



A red rectangular banner with the words 'POC Talk' in white. 'POC' is in a bold, sans-serif font, and 'Talk' is in a slightly lighter, sans-serif font.

## POC Talk February 2019

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## BOARD OF DIRECTORS NEWS

Due to family and work commitments, POC Director of Membership Donna Shukys has unfortunately decided to step away from the board at this time. We would like to extend our heartfelt thanks to Donna for sharing her time, energy and expertise with us and wish her all the best in her future endeavors. If you are interested in serving on the board, we'd like to hear from you! Please contact [board@organizersincanada.com](mailto:board@organizersincanada.com) for more information. In the meantime, the National Board will work together to continue in support of our members.

Sincerely,  
Dennise Conforti  
[POC President](#)

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## EDUCATION NEWS

### Launch and Grow Your Business March 14 & 15, 2019 - Toronto

Ready to launch your new business or grow your current company? Then the **Launch and Grow Your Business Program** is perfect for you! This former two-day course for professional organizers and business owners is now offered as three separate modules. Attendees can select the module that they need to expand their skill set; each class offers practical tips, techniques and industry information.

[Module 1: Create Your Business as a Professional Organizer](#)  
Thursday, March 14: 8:30am – 12:30pm ET

## **Module 2: Marketing Basics for your Organizing Business**

**Thursday, March 14: 1:00pm – 5:00pm ET**

## **Module 3: Client Relationship Management and the Practical Approach**

**Friday, March 15: 9:00am – 1:00pm ET**

All modules will be taught at **110 Yonge St., 17th Floor, Suite 1701B, Toronto, ON.**

**Each module costs \$300 + HST for members, \$350 + HST for non-members.**

Launch and Grow is taught by Laura Kay of Laura Kay Organizing. Since 2006, she has gone from a sole practitioner to a thriving business owner, providing employment for many other Professional Organizers as subcontractors. In 2015, she was presented with POC's Ambassador award for providing mentorship and guidance to other Professional Organizers and helping to promote the Industry to the public.

**Registration Deadline: Sunday, March 10, 2019 at 11:59pm ET**

***Note: a minimum of 4 participants per module is required for these modules to proceed.***

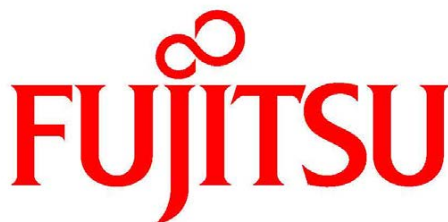
Tamara Elias Liebmann

[Director of Education](#)

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## **DEVELOPMENT NEWS**

### **New National Associate Member**



As a leading manufacturer of document scanners, Fujitsu offers a family of high quality imaging products that covers the whole range of scanning applications from desktop and departmental installations to enterprise wide production environments. Fujitsu scanners deliver speed, image quality, and superior paper handling.

The Fujitsu ScanSnap family - built for Business Professionals - provides a powerful, affordable, and easy-to-use colour scanner for converting paper documents to PDF files that are easily organized, shared and better protected.

Contact: Giselle Delmas

Email: [fci.imaging@ca.fujitsu.com](mailto:fci.imaging@ca.fujitsu.com)

Visit Fujitsu [web site](#).

### **Associate Member Testimonials**

*I used Transition Squad for a large auction I did in the fall of 2017 and they were great. They dedicated a lot of time to the project and did a lot of research to decide on minimum bids as there were a lot of art and collectibles. The auction did well and it was nice that items that did not sell could be sold on the pick up day which ended up making an additional \$2000. They also can arrange different delivery options and if the item had no bids, people could buy it between the auction closing and pick up. I would recommend them, especially when you have more high end items that clients do not want selling too cheaply. - **Judy Rickey, Clutter Relief Services***

