



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

2022 VIRTUAL SUMMIT
October 27, 2022
10:00 am – 6:00 pm Eastern Time



#POCSummit



PROFESSIONAL ORGANIZERS IN CANADA 2022 VIRTUAL SUMMIT

A MESSAGE FROM YOUR 2022 NATIONAL CONFERENCE COMMITTEE



Welcome to POC's 2022 Virtual Summit being live streamed on Thursday, October 27th.

2022 has seen a lightening of pandemic restrictions however, the nation continues to adjust to the uncertainty of traveling and gathering. Many of us have a renewed *Purpose*; we have learned the value of virtual organizing and coaching and, as result, we have ignited our *Passion* with some even busier than before ... and that's *Progress*! In recognition of these efforts, our theme this year is "Purpose | Passion | Progress."

The NCC, along with the management team at Associations First, continue to learn from each Summit. As a result, we've built another professional and engaging event that is chock full of learning, networking, and fun!

The day will begin with an "on demand" yoga session which you may enjoy at your leisure, at a time most suitable for you (and your time zone!).

With another strong response to our Call for Presenters, we are happy to offer three blocks of concurrent professional development sessions that include a range of topics, diversity, and French content. If you are undecided about which session to attend or you have a scheduling conflict with the date of the event, don't worry. One of the many advantages of hosting a virtual Summit is the ability to record sessions. All our Summit sessions will be recorded so you can view them later. Recordings will be available to registered attendees in early November and remain available until December 31, 2022.

Besides offering an outstanding line-up of presentation topics, this year's Summit will also include:

- Keynote Peter Walsh
- New POC 3D Virtual Expo
- Gamification and prizes throughout the day
- Social networking activities that include:
Wine Tasting & Pairing and Sketching with
Joyce Menyasz

And be sure to attend the Annual General Meeting being held Wednesday, October 19th from 5:00 pm – 7:00 pm EST.

We are confident you will come away from this Summit inspired and motivated to pursue your *Purpose* and *Passion* for *Progress*. We look forward to "seeing you there"!

Your POC 2022 National Conference Committee: Crystal de Nobrega, Sponsor/Exhibitor Lead
Georgina Forrest, Program Lead
Terry Cunningham, Conference Lead

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ONLINE TPO EXAM

WEDNESDAY, OCTOBER 26, 2022 | 1:00 PM – 2:00 PM EASTERN

Enhance your Summit experience! Eligible candidates will have the opportunity to write the proctored POC Trained Professional Organizer (TPO) exam **online**.

As the TPO exam is not part of the Summit, please note you must pre-register online:

- Candidates who intend to write the POC TPO exam must qualify by completing all required courses before registering. Those who wish to challenge the exam must meet certain conditions.
- Advance registration for POC's Trained Professional Organizer exam will close by midnight ET on **October 25, 2022**.

Register [here](#) for the POC Trained Professional Organizer Exam.

SUMMIT PROGRAM / SCHEDULE

THURSDAY, OCTOBER 27, 2022 | 10:00 AM – 6:00 PM EASTERN

From 9:00 am

ON DEMAND – YOGA/Meditation Session

Join Billie-Lynn Hillis from the Gaia Wellness Retreat for a soothing and refreshing session via video. From your chair or yoga matt, this 30-minute session is sure to have you feeling limber and energized ... and ready to tackle the rest of the day!

10:00 am – 11:00 am

POC Expo

Visit our POC exhibitors in their 3D virtual booths and connect with them for live video chats

11:00 am – 11:05 am

Grand Opening

The 2022 Virtual Summit will get underway with an opportunity to meet the members of the National Board and general announcements.

11:05 am – 12:05 pm

Breakout Sessions A

A1 – Adding MONEY to Your Organizing Business

Presenter: Alexis Boccanfuso

Website: <https://clutterphobe.com/>

Audience: All Audiences

Want to add MONEY to your organizing business? Financial Organizing might be a service you can offer to your clients! In this introduction to Financial Organizing, you will get an overview of the different types of financial organizing services and understand the basic skills needed in order to be a financial organizer. Find out if it's right for your business!

At the end of this session, attendees will be able to:

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1. Understand what a Financial Organizer does.
2. Recognize the different types of services a Financial Organizer provides.
3. Determine if Financial Organizing is a good fit for your business.



