



POC 2019 National Conference CONVERSATION CAFÉ



Summary

Overview

Thank you for your contribution to the Conversation Café. I sincerely hope that your experience was a positive one and that it provided you with valuable insights and direction in your continued journey through the world of professional organizing.

A Conversation Café is a series of round table discussions that use the conversation process to focus on the collective knowledge that we all bring to our association.

The purpose of this program was to stimulate conversations that matter to us ... for our businesses, our industry and for our association. The benefit of these conversations is the opportunity to build knowledge and experience from one another via idea sharing.

As members of this organizing community, conversations like this allow us to reach a better understanding of each other's values and concerns. When we take the time to really listen, we can learn from each other's perspectives and experiences. This in turn, builds a stronger community.

Key questions, meant to address topics related to the organizing industry, were presented and discussed at the POC 2019 National Conference. With over one hundred organizers contributing to the conversations, a comprehensive collection of thoughts and ideas were generated. The results are summarized over the next few pages.

I invite you to review the comments and ideas that are listed here. Don't just read them ... take action. And grow from it. After all, the Sky's the Limit!

Georgina Forrest
Program Lead, National Conference Committee

Q1: Are we witnessing a shift in the organizing industry?

Where are you witnessing a shift in the industry? How can you capitalize on this? Can you create a niche business out of any of these ideas?

- Minimalism movement
- Marie Kondo has legitimized the industry and brought it out to the general public
- NAPO Membership – predominantly baby boomer & previous generations
- Baby boomers – phasing out
- US more people coming in as a career but don't want to have their own business – independent contractors are an issue in US
- Rise in new members, need to be supported (by clients)
- POC is witnessing older organizers not renewing
- Marie Kondo has raised awareness about our profession and has shown that PO's are respectful, non-judgemental, and systematic. However, her methods are not for everyone.
- Busy working women & moms – can't do it all. Needs a PO
- Seniors – downsizing & estate clearing boomers are ongoing. Kids don't want their stuff.
- Capsule wardrobe
- Public is more aware of hoarding (and organizers) because of the show "Hoarders"
- After reading Marie Kondo's book, became a P.O.
- In Quebec, P.O. are growing
- Peak materialism in society - too much stuff
- Repurposing/upscaling
- Photo organizing – so much, overwhelmed, a need
- Downsizing growing
- We are moving more today within the world
- 45 to 63 in Montreal member growth
- Members joining POC and then dropping out
- Shorter careers
- Struggle to get executive members
- Organizers are leaving
- The initial cost is not large so not seen as enough
- CPO – gives credibility especially when working with other professionals
- More opportunities, especially in large population areas
- Want the organizing done now
- Subcontracting with a variety of organizers gives a variety of experience
- Marketing can be a larger cost
- People living longer
- Realtors calling to organize 60 years worth of stuff
- People are living further from their families (to help them organize)
- Organizers are called to help family members
- Seeing more mental health issues – its less stigmatized
- Hoarding is more prevalent
- Believe we're in a growth segment of the industry
- So many people wanting to join the UK chapter after the Marie Kondo show – coincidence?

- Increased awareness across the world
- Demographics mean older people are moving/downsizing
- Senior move management
- We are working with people on the spectrum, ADHD etc. and supporting them in their way of organizing
- Being authentic and real helps us be better organizers & we can shift the perception of organizing “there’s nothing wrong with you”
- Professional organizers are perceived as a personal trainer
- Those clients who were DIY are seeing the value of a professional organizer
- Professional organizers can be perceived as experts with tailored solutions – a pair of fresh ideas
- Saskatchewan industry just being recognized
- We’re expected to be digital savvy
- Trend toward productivity
- No consistency
- Politics can affect industry
- Rethinking whether the service is necessary
- Pressure for purchases to be more environmentally friendly
- Needed service, less luxury service
- More openness about the industry
- Baby boomers creating a demand for us
- Shame stigma is reducing
- Consumerism is driving the need for Pos
- People are asking where their items are going. People don’t want to throw anything out. Clients have researched options in advance.
- The industry is growing. Clients are looking more for aesthetics like they see on TV & Instagram. They want the “after” photo on social media. We are having more conversation about what is practical vs reality.
- We are seeing a lot less shame around hiring organizers.
- A lot more recognition, ie. Marie Kondo creates a lot of dialogue
- People are understanding what we do, not just the physical, but the emotional side, the psychological
- It’s been a slow shift for pricing, for people accepting that we are more than cleaning help, and that we deserve higher rates
- Ecology – the younger generations don’t want all the “stuff” of the older generations
- Working children more and more are calling in help to handle parents’ estates
- People with anxiety are freer to talk to us, stigma is demystified now, everyone has something they are dealing with
- People are reaching out more to organizers because they feel their families and friends are more judgemental, and organizers are not

Q1b: How can we influence the shape of the industry?

