



POC Talk

POC Talk April 2017

In This Edition

- [National Conference Committee \(NCC\) News](#)
- [Education News](#)
- [Membership News](#)
- [Development News](#)
- [Communication News](#)
- [Chapter News](#)
- [Finance News](#)
- [POC in the Media](#)
- [Social Media](#)

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

2017 POC Conference
November 2-4, 2017
Toronto, ON

#ORGANIZE: *BUILDING ON THE BUZZ*



Minimalism, Simplify, Downsize - today's buzz words are raising public awareness of professional organizing. Together, let's keep *BUILDING ON THE BUZZ* to grow your business and our profession!

POC CONFERENCE 2017



The Westin Prince
Toronto, Ontario
November 2-4, 2017

organizersincanada.com/events/conference.html

2017 Conference Theme

In case you missed it, the theme for the 2017 POC Conference is **#Organize: Building on the Buzz!** Organizing is such a buzzworthy topic these days, but as professional organizers, we know that truly helping our clients is more than just trying out the latest fad. At this year's conference we'll explore the latest trends in organizing and learn how we can use the hype around organizing to build our businesses and meet our clients' needs. Come join us!

Call for Presentations - Submission deadline: Monday, May 29, 2017

Hello Everyone: April is here and the 2017Conference is creeping up on us and I am so excited about the response we are getting about interest in submitting Calls For Presentations. I have already received some submissions and am looking forward to going through a lot more. Having great speakers brings more people to conference and more people at conference brings more opportunity to network and meet other organizers from across the country. So if you know or have heard people speak that you feel other organizers would like to hear send them the link to the website and encourage them to fill out a CFP or share with me their contact information and I would be glad to approach them. Also, I encourage members that if you feel you would like to share your expertise or have a message that other organizers need to know, please submit a CFP - we would love to hear about it.

Together let's have 2017 Conference be the highest attending Conference we have had!!

Adele Lapointe, [POC NCC Program Lead](#)

Exhibitor/Sponsor Package Available

We want the BEST exhibitors at our Expo! So spread the word within your personal and business networks... you're sure to know other business owners who have products or services that will help us build our organizing businesses. Various advertising and sponsorship opportunities are available as well. Here's the link to the [2017 Exhibitor/Sponsor package](#). Also, if you have a favourite organizing product you'd like other organizers to learn about, send your ideas or contacts to the Exhibitor/Sponsor Lead [Dennise Conforti](#).

Call for Coaches

If you're a coach or know someone who is, we're looking for coaches to join our Coaches' Corner at [#POCConf2017](#)! You will have an opportunity to spend one-on-one time with a coach who can help you build your business. We expanded this opportunity last year and will do so again this year. Submission deadline is Friday, July 14, 2017. Get complete details about the submission requirements and process on the [POC Conference page](#). Please share with your networks as well... you probably know someone who would be interested! For more information, please contact Allison Weigensberg, [Conference Lead](#).

Keep sharing your ideas for #POCConf2017 so we can include them in our planning! And join our [Conference FB group](#) or follow us on [Twitter](#) to stay up-to-date on all the latest news and discussions!

EDUCATION NEWS

Trained Professional Organizer (TPO) Exam

POC Chapters have been notified about their opportunity to host the TPO Exam between Thursday, May 25th, 2017 and Thursday, June 29th, 2017. Please visit the [POC Calendar](#) in the coming weeks to register for the TPO exam.

Please note that exam candidates must register online and may elect to take the exam at any participating Chapter. Candidates may sign up for one exam at one Chapter location only. The next opportunity to write the exam will be on Thursday, November 2, 2017 prior to our Conference in Toronto.

Launch and Grow Your Business Program Facilitator Search

POC is seeking a Toronto area facilitator for its Launch and Grow Your Business Program. Read more about [the requirements](#) and [apply here](#). For further information on this position please contact Janice Kirwin, [Vice President](#).

