



Monica Ricci
Organizing Expert, Speaker,
Author, Spokesperson
Catalyst Organizing, LLC
770 . 569 . 2642
www.CatalystOrganizing.com
Monica@CatalystOrganizing.com



BIO

Monica Ricci is a Certified Professional Organizer®, speaker, author and a corporate media spokesperson. Her book, *Organize Your Office...In No Time*, is a busy person's reference for taking control and being more effective, productive, and successful at work. Monica is an active member and Past President of The NAPO (National Association of Professional Organizers) Georgia Chapter, and was the winner of the NAPO Founders' Award, the highest honor in her industry. In addition, she was named one of the nation's "Organizing Elite" by *Forbes Magazine*, is a frequent guest expert on countless radio and television outlets, and appears as a regular expert organizer on the popular Home and Garden Television show, *MISSION: Organization*.

Monica is an avid business blogger, author, and as a motivational speaker, she presents workshops and keynotes on simplicity, time management, procrastination, getting organized and living a simpler, more powerful life. Her clients include Earthlink, Longhorn, Paramount Pictures, The US Court of Appeals, GE Capital, Special Olympics, the Environmental Protection Agency, and many more. Monica has been quoted in hundreds of publications including the Wall Street Journal, The New York Times, Forbes, Atlanta Magazine and others, and has also written for publications such as ORGANIZE Magazine, Men's Edge Magazine, AirTran Airways Arrivals Magazine and Advisor Today Magazine.





PARTIAL MEDIA LIST

- Newsday
- Business week
- The Wall Street Journal
- The New York Times
- Fox & Friends
- Fox 5 Good Day Atlanta
- Recurring expert on HGTV's Mission: Organization
- Named in Forbes Magazine's "Organizing Elite"
- Nationally syndicated Clark Howard Show
 - The Atlanta Journal-Constitution
 - Advisor Today Magazine
- AirTran Airways in-flight magazine
 - US Airways Magazine
- America West in-flight magazine
 - Selling Power Magazine
 - Investor's Business Daily
 - Sam's Club Magazine
 - Gourmet Fare Magazine
 - Points North Magazine
- Woman's World Magazine
- Decorating Spaces Magazine
- Washington Spaces Magazine
 - Men's Edge Magazine
- Post Newsweek Tech Media Magazine





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— RAVING FANS —

"Monica's experience in her industry shines through in *Organize Your Office In No Time*. *Her real life client stories, product recommendations and strategies for getting organized are right on target.* You'll be more effective, productive and thrilled with your office space in no time!"

Jack Canfield, Author, Chicken Soup For The Soul

"Thank you for presenting your program, Powerful Living through Organization to our group! You are an insightful and engaging presenter, and *your program far exceeded my expectations.*"

Gil Ferrales, Work/Life Coordinator, Paramount Pictures

"Thank you for an excellent presentation! Your passion and conviction for your subject combined with the rapport you established with your audience made it easy to follow you and I made some personal commitments to myself based on the insights I captured from your presentation."

Jim Anderson, AT&T

"Your session was *one of the best attended and evaluated of the weekend!* I would recommend you as a guest speaker to any group!"

Dawn Wright, Special Olympics Georgia

"It was a pleasure meeting you and having you on our newscast. *You were superb* and although the information could be considered boring, you make lively and more enjoyable to hear about. That takes real talent. I hope we can have you on our show next time you're in town."

Anthony Sperduti, Producer, KVBC TV

"You *kicked some serious butt this morning on our NBC affiliate!* Thank you SO MUCH for making that drive from Atlanta to promote our AT THE HEART OF LIFE Community Festival. *You owned it!*"

Terrell Sandefur, Toast of the Town Events





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PARTIAL CLIENT LIST

Earthlink
3M

U.S. Court of Appeals
Paramount Pictures

Special Olympics Georgia

Longhorn

GE Capital

JC Penney

Coca-Cola

U.S. Environmental Protection Agency

Kennesaw State University

Rotary International

Newell Rubbermaid

American Business Women's Association

Fast Company Magazine Entrepreneur's Group

Association of Women in Communications

Atlanta Magazine

Marietta Housing Authority

Society of Human Resource Managers

Association of South Carolina Oncology Managers





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Q & A

Q. What exactly do you do?

Monica I speak at conferences, for corporations and the public about everything organizing-related. I also work as a spokesperson for various companies to represent their products, such as Office Depot, Rubbermaid and Beazer Homes, to name a few. My company helps clients organize their lives at home and at work.