The professional organizing industry fluctuates and adjusts to the needs of the public. How, or what can you do to influence the shape of our industry?

There are some great ideas listed below. We all play a part in developing this industry, so pick one or two that you haven't tried yet and give it a go.

- More exposure with social media
- Get out more, talk more, use social media more
- Take Marie Kondo's message & run with it
- Keep the momentum going
- Would be good to promote the professional side of organizing
- Figure out the problem & present solution
- Promote how we can make life easier
- Add value by making it all happen
- Health conscious
- Zero waste
- Less is more
- Being a shop zero
- Promote POC's substantial education program
- Getting industry code
- NAICS – in the US
- Canada - North American Industry Classification System
- Education
- Environmental issues
- Minimalist approach
- Online shopping
- Responsible disposal of items
- Facebook Marketplace
- More advertising
- Educate posters in FB groups
- Who is looking for organizers, POC directory
- Production of POC video to share on social media
- Remember that "together we are better."
- Everyone's behaviour as ambassadors
- Educating
- Online course
- Bring it online/go
- Online course discussion, Great way for organizers who are physically less able to work
- Eco organizing, use sustainable supplies. Rental totes instead of cardboard. Paper instead of bubble wrap.
- Buy used furniture instead of IKEA
- Donate responsibly instead of junk at value village
- Pressure to keep home updated and looking like what they saw on HGTV
- Zero waste movement – some people are hanging on to things instead of throwing it out

- Online selling – clients think they can make a pot of \$ selling stuff – not usually the case. Others constantly buy online and shop compulsively (the shopping channel, amazon, etc.)
- Fast fashion – Forever21, Zara, etc. clothing waste!
- Talk more about POs
- By volunteering
- Awareness
- Speak up – explain
- French name – doesn't work as well
- More event planning connotation
- Importance of name
- Broad client needs
- More promotion of our desire to help busy families
- Other cultures – housekeeper, laundry, gardeners
- It is more a given or acceptable to have this help in other parts of the world than North America
- Ikea, staging companies, renovation companies
- Advertising
- Allowing for conference attendance for media representatives
- Reach out to media
- Break through quicker
- Social media & videos
- NAPO is there but not POC
- Social media – Instagram/Facebook/LinkedIn
- Push but not interactive
- Influencer program is in place and could be promoted more
- Instapot – liking, commenting, etc.
- Supportive pricing structure in the industry
- Getting POC out there rise credibility
- Understanding value for each city/town
- Building women up to increase our “worth”
- Knowing your business model
- Accreditation from governing body
- CRA coding
- Equalization between “hobbyist” vs “full timers”
- Look at other industries to see how they are accredited
- Accredited to rise POC membership
- Continued education to keep accreditation - Allows us to be influencers in the industry rather than playing catch up
- Volunteer with POC to increase influence
- Offer template for free – include in our member fee
- Clarity around prices in the POC classes – be more open about sharing pricing across the country – this helps the newcomers
- We can volunteer within the association and within the community.
- Speak intelligently about what we do. Clients perceptions are influenced by media and trends and our job is to educate them.

- It would be amazing if the insurance industry hired us to help clients, eg. Brain injury. You would have to be a POC member.
- We need an industry code in order to facilitate affiliations with other industries. The challenge is we need accreditation.
- Pursue your CPO designation.
- Educating the public about what makes us “Professional Organizers.”
- We can share contacts/other specialists with clients
- Showcasing specialties in the website can expose options to organizers and for clients searching our site
- Sharing knowledge
- Bringing other ideas/strategies, re: Reiki
- We can create our own niche, tell our own story
- We are another resource for other industries, ie. Psychologists, Realtors, or Designers who might refer us to their clients
- Highlight different types of organizers on our site monthly, Different branches of organizing
- CPAS CA order should know about us, so we can get referrals from the accountants – we can help clients with files and tax prep
- Seniors residences
- More advertising, video ads, sharing what we do, the different types of organizers, ads added with other ads
- Allow Skype or Zoom for longer distances (individuals or the whole meeting) - Video is better than phone
- Need to be a #1 educator
- Educate the public more and explains what an organizer does
- Influence – utilize the global community of other organizers
- Reaching out to financial planners and estate planners

Q2: Mistakes we've made and how we've grown from them.