Tamara Liebmann
[Education Director](#)

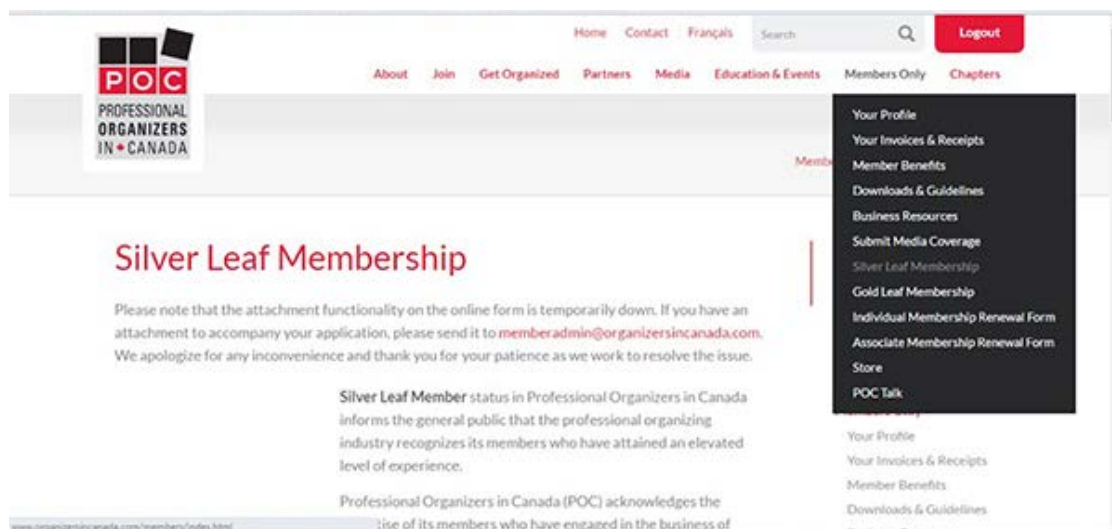
MEMBERSHIP NEWS

Membership Renewal Process

The POC Board of Directors is pleased to inform you that as of July 1, 2017 the association will be moving to a membership renewal anniversary system. This will help streamline the membership renewal process and will work in conjunction with the new website online form. What does this mean for chapters, members and the association? It means a simpler financial accounting process as new members will not pay a prorated fee. Any new member joining past July 1, 2017 will be signing up for one full year membership, renewable on the anniversary of the date they joined. For current members, the renewal date will remain March 1.

More details will follow as the process is implemented. As always, we will be available to answer your questions.

Icons by Your Listing (Silver Leaf, Gold Leaf, Insurance)



Add value to your listing by applying for your anniversary status with POC or Submit your insurance information to let the public know your business is covered.

- Log in at www.organizersincanada.com
- Select 'Member's Only' Tab
- Scroll down to 'Silver Leaf Membership'
- After selecting this tab please follow the instructions detailed on the page

Member Survey Results Now Posted

Interested in what POC members had to say? All results are now posted on the Members-Only side of the website, Downloads & Guidelines, under the Membership tab.

Thank you for your contribution to the growth of our association!

Did You Know?

- We are thought leaders! Our education programs are the primary source of education for 55 % of respondents.
- We can improve our networking abilities – only 34 % of respondents don't communicate with other members nationally!
- Our associate members are well supported with 57% of respondents noting they have contacted an associate member on behalf of a client.
- We have a strong group of committed, experienced supportive senior professional organizers with 40% of respondents having achieved Silver Leaf status and 18% having Gold Leaf status.
- The profession is growing - 67% of members who responded to the Member Feedback Survey are new to professional organizing and 54% are working in the field full-time.

POC is not gender balanced, and we need to attract more men into the profession and the association. Of those who filled out the Member Census, 97.5% are women.

