

As seen in



SAN DIEGO Metropolitan

UPTOWN EXAMINER & DAILY BUSINESS REPORT

She's The Chairman Of Order

Dana Korey and her Away With Clutter team boost the fortunes of busy execs

The average executive in the United States wastes six weeks each year looking for lost or misplaced items in messy desks and disorganized files, reports Dana Korey, founder of Away With Clutter. That translates to one hour each day.

Since moving to San Diego last year and establishing her business, Korey has assembled a team of professional organizers, 23 associates from San Diego to San Francisco who can create order out of chaos in the work or home environment. All the team members belong to the National Association of Professional Organizers.

The first task an Away With Clutter organ-

per employee in 1997 to 355 square feet per employee in 2001. That includes common space such as lobbies, kitchens, copy rooms and reception areas. It is not uncommon for workers to be limited to cubicles of 40 square feet or less.

In addition to one-on-one organizing, Korey also gives talks and conducts productivity seminars and workshops for businesses and their employees. She also operates awaywithclutter.com.

For her efforts, Korey, a blonde bundle of energy and creativity, gets high marks from clients like Steve Stone, the Chicago Cubs broadcaster.

"Dana's attention to detail, organizational skills and sense of style are unparalleled," Stone says. "I have referred many of my friends to her." He notes her use of "creative problem solving and design solutions that last." Other clients have included television's Ron Popeil of Ronco Inventions; Arizona radio talk show host Jay Lawrence; San Diego television host Fred Lewis; and Los Angeles artist Myra Burg, whose entire studio was organized by Away With Clutter.

The business also works with real estate agents or home owners preparing homes for sale. "Staging a client's home before putting it on the market is an excellent way to add value to a home and increase the purchase price," says Korey.

Korey is pleased with the success of Away With Clutter since she relocated to Del Mar. "San Diego has been wonderful for me," she says. She has been featured monthly on the KUSI television morning news show.

"Of course, we're fortunate to work with some very dedicated, well-educated associates who make up the Away With Clutter team," she says.

Because she stays in touch with other professional organizers in the country, Korey says, "Everything we do is state of the art." She says she likes working with creative people and helping to solve problems.



Dana Korey

"We change people's lives," she says, "by turning an office or business into a productive working environment." That, in turn, relieves stress and saves money. She adds, "We give you the gift of time." ♦



Does your office resemble this?

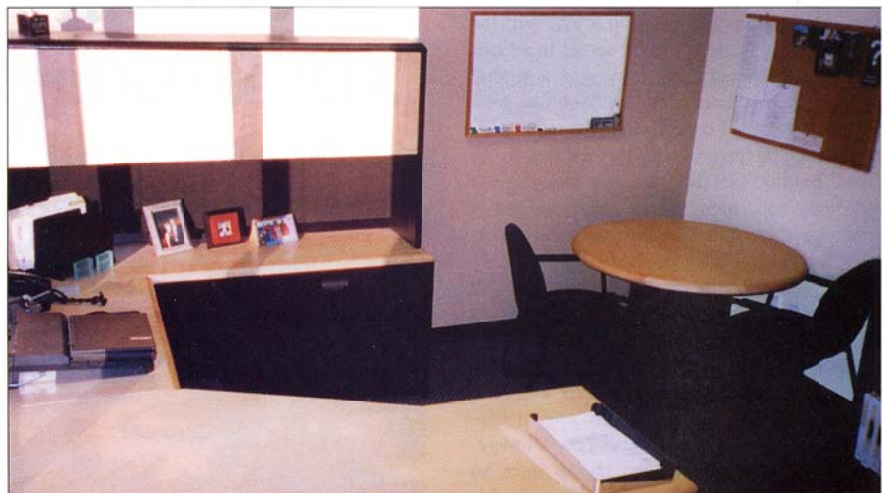
izer tackles is making a work space as efficient as possible. They then assist in designing a system that works with the client's natural inclinations.

Away With Clutter, which plans expansion to new markets, recently named Trish Gapik as national sales director, and Avein Saaty as director of marketing.

"We tackle the details, so our clients can lead more balanced and productive lives," says Korey.

For those feeling hopelessly disorganized, they are not alone. Disorganization in the workplace is being exaggerated by the reduction of office space.

Houston-based International Facility Management Association reports that average office space has decreased from 410 square feet



Or this, after Away With Clutter has tackled the job?

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