



Professional Organizers in Canada

Annual General Meeting

Thursday, November 7, 2019

5:00 – 6:00 pm ET

Radisson Admiral, Toronto, ON

Minutes

In Attendance

Elizabeth Alescio
Sarah Barrette
Caroline Bertola
Tanja Bleyert
Sarah Boland
Nathalie Bureau
Colin Cameron
Bev Chandler
Linda Chu
Dennise Conforti
Adeilah Dahlke
Edith Dandenault
Catherine Davies
Kim Diamond
Lianne Doucet
Georgina Forrest
Julie Fortin
Stephanie Galipeau
Melanie Higuchi
Pauline Hoffman
Dianne Jimenez

Lois Kaplan
Soraiya Kara
Cheryl Kennedy
Corrine Kewin
Sharon Kish
Malorie Kohos
Joseé Lajoie
Angie Leclair
Mirella Leone
Tamara Elias Liebmann
Alison Lush
Camila Marquez
Tannis McLaren
Cathy Mendler
Edie Michel
Mylène Houle Morency
Kathleen O'Brien
Lilian O'Meara
Laurene Livesey Park
Kerith Paterson
Robynne Potts
Lori Renaud

Stephanie Ricketts
Judy Rickey
Colette Robicheau
Hilda Rodgers
Sheindl Rothman
Jen Rovinelli
Kristen Shea
Quincilia Siah
Michelle Sirianni
Erika Steffer
Julie Stobbe
Ida Tedlock
Sheeba Uzzoman
Jane Veldhoven
Allison Weigensberg
Cindy Wezenbeek
Debbie White
Pamela Wong
Lynn Zeppieri

Staff:

Meghan Howard

1. Call to Order and Welcome

President Dennise Conforti called the meeting to order at 5:07 pm ET. She welcomed all members in attendance to the meeting and to the conference. She noted that there would be a POC volunteer table at the Expo on Friday, November 8 and encouraged those interested in contributing to POC to visit the table and sign-up. She also requested all attendees please sign-in on the sheets provided and asked non-members to abstain from voting on any motions presented.

2. Introduction of the 2019 Board of Directors

Members of the 2019 Board of Directors were introduced.

President Dennise Conforti;
Past President Stephanie Deakin;
Vice President Nathalie Bureau;
Director of Marketing Linda Chu;
Director of Education Tamara Elias Liebmann;
Director of Finance Judy Rickey;
Director of Development Angie LeClair;
Director of Chapters Cindy Wezenbeek;
Director of Membership Tannis McLaren; and
Director of Communications Heather Schmidt (in absentia)

D. Conforti noted that the Board of Directors are all volunteers who give their time in addition to running their own businesses and having busy personal lives. She thanked all the directors for their hard work and commitment to POC.

3. Minutes of 2018 Annual General Meeting

It was reported that the draft minutes of the October 25, 2018 AGM were posted on the members-only side of the website along with all the AGM board reports and financial statements for the fiscal year-end. All AGM materials were also sent to members via e-blast. The notice of the 2019 meeting was sent to all members in August 2019 and was also posted on the website. D. Conforti noted that a limited number of hard copies of the draft minutes as well as the financial statements were placed at every table.

Motion: Moved by Dennise Conforti, seconded by Kim Diamond to accept the minutes of the 2018 Annual General Meeting as presented. **Carried.**

4. Nominating Committee Report

Director of Chapters and Nominating Committee board liaison Cindy Wezenbeek presented the Nominating Committee report. She thanked the chair Shannon Perry and committee members Andrew Neary and Frances Tee. She noted that the committee will be looking for one or two more volunteers to join the Nominating Committee as Frances Tee completes her term, and there was already one vacancy.

She extended her thanks to all the committee members who are finishing their terms as well as those who have agreed to stay on and noted that POC thrives because of the hard work and commitment of its volunteers.

Ethics Standing Committee: The current Ethics Committee chair is Andrew Neary, and committee member Lois Kaplan will be moving into this role in the New Year. Committee members are Wanda Smith, Pamela Wong and Mylène Houle Morency. In 2019-2020, the committee will be looking for two more members. Both Andrew and Wanda will be leaving the committee and were thanked for all their work

Ethics Supplementary List: This list is for the formation of Complaint Review Committees (CRCs) should a complaint be received, and it is determined it has merit. Currently Jeri Pitzel, Robynne Potts, Georgina Forrest and Elinor Warkentin are on this list and it is considered full at this time.

Awards Committee: The Awards Committee is comprised of Marilyn Litster, Pauline Hoffman and Melody Oshiro. All current members have agreed to stay on for 2019-2020 and POC will not be looking for new volunteers at this time.

