



POC Talk November 2021

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NEW BOARD OF DIRECTORS

Your Board of Directors works hard to help POC and its members grow.

We would like to welcome three new members on the board!

Noreen Music
Director of Volunteers



Stephanie Deakin Ricketts
Director of Membership



Allison Weigensberg
Director of Education



We would also like to inform of a change of positions within the board:

Cindy Wezenbeek is now **Vice President**
Deanne Powell is now **Director of Development**

Remaining on the board to serve you in the same roles:

Edie Michel as **Director of Finance**
and myself, **Nathalie Bureau**, as your **President**

Nathalie Bureau

[President](#)

BOARD OF DIRECTORS NEWS

Hi everyone! I'm delighted to be back on the board, and I'm looking forward to serving you as your new director of membership.

Are you interested in serving on the board too? Did you know that you don't have to wait until next year's elections? POC can appoint members to the board (up to $\frac{1}{3}$ of the number of directors who were most recently elected). That means we can appoint **ONE** more person to the board. Appointed members will stand for a full 2-year term in the next election.

The directorships that are currently available are:

Marketing & Communications ~ Work with our social media and website folks, oversee POC Talk and the POC Post, and help raise the profile of POC in the media!

Director at Large ~ Assist with education, volunteer recruitment, and help out other directors as needed.

Director of Chapters will become vacant in the new year. ~ Be the board liaison to our chapters, and host the Chapter Chats.

Being on POC's board doesn't have to be onerous, and it can even be fun! You'll learn a lot about the industry and make great contacts, as well as raising the profile of your business, adding to your c.v., and racking up Gold Leaf points. And you'll get to work with a **GREAT** group of people!

If you're interested, please contact me or our director of volunteer management, [Noreen Music](#).

Stephanie Deakin Ricketts

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

The 2nd Annual POC Virtual Summit, Emerging Stronger, was a Huge Success!

Thank you to everyone for participating in our 2nd annual Virtual Summit! It was wonderful to interact with organizers from across the country and further afar. The speakers were amazing and the activities were fun—yoga, self-massage and reflexology, mixology, Zen doodling, the Wheel of Names, social networking—there was something for everyone! Special thanks to our wonderful emcee, Helen Youn, our moderators, and to our behind the scenes gurus Terry Cunningham, Wil deGast, and Perry Ruehlen. It won't be long before planning begins for the 2022 conference so stay tuned!

DEVELOPMENT NEWS

New Regional Associate Member



Buying entire estates and collections in British Columbia, from comic books to vintage electronics, and everything in between. We make sure you don't throw away anything valuable by accident, and often WE PAY YOU for your unwanted items! We also offer consignment and auction services for higher value collections.

Jessica Oman

Email: hello@storagewarrior.ca

Phone: 778-887-5565

Website: www.storagewarrior.ca

ETHICS CORNER



November 2021

FOOD FOR THOUGHT

The relationship between a Professional Organizer and a client will occasionally evolve into friendship. The nature of our work, creating a safe and non-judgemental environment, the many hours required by certain contracts, and the mutual trust that develops between client and organizer all combine into a petri dish that transforms strangers into friends.

While this is mostly positive, these factors can also create circumstances that transport us into the grey area of ethics. Where and how do we draw the line between the professional and the friend? The overlap of friendship with clients can be confusing.

Scenario: After working with a client for many years on various projects, she reaches out to you to invite you over for coffee at her newly renovated house. She'd love to show you her new kitchen and catch up with you!

Your schedule allows for it, and you are quite looking forward to catching up, hearing how her business is evolving, what her kids are up to. As you plan your week and discuss it with your partner, you wonder to yourself "Can I say who I am meeting for coffee and where I will be or would that breach the POC Code of Ethics?".

Once you arrive at her house and settle in, you catch up on all the topics you've been looking forward to talking about. As you get up to put away your cup, your host remembers that she's been struggling with a few organizing systems in her new kitchen. She asks you what you would do with this situation and then catches herself,

apologizes because she doesn't want to seem like she invited you over just for free advice! You know her well and know she comes from a sincere place.

What are the 'right' decisions in this scenario?

- How do you simultaneously abide by the Code of Ethics and stay transparent with your partner when a client relationship evolves into a friendship?
- How could you address the situation with your client?
- Do you have a 'Friends and Family' rate, and if so, would this person qualify for it? Why or why not?
- How would you react in the situation where your client, now friend, asks for recommendations during your coffee date?
- In what ways could you prevent uncomfortable situations such as these?

