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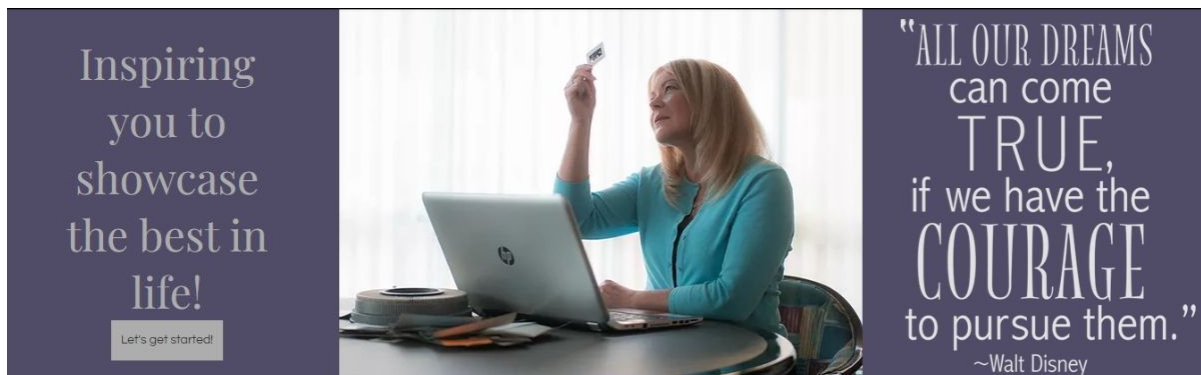


# Getting Organized Now!

Inspiring you to showcase the best in life.

August 2021

Volume 4, Issue 8



Tweet



Forward



## National Just Because Day

**You don't need a reason to celebrate!**

Eat the cake, buy the shoes, take a nap. Why? Just because.

Send a card, use grandma's china, drive to a place you've never been. But why? Just because.

August 27 is a day to do those random things, those things without a need or a plan.

What will you do on National Just Because Day?

Call or email us today. Let's get started: 612-616-1215;  
[beth@gettingorganizednow.com](mailto:beth@gettingorganizednow.com)



## STUDIOescape™

Or should we say escape to the studio!

Get ready for a whole new experience!

We truly want our studio to be your home away from home and we are working on creating an environment with workshops, training events, and retreats that will excite you, spark your imagination and creativity, and inspire you to create the greatest "works of heart" anyone has ever seen.

Are you ready?

Call or email us today. Let's get started: (612) 616-1215; [beth@gettingorganizednow.com](mailto:beth@gettingorganizednow.com)



## FOREVER® Media Conversion Services

FOREVER® is more than just photo scanning. They include film and video to slides and audio recordings.

Want to digitize something else? FOREVER® Box Specialty Services include: albums and pages, yearbook pages, historical documents, newspaper clippings, and other large flatbed scans.

FOREVER® Media Conversion Services is the best way to save your **entire** legacy (no matter the format) for a lifetime... and beyond!

Call or email us today. Let's get started: 612-616-1215; [beth@gettingorganizednow.com](mailto:beth@gettingorganizednow.com)

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*"This morning the sun endures past dawn.  
I realize that it is August: the summer's last stand." -- Sara Baume*

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## Meet Cathi Nelson, Founder and CEO of The Photo Managers and "Save Your Photos Month"

by Marjorie Simon

*"Your photos won't have value or meaning if they're just a mess in a box."*

Cathi has helped thousands save their photos and family legacies through her innate talent as a photo organizer. She's seen the frustration of people short on time and long on photos. She's also seen panicked people who can't recover years' worth of downloaded photos.

In fact, **"The average person has stored digital photos in four to five places. Each device has its own retrieval method.** Then, software upgrades can completely throw you off," says Cathi. Technology is ever-changing and can be extremely daunting. Cathi knew people needed help. If they can't find time to organize and share their print photos, how will they find time to keep up with the all-too-frequent changes in digital technology to access and share their digital photos? **"The most photographed generation will have the least photos because it's digital chaos,"** says Cathi.

In 2009 Cathi founded the Association of Personal Photo Organizers, a professional organization with close to 1000 members world-wide, now known as The Photo Managers. Her efforts were so successful that Cathi now focuses on assisting others who are, or want to become, Certified Photo Managers. She's committed to educating the public about photo organizing and preservation.