*As a Professional Organizer who specializes in working with chronically disorganized clients and those with hoarding behaviours, I have often needed the help of Mike Maedel and his team at TraumaCare Cleaning Services. Ranging from biohazards, rodent and insect infestations, mold and general squalor, TraumaCare is my number one choice for helping my clients live in a safe environment. Mike is a tremendous resource for safety protocol, procedures and even emotional support. His sense of humour and incredible work ethic is a rare combination in this field and he is one of my favourite people to work with. I know I can send him into the worst situations and the job will be done to the highest standards. - **TraumaCare Cleaning***

*I first met Andrew Hewko from Major Move just over five years ago. We were both relatively new in starting our companies and we realized there was real synergy with our work. No matter the challenge, Major Move can be relied upon to deliver high quality moving supplies, provide superb and affordable and friendly moving services (even in difficult to access downtown condos), and now they have a cleaning service! They are the perfect one-stop shop for my downsizing clients and are an absolute pleasure to work with. - **Major Move***

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## CHAPTER NEWS

### January Chapter Chat Recap

Thank you to the 12 chapter executives that showed up January 23rd for the chapter chat with Ian Howard and Angie Sauve from Sociation Marketing. It was a great overview of the POC Social Media campaign, the Influencer program and what we can do to help create some hype for organizers in Canada.

Here is the [link](#) for the Chapter Chat minutes if you would like to read about it in more detail.

### Next Monthly Chapter Chat for Chapter Executive Members

**Wednesday February 27th, 2019 at 8pm EST via iMeet** (Chapter Executives will receive a link to the chat 2 days prior to the meeting.)

**Guest Speaker:** Director of Marketing, Linda Chu

**Topic:** Marketing Portfolio Initiatives

Linda took over the Marketing portfolio in November 2018 and has been busy with some new initiatives. Learn all about it during this month's Chapter Chat. Linda will bring us up to date on the Marketing Survey, Social Media, and Marketing/ PR.

All executive members are welcome. Chapter Chairs are kindly requested to ensure that at least one representative be available.

### The following Month's Chapter Chat

March 27, 2019    Ethics    Andrew Neary, Ethics Committee Chair

### 2019 Upcoming Chapter Chats

Date	Topics	Speaker
April 24, 2019	Conference	Members of Conference Committee
May 29, 2019	Chapter Finance	Judy Rickey, Director of Finance
June 12, 2019	TBA	TBA
		<b>Note:</b> moved up 2 weeks due to scheduling conflict
September 25, 2019	Education	Tamara Liebmann, Director of Education
October 23, 2019	Communications	Heather Schmidt, Director of Communications
		<b>Note:</b> moved up 1 week due to conference
November 27, 2019	Leadership	Cindy Wezenbeek, Director of Chapters

If anyone has ideas for Chapter Chat topics, I am looking for something for the month of June. Please feel free to email me at the address below with your suggestions.

It has been three months since I started in this role and I wanted to take the time to thank the chapter executives that I have had the pleasure of interacting with so far. Everyone is so professional and helpful which has made it very easy for me to adapt into this position.

Thank you!  
Cindy Wezenbeek  
[Director of Chapters](#)

## POC IN THE MEDIA



Caroline Rochon, as Media Spokesperson for POC, was interviewed in a 2-part segment on CTV Morning Live (Ottawa), about the organizing craze that Marie Kondo's new Netflix series has sparked. Watch [Part 1](#) and [Part 2](#).