"I am a professional organizer ... not a perfect organizer."

Credit for this quote goes to a previous president of POC – my apologies as I'm not certain of who to credit this great quote to. But it's so accurate. We all make mistakes. The good thing is that we have the opportunity to learn from these mistakes and adjust our processes along the way.

Here's a list of mistakes your fellow colleagues have made and have openly shared with us. Review what other's have experienced. What can you take from this list that will help you avoid making similar mistakes in your business?

- Wish I had contacted more people
- Pamela – wish I had asked for more people
- Search engine needs development
- Client has deep psychological issues – didn't realize it
- Indecisive – where she wants to work
- Client sucked up tremendous energy from organizer
- Depression
- Need to set boundaries
- Working with hoarding clients
- Misreading client's enthusiasm to get the work done – grief
- Trust your gut instincts
- Red flags
- Potential lawsuit
- Get paid daily
- Take a deposit
- Set up accounting system – to keep track (Tax time is less stressful)
- If client doesn't want you to take pictures, take pictures for your protection only – not to post
- Client took video – accused her of stealing
- Asked client to go to police
- Take pictures of broken items
- Client with dementia
- Consultations (initial) – giving too much information
- Not committing to packages
- Not charging for an assessment
- Estimation – giving estimates
- Not being able to put things back in place at the end of the session b/c ran out of time
- Not recognizing the need of the client – working too long
- When you look @ their needs or values, you get called back
- Being stuck w/ a client who is not a good fit. Solution: letting the client know they have an out
- Setting a reduced price

- Client not paying:
 - Get frequent payments for large jobs
 - Get client to sign off on hours each session
 - Use service agreement
 - Have a clause in contract about charging interest for late payments
 - Get deposit or full payment up front
 - Have a strong cancellation policy
- Fees:
 - Charge what you are worth
 - Do you also clean & wipe surfaces, drawers? Specify to client
 - Make sure you charge more than cleaning companies in your area
 - Implement systems then make it pretty
- General:
 - Set general rules with client about what can be discarded. I.e. Recycle all flyers
 - Don't give away all your organizing strategies in the consult
 - Charge for your consult!
 - Parameters – friend vs. job organizer
 - Challenge of standard rates not being available anywhere
 - Website not optimized for Google
 - Cheap version
 - SED
 - Assumptions on scope of services
 - Costing surprises for the client
 - Estimate – ongoing, TBD
 - Multiple people asking for things can be confusing
 - Making a kit beforehand
 - Telling/sharing more in initial consult/then client runs with it and no project
 - SCOPE e.g. not cleaning, who is doing what at the end of project – clearly listed
 - managing expectations of client – timing, clearing
 - liability of taking away items for donations
 - not having a handyman on call or as back-up to a spouse
 - time is \$ ex: shopping - have a shopping fee
 - Taking on cleaning a room while I'm organizing
 - ⇒ Exhaustion
 - ⇒ Got a suggestion from other organizers to do minimum or ask the client if want to clean it
 - ⇒ If staging, then may pull out a vacuum
 - Giving away too much information at an initial consult
 - ⇒ Not charging gives the opportunity to get to know the person
 - ⇒ Businesses may want a need & great to get to know them
 - ⇒ Charging right away when giving information right away
 - Expectation that I could help everyone
 - ⇒ It's not about me, and not everyone will get it
 - ⇒ Some people won't change
 - ⇒ Long term clients

