more money they will save.

Anita's greatest organizing strength lies in her time management skills -- her ability to create a meaningful action plan and sticking to deadlines to ensure that her clients receive the most and best organizing in the least amount of time.

In her own words -- "In most every aspect of life I challenge myself to leave my version of the world in better shape than I found it originally. I have identified my special set of skills and am able to use them not to enhance only my own life, but to reach out and contribute to others as well."