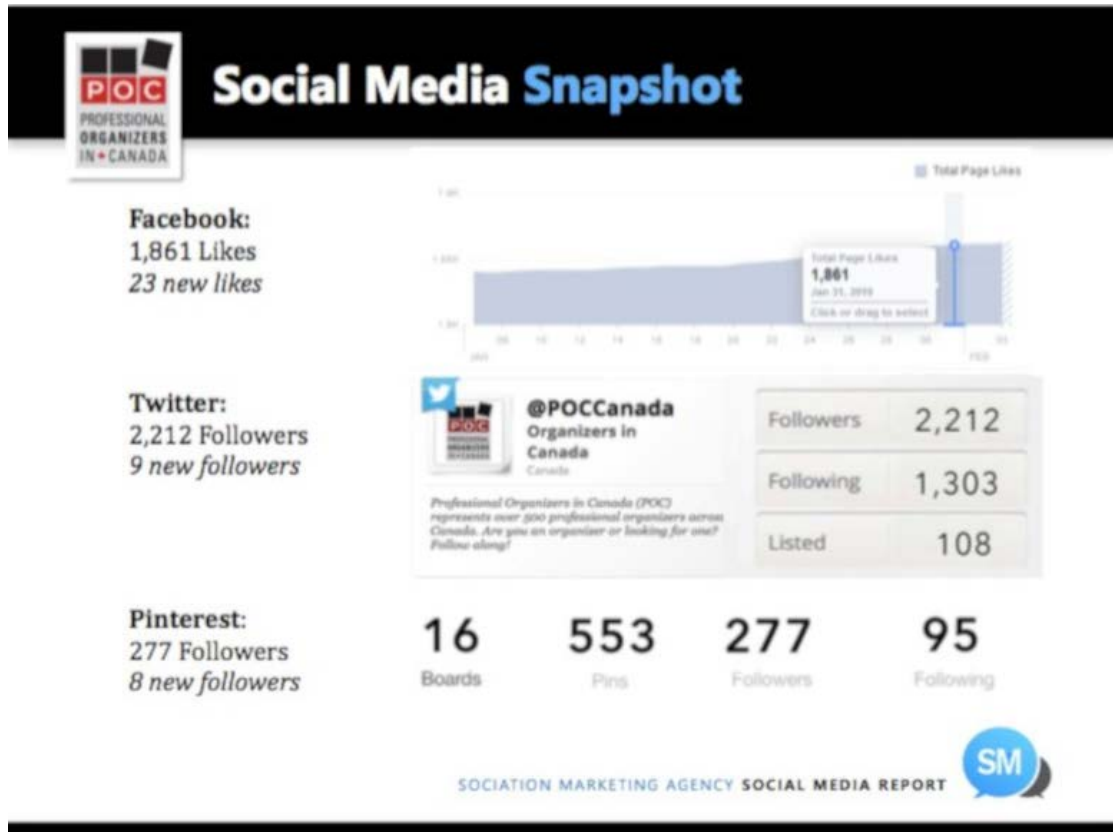
Linda Chu of Out of Chaos was interviewed for 4 segments by CBC Radio's Early Edition – Vancouver, On the Island, Daybreak Kamloops, and Daybreak South – interior BC. The interview was questioning about how decluttering the KonMari way isn't for everyone and why minimalism doesn't work for everyone.

[Daybreak South with Chris Walker](#) (see 1:31:20)

[Early Edition with Stephen Quinn](#) (see 1:21:30)

## SOCIAL MEDIA

January was a fantastic month for POC's social media platforms (Google +, Facebook, Twitter and Pinterest). Our Facebook posts were liked 1,861 times last month! The top performing post was a picture of a runway model wearing about the same amount of clothes our clients have on "the chair" in their home. We also had some great engagement on Twitter – we had 45 retweets over the course of the month and we were 'liked' 75 times! Our most popular tweet promoted the POC Filing Systems course in January. On Pinterest, we had an average monthly view total of almost 40,000! If you aren't following POC on any of our social media platforms, we encourage you to join us and engage with both your association and fellow colleagues. Just click the links below!



### Social Media Member Survey

We have the results of our January Social Media Content member survey, which means we also have a winner of the \$25 Visa card draw!

The lucky winner is:

**Jill Winterson of Calgary, AB**

Congrats Jill! We would like to thank everyone who participated for their professional insights and the invaluable information we received. You can look forward to seeing this information on our social media outlets throughout 2019.

Heather Schmidt

[Director of Communications](#)

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