DID YOU KNOW?

An exercise such as this, one that allows you to project yourself into a hypothetical scenario, enables you to determine what boundaries you wish to set ahead of time.

You might decide that you would rather never cross that line from client to friend. On the opposite end of the spectrum, you might notice that you attract clients to your practice that are types you enjoy spending time with and decide to allow some or many of them to step into friendship territory.

Some things to consider if you do open yourself to friendships with clients:

- What are the boundaries you abide by in your personal practice?
- Do these boundaries apply to all clients or are there exceptions?
- What are the exceptions?
- Might you or your client/new friend begin to feel differently about the exchange of money for professional organizing services?

As always, the best way to clarify any grey zones is through communication, and so we encourage you to discuss concerns early on with your client-friend.

'Clear is kind, unclear is unkind.' as Brené Brown says.

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

MEMBERSHIP NEWS

Congratulations to the following member who recently earned her Silver Leaf status!

Caroline Bertola – Entourage Relocation – Vaudreuil-Dorion, QC

New Condition for Silver Leaf Members

Starting January 1st, 2022, any new member joining POC will now have to have obtained **35 service points** besides being a POC member in good standing, for a minimum of the previous two years, and having been a professional organizer for at least 5 years to become a Silver Leaf member.

All members who will have joined POC before January 1st, 2022, will not have to comply to this criterion (even though we suggest obtaining service points as well to prepare for your Gold Leaf status!). Points accumulated towards Silver Leaf can also be used towards attaining Gold Leaf.

There are nearly 15 different ways to earn service points. To know how many points are granted for each type of activity, have a look at the Gold Leaf Guidelines and Points Form on the Members only side of our website. (Soon to be added to the Silver Leaf Tab).

Hoarding Clean-Out Study

Fellow organizers, here is an opportunity to contribute to the profession.

Kate Kysow is a graduate student at the Centre for Collaborative Research on Hoarding. She is currently running a study on conducting hoarding clean-outs. She knows a subset of professional organizers do work with hoarding clients in terms of slower decluttering work, and that sometimes if there are external pressures, a professional organizer may do some very quick & intense work to help a client.

She has already had several professional organizers participate and their perspective was extremely valuable.

Study Description:

The Centre for Collaborative Research on Hoarding wants to know about your experience conducting a hoarding clean-out. We define “clean-out” as any rapid

Participation involves sharing your experience in a structured interview **via Zoom** that will take 45 minutes to complete. As part of the interview you will be asked about a specific hoarding clean-out you were involved in over the past 3 years. If you decide to participate, you will receive a \$25 honorarium. **Please contact Kate Kysow at 778-847-2059 if you are interested.**

NOMINATING COMMITTEE



We also want to thank each and every one of our National Committee and Chapter volunteers (see the **heart!!**). As POC is 100% a volunteer driven association, we cannot accomplish all of the amazing things we do without **YOU**.

URGENT VOLUNTEER NEEDED: Chapter Zoom Scheduler

We are in urgent need of a volunteer to fill the role of Chapter Zoom Scheduler which takes approximately 4-6 hours per month. This position is also eligible for points towards the Gold Leaf Membership.

Responsibilities:

- Checking the email every 1-2 days.
- Taking information from Google Forms to make bookings for POC Chapters in Zoom.
- Assisting new users to use the meeting functions required.
- Sending the meeting recordings to the chapters.
- Communicating with the Director of Communications (as needed).
- Communicating with the Zoom help centre to resolve technical issues (as needed).

Knowledge:

- Intermediate knowledge of Zoom an asset.
- Training will be provided by the outgoing Zoom Scheduler.

Please note that Chapters Zoom meetings may not be able to continue unless we have a volunteer.

Nominating Committee (2 committee positions open)

The Nominating Committee is responsible for providing POC with an appropriate list of nominees for election to the POC National Board of Directors at the Annual General Meeting as well as volunteers for the various National Committees.

Ethics Committee (1 committee position open)

POC maintains an Ethics Committee to provide education, leadership and dissemination of information to the organization on ethical matters.

Education Committee (2 committee positions open)

The Education Committee strives to provide POC members with quality, relevant learning opportunities to enhance professional development and growth.

Short-Term Volunteers

To provide the POC Chapters, National Committees and the Board of Directors with a talent pool of volunteers equipped with a variety of skills, backgrounds and interests who want to enjoy the benefits of volunteering without the commitment of a long-term volunteer role. A short-term volunteer is available upon request for any “one-off” type

project or task that is fairly specific and straightforward.