Samantha Kristoferson

[Director of Membership](#)

DEVELOPMENT NEWS

Associate Member Renewals

Transition Squad



Transition Squad specializes in selling everything in the home through our proprietary online auction platform as well as our consignment store (store currently in Greater Toronto Area only). Our mission is to take away the burden of the downsizing process, find our clients' belongings a good home and maximize their sale price. We are not liquidators - we set fair minimum bids, but aggressive enough to spur bidding.

Professional Organizers, contact us today to find out how Transition Squad can help you expand your offerings, get more business and make more money. Or inquire about how you can become a Transition Squad franchisee with exclusive territories across Canada (except Hamilton, Greater Toronto Area and Durham Region). Call Viraf Baliwalla at (416) 249-4049 x303 or (866) 276-9680 x303 or visit TransitionSquad.com for more details.



We make a difference in people's lives everyday, by delivering an **efficient, reliable and safe solution** at an important time in their life. MaxSold's purpose is to provide **the most streamlined process to deliver an efficient, safe and reliable sale of goods solution** to our clients who are downsizing or settling an estate.

COMMUNICATION NEWS

THE POC POST is seeking articles for publication

THE POC POST is a monthly electronic newsletter sent to over 2,800 subscribers and is currently seeking content submissions. If you have an article that is approximate 300-350 words on a unique organizing topic - please send it to: dir-chapters@organizersincanada.com. Please be advised that we reserve the right to edit the content. Your name and website will be credited and linked.

Are you a subscriber to THE POC POST?

If not, [subscribe here](#). The Association encourages POC members to use or forward this publication to their clients and associates along with their own promotional initiatives.

[Director of Communications](#)

CHAPTER NEWS

Chapter Chat for Executives

Date: Wed April 26, 8 pm EST via iMeet

Guest Speaker: Marie Potter, Director of Marketing will talk about the Marketing components of POC

- Some of the presentation will encompass: What the Marketing goals and strategies have been this year. The ways and methods POC is marketing to the general public, who's involved and what we expect from them. Are the improvements increasing business for our members.

Two days prior to the meetings all Executive members will be notified directly with the call-in details.

Executive Member Lists

Please remember to send in your List of Executives **EVERY TIME** there is a change, so our communications and website listings will continue to be correct. It must be sent to chapter-updates@organizersincanada.com and cc'd to: dir-chapters@organizersincanada.com.

Facebook Closed Groups

Please remember to cross reference your current membership list those names with their Chapter Facebook Group. Lapsed members **must** be removed from Closed Groups. The Association regards the Closed Facebook Groups a benefit of being a POC member.

Laura Kay
[Director of Chapter](#)

FINANCE NEWS

Friendly reminder the next **Chapter Financial Reports** to the National Board are due July 31, 2017:

The Chapter Handbook states:

In addition to the financial statements noted above, each chapter must prepare an annual budget. This document should be prepared one to two months prior to the beginning of the budget year which runs from July 1 to June 31. The budget should include detailed explanations at the bottom of the document to support the assumptions that have been made in the development of the budget. The budget should be presented to the chapter executive for their information and discussion, before being presented to the POC Director of Finance by July 31.

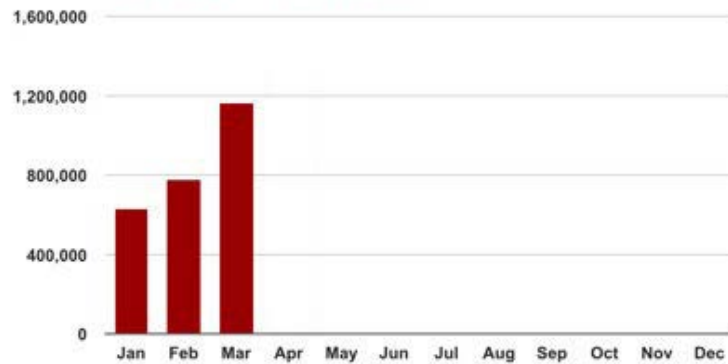
On July 31 the **2017/18 Chapter Budgets** for the new fiscal year (July 1/17 to June 30/18) are also due. I will be sending all of the Chapter Treasurers an email next month with a template and instructions, and the **Chapter Chat on May 31st** is for finance and will be on finance & budgets, where we can discuss the reports in person. If you have specific questions, please email me directly dir-finance@organizersincanada.com prior to our Chapter Chat. I thank you wholeheartedly for volunteering for our professional association.

