

POAA

PROFESSIONAL ORGANISER ASSOCIATION AFRICA

NEWS

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LAUNCH ISSUE

WE'RE LIVE: VISIT www.poaa.co.za NOW

ORGANISING AFRICA! The time is NOW.

Tracey Foulkes - Get Organised, 084 507 6891, www.getorganised.co.za

There are some things that you just know for sure.

It's 2002, I am not in the most desirable of moods, my year has been challenging to say the least (I wont bore you with the details) and I find myself engrossed in Oprah who's interviewing Julie Morgenstern about professional organising. I sit up, alert, excited, transfixed, energised. And, like many of you, this is where my organising journey begins.

Today, when I open many magazines, switch on the radio or TV, search the net or read the

news I hear about stress, frustration and time restraints. I also find reams of material on how to overcome these everyday life obstacles - most suggest implementing organisational skills.

Professional organising as an industry continues to grow with strength worldwide. You can find professional organising associations in America, Canada, UK, Australasia, Europe and now, with tremendous pride and gratitude we as professional organisers in Africa launch our own association: Professional Organiser Associa-

tion Africa (POAA) to help us develop, connect, support and grow this industry on our own soil, with vigor.

Many voices speak louder than one. In six years we have managed to grow organising into a creditable and respected profession. The days, months and years that follow will see professional organising becoming an essential service in schools, homes and businesses. Together we will make a difference.

And this, I know, for sure.

FOUNDERS MESSAGE

Jeanne Viljoen - Beorganised & Tracey Foulkes - Get Organised

POAA is the result of vision and passion as seen and acted on by the founding members: Jeanne Viljoen and Tracey Foulkes.

Message from Jeanne Viljoen

In 2007 I decided to expand my long career as business consultant and project manager into the field of professional organiser. With no "formal" professional

organiser association in SA I joined AAPO (Australasian Association for profession organisers) to gain credibility, BUT I received so much more. The education and support was invaluable and even though I could not benefit from their Professional Organiser Directory (since I am in South Africa) it was still the best investment I could ever make. It was the catalyst for creating our own Association for Africa, so that we could benefit from the directory services and industry partners as well.

Message from Tracey Foulkes

In 2002 when I started as an organiser there was little known of the industry and nowhere to turn for support, advise and knowledge sharing. With no SA alternative available, I joined NAPO (National Association of Professional Organizers - based in America) and have been a member since. An association is a central body offering credibility, industry standards,

information, education and an opportunity to learn and grow through like minded individuals. POAA takes our industry to the next level and I am so excited to be working with Jeanne to offer this opportunity to you - it will be wonderful to have you grow your business together with us.

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Jeanne - 6ft

Tracey - 5ft

A note from the Editor



Tracey Foulkes, Get Organised.
POAA Founder Member

tracey@getorganised.co.za

We have reached an industry milestone and are thrilled to have you share it with us. Jeanne and I have spent countless hours planning the POAA website and eventually launch time is here. Of course there are always ways to improve, this is your association as much as it is ours, please feel free to email through any of your thoughts, recommendations and feedback - we'd love to hear from you.

POAA news will supply you with organiser rich content to help you grow and learn. Please let us know what you'd like to hear.

This is a joint effort, we'd appreciate your articles of organising tips, ideas and nuggets of wisdom - should your article be published we promise to include your full name, company name and email address (email info@poaa.co.za).

You can also advertise

your products and services to the other members in the newsletter - we provide you with the captive audience, you provide us with the advert (see newsletter or www.poaa.co.za for details).

Conference booking closes 31 July, we will be issuing press releases to the media and hope you'll join the celebrations at the cocktail party for the official POAA launch.

Cheers - to success!

DEVELOPING YOUR PROFESSIONAL ORGANISING BUSINESS

Elaine Shannon - www.elaineshannon.com and www.organizingconnection.com

**INDUSTRY
PARTNER
INITIATIVE
NOW LAUNCHED**

Visit
www.poaa.co.za
for information

Creating the vision for your company may seem like the most difficult part of the launch of your business journey, however; it is actually the easiest step. The reason is, the key to your business is all about you. Your business is an extension of who you are and what you believe in.

Questions to help you to flesh out the "what" of your company.