Alexis Boccanfuso is a Certified Professional Organizer, Certified Daily Money Manager, and Certified Professional Coach providing financial organizing and productivity consulting services to high-net-worth clients and small businesses. With over two decades of experience in the business world, Alexis knows her way around numbers, people, details, project management, and problem solving. Alexis has a BS in Business Administration and previously worked as a Forensic & Litigation consultant at Deloitte & Touche and KPMG in Manhattan. Alexis is the President/CEO of Connecticut Curlers, Inc., and the outgoing Treasurer of the NAPO Virtual Chapter. Alexis loves curling, puzzles, and binge-watching Netflix.

A2 – Business Mindset: What it is and Why it Matters

Presenter: Dr. Paris Love

Website: <https://www.drparislove.com>

Audience: All Audiences

Ever notice how some people seem to be doing many things at once, while others stick to just one thing at a time? Or how some people have a plan and others like to just let it happen? In this presentation, you will learn that business mindset is crucial to your success and growth. You will unlock your unique value so that you truly stand out from the crowd. We will discuss the difference between a business owner and an CEO. Yes, there is a difference.

At the end of this session, attendees will be able to:

1. Discover your unique value, your WHY.
2. Recognize strategies to overcome the shiny object syndrome.
3. Create a roadmap for business mindset growth.



Dr. Paris Love, an accountability and productivity coach, is lovingly known as “The Drill Sergeant of Productivity” by her clients and is a highly sought-after speaker with a tremendous talent for bringing order to chaos, and for providing her clients with streamlined, efficient, manageable approaches to running their lives and businesses. After many years of working with a wide variety of clients she’s honed in on her specialty: helping overwhelmed professionals break through the barriers keeping them disorganized, disoriented, and dissatisfied in their businesses, careers, or lives. Dr. Paris helps you do the things you always talked about doing, but never get around to doing.

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A3 – Photo Organizing

Presenter: Shanna Koetsier (she/her)
Website: <https://www.gingersnaps.ca/>
Audience: All Audiences

Organizing photos is a daunting task and it is a project all its own. Photos are not simply clutter; they are precious memories. GingerSnaps will cover the approach to a Photo Management project. There are 3 segments: Digital Photo Organization, Printed Photo Curation, and Phone Photo Management.

At the end of this session, attendees will be able to:

1. Recognize the depth of a photo organizing project.
2. Identify the 3 main segments of a photo organizing project.
3. Understand photos are not just clutter to be boxed, but precious memories to be preserved and shared.



Shanna Koetsier is a Certified Photo Manager. Shanna has always had a love for photos and preserving memories. Through her business, GingerSnaps, Shanna can help others organize, preserve, enjoy, and share their photos/videos and memories. Shanna specializes in Digital Photo Organization and Photobook Creation, while also offering Printed Photo Curation services and Video Conversion. She provides online courses and workshop training for those who wish to organize photos and design photobooks on their own. Shanna's goal for her clients is for them to feel less overwhelmed and more joy when reliving memories captured through photos.

12:05 pm – 12:25 pm **Break & POC Expo**

12:25 pm – 1:25 pm **Breakout Sessions B**

B1 – Sorting the Seeds

Presenter: Collette Oswald (she/her)
Website: <https://www.organizingbyoz.com/>
Audience: All Audiences

Sorting the seeds is about accepting you may not be the best fit for everyone needing organizing support. As Collette enters her 6th year in business, she has taken a hard look at her skill set, the clients she enjoyed working with, and the situations that left her feeling drained. She has adapted her business plan in response. There is always the fine balance between paying the bills and accepting work that is not in your specialty area. In this presentation Collette will discuss methods of analyzing clientele for effectiveness. This will help you sort your seeds into ones that produce the effects you are wanting. It will also help you discover your niche. Once you have discovered your niche, it is important to surround yourself with positive peers. This not only supports you but gives you knowledge of others' specialties so you can refer someone who does not fit your business profile.

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At the end of this session, attendees will be able to:

1. Access their organizing niche.
2. Set boundaries that grow the business.
3. Understand the importance of peers in a supportive business environment.



Collette Oswald (Oz), Owner/Operator of Organizing by Oz, has been married for 25 years and is mom to 17-year-old Jaeda who has ADHD and learning disabilities. She has lived, worked, and volunteered in many BC communities and has called Calgary, Alberta home for the past 11 years. Sharing a room with her brother kick started her interest in being more organized. It helped Collette learn the importance of keeping shared spaces organized and adapting to those who organize differently. Her passion for helping others live a life through being organized, instead of a life of should, is what fills her cup.

B2 – 50 nuances de vert

Presenter: Ericka Pelletier (elle)

Facebook: <https://www.facebook.com/erickaconsultanteecoresponsable>

Audience: All Audiences

Que vous cherchiez des solutions adaptées pour vos clients qui ont des valeurs environnementales très fortes ou que vous vouliez simplement ajouter une touche plus verte à votre entreprise en leur proposant des alternatives écolos, cette rencontre est pour vous!

