



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

POC Talk November 2017

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BOARD OF DIRECTORS NEWS

From the Past President:

I would like to thank all of you for giving me the opportunity to serve as your president for the past 3.5 years. It has been an honour to serve on POC's board and to represent the association internationally. I've learned a lot: business skills, personal skills, and management and leadership skills. I'm grateful for the support and appreciation you've shown me.

Susan Toth was elected by the board to be your new president, and I'm delighted to be handing the reins over to such a competent and caring person. I will continue to sit on the board as Immediate Past President, a one-year term with the option to continue for a second year. Thank you again for this remarkable opportunity.

Stephanie Deakin

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

A Successful #Organize: Building On The Buzz Conference!

With the 2017 POC Conference now behind us, the National Conference Committee would like to thank all those who gave their time and expertise to make the conference a success. Feedback throughout conference was very positive and we loved seeing how fully you participated in every aspect. #POCConf2017 truly helped us build on the buzz!

Our thanks also go to:

- The speakers, coaches, expert panelists, and moderators
- Our exhibitors, sponsors, advertisers, and the businesses who donated prizes
- Our POC Board of Directors
- The Toronto Chapter who made us feel so welcome
- And last but not least, all the conference delegates who took time out of their schedules to attend. Thank you for investing in yourselves, your businesses, and our association by making conference a priority in your year!

Major Move Receives Best Exhibitor Award

Major Move was the recipient of the Best Exhibitor Award at the 2017 POC Conference, as voted on by the delegates. They were invited to join us for the Awards dinner. Congratulations Major Move!

Save the date and your money for #POCConf2018!

We look forward to seeing you in Kelowna, BC from October 25-27, 2018 for the 2018 POC Conference at the Delta Grand Okanagan Hotel! Save the date on your calendar and start saving up for the expenses of conference too. As you create your 2018 budget, plan to set aside enough each month so you'll be able to join us there!

Thank you for sharing your photos, stories, and what you were learning throughout the conference (and applying what you learned after conference – love all the FB live videos!) on [Twitter](#) and in the [Conference FB group](#). Plans are already underway for #POCConf2018 so stay tuned for announcements!



AWARDS NEWS

POC 2017 Award Winners

Congratulations to our 2017 Award winners. Thank you for all of your contributions to POC and your communities.

Harold Taylor Award – Alison Lush



A POC member since April 2010, Alison began volunteering for our association and our industry almost immediately. She has been a POC Education Committee member, POC Director of Education, an ICD Teleclass Committee member, the ICD Volunteer Coordinator, the POC Website Translation Coordinator, and is currently the POC Ethics Chair and ICD Corporate Secretary.

Alison is committed to learning and working according to industry best practices, and has earned dual certification: ICD Certified Professional Organizer in Chronic Disorganization (CPO-CD® in 2015), and BCPO Certified Professional Organizer (CPO® in 2016). She is the sixth CPO-CD® in Canada, and the first certified organizer in Quebec.

Professional evolution led Alison to rebrand in 2016, putting more emphasis on the personal nature of services offered, now working under the banner “Alison Lush Certified Professional Organizer”.

Alison credits many veteran organizers in our community for having encouraged and supported her over the years, and endeavors to continue the practice, herself encouraging and supporting many newer organizers in our community.

Native of Toronto, Alison has lived in Montreal for 30 years. She is actively engaged in the continuing development of our industry for both francophone organizers, and the francophone public.

Alison and her husband Daniel strive to maintain a community-based, simple lifestyle: Alison is a long-standing member of a carshare, and the couple live in a housing cooperative, sharing both responsibilities and resources.

Ambassador Award – Pauline Hoffman



Pauline Hoffman is the Owner and Founder of Just In Time Solutions. She has been a member of the Professional Organizers in Canada since 2001 and is one of 9 Certified Professional Organizers in Canada.

Pauline is an individual who has always had the confidence and ability to strive for more. She has grown her organizing company into one of the leading companies in London and surrounding areas. With that experience she continues to support and provide resources to many in the organizing industry as well as other community groups.

Pauline may have one fault and that is many times she thinks with her heart. She never says "no"

when a community organization or group calls for help. Her door is revolving.

EDUCATION NEWS

Trained Professional Organizer Exam

Results from the recent Trained Professional Organizer Exam, held in Toronto, will be mailed out to participants at the end of November. The next sitting of the TPO Exam will be in Spring 2018, through the local chapters.

MEMBERSHIP NEWS

Congratulations to the following member who has recently earned their Gold Leaf status!

