



# POC Talk

## POC Talk December 2017

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## BOARD NEWS

Hello fellow POC Members, I just wanted to share how truly honoured I feel to have been selected as your President. I am looking forward to the role, and am very glad to have Stephanie Deakin at my side as our Past President. And of course working together with our very strong Board of Directors. 2017 was another big year for POC, let's see what 2018 holds for us! May you have a very wonderful holiday season, be safe and enjoy.

If you ever have any questions or concerns, please feel free to drop me a line anytime.

Susan Toth  
[President](#)

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## EDUCATION NEWS

### Facilitator Search

POC is looking for facilitators for the following courses that we currently teach: The Assessment; Basic Residential Organizing; Marketing and PR for Organizers; Safety Issues and Procedures; and Working with Seniors. Teaching materials for the courses will be provided. Classes are scheduled in consultation with the facilitator(s). This is a one-year appointment, beginning in February 2018.

If you are interested and eligible, please contact Meghan Howard, [Executive Director](#), and an

application package will be sent to you by the end of the month.

To be eligible you must have been a POC member for 5 years, have not been found in violation of any Code of Ethics, not currently be serving on POC's Board of Directors or Education Committee, and be available to teach at various times throughout the week and throughout the year.

### Trained Professional Organizer Exam

Congratulations to those who passed the TPO exam in November 2017:

Allan Osborne  
Courtney Spehr  
Kerry Dolan  
Suzana Talic  
Frances Tee  
Valerie Huard  
Janet Ireland  
Jennifer Fletcher  
Julia Stoskopf

The next sitting of the TPO Exam will be in Spring 2018, through the local chapters.

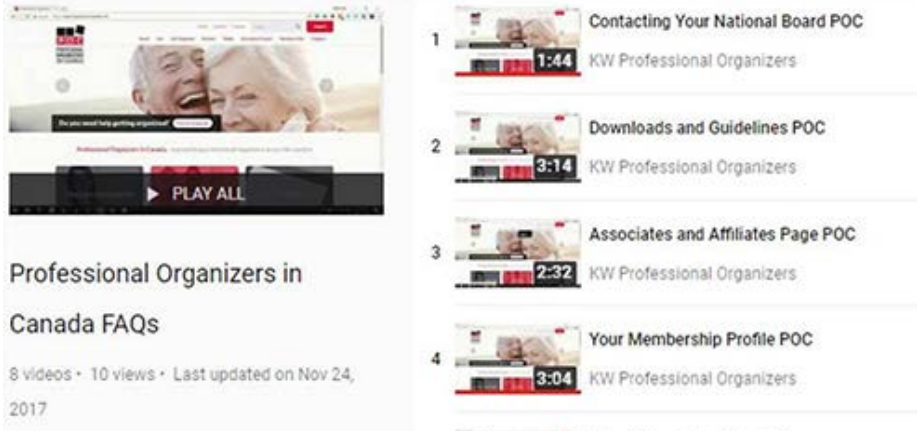
We wish you and your loved ones a happy and healthy holiday season!

Tamara Elias Liebmann  
[Director of Education](#)

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## MEMBERSHIP NEWS

### 8 Things You Want to Know About Your POC Membership



The image shows a YouTube playlist titled "Professional Organizers in Canada FAQs". It contains 8 videos with a total of 10 views, last updated on Nov 24, 2017. The first four videos are listed:

1. Contacting Your National Board POC (1:44) by KW Professional Organizers
2. Downloads and Guidelines POC (3:14) by KW Professional Organizers
3. Associates and Affiliates Page POC (2:32) by KW Professional Organizers
4. Your Membership Profile POC (3:04) by KW Professional Organizers

After conference your Director of Membership was encouraged to create [8 distinct video tutorials](#) to help guide you, step-by-step, to getting the most out of your membership with POC through our website. The 8 videos are 24 minutes in total -- a worthwhile investment of your time. If after watching you would like more please leave comments under each video.

