



# POC Talk

## POC Talk October 2019

### In This Edition

- [National Conference Committee \(NCC\) News](#)
- [Ethics Corner](#)
- [Chapter News](#)
- [Membership News](#)
- [Education News](#)
- [Social Media](#)

## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



**The Sky's the Limit! #UP\_UnlimitedPotential  
POC Conference 2019  
November 7 – 9, 2019  
Toronto, Ontario CANADA**

## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

Conference is finally here! On behalf of the entire NCC team, we are very excited to welcome you in Toronto and wish you a most wonderful conference. Should you run into any of us, please come say "hello" as we would be happy to meet you! Here are some fun and exciting events that will take place to make your conference trip even more enjoyable.

### Conversation Café!

Introducing our inaugural Conversation Café!

This year at Conference we are replacing the traditional Ask an Expert Panel with a Conversation Café – a series of round-table discussions that use a conversational process to address specific topics. Conversations will include the organizing industry as a whole, the trials and tribulations of being a professional organizer and how your association fits in with all of this.

Be prepared to share your thoughts and exchange ideas on specific topics related to the organizing industry.

### **Yoga**

Back by popular demand! \*\*\*FREE\*\*\*

This year for conference it will be Ashtanga yoga which is a form of more active yoga.

Emma O'Neill will be teaching. Here is her site [www.mysoreto.com](http://www.mysoreto.com)

It will be held from 7:00 AM to 7:50 AM on both Friday and Saturday mornings. If you do not want to bring your own mat, there will be a few provided on a first come first served basis.

You will need to register in advance as space is limited. Please specify what day (or days) you want to register for.

**Deadline to register is November 1st, 2019.**

Please register for FREE to [conferenceentertainment@organizersincanada.com](mailto:conferenceentertainment@organizersincanada.com)

### **Coaches Corner**

Back by popular demand ... Coaches Corner will once again be available at this year's Conference.

Registration for Coaches Corner is first-come, first-served and begins when the registration desk opens onsite on Thursday, November 7 at 8:00 am. Each coaching appointment is 15 minutes in length. Individuals may only sign up for one appointment.

We have four amazing coaches lined up for you - each with a different area of expertise. They're eager to coach in areas of Business, Marketing, Life and Branding.

Introducing your Coaches ...

#### **Liz Scott**

Liz has over 25 years' experience as a senior Marketing and Sales executive and is a certified Business Coach/Consultant. She is an international speaker, author, panelist, and strategist. She works with clients across North America teaching them the most effective Marketing and Sales techniques.

Her clients hire her for her business savvy, no BS approach and of course, her signature trait of making marketing fun!

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

#### **Claudine Pereira**

An experienced professional, business coach and consultant, Claudine assists people with

fundamental behavioral change. Her consistent and captivating approach stretches her clients to move beyond a limiting sense of self and achieve their desired personal and professional goals.

An international speaker, Professor at George Brown College, emcee and international bestselling author, Claudine is passionate about her work and believes there are no limits! She works with small business owners through coaching, training and consulting. She brings laser focus and strong structure, allowing them to stand out as confident, proud and polished professionals.

With over 20 years of coaching experience and through engaging one-on-one sessions, Claudine's boundless energy, fire and compassion catapult people's learning experiences into active self-improvement.

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

### ***Lianne Doucet***

Whether coaching individuals, organizing clients' homes or facilitating groups, Lianne engages people with humour and empathy. Leading by example, she invites people to be brave in their lives by sharing her own stories of struggle and success while honoring her values of integrity, authenticity and generosity.

As a lifelong learner, Lianne's BCom in Human Resources is enhanced by training in Roots of Empathy and True Colors™. She is a Silver Leaf member of POC, a member of the International Coaching Federation, and a Certified Daring Way™ Facilitator.

[www.authenticity101.com](http://www.authenticity101.com)

### ***Clare Kumar***

As she grew up, Clare solved the challenges of being a "highly sensitive person" by figuring out how to be better organized. Now, she's known for often appearing in media as an organizing and productivity expert. In 2005, after a diverse corporate career, Clare founded Streamlife, an organizing and productivity consulting company and has since helped thousands to better manage their key resources of time, space, energy and attention.

As a Certified Executive Coach and international speaker, Clare works with busy professionals boosting productivity, pleasure and sustainable performance in all parts of life.

