

# NASMM Announces the Barry Izsak/Peg Guild Professional Development Scholarship Fund

*Editor's Note: The following address was presented by Barry Izsak, Arranging It All, Austin, TX, at the NASMM 2014 Annual Conference. Through his substantial donation, NASMM is pleased to offer this scholarship in memory of our colleague, Peg Guild.*

Six years ago, a middle-aged man attended his first NASMM conference in St. Louis, Missouri. He had just finished serving two terms as president of NAPO, and after working over 12 years as a professional organizer, thought his career had plateaued.

Yet, being the inquisitive guy that he is, he wanted to see for himself what this senior move management industry was all about and determine if this was a path he might want to pursue to diversify his already successful existing business.

Little did he know that similar to what happened when he attended his first NAPO conference in 1996, his life would once again be changed in a most profound way and his career would be catapulted in a whole new, exciting and highly lucrative direction.

Of course, this person is me and the rest is history. Now, after 6 years of active participation in NASMM, my business has tripled from its "plateau" in 2008 and the horizon looks just as bright.

I tell you my personal story for several reasons.

One reason is to highlight how one singular, fortuitous decision in a person's life can change it forever. I can honestly say that had I not attended my first NASMM or NAPO conferences, I don't know where I would be today and I might never have found "my calling"----and certainly not as soon as I did.

There is no doubt in my mind that finding NASMM and NAPO---helped me find myself. My active involvement in both associations paved the way for me to achieve my full potential in our great industry---and as a human being.

It wasn't long after endowing a conference scholarship fund for NAPO two years ago that my thoughts soon turned to NASMM and what I could do to give back in thanks for that pivotal, life-changing first conference experience in St. Louis.

Six months ago, I proposed endowing a Professional Development fund to the NASMM Board of Directors and they approved the concept in early October.

Mary Kay, Jennifer and I had already begun working out the details of how the Barry Izsak/NASMM Professional Development Fund would be structured when NASMM suddenly lost one of its beloved members, founders and second President, Peg Guild.

Peg was a trailblazing pioneer in this industry. She was a candle whose light burned brightly to all who knew her. Like a candle, Peg was warm, glowing, approachable and knew no strangers - often taking "newbies" under her wing. She worked tirelessly to move NASMM and this industry forward in many ways, often neglecting her own business in the process.

It immediately became clear to the three of us that there was no better way to honor the passion that Peg had for NASMM and the senior move management industry than by naming this fund in her cherished memory.

It is with great pride that I announce to you today the creation of the Barry Izsak/Peg Guild Professional Development Fund.

The purpose of the fund is to offer the same life-changing opportunity to others who for whatever reason might otherwise not be able to afford to attend a NASMM conference, as well as other professional development opportunities that we haven't even thought of yet. More specific details will soon follow in the weeks following this conference.

Because NASMM is a 501(c)6 trade association, donations to this fund are not tax-deductible, as they would be for a 501(c)3 charitable association. However, I hope you will agree with me that there is no better vehicle for us to honor or memorialize a colleague or client than a donation to his fund to enable others to experience the same professional success that NASMM has afforded us.

It is my sincere hope that the Barry Izsak/Peg Guild Professional Development Fund will become your preferred way to honor or memorialize a colleague or client and afford others a chance to attend a NASMM conference that they might not otherwise be able to---so they too can see first-hand what our incredible industry and community is all about.

Thank you for your attention and your personal contributions in making NASMM the great association that it is. We are all better because of it!

Barry Izsak  Peg Guild  
Professional Development Scholarship