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Chaos To Order

Park Ridge entrepreneur moves big business – one family at a time

By Darcy Hendricks
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Monica Friel's company has been the organizing service for several well-known individuals and businesses across Illinois, including the Chicago Sun-Times and the U.S. Department of Education.

But since last year, another biggie has been keeping her busy – Boeing.

For the last 12 years, the Park Ridge resident has run Chaos To Order, a home and office organizing service, out of her home. Friel's company helps unpack and organize the items from a home or office space, sifting through closets or basements.

Having worked with a special service relocation company based in Pennsylvania numerous times, Friel said her business was contacted by the relocating company when Boeing was considering the move to Chicago.

"We never knew for sure if this would be a big deal or small deal, if we were only going to move a few executives," she said. "Even now, though ... we still have Boeing moves streaming in."

Michael and Susan Kelley are one of the Boeing clients Chaos To Order helped move into the Chicago area early this year.

Susan Kelley said she had never used an organizational service before the move into their



Susan Kelley, wife of a recently transferred Boeing executive, moves into her new Chicago digs with the help of Lesley Bevan (right) of Park Ridge-based Chaos To Order.

Jason Brown / Pioneer Press

condominium on State Street.

"We were new to Chicago, so I didn't have my family, any friends to help," she said. "It was just invaluable. It was so helpful."

Once a student of corporate/organizational communications, Friel started Chaos To Order when she was about three years out of college.

"My studies and what I'm doing now don't really connect," she said. "But even as a child, it was funny, but organizing was always clearly interesting to me."

Friel said she did not know of any other business that offered an organizational service, so she began researching and contacting various moving companies. She created a few press releases and with \$300, started the company.

"People were really receptive," she said. "I got lucky."

Today, Friel's business is primarily spread by word of mouth – though she says the Internet has helped.