What are you about?

The answer to this question will help to reveal what excites you. In your business it is important to do work that you are comfortable with and enthusiastic about. Remember the most recent experience you had with someone who loved what they were doing. Now remember the most recent experience you had dealing with someone who really did not

like what they were doing. Who would you hire?

What do you stand for?

Do you spend hours researching and reading or are you always looking for the next product that will help your client save time and money. Think about things like learning, excellence, challenges or efficiency. Does your business reflect these things that speak about

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HATS OFF TO OUR WONDERFUL INDUSTRY PARTNERS

Please support our industry partners. To find out about their special offers to members visit www.poaa.co.za.



ARE YOUR CLIENTS CHRONICALLY DISORGANISED?

Colette Robicheau - Organize Anything - Halifax, Canada - www.organizeanything.com

Sometimes we have clients who do not respond to our traditional techniques. For them, conventional approaches just don't work. If you continue to work with these clients using only conventional methods both the client and you, the Professional Organiser (PO), will be disappointed.

Chronic disorganisation (CD) occurs when a client has a past history of disorganisation in which self-help efforts to change have failed. There is an undermining of current quality of life due to disorganisation and the expectation of future disorganisation. It is important to note, that CD is not a medical diagnosis but a symptom that can come from medical issues, lifestyle changes and learning differences.

There is a broad spectrum of where CD clients are on the disorganisation continuum. Different clients have more trouble in different areas of their lives. Sometimes their disorganisation is situational in that they are transitioning their accommodations, have a change in a relationship, like divorce or a death, or have a particularly chaotic lifestyle for a period of time.

Research is limited and we are learning more all of the time. What we do know is that our clients have trouble with time, paper and clutter. Recent findings have focused on the neurological and psychological conditions that may play a role in chronic disorganisation and hoarding behaviour. These findings are showing that exces-



sive clutter and disorganisation can be symptoms of a larger health problem.

Emotional trauma, brain injury, attention deficit disorder,

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ANNUAL PROFESSIONAL ORGANISER CONFERENCE

Following the tremendous success of the 1st Annual Professional Organiser Conference held in Cape Town in 2007, we are proud to welcome you to the 2008 Conference, our theme, IT'S ALL POSSIBLE. The organising profession continues to grow in South Africa and this event promises to offer an opportunity for you to expand your

knowledge and skill through interacting with likeminded business owners and industry leaders. You'll benefit from our incredibly experienced, professional and international speaker line up, educational slots and networking opportunities.

Date: Saturday 30 August

For full details visit the POAA website or contact us to mail you an info pack.

To build your knowledge base and increase your credibility make sure you reserve your seat today!

**BOOKING CLOSES:
31 JULY 2008**

**JOIN US AT THE
POAA LAUNCH
COCKTAIL PARTY**

DATE: FRI 29 AUGUST '08
TIME: 18h30—20h30
PLACE: MIDRAND
CONFERENCE CENTRE
COST: R 150 pp

Relax, laugh, meet and mingle with other POAA members, Industry Partners and press at this official launch party.

For bookings call: 084 507 6891

ADVERTISE YOUR BUSINESS IN THE POAA NEWS

Advertising and Payment Deadlines:

Sept - Nov 2008 Issue - Deadline 30 July 2008
Dec 08 - February 08 Issue - Deadline 31 January 2009

Full page: R 400 (1 issue) R 360 (2 issues) R 320 (4 issues)
Half Page: R 200 (1 issue) R 180 (2 issues) R 160 (4 issues)
1/4 Page: R 100 (1 issue) R 90 (2 issues) R 80 (4 issues)
1/8 Page: R 50 (1 issue) R 45 (2 issues) R 40 (4 issues)

For rates and submission information please email

info@poaa.co.za

POAA members receive a 20% discount on advertising rates

ARE YOUR CLIENTS CHRONICALLY DISORGANISED? *Continued from page 3*

depression, chronic pain and grief often prevent people from getting organised or, in some cases, lead to a build-up of clutter. Psychiatrists have yet to formally recognise it, but many experts believe that the most extreme degree of chronic disorganisation and hoarding behaviours may be a mental illness. There is so much more to learn about CD and hoarding.