### New Organizers Need Help with Insurance Tips

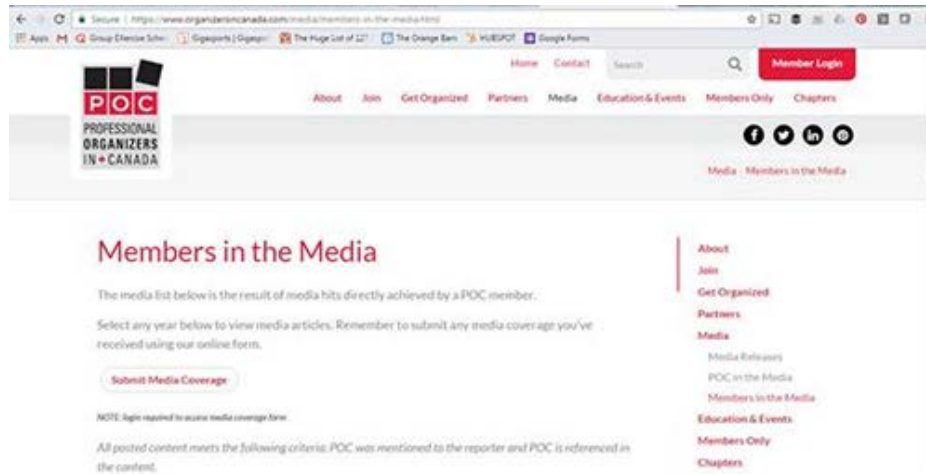
I'm creating a document for members who need help finding the right insurance for their business. I would love your input and help. [Please answer this 6 minute survey](#) to help me share with them important things to know about getting insurance!

## Mention POC and We'll Share Your Media Stories!

If you have contributed, been featured or written about any topics in our industry let us know. We'll share your efforts nationally to our membership and the public!

Our only request is to please make sure you mention that you're a member of Professional Organizers in Canada in the content being featured.

- Submit your media stories directly through the website:



Great seeing you at conference! Thank you.

Samantha Kristoferson  
[Director of Membership](#)

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## DEVELOPMENT NEWS

### New Regional Associate Member



Second Closet is Toronto's first full service personal storage company. We pick up, store, and return your client's items starting at \$ 3 / month. We own our own trucks, storage warehouses and offer well reinforced plastic boxes that your clients can use for their packing needs. We service the entire GTA and surrounding regions and guarantee a professional service offering that will mirror yours! We help organizers with their clients seasonal items, clothing, furniture and anything else that needs to get stored in order for them to love the space they're in. For more information please visit us at [secondcloset.com](http://secondcloset.com). We look forward to hearing from you!

Second Closet is a proud partner of Diabetes Canada, offering free pick-ups and deliveries of clothing items.

1500 Lodestar Road, Unit 11, North York, ON, M3J 3C1  
Phone: (647) 456-6806  
Email: [Hello@secondcloset.com](mailto:Hello@secondcloset.com)  
Contact: Aaron Parker - Head of Marketing

## Associate Member Testimonials

**Atlas Junk Removal:** These guys are fantastic! They show up in uniform with a clean truck, and they know exactly what they're doing - what can be recycled, what's banned from the landfill, etc. They've hauled stuff downstairs for my clients, and from the farthest reaches of an overgrown backyard too. Their truck is equipped with a scale, so you know right away exactly how much it will be - although their estimates are usually quite accurate too. They are polite and helpful, and they clean up behind themselves! I highly recommend them.

Stephanie Deakin

Re:Organized! & Clutter Queen Services (Langford, Victoria)

**MaxSold:** I used MaxSold to help clear a very large estate after the local live-auction houses said there was not much of any worth. My clients were very happy, and netted several thousand dollars from the sale. I highly recommend consulting MaxSold for moving, estate clearing, or downsizing. Even if your clients only have a few things, the MaxSold staff will guide you through the process of cataloguing them yourself, and will sell the items on their website for a lower commission.

Stephanie Deakin

Re:Organized! & Clutter Queen Services (Langford, Victoria)

Please forward your testimonials to Angie LeClair, [dir-development@organizersincanada.com](mailto:dir-development@organizersincanada.com)

Thank you,  
Angie LeClair  
[Director of Development](#)

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## COMMITTEE NEWS

Hello from the POC Ethics Committee!



All of us have a vested interest in reflecting on ethical issues that may arise during our work. In addition, we have our Ethics Committee working on these questions all year long.

Sincere thanks to outgoing committee members Elinor Warkentin, Kathy Russell, Sara Ford, and Board Liaison Janice Kirwin. You will all be missed!

***The Ethics Committee has room for two additional members starting in January 2018.***

***To discuss, please contact [POC Nominations Liaison](#) Samantha Kristofferson.***

The following is what your POC Ethics Committee focused on in 2017:

- Being at the ready to respond quickly and appropriately should an Ethics Complaint be submitted, and ready to adhere to the POC Ethics Policy and Procedures;
- Responding to POC member questions;
- Developing ***Conflict of Interest for POC Members*** draft policy and submitting it to the Board of Directors; and
- Developing a template for the presentation and discussion of ***Ethical Case Studies***.

To encourage and assist POC members and Chapters to reflect on ethical issues, we will be sharing Ethical Case Studies regularly. Here is our first Case Study for you to consider: [Dubious Donations](#)

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## MARKETING AND COMMUNICATION NEWS

### Organizing Insights Survey - Complete by Nov 30 for Chance to Win \$25!

Thank you for those who participated in the Organizing Insights Survey. We received 45 submissions. Nathalie Pedicelli was randomly chosen and won \$25. We will review the data for the ability to form our PR plan. Additionally some of the trends, tips and insights may be extended into our social media channels and will be credited to the person who has submitted them!

