

THE EMERALD COAST TRAINER



The Newsletter of the
EMERALD COAST CHAPTER

MAY 2005

" Lee Donald Cracks Whip of Organization " ***article reprint from [Mobile Register](#) © July 1, 2001***

It's taken a few years, but it appears that more businesses finally are beginning to get it.

Get organized, that is.

Hold on - if you think we're talking about handing out those big desk calendars and building canyons of filing cabinets, think again. That might have worked way back in the 20th century, but not in today's post-modern, increasingly paperless workplace.

Just ask Lee Donald - then step back about three paces while this 5-foot dynamo of organizational excitement explains how much time and money companies can save - and how much they can make - by getting organized.

"The average person wastes up to 150 hours each year just looking for lost or misplaced items," said Donald, president of Organizing Associates Inc. in Mobile. "That's time on the job wasted, and as everybody knows, time is money.

"When you are unorganized, you are not working efficiently. We help to create systems that are specifically designed for each business to maximize their time and efforts."

Not only does that save money by saving lost time, but it usually leads to increased production - and increased profits - as employees feel, well, more productive, which leads to higher self-esteem, which inspires creative thinking, which generates new ideas, which leads to better performance, which - you get the picture.

Then again, maybe you don't. Despite exponential strides that have been made toward higher efficiency in today's corporate culture, Donald said she still hears that perhaps most appalling proclamation standing in the way of capitalistic progress: "But we've always done it that way."

And she still sees that familiar cartoon pinned on some office walls - "A clean desk is the sign of a sick mind." To Donald, it's just the opposite.

"It can be a challenge to get some people to admit how disorganized and wasteful they really are," Donald said. "Some people feel threatened by me when I start talking about changing the

way they do things. After all, it's all they know. It's part of them. If they don't want help, I can't do anything for them.

"But if they do want help, that's why we're here."

Having a bachelor's degree in psychology no doubt has played as big a part in the success of Donald's company so far as anything else. That, and what must be a natural intuition about people and systems and how they work together.

After a string of part-time jobs and a stint at being a full-time mom, she created her first company called Errands! Inc., which did exactly as the name implied. In 1992, she sold the company and created Organizing Associates, which Donald has operated with the help of a handful of part-time workers. The company recently expanded to include a two-person office in Birmingham, and Donald said she has her sights on Montgomery next.

At the center of the organizational systems she creates for clients is Kiplinger's Paper Tiger software. Even in this electronic age, 80 percent of all information still is paper-based. Paper Tiger organizes filing systems by computer, giving access to any hard copy file in a matter of seconds.

Clients such as Foley attorney Mary Murchison and D. Greg Luce, president of Luce Packing Co. in Mobile, swear by the system, and Donald's ability to tame their paper circuses.

Donald, however, insists that she's "not just trying to sell a piece of software. I'm trying to help them live a more peaceful existence, a life with less stress."

Jerald Hyche
Business Editor
[Mobile Register](#)
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Make sure you don't miss our May 10th
Workshop -- Lee R. Donald's
"Taming the Paper Tiger"
8:30 a.m. to 11:30 a.m. OWCC Gallery Room,
Bldg. K

Coming Events		Mark Your Calendars!	
May 10, 2005 9:00 - 11:30	"Taming the Paper Tiger" ▪ 8:30 a.m. coffee & sign in ▪ half-day workshop followed by lunch	Lee R. Donald, Organizing Associates	
June 14, 2005 11:30 - 1:00	"Staying Motivated and Productive"	Brian Adams, Endless Possibilities	
July 12, 2005 11:30 - 1:00	"Salvaging Rather Than Firing"	Don Stringfield, Dale Carnegie Association	
Aug. 9, 2005	"Win-Win Performance Standards"	Linda Baily, Baily Consulting	
Sept. 13, 2005	"E-Training: What it is - Do's & Don'ts"	Bob Seemer, Electronic Training Solutions	
Oct. 11, 2005 8:30 - 11:30	"Stop Talking and Start Communicating" ▪ 8:00 a.m. coffee & sign in ▪ half-day workshop followed by lunch	Mark Wiskup, Wiskup Communications	
Nov. 8, 2005	(presentation title TBA)	Marty Mears, Toastmasters, FWB	
Dec. 13, 2005	Holiday Celebration - presentation of awards and officers	Dr. David Goetsch, Provost, OWC	

To RSVP for these great presentations, e-mail Pam Walters at waltersp@owc.edu or call 729-5291.



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