Our clients often feel extremely hopeless because they have tried so many different things for so long. We as PO's can offer tips, tools and techniques to assist our clients with personalised solutions tailored to their individual needs. Most of these traditional methods we regularly offer do not work with the CD client. CD is affecting every

aspect of their lives: relationships, work, home, recreation. It has caused them to lose jobs, friends and even family members become frustrated and just give up on them. Often they become shut off from the world, hoarders in particular, as no one enters their home.

CD is a symptom or condition where individuals think or learn differently. This does not mean that they are not or will not be successful. There are many CD people in the world that have made great contributions.

They are often creative, talkative and have interests in various areas. As PO's we are often working with the negative problem areas of our clients. Let's not forget that many people with CD are highly functioning

individuals that work in various professions.

Along with our ongoing transfer of organising skills it is also our responsibility to encourage our clients to practice other techniques - to set a positive foundation from which we can build. Positive self talk, self care, and improved negotiating skills will aid our clients in their journey to reduced disorganisation and improve every aspect of their life.

Our creativity, non-judgmental demeanor and above all, a good sense of humour will allow us to engage our client to more easily adapt and learn organising skills and behaviours.



Colette Robicheau CPO-CD, ASP, is an organiser, trained life coach and adult educator. Her studies with chronically disorganised individuals helps her tackle the toughest home and

**Don't miss
COLETTE
at conference
this year –
her topic:**

**“Working
with
chronically
disorganised
clients”.**

INTERNATIONAL SUPPORT

Wendy Davie – Totally Organised Limited NZ - President AAPO

In life there are often times when we know we can do a little more, should do a little more. However often day to day stuff takes over and we forget about the dreams and aspirations that sometimes seem bigger than just ourselves.

In South Africa there are two women who are doing a little more and chasing those big dreams, Tracey Foulkes and Jeanne Viljoen. The formation of a Professional Organising Association in South Africa is an exciting and challenging time, and I hope

every Professional Organiser in South Africa and beyond gets behind this initiative and helps make it grow.

The formation of a Professional Organising Association is not an easy task, this I know as a founding member and also current President of AAPO (Australasian Association of Professional Organisers). The success of any Association lies with its members and the enthusiasm and experience they can bring to it. So I urge all of you to join, not only as paid members but also take ownership and help

make the association grow to its full potential.

Congratulations to you all for getting on board an exciting ride and helping to grow our industry of Professional Organising. Every new member we have in our industry is a new voice in sharing and knowledge of what it is we can do as Professional Organisers and how we really can and do make a difference in the world.

I certainly hope to come to South Africa and meet you all in the future, so make sure there are plenty of you all sharing the load and making this

grow. Keep the communication open and free between our groups and let's grow through sharing.

Bravo to you All.

Want to contribute to the newsletter. Email us an article of between 150 - 500 words on an organising topic of your choice together with your full name, company name, email address and membership number today.

info@poaa.co.za

DEVELOPING YOUR PROFESSIONAL ORGANISING BUSINESS

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your values?

What sets you apart and makes your business so compelling that your clients will want to come back?

Do you offer a guarantee, or are you always delivering more than the client expected. Sometimes it is the whole client experience from the moment you arrive at the client location to the moment you leave. Have that special formula that speaks about your uniqueness.

Top tips for running a business:

- Have a business plan and create it yourself.
- Think before you spend.

- Know your financials using a balanced scorecard: balance sheet, income statement and cash flow.
- Know your client.
- Surround yourself with awesome people.
- Delegate to these awesome people.
- Be client focused and business driven.
- Listen to your intuition.
- Have fun.....

This information comes from first hand experience. It has been almost five years since the doors opened on my first professional organizing business. You ask...the first business? My most recent business adventure is the creation of an internet company that is

devoted to helping women get organized in the privacy of their own home with the aid of organizing videos. In business there are many things that happen that we don't have control over...or do we? In the past five years I have had many successes and failures. There have been partnerships and friendships that have folded, and new partnerships and friendships that have developed. This is the true nature of business. The creation and growth of a successful consulting business is truly an extension of who I am and what I stand for. What do you stand for?

Go out there, have fun, and be yourself!



Elaine Shannon is a well known and enjoyed Canadian Organizer. She will share her experiences with us at the conference to help you find your ideal client.