Marie Potter  
[POC Director of Marketing](#)

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## CHAPTER NEWS

**Monthly Chapter Chat for Executives.** No Chapter Chat held in December

Next Chapter Chat: Jan 31, 2018 at 8 pm

### Chapters Best Practice.

For chapter executives that attend the chapter chat, take the information that was shared during the call and discuss it with your chapter executive at your next meeting.

Tip: Some chapters have included this as a regular agenda item to be shared with the executive.

Happy Holidays Everyone,

Dennise Conforti  
[Director of Chapters](#)

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## FINANCE NEWS

I would like to give a reminder to our Chapter Treasurers that the next Financial Reports to the National Board are due January 31, 2018. See the Chapter Handbook, page 37:

***Reporting to National:*** each Chapter must prepare financial statements, consisting of a Profit & Loss Statement (also known as Income & Expense Statement) and a Balance Sheet to the Director of Finance twice a year. The first set of statements, for the interim period of July 1 to December 31, must be received by the Director of Finance by January 31. The second set of financial statements for the period July 1 to June 30 must be forwarded to the Director of Finance by July 31 following the end of the fiscal year.

Angie LeClair wrote an article about [How to De-clutter Before Moving](#). She provided great tips and positioned herself and POC as experts. The website was shared in the body of the article.

**Royal LePage Home Magazine**





Marie Potter is the marketing director for Professional Organizers in Canada, a national registered nonprofit association of over 500 Professional Organizers and 141 chapters who help individuals and businesses by organizing their space, time and information. They increase functional spaces, increase productivity and reduce stress. POC provides a supportive environment for all types of organizers to learn, exchange ideas and network.

To find an organizer near you or become a member POC visit [professionalsorganizersincanada.com](http://professionalsorganizersincanada.com)

**Digital records** – If you decide to take the paperless route, begin by arranging to have all your bills and statements arrive in your inbox. Next, arrange with your financial institution to have all your bills debited from your account or your credit card. Even better, set up automatic credit card payment so you'll never have to pay interest again! When your bills arrive, check your account to ensure you have sufficient funds for your upcoming automatic payments. Save time running to the bank and use your mobile phone to deposit cheques (note there will be a temporary hold on the cheque). If you prefer to have both digital and paper records this would be a good time to ensure the two systems mirror each other.

**Buy happiness** – Stressed out? It's no surprise working adults have more money and less time. They say money doesn't buy happiness but can definitely buy time. Researchers surveyed over 6,000 adults in the United States, Denmark, Canada and the Netherlands and discovered that spending money on time-saving services is linked to greater life satisfaction. Ironically, few people seem to be heeding the advice despite having the cash flow to do so. The evidence is there so go ahead and pay for a cleaner, professional organizer, gardener, bookkeeper, grocery delivery or prepared healthy meals and shift your time to doing something you truly enjoy.

**Concentrate on creating** – Are you a spender? If you find yourself sitting on a shopping spree to feel good, escape "reality" or fill a void, start by noticing your trigger. Then consider turning your consuming drive into a creating drive. It might be planning a trip, playing the guitar, baking a pie, planning a garden ... whatever brings about your inner smile.

For some, managing money and financial matters comes naturally. For others, it's hard to know where to start, but there's hope. Consulting with a professional organizer and/or financial advisor is a great way to ensure you're on the right path. These pros can provide the help and tools you need to succeed in your mission to organizing your finances and your life.

Marie Potter wrote an article for the online publication Wander Magazine about [Achieving Serenity Through Financial Organization](#). Marie's bio and the POC website were shared. **Wander Magazine**

"It's a very minimalist way of looking at things, but the reality is the only things you really need when you travel are a smartphone, your passport and a credit card. Beyond that, you can pick things up as you need them," says Micki Kosman, co-author of The Barefoot Nomad travel blog. "It's not realistic for most people, of course, but it helps you to sort out [in your mind] what you really need."

**READ MORE:** [How taking a vacation can save your life](#)

Successfully packing a carry-on suitcase for a seven-day trip requires a bit of planning and a few sneaky strategies, but our experts assure us it's possible. And no, it won't result in having to buy a whole new wardrobe while on vacation. Here are their top tips.

#### #1 Check the airline website

Different airlines have different dimensions for carry-on luggage, so it's wise to check the website before you start packing or you could wind up having to check your bag, says Linda Chu, national spokesperson for the Professional Organizers in Canada.