Via une meilleure compréhension des 5R définissant un mode de vie écoresponsable et du cycle de vie des objets, vous serez plus aptes à conseiller vos clients pour faire de futurs choix de consommation alignés avec leurs valeurs et leurs besoins réels.

Dans un processus de désencombrement, nombreux sont les clients qui ne savent pas où aller pour disposer sécuritairement leurs objets désuets et nous sommes une référence toute indiquée pour les aider. Je vous outillerai d'une foule de ressources pour les orienter vers d'autres entreprises innovantes pouvant leur permettre d'aller encore plus loin dans leur processus de réduction des déchets.

Finalement, pour que votre clientèle continue de maintenir ses nouvelles habitudes vertes, tout comme vous aimez qu'ils maintiennent le cap de l'organisation, leur enseigner la méthode des 5W sera essentielle pour les rendre autonomes en ce sens. Ils pourront ainsi diagnostiquer la source de génération de déchets et tenter de trouver leurs propres solutions pour les diminuer.

À chacun son rythme et à chacun sa solution!

À la fin de cette session, les participants seront en mesure de:

1. Comprendre les 5R et comment ils s'appliquent dans l'organisation professionnelle à domicile et en entreprise.
2. Comprendre le cycle de vie des objets et l'importance de présenter des objets réutilisables et durables.
3. Diagnostiquer la source de production de déchets grâce à la méthode des 5W pour ensuite mieux définir des objectifs et des pistes de solutions.

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Ericka Pelletier - À la recherche d'un métier parfaitement aligné avec ces valeurs environnementales, c'est par hasard qu'Ericka a découvert l'organisation professionnelle. Un déclic se fait alors: quoi de mieux qu'un processus de désencombrement pour prendre conscience de notre consommation passée et ensuite consommer plus lentement et responsablement?! Forte de plusieurs années dans le service à la clientèle, son approche douce et à l'écoute via ses services et par le biais de conférences abordant divers enjeux environnementaux favorise la conscientisation et la mise en place de nouvelles habitudes pour que chacun puisse faire partie de la solution à son rythme.

B3 – Learn to Love LinkedIn: Demystify and Master this B2B and B2C Gem

Presenter: Kathy Vines

Website: <https://www.kathyvines.com>

Audience: All Audiences

LinkedIn is an ecosystem where some thrive, some float along, and others barely have a pulse. Which one are you and which one do you want to be? What was once basically a social media version of your contacts and then a place to try to get a job is now a TOP location for B2B and B2C marketing that just shouldn't be ignored! Kathy brings her expertise of working with job hunters and business owners to help better understand the LinkedIn's foundation and nuances, combine them with marketing strategy and goals, to make this ecosystem less scary, more successful, and more fun! Everything discussed will be about leveraging the FREE version of LinkedIn.

At the end of this session, attendees will be able to:

1. Understand how the building blocks of the LinkedIn Ecosystem (Profile + Network + Engagement) lead to Opportunity.
2. Identify the top ways business owners build and leverage their profile to stand out in their marketing.
3. Create an "Even I can do this!" plan for engagement that establishes your credibility, authority, and magnetism!

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Kathy Vines is a CPO® and the owner of Clever Girl Organizing, based in Massachusetts, and the author of “*Clever Girl’s Guide to Living with Less.*” Kathy is also a certified career coach, resume writer, and LinkedIn strategist, through “Kathy Vines Coaching,” which is built upon her 20 years of HR experience. Kathy also coaches small business owners on their strategy and marketing, often focusing on leveraging LinkedIn for B2B and B2C connections. She loves working with aspiring and veteran professional organizers, productivity consultants, and coaches of all kinds who seek to start, grow, or pivot their businesses and careers.

1:25 pm – 2:30 pm

LUNCH & POC EXPO

2:30 pm – 3:30 pm

Breakout Sessions C

C1 – The Organizer, the Disorganized and the Desire for Order: Data Towards Growing Your Business and Understanding Clients

Presenter: Emma Lo (she/her)

Website: <https://www.maxsold.com/>

Audience: All Audiences

What holds people back from being organized? What motivates people to take action and tackle the disorder in their lives? Are there fundamental differences in how organized people and disorganized people view organizing? And more importantly, what ultimately leads people to seek out the help of a professional organizer?

