



## POC Talk

### POC Talk March 2020

#### In This Edition

- [POC COVID 19 Statement](#)
- [National Conference Committee \(NCC\) News](#)
- [Committee News](#)
- [Ethics Corner](#)
- [Development News](#)
- [Chapter News](#)
- [Education News](#)
- [Finance News](#)
- [POC in the Media](#)
- [Social Media](#)

### POC COVID 19 STATEMENT

Dear POC members,

As we go through this COVID-19 Pandemic together, the POC Board of Directors hope you and your family are staying healthy during this time of uncertainty.

The Ontario government, as well as many other provinces, have issued all non-essential businesses to close as of midnight tonight. This would include work that we, as professional organizers, provide.

We understand that this is impacting all of us in many ways, which can be frightening. And it can be hard to see the light at the end of the tunnel when things are changing so rapidly, and new guidelines are being set.

This is impacting all our daily, personal and professional lives, alongside our families, friends, colleagues, clients, and communities.

We encourage you stay educated by national and local media on protocols and continue to take the steps necessary for social and physical distancing.

We have asked all chapters to kindly cancel all in-person chapter meetings until further notice. You are all welcome to use the POC Zoom account to hold virtual meetings. This can be used for your chapter

meetings, chapter executive meetings, your annual spring meeting or just to connect as a group.

Social distancing, and not running a non-essential business, has now been government mandated which means you cannot work with your clients in-person. Many professional organizers are moving to offering virtual organizing services, and POC encourages you to educate yourself prior and consider the impact it may have on your clients who are already stressed and under financial pressures.

At this time, we are looking for ways in which we can support our members and will keep you updated when we have more details.

Your POC Board of Directors want you to know we understand that this will have an impact on our profession, our members, and our affiliate partners around the world.

Please be assured we continue to monitor the situation and will adjust any future planning as it becomes prudent to so. We appreciate all our POC members and will be working hard to explore ways to support you and our profession.

Thank you,  
Your POC Board of Directors

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



Experience something new this year at the 2020 Vancouver Summit! Join your fellow organizers from across the country for 3 exciting days of education and networking, November 5-7, at the Morris J. Wosk Centre for Dialogue in Vancouver. You won't want to miss this unique opportunity for professional development so be sure to save the date!

The National Conference Committee (NCC) is still looking for a Sponsor Lead. This is a great opportunity to get involved with planning this year's Summit so please let [Meghan Howard](#) know if you are interested in this volunteer position.

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## COMMITTEE NEWS

### Message from the Nominating Committee

We Are Looking for You!

As you may already know, every year we honour some of our members through the [Harold Taylor and Ambassador Awards](#). This year, the Awards Committee is looking for one more volunteer.

The role and responsibilities are as follows:

- Your role is to help determine who the best recipient for each of the awards would be, by going through a rigorous selection process.
- Details of the responsibilities are described [here](#).
- About 10 hours are requested for this role, depending on the number of applications received.

If you want to join our fabulous team, or if you have any questions, contact me!

### **Nominate a Peer!**

As your business may be slower these days, why not take a moment to start thinking about who could be a great recipient for the [Harold Taylor or Ambassador Awards](#)? Take time to discuss with this person to see what he or she has done for the community or POC that you may not be aware of. Even though the nomination form is not available yet, start collecting information. You'll be ready when the process starts!

Also, did you know that you earn 2 points towards your [Gold Leaf status](#) for every nomination? Why not submit someone's name and have their accomplishments recognized?

Nathalie Bureau

[Vice-President & Board Liaison for the Awards Committee](#)

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## **ETHICS CORNER**



### **DID YOU KNOW?**

...communication is one of the key ingredients for success in both our business and our personal lives? Our perceptions of a situation can sometimes lead us to make incorrect assumptions, which might then spiral out of control, thereby causing a multitude of complications. If we improve our communication skills, and learn to calmly discuss the issues at hand, we would find our business and personal life much more enjoyable and far less stressful.

The Ethics Committee is looking for 1 new member to join the committee. If you think the subject of ethics is as fascinating as we do, and you would like to join our team, please [contact](#) the nominating committee.

## **FOOD FOR THOUGHT**

A handy-man you've recommended to your client has delivered poor service:

- What do you do with regards to your client?
- What do you do with regards to the handy-man?

Think about these and other options and discuss them at your next chapter meeting!

Stay tuned for more "DID YOU KNOW" and "FOOD FOR THOUGHT" next month!

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## DEVELOPMENT NEWS

### Associate Member Renewals



We are pleased to announce that **STOR-X** has committed to remaining as an associate of POC! STOR-X offers custom built, modular, and wood laminate-based storage systems in over 35 finishes, using European cabinet technology to achieve a highly flexible design in numerous applications.