WE'RE LIVE

www.poa.co.za

INTERNATIONAL SUPPORT

Karon van Vuuren – Kapela Solutions Houston Texas, USA. NAPO International Chair, Director BCPO

I am excited to have the opportunity to write an article for the first edition of POAA News, congratulations and welcome Professional Organizer Association Africa.

I relocated to Houston Texas, from Johannesburg in 1997 and started my professional organizing business there in 2002. I believe in being an active member in our local group of Organizers and currently serve as a Director on the Board of Certification of Professional Organizers (BCPO), and am the immediate Past President of the Houston Chapter of the National Association of Professional Organizers (www.napo.net). I also serve as the NAPO

International Chair (we currently have 50 international members).

NAPO has experienced phenomenal growth in recent years in the United States as well as globally. In addition, the worldwide acceptance of the industry is continuing to grow. Internationally TV shows, radio segments, and publications are beginning to highlight the industry and momentum is picking up worldwide. It is wonderful to see the growth of the organizing industry in South Africa, as evidenced by your 2nd annual conference later this year and the formation of your own association.

Becoming an active member of

an association that is relevant to your business has many benefits. You become part of a specialized group of individuals who have common interests and ideas. As a group, you stand to overcome issues much easier than trying it alone. Sharing resources and networking with other organizers can help you to grow your business too.

I'd like to wish the South African organizers every success with the launch of their POAA.

WHAT YOU GET AS A POAA PROFESSIONAL ORGANISER MEMBER

To join POAA now visit www.paaa.co.za and fill in the online membership application form - you will immediately benefit from:

- Free listing on the organiser directory on the POAA website so potential clients can easily find you.
- Free member only resources, education and documentation including templates for working with clients, articles on marketing for professional organisers, outlines on how to manage your finances, industry statistics, recommended reading and web links.
- Use of POAA members' logo.
- Access to the Organising Forum – share knowledge and experience while networking with other members.
- Opportunity to benefit from and voluntary participation in industry publicity.
- Free welcome pack.
- Discount on POAA education and products.
- Credibility within the industry and the general public.
- Free 3 month event listing on the POAA website per annual membership.
- Special offers and rates from Industry Partners.
- A platform to stay informed about the industry through the POAA newsletter.
- From 2009 POAA will present The Annual Professional Organiser Conference (APOC) providing an opportunity for you to keep educated and develop relationships with other organisers and industry partners.
- Discounted registration to APOC (valid from 2009 conference).
- Access to the newsletter archive.

DISCOVER BIG STORAGE SOLUTIONS FOR SMALL SPACES

Jeanne Viljoen - Beorganised, 082 924 7787, www.beorganised.co.za

Lack of space does not have to mean a lack of storage.

- Add a half shelf above the existing ones in all your cupboards or make your shelves adjustable so that they can be rearranged as your needs change.
- Build cupboards up to the ceiling or use clear containers/ baskets on top of cupboards for extra storage.
- Get under the bed organisers.
- Build storage in your garage – shelves on the walls and storage units suspended from the ceiling. Store items not often used in clear plastic containers (clearly marked) in the garage.
- Place hooks underneath shelves in kitchen cupboards to hang cups and mugs to free up shelf space.

- Use the inside of cupboard doors to attach the following:
 - Organisers to store foil, wax paper & cling wrap.
 - Spice racks.
 - A clear shoe box to store packets e.g.: soup mixes, dry sauce mixes, rice.
 - A wall-mount grip for the mop and broom.
- There is often wasted space in deep or corner cupboards, use a Lazy Susan to make these spaces more accessible.
- Suspend a rack to the kitchen ceiling. Use it as an attractive alternative to hang your pots and pans.
- Use 3 tiered hanging baskets, old CD racks, 3 tiered vegetable racks or carts on wheels as affordable, mobile additional storage.

- Squeeze more space out of your bathroom by adding wall mounted cabinets and shelves to fit over a toilet or towel rail. Add a cabinet around your basin.
- Plastic containers with lids can be used to store like items and can be stacked to get the most out of spaces and to assist in finding all your odds and ends easily.



Jeanne Viljoen, Beorganised.
POAA Founder Member