In the spring and summer of 2022, MaxSold undertook an extensive series of survey-based inquiries to answer these questions and to find out more about what leads people to want to become organized and ultimately what led (or could lead) them to seek the help of a professional organizer. This presentation will present research findings from our surveys and polling that can assist professional organizers in understanding what prevents potential clients from reaching out for assistance, as well as differences between people who want to be organized and those who already are. With that information, the presentation will conclude with ways organizers can engage those different audiences—from raising awareness about the profession, to creating blog and social media content that speaks to new audiences.

At the end of this session, attendees will be able to:

1. Learn a deepened understanding, rooted in data, of organized and disorganized behaviour and emotions.
2. Identify how to reach potential customers and clients.
3. Understand insights into useful communication / content streams for each.

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Emma Lo is Director of Customer Success at MaxSold, where she has held progressive roles for 11 years. She works closely to manage her team ensuring that MaxSold partners (professional organizers, senior move managers and others) receive exceptional customer service and their feedback and insight is implemented to better serve end-users. She is experienced in building customer relationships, team coaching and achieving shared organizational goals across organizations.

C2 – Understanding the Four Different Organizing Styles

Presenter: Cas Aarssen

Website: <https://clutterbug.me/>

Audience: All Audiences

Organization isn't one-size-fits-all. Understanding your natural organizing tendencies can save time, money, and keep your home tidy long-term. In this session, Cas will breakdown each of the four types and give examples of solutions that work for each style. Cas will also describe how to diagnose other people's organizing styles with simple observations.

At the end of this session, attendees will be able to:

1. Learn why some organization systems don't work for certain people.
2. Discover how to determine someone's organizing style in minutes.
3. Create organizing systems that will stay tidy long-term.



Cassandra Aarssen is the creator of the Clutterbug™ philosophy, host of HGTV's Hot Mess House and author of four best-selling home organization books. Over four million people have taken her Clutterbug™ quiz and discovered their unique organizing style.

C3 – Keys to Confident Growth: How to Think in New Ways to Create a Business that Stands Out

Presenter: Ken Olan

Website: <https://www.exactmats.com/>

Audience: All Audiences

In today's competitive world, businesses must be able to clearly communicate how they deliver forms of value unlike, or better than, their competition. Yet all too often, caught up in being a part of their business, they come up short of being able to create a powerful narrative that shows how different it actually is from others in your market space. In this high-energy, motivational, and interactive workshop

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you'll learn to see yourself and your business in new and more empowering ways. After all, how you view yourself and your business determines how you communicate your value to the marketplace. Once you learn to think of your business in new ways you can change any aspect you'd like from what it is today to what it could ideally be and then take the actions to create something exceptional. During this workshop you'll learn to crystallize the value of your business to what you want it to be as well as learn how to keep improving it indefinitely.

At the end of this session, attendees will be able to:

1. Crystallize your business value and be known for something.
2. Continuously improve your business (and understand why it matters).
3. Think through your strategy to increase the value of your business.



Ken Olan is an internationally known innovator including products and services which protect and enhance the most important spaces we live and work in. Ken's company invented the world's first, completely clear, made-to-order shelf and drawer liners which were recognized by Kitchen and Bath Design News as one of the 10 Most Requested Products by its readers and which has become a staple of hundreds of organizer businesses including NAPO and Neat Method. Ken is a recognized speaker across the US and Europe with great expertise in transforming business models, cultures, and workforces into compelling stories of success.

3:30 pm – 3:50 pm Break & POC EXPO

3:50 pm – 4:50 pm Keynote Peter Walsh



For over 20 years, Peter Walsh has been working internationally helping families declutter and organize their homes and their lives. Taking a very different approach to other professional organizers, Peter believes that clutter is anything that stands in the way of people living their best lives.

He's extremely excited to be launching the third season of his Australian series *Space Invaders*. The series has produced 20, one-hour, primetime network programs for Australia's Nine Network. This is Peter's first original series made for Australia and he's very proud of it.

Born and raised in Australia, Peter moved to Los Angeles in the early 1990s and started on his first series, *Clean Sweep*, for Discovery's TLC Network. After 120 episodes of that show, *The Oprah Winfrey Show* put Peter under contract. Peter was a regular guest on her show for the final five seasons of the series. Seeing that Peter's organizing work focused on people improving their lives (and not just folding clothes neatly), Oprah dubbed Peter "The Get Your Whole

Life Organized Guy." Peter also hosted a weekly show on the Oprah XM Radio Channel and remains a contributing editor of Oprah Magazine.

When the Oprah Winfrey Network (OWN) launched, Peter was part of the first two years of the network premiering his own series *Extreme Clutter* on OWN. Since then, he has appeared as a regular monthly contributor for 11 seasons on *The Rachael Ray Show* as Rachael's "Organizing Buddy".