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

---

## **ETHICS CORNER**



### Did You Know?

- The Ethics Committee is presenting at this years' Conference in Toronto?
- Being an Ethics Committee member is a great opportunity to learn, and get to know and work with your POC colleagues across the country?

Do YOU want to make a difference?

We are looking for two new members in January 2020 – are you one of them? The Ethics Committee consists of five POC members, a Director from the National Board of Directors (non-voting capacity) and the Executive Director (also non-voting capacity). Consider joining and YOU can make a difference too!

**Contact:** Shannon Perry of the Nominating Committee [shannon.l.perry@gmail.com](mailto:shannon.l.perry@gmail.com)

### Food For Thought

A client asks you to handle the sale of possessions that he has pared down. What do you do?

- Are you qualified to take it on?
- How would you sell the items? Moving/garage sale?
- On-line posting?
- Auction?
- How would you charge for your services? Hourly, daily, percentage of sales?

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!

---

## CHAPTER NEWS

### September Chapter Chat Recap

We had a facilitated discussion on Chapter Best Practices, which delved into the different functions and facets of the Chapters and what the executive members have found works or does not work in these areas. We talked about Chapter executive committee elections, volunteers, financial reports, Silver and Gold Leaf status and many other topics. This more informal discussion led to lots of learning and sharing. Thank you to all that were able to make it out to participate.

**Next Monthly Chapter Chat for Chapter Executive Members**

**Wednesday October 23rd, 2019 at 8pm EST (3<sup>rd</sup> Wednesday of the month)**

**\*\* PLEASE NOTE:** One week early due to conference being November 7-9<sup>th</sup>, 2019

Chapter Executives will receive a link to the chat 2 days prior to the meeting.

**Guest Speaker:** Stephanie Deakin Ricketts, POC Past President

**Topic:** POC, Organizing and Everything In Between: What I Have Learned

**Format:** Open Forum – Bring your Questions

Our guest speaker for October is Stephanie Deakin Ricketts. She is currently the Past President on the POC Board of Directors. The responsibilities of the Past President include mentoring, board vision & support and director support. She has also held many other roles on the board, national committees and at the chapter level so it would make sense with all that volunteer experience that she would be a Gold Leaf member. She has been a member of the Vancouver Island chapter for 14+ years while she runs two organizing businesses: Clutter Queen, residential organizing, and Re:Organized, with a focus on small to medium businesses. Last, but certainly not least, Stephanie was the recipient of the [POC Ambassador Award](#) in 2013.

Please join us and bring your questions for Stephanie. Let her share her experiences, knowledge and lessons learned from her time as an organizer and POC volunteer.

### **The Following Month's Chapter Chat**

Date	Topic	Speaker
November 27, 2019	Conference & Leadership Forum Recap	Cindy Wezenbeek, Director of Chapters

**\*\*2020 Chapter Chat schedule will be announced in the December 2019 edition of POC Talk.**

Cindy Wezenbeek  
[Director of Chapters](#)

---

## **MEMBERSHIP NEWS**

### **Congratulations to the following members who recently earned their Gold Leaf status!**

Nathalie Bureau - Time Management Specialist, Speaker, Coach - Saint-Boniface, QC  
Lois Kaplan - Organized Success - Montreal, QC

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

Stephanie Goddard - Determinex - Cookshire-Eaton, QC  
Linda Pitcher - Pitcher Perfect - St Thomas, ON  
Allison Weigensberg - Everything in Place - Montreal, QC

---

## **EDUCATION NEWS**

### **Trained Professional Organizer (TPO) Program**

The Trained Professional Organizer Exam will be offered Thursday, November 7, 2019, at 10:15am prior to POC's 2019 National Conference, at the Radisson Admiral Hotel in Toronto. All exam candidates must [register](#) in advance.

**Important reminder:** Our online registration process requires completion of all required courses as confirmation of your eligibility to register for the exam. Those challenging the exam have other eligibility requirements.

Please ensure that you have completed your courses well in advance of the exam registration cutoff date, which is November 4, 2019 at midnight ET.

**NOTE:** This will be the last opportunity to write the exam in 2019. The next chance to write the exam will be in the spring of 2020.

### Launch and Grow Your Business Training Program

There is still time to [register](#) for Module 2: Marketing Basics for your Organizing Business which will be offered on **November 6, 2019** from 1-5pm at the **Radisson Admiral Hotel** in **Toronto**. Don't miss this great opportunity!