### STOR-X

Toll Free: 1-877-275-6868

Local: 604-275-6868

Fax: 604-277-6862

Email: [info@stor-x.com](mailto:info@stor-x.com)

Address: Unit #150, 11120 Hammersmith Gate, Richmond, BC V7A 5J1



We are excited to announce our continuing association with **Transition Squad**! Transition Squad specializes in selling people's belongings through their Online Auction Platform and Toronto-based Consignment Auction House. They offer professional organizers a solution to help with one of the biggest client challenges: how to find a good home for their things and maximize their sale price.

Contact: Viraf Baliwalla, President

Phone: 1-866-276-9680 Ext: 303

Email: [viraf@transitionsquad.com](mailto:viraf@transitionsquad.com)

Address: 80 Kincort Street, Toronto, ON M6A 3B2



POC is pleased to announce that **TraumaCare Cleaning Services** will once again be continuing on as an Associate! Since 1995, TraumaCare has been providing trauma remediation and biohazard decontamination services. They specialize in waste removal, cleaning, disinfection and odour removal for difficult and extreme situations. Onsite inspections, safety consultation and free written estimates are also available.

Contact: Michael J. Maedel – Owner  
Address: 3583 Sheppard Ave E, Toronto, ON M1T 3K8  
Phone: 416-518-6922  
Email: [traumacare@rogers.com](mailto:traumacare@rogers.com)

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## CHAPTER NEWS

### February 2020 Chapter Chat Recap:

We had 14 executive members on the Zoom meeting, thank you to those who came out and please pass on the information to the other members of your chapter. The Chapter Chat on February 29 was with Linda Chu, POC's Director of Marketing and she discussed:

1. Social media content buckets, what they are and how to use them to your advantage.
2. Facebook ads that Sociation Marketing, the POC marketing company, is running for POC. With regards to this there will be a followup from your chapter executive so that POC and Sociation Marketing can make these ads more effective. They will narrow down the target clients on the cheaper Facebook ads and then transfer the demographics to other social media advertising to target clients
3. "Let's Get POC Trending", an article about how to use hashtags so they are most effective and get the most out of your effort. In April, Angie Sauve from Sociation Marketing will be on the Chapter Chat to discuss this in further detail.
4. New Policy & Procedure about volunteering as part of a POC community events. Linda reviewed the new document "POC Community Events" with the executive on the call and asked for input from the chapter perspective.

After the marketing portion, there was a discussion on self-promotion, what it is, the current POC policy and how each chapter deals with it on their Facebook (Social Media) pages. The purpose of this discussion was to share ideas about self-promotion, and how each chapter deals with it and what they accept on their pages. Thank you for all your input and the interesting discussion.

**2020 Chapter Chat Dates:** Mark your calendars!

March 25	Development	Angie LeClair
		Director of Development
April 29	Let's Get POC Trending	Angie Sauve, Sociation Marketing
May 27	Chapter Finance	Edie Michels
		Director of Finance

June 24	Conference	National Conference Committee
September 25	Education	Tamara Liebmann, Director of Education
October 23	Communication & Membership	Heather Schmidt, Director of Communication
		Tannis McLaren, Director of Membership
November 27	Leadership	Cindy Wezenbeek, Director of Chapters

I hope everyone else is enjoying the extra hour of daylight and is looking forward to the arrival of Spring!

Cindy Wezenbeek  
[Director of Chapters](#)

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## EDUCATION NEWS

### Trained Professional Organizer Exam

The TPO exam is quickly approaching. Chapter chairs will soon be receiving an invitation/application for hosting the Trained Professional Organizer (TPO) exam this spring.

Please note that exam candidates must register online and may elect to take the exam at any participating Chapter (i.e.: if the location and date / time is more convenient). Candidates may sign up for one exam at one Chapter location only. Please check the [POC website](#) in the coming month for a TPO exam date near you.

For members who are unable to write the exam with a chapter, please see the Extenuating Circumstance Request form on the [web site](#).

In the event that by exam time it is still recommended that we keep social distancing, alternate plans for the exam will be made.

Stay safe and Healthy!

### Launch and Grow Your Business

In light of developing global precautions and the social responsibility we have for our community, we have made the decision to postpone the following class:

**Saturday, April 18:** Module 3- Client Relationship Management and the Practical Approach

Tamara Liebmann  
[Education Director](#)

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## FINANCE NEWS

The new fiscal year begins on July 1<sup>st</sup>. While that seems like a long way in the future, you should be

considering budget preparation now. Chapter Executives should start to include the 2020-2021 Budget in their discussions and plan for expenditures they would like to make or allow for expenditures that could change. What is the Chapter's plan for speakers, a community initiative or an investment in audio equipment, books or something else. Do you want to host or change up a PD Day? Will the fee or availability of the venue you host your meetings at be changing? These are all things that could effect your budget.

Please mark Wednesday May 27<sup>th</sup> on your calendars as May's Chapter Chat will be lead by me and the topic will be for Chapter Treasurers.

