



POC Talk

POC Talk January 2018

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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.

Tamara Elias Liebmann
[Director of Education](#)

MEMBERSHIP NEWS

Congratulations to the following members who have recently earned their Silver Leaf status!

Samantha Kristoferson, KW Professional Organizers, Waterloo, ON, Grand River chapter.
Emilio Jose Garcia Rodriguez, KW Professional Organizers, Waterloo, ON, Grand River chapter

DEVELOPMENT NEWS

National Associate Member Renewal

Bed Bath & Beyond

BED BATH & BEYOND®

Bed Bath & Beyond is the largest specialty chain in North America selling bedding, bath products, housewares and home accessories, with over 1000 stores. We provide a variety of organizational products and solutions and are excited to offer a special membership program to Professional Organizers in Canada. Contact Joann for details.

1740 West Broadway, Vancouver, BC V6J 1Y2

Bed Bath & Beyond Store Listing

Phone: 604-733-2291

Email: joann.vellara@bedbath.com

Contact: Joann Vellara, Project Manager

Just Junk



Removal Made Easy!®

Full service, fast and friendly junk removal all across Canada from the team of professionals at JUSTJUNK®. We remove everything from everywhere, and with same and next day service we can begin as soon as today! No matter how much junk or rubbish you may have, we can take it! We also remove any furniture or appliances and dispose and recycle them in an environmentally friendly manner and work with your local charities! Call us today or book online!

110B Hannover Drive, St. Catharines, ON L2W 1A4

Phone: 888-586-5888

Email: info@justjunk.com

Contact: Michael Thorne, Owner and CEO

Email: info@justjunk.com

Associate Member Testimonials

I love neat freak! Their products are creative, practical, and well-made. The stackable storage bins and the car seat-back organizers are my favourite products, and I keep a couple on hand because I know

my clients will need them!

ShelfGenie is fabulous! Having the ability to retrofit pull-outs into existing cabinets makes enables my clients to make better use of their space, and stay in their homes longer.

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

Please forward your testimonials to Angie LeClair, dir-development@organizersincanada.com

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

MARKETING AND COMMUNICATION NEWS

Website Update

The French Find An Organizer Directory is almost done! A few unexpected technical challenges arose that have caused a minor delay. Thank you for your patience as we work to complete this important project.

L'outil de recherche du répertoire Trouver un organisateur est presque terminé! Quelques défis techniques inattendus ont causé un léger retard. Nous vous remercions de votre patience pendant que nous travaillons à compléter ce projet important.

Marie Potter
[POC Director of Marketing](#)

CHAPTER NEWS

Monthly Chapter Chat for Executives. Wednesday Jan 31, 2018 at 8 pm

Guest Speaker: Susan Toth, POC President

Topic: Getting to know your new POC President and the importance of volunteering on and within your own chapter executive.

Chapters Best Practice: Executive Member Turnovers (Succession Planning)

- Personally, invite members to be "Observers"
- Personally (i.e. verbally) invite members to be Executives

Next Chapter Chat: February 28, 2018 at 8 pm

Dennise Conforti
[Director of Chapters](#)

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.

I thank all the chapter treasurers for volunteering for our Professional Association. Your time and effort is an amazing gift to POC members. I look forward to getting to know you better over the next two years.

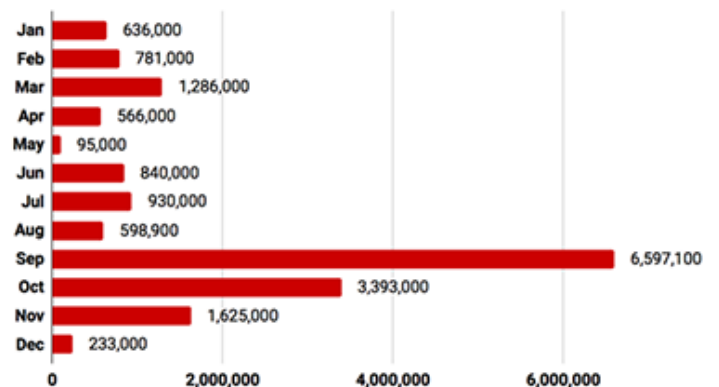
Judy Rickey
[Director of Finance](#)

POC IN THE MEDIA

Thank you again to the POC members that participated in the 2018 organizing trends survey. As a result POC has [published a media release](#).

POC reached 233,000 impressions **finishing the year with 17,581,000 impressions!**

POC 2017 Media Reach



Professional Organizers in Canada helps reduce stress during the holidays

December 3, 2017 • Christine Davis

It's the most wonderful time of the year! The holidays are upon us and that means parties, gifts, and visits from loved ones. On the flip side, long lineups at stores, packed mall parking lots and general chaos at home can add plenty of unnecessary stress to an already busy time.

"The holiday season is one of the busiest times of the year and it can become a stressful time if you aren't organized," says Marie Potter, director of marketing for Professional Organizers in Canada. "You may have many traditions you feel you should keep up but this might be the year to simplify or reduce some traditions."

The Professional Organizers in Canada release, ["How to Stay Organized During the Holidays"](#) was posted on the **City Parent** website. The release includes a quote from Marie Potter, great tips and a link to the POC website. **City Parent**

The article from the October issue of **Best Health** was posted online. Linda Chu was interviewed about [How to Organize Your Home Without Throwing Anything Out](#). POC was linked in the second paragraph and Linda was positioned as an organizing expert. **Best Health Online**

Declutter your home – declutter your life

I tried not to take it personally when my sister gifted me Marie Kondo's book [The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing](#). And, though I discovered some interesting suggestions for organizing my things (items in a drawer should stand upright, not lie flat), I also found that – like much of the decluttering discourse – it failed to address what to do with my stuff once I made the move to declutter.