Kerri Lewin, Clutterbug.ca, Cambridge, ON. Grand River Chapter.

APDO Conference: Organising Matters

The annual APDO (Association of Professional Declutterers and Organizers, UK) will be held in London, UK, March 15-16, 2018. POC members can register at member rates because we are affiliates. If you'd like more information, contact the APDO International Liaison, Zoe Short, at zoe@sosorted.co.uk

MARKETING AND COMMUNICATION NEWS

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

We have put together a [short survey](#) to help gather your professional insights into the world of organization.

- It will generate data for our PR company to use to create media stories for POC
- It could also lead to a media piece where you are featured!

Please complete the POC [short survey](#) for a chance to win \$25 by Nov 30!

Thank you!

Marie Potter
POC Director of Marketing

CHAPTER NEWS

Terms for Chapter Executives

This policy has recently been amended. It previously stated "The term of Executive Committee members shall be two years from the date of the election or of having volunteered. No member may hold the same Chapter Executive position for more than two consecutive terms (four years)."

This has now been revised to read: The term of Executive Committee members shall be two years from the date of the election or of having volunteered, **except for the Past chair role, which will be a one-year term with the option to continue for a 2nd year if needed.** No member may hold the same Chapter Executive position for more than two consecutive terms (four years).

The Chapter Handbook has been updated to reflect this change and is available on the Chapters tab of the Members Downloads & Guidelines page.

Monthly Chapter Chat for Executives

Wednesday November 29 at 8 pm e.s.t. via iMeet.

Chapter Executives will receive a link to the chat 2 days prior to the meeting. At least one member from each Chapter is expected to be present.

Topic and Speaker: Results from 2017 POC Conference Leadership Forum with Past Director of Chapters Laura Kay.

This monthly event is usually held on the last Wednesday of the month. You are encouraged to mark it in your calendars (Exceptions: December, July and August no Chapter chats are held).

2018 Chapter Chat Dates:

Mark your calendars, guest Speakers and Topics to come:

January 31, 2018
February 28, 2018
March 28, 2018
April 25, 2018
May 30, 2018
June 27, 2018
September 26, 2018
October 17, 2018
November 28, 2018

Chapters' Best Practice

This month's practice, from the Toronto Chapter Vice Chair, Jeff Orr:

Annual Strategic planning meetings allow the chapter executive to address key areas of growth or projects they see as valuable. It gives the group a chance to reflect on what has happened over the course of the year and where the future is going to take them.

Example:

Issue: Convincing new or guest members to join POC- show them the valuable resources that are associated with membership.

Goal: Reduce any intimidation of walking into a room full of professionals when you are just starting out and feel you may not know enough.

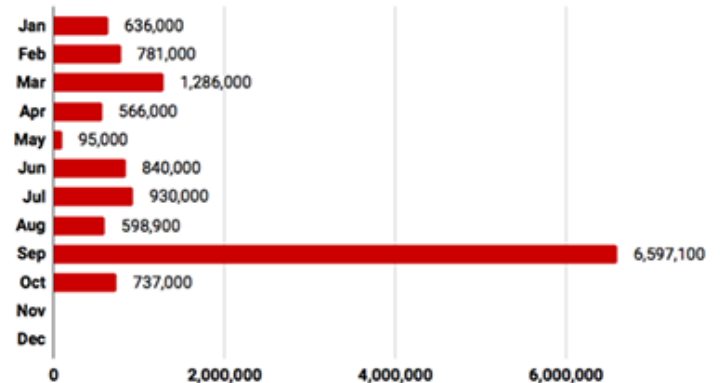
Solution: Pairing and introducing the guest directly with a member of the executive as a first point of contact for future networking and answering any questions they may have.

I look forward to working with all our POC Chapter Executives over the next year.

Dennise Conforti
Director of Chapters
dir-chapters@organizersincanada.com

POC related October coverage resulted in an impressive **737,000 impressions!**

POC 2017 Media Reach



Linda Chu provided advice to Best Health regarding How to Get Rid of the Excess Items in our Lives and How to Donate Them. Linda was quoted several times through the 2-page article and POC was positioned as experts in organization. The website and a call to action was share as well! The piece was in print and was secured several months ago. **Best Health**



Transition your wardrobe for the season with tips from Professional Organizers in Canada

October 27, 2017 / Modern Mississauga

[PRESENTED BY THE PROFESSIONAL ORGANIZERS IN CANADA]

With temperatures dipping, it's time to put away the warm weather outfits in favour of sweaters and boots. Unless you have an infinite amount of space in your closet, this is the best time of year to make the switch from your summer to fall/winter wardrobe. Professional Organizers in Canada has these tips on how to make the switch a smooth transition.