Susan Toth
[Director of Finance](#)

POC IN THE MEDIA

POC reached **1,271,000 impressions** for March 2017!

POC 2017 PR Reach



PR Highlights

THE BLOG | Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

Professional Organizers in Canada | a fan

Organizing Tips To Help The Sandwich Generation Manage It All

Posted: 03/02/2017 2:52 pm EST | Updated: 03/02/2017 2:52 pm EST

10 0 4 1 0

Like Share Tweet Share +1 Submit Comment Print

March 3, 2017 – POC shared tips on [How the Sandwich Generation Can Manage It All](#). POC was mentioned and a quote from Marie was shared. The article received 10 likes on Facebook. **Huffington Post**

TECHNOLOGY

How to adopt healthy habits with electronics

By Marie Potter

8 The amazing white unicorn and his princess kid: No guessing

Even the tiniest of personal businesses can still get down the automation children experience devices, notebooks when using all devices they might get attached to in one way or another. One thing is for sure: if they are pulled off children quickly it's not because of the device itself, it's because of the way it's used. If you're not using it, it's not yours. So, with your kids, it's not just the device, it's the way you use it.

March 13, 2017 – Marie Potter wrote a full-page article on [Healthy Habits With Electronics For Kids](#) in the City Parent Education Guide. It mentioned POC at the beginning and end of the article. Her story can be found on page 8. **City Parent**

Lose your excess baggage

Take control of your clutter and kiss that storage locker goodbye

Have a room to spare and still feel overwhelmed? You're not alone. Many people are just not organized on the inside of their homes, and even the most organized people can feel overwhelmed by the clutter in their homes. The clutter in our homes is not just a problem for the people who live there, it's a problem for the people who visit them. The clutter in our homes is not just a problem for the people who live there, it's a problem for the people who visit them. The clutter in our homes is not just a problem for the people who live there, it's a problem for the people who visit them.

Marie & Paul

Marie and Paul are a professional organizing team. They have been helping people organize their homes for over 10 years. They have a lot of experience and a lot of success. They have a lot of experience and a lot of success. They have a lot of experience and a lot of success.

March 20, 2017 – Angie LeClair and Clare Kumar, two members of Professional Organizers in Canada, were quoted in a full-page spread that ran in the Globe and Mail. The article mentioned what an organizer does, **Tips on Organizing a Small Space** and listed the POC website. Both Angie and Clare were listed as Professional Organizers and as members of POC. **Globe and Mail**



March 29, 2017 – Georgina Forrest appeared on Breakfast Television Calgary for a segment on [How to Dive Into Spring Cleaning](#). She mentioned the website as a call to action. The segment was also posted online. **Breakfast Television Calgary**

Spring into action – expert tips on how to organize your home for spring

In Canada by TheRedPin / March 28, 2017 / Leave a Comment



The following is a guest post by Professional Organizers in Canada

March 29, 2017 – Angie LeClair contributed tips on [How to Organize Your Home For Spring](#). It included a link to the webpage and a mention of POC at the beginning. The article has been liked 14 times on Facebook! **The Red Pin**



March 29, 2017 – KW Organizers spoke about [How Viewers Can Organize Their Papers in Time For Tax Season](#). Emilio mentioned POC as well as the website. The POC website was included in the super. **Rogers Daytime Waterloo**

SOCIAL MEDIA

Are you a professional organizer creating great social media content?

If so, you'll want to become a POC Influencer!



In 2017, POC is assembling an influencer list of fellow organizers who are active on social media. The

goal is to create a network of social media leaders that can help distribute great content to a wider audience, which can have a positive effect on your business.

To be considered, ask yourself...