Linda Chu was interviewed by Global News Online and shared her tips about [Packing a Carry-on for a Seven Day Vacation](#). Linda was one of a few experts in this article and shared some excellent advice! The POC website was also included. **Global News Online**

## Simply Sundays – Autumn edition 2017

### SIMPLY SUNDAYS PODCAST

This podcast series features interviews with well-known personalities across Canada providing inspiration for getting to what only matters in life.

Want to learn where the next episode is available? Sign up here for the [Podcast Email Guide](#)

- Simply Sundays #1 - Conversation with Brooke Blair, Businesswoman, Executive Coach, Calgary, AB
- Simply Sundays #2 - Conversation with Brian Robertson, Registered Massage Therapist, Toronto, ON
- Simply Sundays #3 - Conversation with Katherine Miller, Neurologist, Boston, MA
- Simply Sundays #4 - Conversation with Kelly O'Connell, Yoga Instructor, Tulsa, OK
- Simply Sundays #5 - Conversation with Alison Lee, Certified Professional Organizer, Montreal, QC

## Simply Sundays

Alison Lush was interviewed on Jo Bennett's new podcast, Simply Sundays. This was organized by Jo Bennett. <http://bit.ly/2nriNcp>

## POC Influencer Program

### Are you a professional organizer creating great social media content?

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

## POC Goals

- Create a network of POC organizing experts who regularly post content
- Re-distribute their content to a wider audience across POC marketing channels
- Provide useful and shareable content on POC social media and marketing channels
- Increase engagement and impressions on POC social media and marketing channels
- Ease POC national content creation

## Member Benefits

If you meet the requirements, your content may be chosen and highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels and credited to you, the influencer. Our team will scan social media influencer accounts monthly for great content and share the best of the best on our social media channels.

## Influencer Requirements

To be considered, the Influencer must ...

- Be a POC member
- Regularly create valuable, shareable and fresh content on a blog or social media
- Have a professional and updated website and/or social media channels
- Have grammatically correct content, free from any spelling errors
- Have and extend the rights to allow us to use any images used for posts or videos
- Ensure images are clear and of good quality
- Ensure videos look professionally created
- Grant permission to POC and Sociation Marketing Agency to share the member's content
- Accept the terms of the POC Influencer Program by signing the consent form

The POC Influencer Program is open to all professional organizers who meet the above criteria and are approved by the POC Board of Directors. There is no guarantee of exposure.

**To Join:** [Please fill out our short survey](#) and sign the consent form. Once approved, our team will scan your social media accounts regularly for great content and share the best of the best on our social media accounts and newsletters.

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## SOCIAL MEDIA

### Exciting News – POC Branded Chapter Cover Page Masthead

Almost every chapter has a Facebook community page where networking and peer support has taken chapter connections to a new level.

We will be launching the new POC branded Facebook chapter cover page masthead shortly. There will be options to choose from for both the POC logo and Chapter identification; one will be pre-designed with a group of professionals while another option will allow you to create your own chapter image or message – see below. These will be available in the new year.





## Welcome to the Nova Scotia Chapter

[www.organizersincanada.com](http://www.organizersincanada.com)



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### Facebook

- 25 new likes
- 25,377 reach (up quite a bit from October)
- 14.5% engagement rate (double from last month!)

### Twitter

- 1 new followers
- Overall impressions and engagement is up compared to October

### Pinterest

- 11 new followers
- 170 average daily impressions (up from October)
- 139 average daily viewers (double from October)

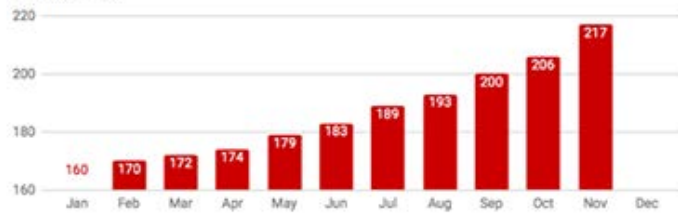
### POC Handles & Hashtags

Please show us some love ...

- Facebook - @professionalorganizerscanada
- Twitter - @POCCanada
- Pinterest - @POCCanada
- LinkedIn - @professionalorganizersincanada
- #ProfessionalOrganizers
- #Organize
- #POCHacks
- #MovieMondays

- #QuoteOfTheWeek

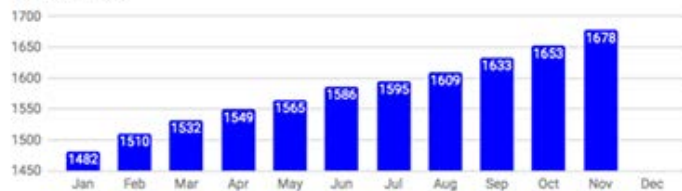
### Pinterest



### 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.**



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