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At the same time, when not working on *The Rachael Ray Show*, Peter commuted regularly to Sydney to be a familiar guest on the Australian Logie Award-winning Network 10 series *The Living Room*. Peter made monthly appearances on that series for ten seasons.

Peter is the author of seven best-selling books, including two New York Times best-sellers, on the subject of organizing: *Let It Go* (Penguin Random House), *Lose The Clutter*, *Lose The Weight* (Rodale), *How to Organize (Just About) Everything; It's All Too Much: An Easy Plan for Living a Richer Life with Less Stuff* (The New York Times reviewed him as "a genius"), *Does This Clutter Make My Butt Look Fat?*, *Enough Already! Clearing Mental Clutter to Become the Best You*, and *Lighten Up!: Love What You Have, Have What You Need, Be Happier with Less*. His books have been translated and published in ten different languages.

4:50 pm – 5:20 pm **POC Awards Presentation**

5:20 pm – 5:30 pm **Closing Remarks & Grand Prize Draw**

5:30 pm – 6:30 pm **Social Networking Breakouts**

SN-1 Wine Tasting & Pairing with Canadian Craft Tours

Join us for a virtual wine tasting hosted by an expert wine guide and featuring wine tasting tips and tricks. You will receive wine pairing advice, learn what's new in the wine world and learn how to pair wines with artisan cheese and chocolate.

To participate in this session, you will need the following:

Shopping List

2 – 3 wine glasses and a glass of water

Your choice of wine(s) ... *Please shop local when possible*

Riesling, Pinot Grigio, Merlot, and/or Cabernet Sauvignon

Food Pairings / Cheese & Chocolate

Please choose 2-4 cheeses for your tasting.

- 1 – FRESH (No Rind) – Example: Ricotta or Mozzarella
- 2 – AGED FRESH CHEESE – Example: Similar to above but made with Goat's milk
- 3 – SOFT WHITE RIND – Example: Camembert or Brie
- 4 – SEMI-SOFT – Example: Munster and Gouda
- 5 – HARD – Example: Cheddar or Gruyere
- 6 – BLUE – Example: Gorgonzola or Roquefort

Please choose a dark or milk chocolate ... or both ... it's your choice!

Non-Alcoholic options:

Pairings may be done with juice and/or soda. You may use your juice/soda of choice and Canadian Craft Tours recommends:

Black River Juices: <https://blackriverjuice.com/>

The County Soda: <https://www.countysoda.ca/>

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SN-2 Sketching with Joyce Menyasz



With just a pencil or two, an eraser and some paper, you can learn the principles of drawing different elements and their details! Learn something new that you can carry over into any of your artistic projects!

To participate in this session, you will need the following:

- Two (2) pencils of different weights, if possible but not required (i.e., 2B, 4B)
- A good eraser (the eraser is as important as the pencil!), and
- A few pieces of paper

Joyce Menyasz, or “Joyce of Art! or, Creative Hostus Mostus is an energetic, fun, and unexpected art coach residing in the Ottawa Valley with her husband, Peter, and their cat, Sir Richard Parker Whipper.

Since March 2018, Joyce has successfully hosted more than 700 Paint Nite by Yaymaker events in her mission to save creativity worldwide. Her schedule is currently filled with virtual, live-streamed and fully interactive acrylic paintings, painting series, sketching, Zen doodling and acrylic painting technique events via Zoom.

Joyce has always been a creative soul. Painting, drawing, writing, storytelling and making people laugh bring her the most joy in life. “Light, love and unconditional inclusion are what we are about,” Joyce said. “Our guests’ joy tells us that we’re on the right path in providing an escape from reality and rekindling their love of creating art.”

To learn more about your creative host, please visit <https://joyceofart.com/>

6:30 pm

Close of 2022 Virtual Summit

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POC 2022 Virtual Summit Registration Fees:



EARLY BIRD RATES:

Member: \$125.00 CDN (plus applicable taxes)
Non-Member: \$150.00 CDN (plus applicable taxes)

The Early Bird deadline is **August 31, 2022** at 11:59 pm Pacific Time.

REGULAR RATES:

Member: \$150.00 CDN (plus applicable taxes)
Non-Member: \$175.00 CDN (plus applicable taxes)

Don't miss out! Register today!

DISCLAIMER:

The views and opinions expressed by the presenters at POC 2022 Virtual Summit do not necessarily represent the views and opinions of Professional Organizers in Canada or the views and opinions of the organizations in which Professional Organizers in Canada members are employed or otherwise affiliated.