The thought that our stuff will simply get thrown into a landfill, I soon learned, is one of the biggest roadblocks for many of us when it comes to letting go. "Ninety per cent of people care about where their stuff goes," says Linda Chu, a spokesperson for [Professional Organizers in Canada](#).

Stephen Iott of [decluttering.ca](#), a professional organizer based in Oakville, ON, concurs. People who have invested a lifetime in taking care of memories and memorabilia want to ensure that their things go to a good home – if not to family members, then to those who would benefit most at a women's shelter, an at-risk youth centre or an innovative charity.

Sound familiar? Our guide will help you find the best new home for your old stuff.

This is How You Should Be Doing Your Holiday Shopping

Professional organizer Marie Potter shares her top money- and time-saving holiday shopping tips.

December 7, 2017
By Chelsea Pratt



"A good shopper gets it done by mid-December, a great shopper is done by November, a stellar shopper does it the year before." So says Marie Potter, professional organizer and holiday shopping savant, of seasonal gift-giving. But judging by the masses flooding the mall this month, most of us need a little help to up our holiday shopping game. Forget stellar—we just want to be done. After all, there are better things to do on Christmas Eve than desperately search store shelves or repeatedly refresh the details of a late shipping order.

"It should be a holiday you want to repeat and remember, not one you dread and regret," Potter says—and when you're staring down a mile long list, that can be easy to forget. With that in mind, we grabbed Potter's best tips on how to organize your shopping list, snag a sale and tie everything together this holiday season—all while keeping your sanity. Remember, this is supposed to be the most wonderful time of year.

Expert Advice: How to Stay Organized Over the Holidays

Professional organizer Marie Potter shares her best tips for keeping your home clean and tidy during the busy holiday season.

By Chelsea Pratt • December 11, 2017



Marie Potter has fond memories of her mother's tree trimming parties: family, friends and neighbours would come around to hang an ornament or two and indulge in some special holiday punch. These days, Potter carries on the tradition with her own kids, supplying hot chocolate as she shares out the decorating burden—but her tree looks a bit different.

Marie Potter provided helpful tips on [How to Properly Shop for the Holidays](#). Marie was positioned as an organizing expert and the POC website was linked in the first paragraph.

Vancouver Magazine Online

Marie Potter provided her amazing tips on [How to Keep Your Home Organized During the Holiday Season](#). The article positioned Marie as an expert and the POC website was shared.

Western Living Magazine Online

SOCIAL MEDIA

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



Welcome to the Nova Scotia Chapter

www.organizersincanada.com

Google +

Exciting News. We have just launched our new Google + account. Our handle will be established for next month.

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 get 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.

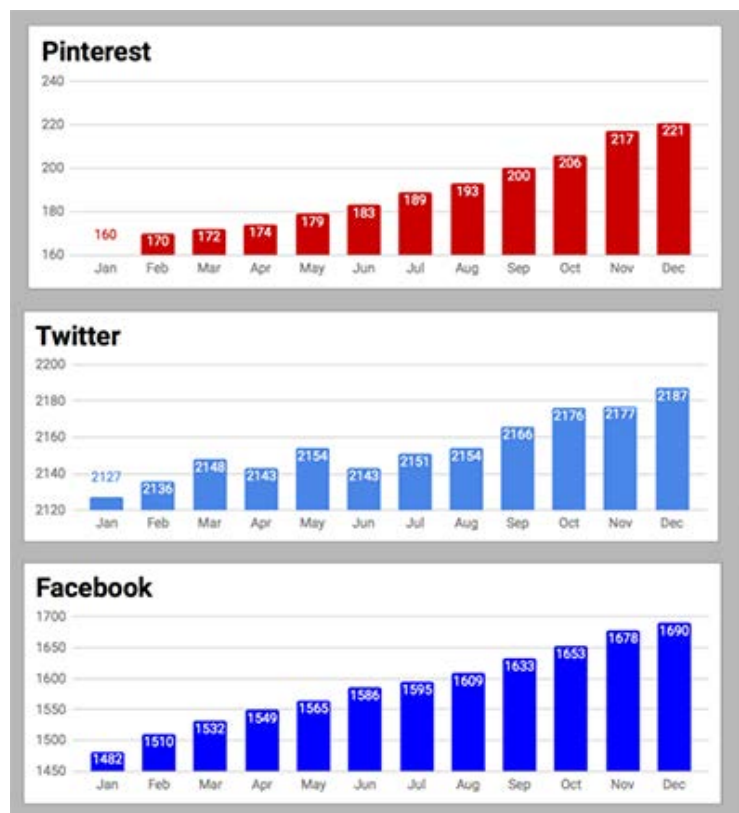
Influencer Requirements

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.



Facebook

- 12 new likes
- A few wide reaching and popular posts (hacks and trending content)
- 15,201 total reach (down from November)
- 8.3% engagement rate

Twitter

- 10 new followers (up from November)

Pinterest

- <!--[if !supportLists]-->6 new followers
- <!--[if !supportLists]-->145 average daily impressions
- <!--[if !supportLists]-->156 average daily viewers
- <!--[if !supportLists]-->Average monthly viewers is up from November

POC Handles & Hashtags

Please show us some love ...

- Facebook - @professionalorganizerscanada
- Twitter - @POCCanada
- Pinterest - @POCCanada
- LinkedIn - @professionalorganizersincanada

- #ProfessionalOrganizers
- #Organize
- #POCHacks
- #MovieMondays
- #QuoteOfTheWeek

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.



Photographic Management Services



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