So, Cathi established September as [Save Your Photos Month](#) (SYPM) in 2014. Hurricane Sandy and the Joplin, Mo. tornadoes resulted in decimated photos and family histories. People didn't realize the risks of unprotected photos. But the truth is, when disaster hits, once family and pets are gathered, people race for their photos—their life—their legacy. They are priceless and irreplaceable. Why leave such a precious commodity to chance?

## SEPTEMBER IS...

# saveyourphotos

MONTH

This September [SYPM](#) gives photo lovers **free opportunities** to organize and preserve their photos. The Photo Managers will offer **40 different online mini courses in six languages**. The 10–15-minute classes will go live in September and run through October. There will be prize drawings for registrants.

Cathi noticed a serious uptick in photo organizing during COVID-19. She says people at home used the additional time to check out their photos. They realized it was time to organize, preserve, and display them.

In addition, climate change and the risk of losing photos has reminded people that things they care about can be lost. For example, climate change. Last February when the big freeze hit Texas, water pipes froze, and water damage was everywhere. And, of course, wildfires are now a global threat. The good news: Cathi says in many cases, water-damaged photos can be saved. That's the knowledge Certified Photo Managers command.

Another time a woman stored her photos in a safe. Her home caught fire—so hot that it melted the photos inside the safe. A photo manager was able to save the inner photos sandwiched between the melted ones—so it wasn't a complete loss. But it's a warning to all about safe photo storage.

The question becomes: “Should I organize and preserve photos myself, or hire a professional?”

Cathi sees pros and cons. “Many years ago, people thought it foolhardy to get help with physical fitness. Nowadays, people insist on their personal trainer. The same with house cleaning, shopping and so many other things. Time is just too valuable,” says Cathi.

Likewise, while reviewing photos is fun and nostalgic, many who organize their own photos can't finish because the reminiscing and choosing gobbles up time. So, people start...and then leave the rest for later, but “later” never comes.

And while hiring a Certified Photo Manager does cost, as Cathi says, “Photos are considered priceless. Nobody has ever said, “I can’t believe I paid you all that money. Tears appear—but they are tears of joy.” No wonder. A family legacy has been beautifully preserved to enjoy and share at a moment’s notice—for generations to come.

Cathi says a career in photo management only requires that you are passionate about photos, stories, and people. The rest can be taught. “It’s a perfect career...You provide a service everybody needs, but they lack the skills to make it happen.”



Thank you, Cathi, for your visionary skills to save and preserve photos world-wide.

For more information contact Certified Photo Manager Beth Gibson Lilja with [BGL & Associates, LLC](#) at [beth@gettingorganizednow.com](mailto:beth@gettingorganizednow.com).

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From our blog...

## The Secret Life of Certified Photo Manager Beth Gibson Lilja

We Certified Photo Managers see a LOT of photos every day—thousands in a year. That means photo managers are not just photo preservationists, we are family historians, therapists, private investigators, researchers, artists and even arbiters. My passion is helping people tell their stories with photos.

[Read more](#)

Get caught up with all our blogs!



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We invite you to join our private client Facebook Group:



## Photo Solutions Clients.

### 2021 Page & Project Challenge Club!

\$75 | January–December 2021

#### Membership Guidelines:

1. Receive an exclusive gift as a Club Member.
2. Set a goal to complete 221 individual pages or projects.
3. Count all projects one-for-one.
4. Showcase your project(s) at the annual brunch.
5. Receive a \$10 discount on one workshop each month.
6. Receive a special rate for our National Scrapbook Day event.
7. Pay early-bird rate for Twin Cities Digital Day workshops.
8. Receive (2) 30-minute individual virtual coaching sessions.

Includes monthly follow-up email. Additional benefits may be added.

**Register Now!**



BGL & Associates, LLC 30-Minute Coaching Call

#### DRAWING

*Drawing will be held Wednesday, September 8.*

### UP NEXT!

09 | 23–26: Camp Cropuhapi Project Retreat  
South Fork Farm, Lester Prairie, MN | [Details](#)

09 | 25: Virtual C&C: Calendars & Cocoa

via Zoom | [Details](#)

10 | 15: No-Frills Project Workshop

BGL & Associates, LLC Studio | [Details](#)

10 | 16: Regular Project Workshop

BGL & Associates, LLC Studio | [Details](#)

11 | 20: Twin Cities Digital Day

BGL & Associates, LLC Studio | [Details](#)

We've made a change for registrations! Now you can register for [Workshops](#) or [Events](#)!



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