Education Committee: The current Education Committee is comprised of Hilda Rodgers, Kathryn Lyle, Allison Weigensberg and Sarah Tudway-Cains, with Tamara Elias Liebmann as the board liaison. All current members have agreed to stay on for 2019-2020 and POC will not be looking for new volunteers at this time.

National Conference Committee

The current National Conference Committee is comprised of program lead Georgina Forrest, entertainment lead Nathalie Bureau, and communication lead Jen Gibson. N. Bureau and J. Gibson will be leaving the NCC and were thanked for their efforts planning the 2019 conference. For the 2020 conference, the NCC will be looking to fill the entertainment lead, exhibitor/sponsor lead and the communications lead roles.

C. Wezenbeek again thanked all committee volunteers and reinforced the invitation for all delegates to visit the POC volunteer table at the Expo and learn about the available opportunities and ways they can contribute to POC.

5. Announcement of Election Results and Introduction of New Directors

C. Wezenbeek reminded delegates that a dedicated call for nominations for the Board of Directors was issued in the summer and fall editions of POC Talk. An election ballot with the bios and photos of the directors standing for election was sent to all members by e-blast with a link for online voting.

POC Board of Directors

Leaving the board are Angie LeClair, Stephanie Deakin and Judy Rickey. All three will be greatly missed and were thanked for the incredible and dedication they brought to the board.

Directors Nathalie Bureau, Cindy Wezenbeek, Linda Chu and Heather Schmidt are remaining on the board for the second year of their two-year terms and, therefore, did not stand for election in 2018. President Dennise Conforti is moving into the second year of her two-year term.

Stood for re-election for a second two-year term

Tamara Elias Liebmann

New candidate for the board who stood for election for a two-year term

Tannis McLaren

The election was held by electronic ballot and closed on September 30, 2019. All ballots were kept confidential and were tallied by Meghan Howard, executive director, as a non-member of POC. A second count was conducted to confirm final numbers by a senior manager at AssociationsFirst, also a non-member.

The results of the election are being announced concurrently via a special POC Talk to ensure members not in attendance receive the results concurrently, which are as follows:

Tamara Elias Liebmann – Elected

Tannis McLaren – Elected

T. Liebmann and T. McLaren were congratulated, and T. McLaren was welcomed to the board. C. Wezenbeek also advised attendees that two vacancies remain on the board and those interested can express their interest to the Nominating Committee or at the POC volunteer table.

6. Recognition of Outgoing Directors

N. Bureau thanked retiring directors J. Rickey, A. LeClair, and S. Deakin for their time and work on the Board of Directors.

J. Rickey has been overseeing POC's financials for two years as the director of finance. She has ensured POC is well-managed, and kept the board informed at each meeting. A. LeClair has been incredible in the role of director of development and has built and maintained important relationships with POC's associate members. Her energy will be greatly missed. S. Deakin, who has served for over seven years on the board in various roles including director of finance, president and past-president, has earned a well-deserved retirement. Her contributions and commitment to POC have been exceptional.

A card of appreciation was presented to all three out-going directors.

7. President's Report

D. Conforti presented her president's report and *State of the Industry* address for 2019. She noted that this year's conference theme is "Sky's the Limit!" and invited delegates to take a minute and think about what that means, stating to her it is about POC as an association and all members.

She spoke on relationships, the definition of a relationship (the way in which two or more people, groups, countries, etc., talk to, behave toward, and deal with each other, the way in which two or more people or things are connected) and that without relationships POC would not exist today.

Current POC relationships include:

- The members of POC who come together at monthly chapter meetings, annual conferences, meeting online through social media platforms.
- The affiliate partnerships POC has with the National Association of Productivity and Organizing Professionals (NAPO) in the US, The Institute for Challenging Disorganization (ICD) also in the US, the Association of Professional Declutterers and Organisers (APDO) in the UK, and the National Association of Senior Move Managers (NASMM) in the US. Affiliate agreements

provide access to other conferences and education at member rates, raise awareness of the industry and associations, and expose POC members to a worldwide audience.

- POC has relationships with its associate members, companies that offer products and or services to members.
- POC is a member of the International Federation of Professional Organizers Associations (IFPOA) where industry leader come together to share ideas and grow.

She noted the many similarities in the field of professional organizing around the world and how that builds relationships between members at all stages of their businesses. She encouraged members to continue supporting each other, celebrating small and large successes together and remember that what works for some may not work for all.

She spoke on embracing new ideas and concepts in organizing and watching industry leaders to learn from them, as they continue to support the industry and their associations. There is value in continued learning and education, and networking and building relationships is essential.

In conclusion, she noted it was because of relationships that POC grew from an idea, into a small group with a vision, into incorporating as a non-profit, to developing education, to creating chapters for members, to hosting annual conferences, to hiring a management company to oversee the day-to-day operations. She encouraged members to get involved, as together POC will continue to grow.