- Underestimated or under charged
 - Spent way more time than anticipated
 - Job took longer
 - Make it clear
 - Add a clause that “if it takes longer...” or out line other service costs
 - Initial consult gives a feel for if you want to work with them
 - Give a range for the estimate
 - Depends on how fast the client works
 - Suggest to “start with my 10-hour package” and see how long it’s taking
- Not listening to my gut
 - New small claims process for non-payment
 - Paid before leaving the house, or take a deposit
- Virtual
 - Non-payment
 - Billing gets lost & long to payment
 - One case written off
- BBB or Google
 - Can check to see if there are any red flags or things you should know
 - Google street view for the location
- Left the assessment on the doorstep
 - “Just stopped by to tell you I can’t meet with you today!”
- Cancellation Policy
 - Only charged twice
 - Drove there but client not there
 - Was scheduling people into the future and then was getting last minute cancels
 - Confirm ahead of time
- The Client steers you to work on something else
 - Avoiding or directing what’s being worked on
 - Realize that it’s happening: they might not be getting to their goal
 - Sometimes you can give the client the option
- Not being specific with time/expectations/communication using non-specific language “a few hours” vs. actual time
- Assumptions/familiarity
- Scope of added jobs that are not part of original work agreement
- Is it a mistake to do extra duties outside our stated skill set for organizing?
- Be clear on your own boundaries so you can keep professional standards & ethics clear
- Prepared sheet of people you can refer clients to when you don’t offer the service they want you to do
- Worry about time factor – how to estimate & know how long it will take
- Having the professional agreements, photo release, etc sends a good message. Adds to our self-esteem as professionals when we meet new clients.
- E.g. Offering her services free but didn’t take the time to clean up at the end of session. Was very embarrassed.
- Didn’t take lunch with 7 hours work. Was feeling ill driving home. Intimidated to say she wanted a break.
- Started to take away donations but it became a big hassle and costly, so she stopped

- Solution: add it as an optional
- Issue with colleague but didn't confront
- Didn't ask on intake about other member of family – client didn't tell her husband who came in and was unhappy
- Employees didn't buy in because they weren't asked
- Clients need to be listened to
- Asking more questions
- Intake form is essential
- Interpretation can be different from one person to another – employment engagement service
- Think about how they've interpreted
- Have them repeat back the process
- Offers knowledge
- What you get from a conference is invaluable 1st thing on budget line is conference budget
- Conference is good for networking
- Tips & tricks you gain
- Visibility, training & education
- Education is missing pieces
- Basics are there but not enough middle
- How point business development
- NAPO, Orlando, April
- Insight, marketability, affiliation brings value
- Been to chapter, website
- NAPO conference in USA
- NAPO education developing tracks
- Online chat line – daily digest of questions
- NAPO membership has access to more resources
- POC has access to NAPO resources?
- Better resources online
- Firmer connection to other business to Real Estate Association
- Virtual courses instead live classes
- Resources to be in French
- Corp client
- Worked in have office
- Sorting pictures – found naked picture of wife stuck in pocket out of panic
- Panic took over & didn't put it back
- Tore it up
- Get graphic designer right out the gate
- Hourly pricing initially rather than package
- Do what works for you, not what people say you “should”
- Getting business hours early & sticking to them
- Spending too much \$ for thing you may not need right away, ie. Online payment
- Not charging for consultant
- Letting go of client that aren't the right fit & being ok with

- A client came home a day early during a move and was angry that the house wasn't ready. Learning: send progress photos at the end of each day. The client should have been on site once or twice a day.
- Work with office client who had no boundaries and kept being interrupted went to meetings during the session. The budget was used, and the work wasn't done. She spoke to the CFO not the client about the issue. She stressed about it and there was no problem. Learning: bring it up earlier that there is a budget issue. Charge your full price for your time even if you are over budget.
- 4 hours working with a client in his bathroom. He came across a cross and put it on the counter. The chain was missing, and the client was very upset. Learning: with people who have a hard time parting with things and could be volatile keep all the garbage until the job is done.
- New organizer is getting too much information during the consultation and doesn't get hired. Learning: give a few ideas of what you can do. You will learn over time. Consider subcontracting.
- Not listening to your inner voice telling you something isn't right. Thinking you can get past it and it will work out.
- Thrown out speakers by accident because didn't see a sound system – never throw out without permission
- Being hired to do a job outside the niche, outside of comfort zone, next time won't take on job that is not the forte
- Not wearing a mask at the job – now always wear protective gear
- During unpacking – someone passed a wrapped item and it dropped – unpacker should never pass an item, each unpacker should unpack their own box
- Worked a long job and didn't take a break, (a heavy smoker home with many cats), always take a break and get out of the house to breathe clean air
- I had trouble with a subcontractor who didn't want to follow directions and kept complaining
- Not having a contract with a subcontractor without a clear understanding of the job
- Don't sell things on behalf of the client – spent too much time
- Mistakes make us learn, and make us better at what we do
- Client hired organizer for her son, but he didn't want help. Son is reluctant even if mom is paying organizer
- Will now only go with the client (son) contact the organizer
- Climbing on counter to reach an upper cabinet and pot fell and cracked the stove – don't remove anything not at eye level
- Finding personal items (vibrators) – now ask “is there anything I should not open?”