Email me (Noreen Music) at nominatingchair@organizersincanada.com or call me at (587) 889-7198 if you're interested in any of these volunteer opportunities.

Noreen Music

[Nominating Committee Chair](#)

EDUCATION NEWS

The Education Committee would like to welcome it's newest member, Diane Woodworth. Diane has been a member of the POC Halton-Peel chapter and a Trained Professional Organizer since 2019. She is the owner of Worth Organizing, and feels blessed to have found the field of professional organizing along with this organization of like minded and open minded individuals. Welcome Diane!

The Education Committee is also excited to announce that it will be launching three new video courses in January 2022! We have had course creators, along with countless volunteers working towards updating and reimagining *Introduction to Professional Organizing*, *Ethical Standards for POC Members* and *Safety Practices for Professional Organizers*. These recorded classes will be offered in both French and English and all three will be required for new members to be on the POC Directory. We have several more courses in development and can't wait to present them to you.

Allison Weigensberg

[Director of Education](#)

INTERNATIONAL NEWS



It is now time to submit your name to be a speaker at APDO, our sister association in the UK. [Click here if you want more information.](#)



We are excited to announce that Early Bird Registration for the NAPO2022 Annual Conference is now open! POC members may register at the NAPO member rate for the Conference. They will need to enter the discount **AFFMEM22** when they get to the payment page.

The NAPO2022 Annual Conference features an exciting lineup of trending topics relevant to the professional organizing and productivity industry, such as:

- Digital File Organizing Across Mac & PC - Easier Than You Think
- How to Add Home Staging Services to Increase Revenue
- From Clients to Conference Rooms: Adding Business Clients to your Practice
- Emotional Intelligence - Your Essential Super Power
- Moving & Relocation: Get in the Game!
- Unleash Your Niche! Hitting the Bullseye with your Ideal Client (a panel discussion)

Check out the complete [NAPO2022 Conference Program!](#)

Early next year, we will communicate our plans for this event related to behaviors and protocol for the COVID-19. As you know, NAPO is committed to providing a safe and healthy environment for all NAPO2022 participants. Our decisions and preventive measures will be guided by the requirements and recommendations of the U.S.

Centers for Disease Control (CDC) and federal, state, and local health authorities. We are working with the Renaissance Baltimore Harborplace Hotel on implementing preventative measures to reduce the potential spread of the COVID-19 virus at our NAPO2022 Annual Conference. Preventive measures will be posted at a future date, based upon the current CDC requirements.

For more information on the NAPO2022 Annual Conference, visit the Conference page on napo.net.

SOCIAL MEDIA NEWS

POC's Social Media Pages



Facebook

The Facebook page was active in October, with conversational posts, articles, and heavy promotion of the 2021 Summit. There was a reach of 5,719 and 5.5% engagement rate.

Twitter

The Twitter audience saw the most growth this month with 10 new followers, likely thanks to the 2021 Summit. There were a total of 2,209 impressions.

Pinterest

Pinterest had stable engagement, as usual. 2021 Summit sponsor posts seemed to do very well on this platform. There were 5,201 impressions.

Instagram

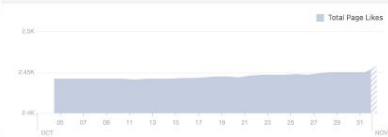
Instagram had consistently excellent growth, also due to 2021 Summit activity and we were able to utilize Instagram Stories during the Summit on October 21. The account was tagged frequently by other users and we were able to reshare many of the posts to Stories. There were 24 new followers, 5,554 impressions and a total of 257 likes.



Social Media Snapshot

Facebook:
2,458 Likes
9 new likes

Total Page Likes: 2,458



Twitter:
2,259 Followers
10 new followers

 **@POCCanada**
Organizers in Canada
Canada

Professional Organizers in Canada (POC) represents over 500 professional organizers across Canada. Are you an organizer or looking for one? Follow along!

Followers	2259
Following	1258
Listed	106

Pinterest:
416 Followers
Less 3 followers

17 Boards	945 Pins	416 Followers	99 Following
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SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Social Media Snapshot

Instagram:
968 Followers
24 new followers

 **POC Canada**
Nonprofit Organization
Professional Organizers in Canada (POC) is the national association that represents professional organizers across the country.
www.organizersincanada.com

581 Posts	968 Followers	108 Following
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SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



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).



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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