Edie Michel  
[Director of Finance](#)

## POC IN THE MEDIA

February was another great month on our POC social media platforms (Facebook, Twitter and Pinterest, and Instagram). Our **Instagram** account had an incredible month with another jump in followers! We now have 388 followers (up 61(!) from last month) and February had 8,624 impressions with 506 "likes". Our **Facebook** posts were liked 2,092 times last month, up 33 likes from January. The top performing post was a funny quote about debating wanting to hold on to a good box. **Twitter** saw 12 retweets in February again and we were 'liked' 33 times. Our most popular tweet saw old cream bottles repurposed as snack and other pantry item storage. **Pinterest** had a slower month with total monthly impressions of over 4,240 and 6 new followers. 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!



Linda Chu was interviewed for Zoomer Magazine, for their article [From Downsizing to Death Cleaning. How Baby Boomers Can Purge a Lifetime of Possessions](#), February 21, 2020.



Jocelyne Vien was recently featured in the Echo du Lac, talking about getting organized before a big renovation.



## SOCIAL MEDIA

### POC's Social Pages

[Facebook](#) [Twitter](#) [Pinterest](#) [Instagram](#)



### Sponsored Ads

The Lead Generation Ad budget for October to December was pooled together to promote the services of professional organizers to **seniors** and **caregivers**. We are continuing to define our ideal target audience and have selected Facebook Ads as a more cost-effective way for our initial entry into sponsored ads. Google ads are much more expensive, but will be considered in future ad campaigns.



## December Facebook Ads

**Ad #1: POC Lead Generation – Seniors**  
**Duration:** December 12-31, 2019  
**Audience:** 850,000 users based on Interests and Location  
**Budget:** \$225.00 (combined)  
**Total Reach:** 29,840 people  
**Total Impressions:** 99,686  
**Total Clicks:** 292

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT

The target audience for **Ad #1 –Seniors** was defined as:

**Location** -Living In: Canada

**Age:** 60 -65+

**People Who Match:**

•Relationship Status: Married or Widowed

**And Must Also Match:**

•**Interests:** All-news radio, Gardening, National Grandparents Day, Grandparenting, Cats, TV, News broadcasting, Grandparent, Organization, Retirement, Books, Family, Elderly care, Pets, Newspapers, Travel or Seniors Discounts, Behaviors: Frequent Travelers, Life Event: Recently moved or Friends of Recently Moved

The goal for the ad was to generate leads for POC organizers by directing the audience to the Find an Organizer database on the POC website.

## December Facebook Ads

**Ad #2: POC Lead Generation – Caregivers**  
**Duration:** December 12-31, 2019  
**Audience:** 290,000 users based on Interests and Location  
**Budget:** \$225.00 (combined)  
**Total Reach:** 2,154 people  
**Total Impressions:** 3,298  
**Total Clicks:** 6

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT

The target audience for **AD #2: Caregivers** was defined as:

**Location** -Living In: Canada

**Age:** 40 –60

**People Who Match:**

•**Interests:** Retirement community, Baby boomers, Personal care, Family caregivers, Time management, Planning, Retirement planning, Personal organizer, Parenting, Ageing, Retirement home, Organization, Live In Caregiver, Independent living, Family, Home Instead Senior Care or Old

age,

- Field of study:** Certified Nursing Assistant/Home Health Aid, Employers: Caregiver, Job title: Caregiver, Home Health Care Aide, Home Care Provider, Home Care Giver, Home Health Care Provider or Care Giver/Home Health Aid, Life Event: Recently moved or Friends of Recently Moved
- And Must Also Match:**
- Interests: Caregiver

The goal for the ad was to generate leads for POC organizers by directing the audience to the Find an Organizer database on the POC website.

### **POC Community Events Policy & Procedure**

Aside personal fulfillment and building a strong community, the benefits of volunteering include creating connections and raising awareness. Events at which POC members can donate their time and organizing skills to a not-for-profit (NFP) or charity group within their local community that meet the following criteria. POC Chapters can initiate a community event to promote POC and assist a registered NPF/charity group in their local area. In order to be considered a POC Community Event, the following criteria must be met. Please see [POC Community Events Policy & Procedure](#).

### **Let's Get POC Trending Article**

With the help of members, Professional Organizers in Canada's (POC) influence across the Internet can flourish – reaching a new audience and helping people discover the industry. An extended reach online means potential clients may find professional organizers to hire and potential new members may discover a new career path for themselves. YOU can help POC grow with a few simple tricks. Please see the [POC Trending Article](#).

Heather Schmidt  
[Director of Communications](#)

Linda Chu  
[Director of Marketing](#)

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

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Missed an issue of POC Talk or want to see a previous issue?

Did you know you can find back issues of POC Talk from April 2016 onwards? [Past issues of POC Talk](#) are available on the website in the Members Only area, on the [POC Talk page](#) (login required).

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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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