- Am I creating valuable, shareable content (blogs, videos, images, etc.)?
- Am I creating content regularly (blogging and/or posting daily on multiple social media platforms)?
- Do I have an awesome website that is modern and up to date?

If you answered yes to these questions, then POC wants YOU! We'll be sharing more details soon, but if you'd like to be involved, then show us you're keen [by submitting here](#).

POC PR Research Survey

POC conducted a small survey to collect insights on social media and a social media detox in preparation for a PR opportunity. Thank you to those that participated. We received 77 respondents primarily in Canada but also in the US from organizers and the general public. Tina Briglio won a \$20 WAVES gift certificate as the random winner drawn.

Survey Insights

Average Social Media Usage

The average overall usage was 72 minutes a day on social media

- 2) 9% spent 15 min/day
- 3) 23% spent 30 min/day
- 4) 28% spent 60 min / day
- 5) 13% spent 2 hrs/day
- 6) 17% spent 3 hrs/day

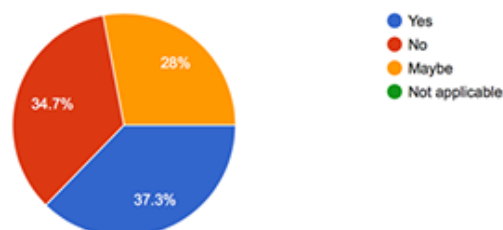
What do respondents get out of social media? (Most frequently listed answers)

- 1) News
- 2) Connection with family & friends, camaraderie, connection outside their bubble
- 3) Entertainment, Laughter, humour
- 4) Learning
- 5) Expression

What is the downside of social media? (Most frequently listed answers)

- 1) Time consumer, distractor (biggest by a long shot)
- 2) Feel must reply
- 3) Burden - So much to keep up on
- 4) Discontent, pressure to be always amazing, life not looking as good as other
- 5) Gives you permission to procrastinate

Do you think you could do a 30 day social media detox? (75 responses)



Facebook

- 22 new likes
- 22,593 reach
- 6.56% engagement rate

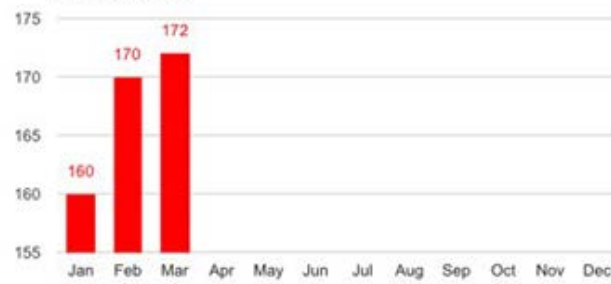
Twitter

- 12 new followers
- 12,300 impressions (reach)
- 13 mentions

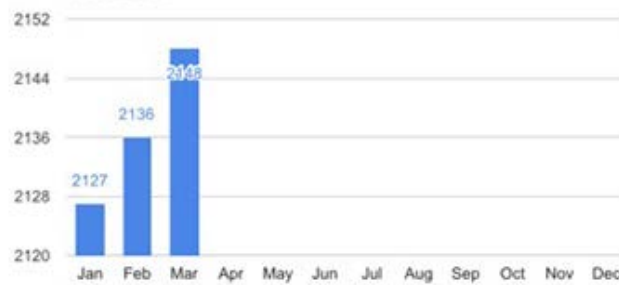
Pinterest

- 2 new followers
- 312 average daily impressions
- 239 average daily viewers

Pinterest



Twitter



Facebook



SHOW SOME LOVE ... Follow us at <https://www.pinterest.com/POCCanada/>



POC is a proud affiliate of NAPO, ICD, NASMM and APDO

POC recognizes and thanks all our Associate Members for their ongoing support and partnership.



© Professional Organizers in Canada
468 Queen Street East, LL-02
Toronto, Ontario M5A 1T7
www.organizersincanada.com

To unsubscribe from POC emails, please click/tap the unsubscribe link below