Modern Mississauga shared an article with tips to [Help Transition Your Wardrobe From the Warm Weather Season to Fall/Winter](#). POC was credited with writing the article, Marie was quoted and the website was shared! As well, POC was mentioned in the headline of the article. **Modern Mississauga**

Clare Kumar was on 105.9 The Region radio to



discuss [How to Organize for Halloween](#). POC was mentioned at the beginning and end of the segment. The interview aired twice over the weekend. A clip of the segment is unavailable.

105.9 The Region

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 with a credited to 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.

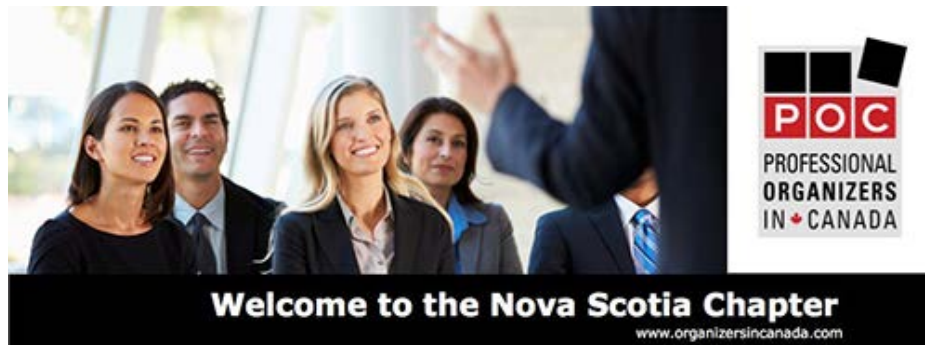
To Join: [Please fill out our short survey](#) and sign the consent form. Once approved, our team will scan your social media accounts regularly for great content and share the best of the best on our social media accounts and newsletters.

SOCIAL MEDIA

Exciting News – POC Branded Facebook 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 soon be launching the new POC branded Facebook chapter cover page masthead. There will be options to choose from with 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.



Pinterest

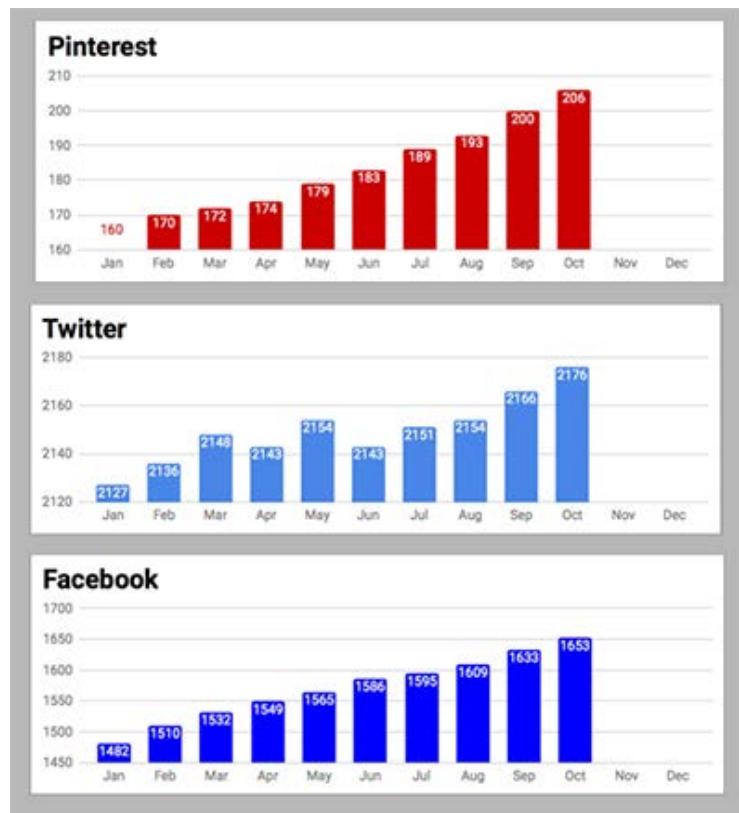
6 new followers
168 average daily impressions (up from September)
118 average daily viewers (up from September)

Twitter

10 new followers
Overall impressions and engagement is up compared to September

Facebook

20 new likes
20,693 reach (up from September)
7.7% engagement rate (down minimally from September)
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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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