8. Presentation of the Financial Statements for the Year Ended June 30, 2019

Director of Finance Judy Rickey provided an overview of the financials for year-ended June 30, 2019 noting the fiscal strength of the association has allowed POC to take on new initiatives and grow its education program and French translations.

Assets

As of June 30, 2019, POC had \$265,735 in assets. This includes \$124,884 in cash and \$126,498 in investments. POC also had rebates of \$2,625 for GST/HST. It also includes prepaid expenses of \$11,592 which are for deposits for this conference, which falls in the current fiscal year and for the 2020 conference as well. POC also has equipment valued at \$136.

With the move to the Royal Bank last year, the decision was made to invest approximately half of the assets which brought in interest of \$2,468.

Liabilities

By June 30, 2019, POC had liabilities that included \$15,010 in accounts payable and accrued liabilities, \$83,519 in deferred revenues from TPO courses and membership fees and \$5,563 due to Cyber Chapter.

Revenues

Membership revenues came in over membership expenses by \$116,170, reflecting that the association continues to attract new members and retain a solid ongoing membership base.

The POC Education Program, which includes TPO credit and non-credit classes and exams generating \$71,480 in revenues over expenses. This is an increase of \$13,235 over last year.

The Development Portfolio continues to perform strongly, largely based on the outreach efforts of the director of development Angie LeClair, with a \$4,351 profit this year.

Education Acquisition brought in an additional \$4,986 in revenues.

Expenses

Administration expenses include the association management fee, general commercial liability insurance, directors and officer's liability insurance, the subscription to the survey program, phone, postage, office supplies, storage – all the elements required for the day-to-day business of the association.

While the conference remains a large expense for POC, the Kelowna conference in 2018 came in with a \$30,438 loss. Apart from having less attendees, POC was also responsible for filling a certain number of rooms and so had to pay additional fees to cover those rooms.

Membership expenses were higher than budgeted this year due to the number of new members; expenses include member name badges and kits. It should be noted, the profit from this portfolio was over \$116,170 because of the number of new and renewing members which therefore increased costs.

Year End Surplus

J. Rickey concluded her report noting the very positive news that POC ended the fiscal year with \$10,800 surplus which will enable the association other project costs including plans to continue to move more of our education online. This is the fourth consecutive year with a year-end surplus – the surplus in 2018, being the largest at \$17,000.

She informed members that the Board of Directors receives detailed financial reports each month that are reviewed against the budget. This ensures the ongoing fiscal health of the association and that the association's funds are spent wisely in line with the strategic plan.

Motion: Moved by Judy Rickey, seconded by Cathy Mendler to approve the financial statements for the fiscal year ended June 30, 2019. **Carried.**

9. Education Report

Director of Education Tamara Elias Liebmann provided an overview of the education program over the 12 months. She reported education remains one of the key revenue sources for POC and recognized the talented and committed work of the facilitators who ensure the program remains well-attended and valuable.

Education Highlights

The introductory class "Should I Become a Professional Organizer" was offered 16 times over the year and was attended by 118 potential organizers.

Over the course of the year, 124 Trained Professional Organizer (TPO) credited courses were offered, with an attendance of 1046 people, resulting in \$72,054 in revenues.

The POC TPO Exam was offered twice during the year: last fall at conference in Kelowna and again at various POC Chapters across the country in the spring of 2019. There were 46 participants who wrote the exam.

Education Financial Numbers

T. Elias Liebmann informed those in attendance that much of POC's education revenues were generated from the TPO classes. A breakdown of those figures can be found in the Financial Report and the year-end financial statements.

The sale of business templates, combined with TPO non-credit courses, the exam fees, and Launch and Grow course grossed \$11,491.

Education Accomplishments

T. Elias Liebmann noted that restructuring the education program continues to be the focus of the education portfolio. This includes the hiring of an education specialist to analyze and create a development strategy, choosing a web-based platform to support our upcoming webinars, the creation of new courses and updating relevant courses.

The facilitator application has been translated to French and a call for applications for French instructors is forthcoming.

Work on a marketing strategy for Launch and Grow your Business remains ongoing.

She extended a sincere thank you and appreciation to Education Committee members Hilda Rodgers, Kathryn Lyle, Alison Weigensberg, and Sarah Tudway-Cains and to AF staff Meghan Howard, Renzo Pella, Pete Fridrich and Erin Crisfield for all their support.

10. Adjournment

The next Annual General Meeting will be held on Thursday, November 6, 2019 at the Morris J. Wosk Centre for Dialogue in Vancouver, BC. There being no further business, the meeting was adjourned at 5:40 pm ET.