



## State of the Industry 2021

*Nathalie Bureau, POC President*

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This year's conference theme is **Emerging Stronger!**

What could this mean for us in 2021?

We've obviously all survived 2020 with bumps along the road, for sure, but 2021 shows us that we were able to get through it, and that we are ready to emerge stronger, both as individuals but also as an association.

We took last year to adapt, and we're right into force this year since all that knowledge we acquired, all those connections we made are powerful tools to be better versions of ourselves to lead better businesses.

The state of the industry that we exposed last year is still present this year. People still work from home, still spend more time at home, still need to adjust, and still need us.

Professional organizing is still on the rise, being a trendy career, more than ever. Today, we almost need an air traffic controller to navigate a family calendar. We have more room to store more stuff, and we have apps to keep track of and sort information, just like we have emails to store even more information that we didn't realize we needed. Digital organizing is therefore more important than ever, whether for your clients or for yourself. Remember that no matter what trends come and go, decluttering one's life will never be just a trend.

There are also trends that affect our association. We are seeing a higher number of young people enter the profession, which is wonderful since it brings new ideas and creates a new dynamic. More experienced people retire, often remaining valuable resources and mentors, but leaving empty seats for volunteering. That is why POC has evolved in creating micro-tasks roles to help continue providing a zestful association to you.

To show you how trendy professional organizing is, I am happy to announce to you that, along with our fellow associations around the globe, all members of the IFPOA, the International Federation of Professional Organizers Associations, we are currently creating a World Organizing Day. We are into the final steps of establishing it, and we will soon be announcing the date, and show you the fantastic logo that has been designed for it.

Finally, Emerging Stronger would not be possible without the help and support from our volunteer members. It is thanks to you that POC strengthens and grows. As you all know, being a member of POC gives you a certain standing in the eyes of potential clients, but consumers are looking to see not just whether you are member of a professional association, but also how involved you are within it. And I must tell you that being a member of the Board, a committee or a sub-committee will truly help you emerge stronger.

Get involved! Emerge stronger!

Thank you!