Q3: What do you hope to gain by being a POC member?

Membership with POC is a valuable business investment that can bring you greater returns than the cost of membership. How have you benefitted by being a member?

- Credibility
- Colleagues
- Code of Ethics
- Directory – people find us
- Membership
- Education
- Camaraderie
- Statistics
- Organizing business
- Personal Experiences
- Learning opportunity
- Conference
- Share challenges
- Nice to share with other in other cities
- Ability to take courses
- My tribe
- Resources from POC
- Know who to call (office, hoarding, staging)
- Referral wheel
- Arsenal of services (who does what?)
- Facebook page to ask for any assistance
- Being able to share ideas, solve issues
- Building relationships with other associations
- International networking >accountability partners>build trust internationally
- “Wouldn’t be 1/10 of the organizer I am today”
- Chance to subcontract
- Education – formal
- On the job learning
- Confidential information – Confidential agreement – benefit to sell your services with been protected
- Sharing knowledge & associations
- Alliances across the country
- Membership package
- Education, resources
- Perspective
- Networking & socializing
- Awareness about our profession
- Since many of us work alone – its nice to connect with others
- Meetings help to build knowledge and stay connected
- Other chapter newsletters
- Facebook group – great source of info
- Conference is valuable – great learning and connecting with other organizers

- Sense for clients of professional
- Networking – ask for help
- Validate the occupation
- To get leads from “Contact the Organizer”
- TPO courses – clients ask what that means
- Acceptance from clients
- Reassuring to clients + P.O.
- Friendships
- Subcontractors
- Exposure
- Level of status – Canadian Association
- Knowledge
- Wisdom of experience
- Support
- Involvement/volunteer
- Logo for advertising
- Getting involved is important
- Industry is still young
- Lots of growth potential
- Attend chapter meetings
- Do service
- Meeting other people, long time friendships
- Bring your transferrable skills
- With like minded people
- Validates your knowledge
- Work with senior organizers / mentoring
- Good sharing venue
- So many different business models
- Francophones can get Gold Leaf points by donating their time to translate new documents for courses etc.
- Show up – learn – apply it
- Virtual chapter online can help to grow your network
- Get info through chapter execs
- Adds to level of credibility to your business
- Joined closed FB groups - Ask questions, Good resource
- New member – joined for community have colleagues
- Can have your own business or subcontracting
- Learned tricks (ie. What to have in your kit, what to do or not to do)
- Not having to re-invent the wheel is so helpful
- Very supportive & generous membership in the industry
- Everyone feels they are getting their moneys worth
- Idea sharing/community
- Relationships
- Sense of belonging
- Support
- Getting more jobs from networking with others – support for larger jobs
- Inspiration from others

- Publicity / social media
- Building the industry outreach
- Found “my people” or “my tribe”
- Find an organizer very useful when referring to other cities
- Shared resources on the website
- Insurance – MyCor
- Conference info & conference rate – ICD & NAPO
- Closed FB pages are helpful
- Less getting clients from the website, but find an organizer for referring
- Discounts in stores – better offers
- POC benefits card to get discounts in stores – standardized
- Bed, Bath & Beyond – DISCOUNT PROGRAM info to reach all members
- Increase the POC presence to mainstream ads, etc
- Opportunities to subcontract
- Knowing you are not alone, and other people do this
- Set yourself apart from others who are not members
- Connections with likeminded professionals
- Inspiration: overcoming obstacles, self reflection, moving forward, personal development
- Conferences
- Working with other organizers, subcontracting, working with others, with other specialists, likeminded.
- Visibility in the community, association with professional association, credibility, validation, legitimizing your business, bound by a code of ethics.

Q3b: What benefit(s) do you use from POC (i.e. conference, education, online resources, networking)?

Here are some benefits that members have personally experienced? How many of these have you experienced?

