**Minutes**

**IAHSP Leadership Call April 22, 2019 7:00 pm EST**

Number is (267) 930-4000 967481#

After welcoming members to the call, Bette mentioned there are no announcements

She welcomed Mark Chapman from Diamond Sofa

Mark attended Augusta college with a BA in Business Administration

In 2004 he became an Account Executive with Diamond Sofa, he has 2 sons and lives in Gilbert, AZ.

Opened warehouse in LA

They have a quick ship program able to attract to independent, e-commerce

4 years ago got into the staging industry, they have long term relationships with

customers

Their goals are 1) Efficiency 2) Customer Satisfaction

Benefits for IAHSP are the following:

No minimum order, orders placed the same day, 98% in stock, all members pay the exact price no matter how large, ship all over the world!

[www.diamondsofa.com](http://www.diamondsofa.com)

There is a one page account set up form.

Christa mentioned to look on the IAHSP.com and look under vendor directory and then Diamond Sofa.

Next speaker was welcomed by Bette as well, June Carter from GYST solutions

(Get Your Stuff Together)

She designed and planned corporate offices and lives in Amelia Island, FL.

She works with seniors, staging and selling the senior homes, she’s an organizer and an ASPM too!

Transitioning for seniors, she realized she did a lot with older people and this was

her niche, she will focus this call on how to work with the senior market.

By 2030 1/5 of population will be seniors

World has changed a lot, we all hope to be a senior someday

She gets a lot of…… I don’t care what you say, I’m not doing anything or I bought and sold 30 houses and there’s nothing you can tell me.

When working with the seniors please ask:

Why are they moving?

Empty

Death

Memory Loss

Money Issues

It is not always the happiest circumstances. Can they drive anymore?

The internet is very scary for them

When working with the seniors it is more of a TEAM effort

Kids, lawyer, organizer, family members, etc.

There are wills and trusts to deal with, some associations that work with seniors are:

APPO.org stands for Association of Personal Photograph Organizers

NASAMM-National Association of Senior Move Managers

NAPO- National Association of Productivity and Organizers

For the elders they can have relocation stress syndrome, mood symptoms, depression and anxiety

Make sure senior has an advocate, plan and use a timeline, help senior get acquainted with new space, set up a plan but in small bites

What is the most beneficial way of staging?

Move owners out before listing, take away animals and pet smells.

Build confidence and trust, listen a lot to them, focus on the positive and no judgement!

For those seniors that can’t let go:

Set up memory boxes, get contained and label them and honor the memories!

Take the silver bowl and write down why it’s so important to them so then family

understands their emotional connection. Why do they love the brown furniture?

If you would like to get into senior market you can do these things:

Speak at the library (older people usually show up)

Real Estate Association

Use Junk companies-take things to re sale shops

You can pack for them, June said you don’t need to be bonded for this

There are many ways to work with the seniors, you can do occupied consults as well.

Bette ended the call with notes saying Jennie said hello to all, was not able to make call due to family emergency. Barb said book is doing well! She will have

another book coming out in the future!

Our next call is May 20th, 2019. Susan Olson will speak about photography and staging. Bette thanked everyone on the call!

Reminders:

Bette suggested if anyone has ideas for the calls email her at [Bette@IAHSP.com](mailto:Bette@IAHSP.com)

Reminder: email [BJ@iahsp.com](mailto:BJ@iahsp.com) to let her know we were on the call.

According to the headcount from BJ Johnson, 34 people attended the call.

Atlanta IAHSP® - Jeanne Westmoreland

Atlanta IAHSP® - Janet Nations

Boston IAHSP® - Debra Caton

Boston IAHSP® - Maureen Smith

Charlotte IAHSP® - Virginia Youngblood

Chicago IAHSP® - Barb Carroll

Chicago IAHSP® - Linda Minogue

Chicago IAHSP® - Lois Phillips

Chicago IAHSP® - Andrea Faber

Chicago IAHSP® - Ann Teuthorn

Houston IAHSP® - Yulonda Buster

Houston IAHSP® - Deborah Plowden

Houston IAHSP® - Kat Troulinos

Houston IAHSP® - Linda Wilkins

International IAHSP® - Bette Vos President, Executive Board Member

International IAHSP® - Caryn Dunker Secretary (also Chicago)

International IAHSP® - Andi Hurley Ethics Director (also South FL)

International IAHSP® - Sandy Earnhart IAHSP® Membership Co-Director (also Austin)

International IAHSP® - Kathy Fauth IAHSP® Membership Co-Director (also Minnesota)

International IAHSP® - Stacey Gibson IAHSP® WWSSW Director (also NorCal)

International IAHSP® - Michelle Getty Assistant Conference Director (also Austin)

International IAHSP® - Mary Scalli Southern Regional Director (also Houston)

International IAHSP® - Christa Jessup VP of Vendor Sponsors Program

International IAHSP® - BJ Johnson Director of Operations

Jacksonville IAHSP® - Gloria Staats

South FL IAHSP® - June Carter

Washington DC IAHSP® - Susan Maunders

Washington DC IAHSP® - Trish Kim

Washington DC IAHSP® - Young Kim

IAHSP**®**Member - Leslie Testa

IAHSP® Member -TJ Miller

IAHSP® Member - Vicki Burke

IAHSP® Member - Paula Sinnott

European IAHSP® - Verena Mumford