In this second module of the Launch and Grow Your Business Program, you will be introduced to the 4 main components of your marketing plan: Product, Position, Price, Promotion

**NOTE:** a minimum of 4 participants are required for this course to proceed. This course may not be offered again for some time, so if you want to take it, now is the time!

Member price: \$300 + HST

Non-member price \$350 + HST

For all education inquiries please contact Tamara Elias Liebmann, Education Director.

Tamara Liebmann

[Education Director](#)

---

### SOCIAL MEDIA

September was a great month for our POC social media platforms (Facebook, Twitter and Pinterest, and Instagram). Our **Instagram** account has seen some excellent growth! We now have 157 followers (up 57 from last month!) and September had 2,648 impressions with 283 "likes". Our **Facebook** posts were liked 2,003 times last month, up 16 likes from July! The top performing post featured a wine rack being repurposed as a water bottle holder. **Twitter** saw 14 retweets in August and we were 'liked' 47 times! Our most popular tweet featured information about our "Should I Become a Professional Organizer?" class. **Pinterest** saw awesome growth with total monthly impressions of over 96,000 and 1 new follower! The top performing post featured glass jars being used to store art supplies in the craft/playroom. 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!

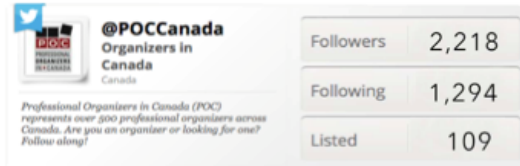


## Social Media Snapshot

**Facebook:**  
2,010 Likes  
7 new likes



**Twitter:**  
2,218 Followers  
1 new follower



**Pinterest:**  
308 Followers  
4 new

**16** Boards  
**667** Pins  
**308** Followers  
**100** Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



## Social Media Snapshot

**Instagram:**  
157 Followers  
57 new



SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



### Social Media Sponsored Posts

We are pleased to inform you that our current social media marketing company, Sociation Marketing Agency has been engaged to produce Sponsored Posts, in addition to the Organic Posts that are being posted in our social media channels.

Our four main goals are:

1. New Members
2. Education

3. Conference
4. Find an Organizer Directory

### **Sponsored Goals:**

**1) Join POC:** attract new members to join POC by promoting:

- Education programs
- Networking opportunities at conference
- Other benefits: the directory, member discounts and staying current with latest news

**2) Conference:** attract new sponsors and vendors to support conference by promoting:

- Exhibitor opportunities
- Sponsorship opportunities
- Presentation opportunities

**3) Lead generation:** attract new business opportunities for members by promoting:

- Find an Organizer directory

Stay tuned for more information.

### **POC Influencer Program**

**Are you a professional organizer creating great social media content daily, weekly or monthly (blogs, videos, images, etc)?**

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

POC has assembled an influencer list of fellow organizers who are active on social media. We are always looking for more and great content. 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**

- Re-distribute great member content to a wider audience across POC marketing channels
- Create a network of POC organizing experts who regularly post content on social media or blogs
- 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 chosen, your content will get highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels.
- Your content will be credited to you.

### **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 here](#) 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.

Heather Schmidt  
[Director of Communications](#)

Linda Chu  
[Director of Marketing](#)

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

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.**

**1-800-GOT-JUNK?**  
THE WORLD'S LARGEST JUNK REMOVAL SERVICE



**DIABETES  
CANADA**



**BED BATH &  
BEYOND**

**TRAUMA CARE**  
CLEANING SERVICES  
since 1995



**STOR-X**  
ORGANIZING SYSTEMS

**maxsold**



**Solutions**  
Your Organized Living Store



**FUJITSU**

**DIGITAL  
TREASURES**  
DIGITAL • PHOTOS • MUSIC • MOVIES • DOCUMENTS

**MYCOR**  
Insurance Solutions | Managing Your Cost of Risk



**TRANSITION**  
Online Auctions Squad



**JUSTJUNK.com**  
Removal Made Easy!

© Professional Organizers in Canada  
468 Queen Street East, LL-02  
Toronto, Ontario M5A 1T7  
[www.organizersincanada.com](http://www.organizersincanada.com)

To unsubscribe from POC emails, please click/tap the unsubscribe link below