- Conference
- Chapter ratings
- New classes
- Website
- Find other colleagues
- Sample documents
- Frank discussion about pricing
- Have a business plan
- Discover what other areas are charging
- Launch & grow your business plan
- Information on how rates work across the country
- Chapter meetings
- Networking
- Conference
- Digital
- Speakers at chapter meetings
- Gaining knowledge
- Love discussions at round table at chapters
- Camaraderie at Montreal Chapter e.g. 12 here at conference, inclusive
- zero waste at Chapter – recycle - no waste proud
- learn, support, share
- occupation part of LinkedIn
- flexibility to skype into chapter meetings
- feels good to help new members, ease the learning curve
- don't use or haven't see Member Resources
- was not clear what Member Resources are
- not sure of ongoing education courses
- after TPO, didn't go back to POC website – I will
- pros and cons of webinars – not Q & A available
- is it the same rate?
- It should be cheaper
- Links under Member Resources kept up to date
- Helpful to see date – last updated
- Helpful insurance sections – MyCor
- POC Facebook – Chapter National
- POC Talk helpful
- Names of other company names on POC helpful to pick my own
- Insurance
- Health benefit insurance – Business write off
- Facebook groups
- Referrals to other organizers we know

- Business templates #60
- Using the code of Ethics
- All take the TPO classes
- The downloadable forms package
- Chapter resource – members will help you when you are in need
- Chapter meetings, attending other chapter meetings and prof. dev. Days
- Volunteering at chapter level
- Face to face interactions via chapter meetings
- Education from conference i.e. Safety talk yesterday
- Courses from TPO, very accessible
- Companies who are aligned with our industry, ie. Our associate members, we can share our clients, i.e. Max sold, 1-800

Q3c: What treasures do you find most helpful from the POC website?

Have you checked out the POC website lately? Would any of these resources help you in your business?

- Policies & Procedures
- Emails
- POC talk
- Find an organizer directory
- Register for course
- Logos
- Business templates
- Event calendar is useful
- Use more when starting out for education, insurance, info & logo, but less as the time goes on. It's great for getting conference info.
- Code of Ethics – can link to it
- Chapter handbook
- National sponsors
- The partner section of the website
- Business package – assessment intake forms 3 types (residential, corporate, etc)
- Influence (form)
- Calendar for courses
- Calendar for chapter meetings – our own and other chapters
- Resources
- Invoices from courses can easily be assessed from the site

Q3d: In an ideal world, what future member benefits would you love to see POC offer?

Are there any other benefits you would like to see offered through POC? How can you share these ideas?

- Affiliate discounts
- Would like to have a Canadian credential
- List the discounts with associates
- Place where revenues can be shared
- Be able to join chapter meetings virtually
- Make new name tags available on the website store
- Aprons and other products
- Online courses
- Accreditation
- Better understanding of membership advantages. Not enough info/clear
- Standard statements
- Confidentiality
- Legal contracts by products
- Starting kit list to refer to Gloves, Mask, Etc.
- Safety information & reminders
- Continuing education courses on safety, Red flags
- Stats available to members (Canadian ones)
- Ethics advice: ask an expert
- Chat forum by category (Move management, Ethics)
- National Facebook page
- Less expensive Conference
- Wish we had Canadian certification
- Have chapter templates for legal documents that you get when you join
- More national suppliers/sponsors where we can get industry contracts
- Perhaps some training about taxes – HST, accounting practices, incorporation versus sole proprietor
- Guidelines around fees – ranges
- Referral policy
- Promote the profession more - many people still don't understand what we do
- Discounts to more stores - e.g. container store, staples, Canadian tire, Ikea, Home Depot
- re-training /re-certification
- ongoing professional development
- transparency
- Government recognition of the organizing industry
- Occupational therapists can refer organizers to an insurance company for a claim
- Property restoration companies could use us but they would need to recommend us to the insurance company
- Could start with large natural restoration companies
- Discount for affiliations (Insurance, Gyms, Chamber of Commerce)
- Online discussion forum
- More comprehensive training for more experienced organizers

- How to quote
- How to use social media
- Corporate organizing
- Making floor plans
- Specialist certificates include those NAPO has
- Online survey about rates
- A more detailed contract or course on how to write a contract
- Links on what is required to start a business
- Partnerships or businesses – graduated partnerships by number of employees
- Business of several employees can't have all become members because it is costly: maybe group rates
- An accreditation program – TPO is not
- “If you build it, they will come”
- Maybe partnering with other programs, i.e. NAPO CPO
- Getting an official code (we know it has been in the works, with no success at this point), so clients could get funded (at least certain types of clients)
- Group benefits (health & dental)
- Alternate education, i.e. Marketing, psychology