Q. Do you work with a staff?

Monica I do use a skilled team of expert organizers who help me with in-home or office organizing projects. It's great to work together to come up with creative organizing solutions for each client. We do everything from relocation organizing to planning and implementation. We help our clients with time management, setting boundaries, procrastination, and personal productivity as well as organizing their home and workspaces.

Q. Who is your typical client?

Monica We work with busy moms and professionals struggling to balance their lives. They have plenty of money, but what they really want is time, and a beautiful, organized space to live and work effectively and happily.

Q. What is the biggest challenge your clients face when staying organized long term?

Monica Creating new habits is a challenge for most people. We all naturally seek our comfort zone – but for my clients, their comfortable habits are what put them in a chaotic situation in the first place. So my goal is to teach them not only learn to manage their physical space, but also to change their mindset and their repetitive behaviors, which will change their lives for the long term.

Q. What do you love most about your work?

Monica First, I love speaking to groups and doing radio and television. I also love to write! By doing these things, I help others get a new perspective on their lives and inspire them to make positive change, which is a real thrill for me! Secondly, as my company name suggests, I enjoy being a catalyst for change. I love knowing that I've helped someone change their life for the better. Teaching someone to set new boundaries, re-think their old habits, and regain their personal power is incredibly gratifying.





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COMPANY PROFILE

Company	Catalyst Organizing, LLC Monica Ricci, Principal
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Address	10540 Summer Ridge Drive Alpharetta GA 30022
Founded	1998

Philosophy: Living a simpler, more organized life enables people to achieve their goals and live with purpose. Organization is a vehicle, which helps individuals remove the roadblocks that prevent them from being as happy, successful and powerful as they were meant to be.

Mission: To share information, ideas, and inspire others to simplify, organize and take control of their lives and environments. To teach people and motivate them to implement change to achieve long lasting organizational results and live a more joyful, happier and more focused, powerful life.

Affiliations: **National Association of Professional Organizers (NAPO)**
Georgia Chapter Program Chair, 1999
Georgia Chapter President, 2000 - 2002
National Annual Conference Chair, 2003
National Chapter Relations Committee, 2001- 2005
National Awards Chair, 2006 – 2007

Awards: **National Association of Professional Organizers (NAPO) President's Award, 2005**
NAPO Georgia Chapter Leading Edge Award, 2006
NAPO Founders' Award, 2008

Featured Press: **The New York Times, The Wall Street Journal, Investor's Business Daily, Newsday, Businessweek, Forbes**

Featured Media: **Mission:Organization (HGTV)**
Fox & Friends
Host of the weekly radio show, Organization Nation
Clark Howard Show (Nationally syndicated radio program)
Good Day Atlanta (WAGA Fox Affiliate)
Atlanta and Company (WXIA NBC Affiliate)

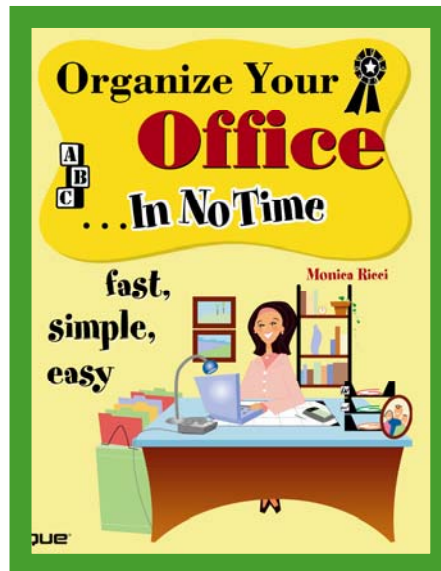




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IMAGES



Organize Your Office...In No Time Book Cover



HGTV Suburban Craft Room Project (north wall)





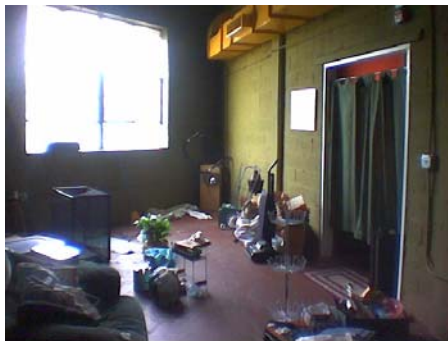
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IMAGES



HGTV Suburban Craft Room Project (south wall)



HGTV Downtown Loft Project



HGTV Home Office Project

