



POC Talk

POC Talk April 2018

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

POC Annual Conference is coming!!



It is being held in beautiful Kelowna, BC October 25-27, 2018 at the amazing [Delta Grand Okanagan Resort](#).

If you haven't been to Kelowna yet, it is absolutely breathtaking! Consider making a trip out of it. Some Kelowna highlights are: wine country, hiking, golf, water activities and much more. Check out the [Kelowna tourism link](#) for details!

Hotel Reservations

[Book your group rate for Professional Organizers in Canada \(POC\) 2018 National Conference](#)

Call for Exhibitors and Sponsors

Get Noticed by Your Target Market - professional organizers from across the country will be gathering in Kelowna this fall. Book your exhibit space or secure your sponsorship spot using the [2018 POC Conference Sponsor & Exhibitor Package](#).

POC Conference Flight Travel Discounts Available

Did you know we get discounts on air travel for our conference in beautiful Kelowna, BC?

Air Canada is offering a 10% discount off their eligible fares when travelling between October 18, 2018 to November 3, 2018.

WestJet is offering 10% off Econo and 15% off Plus fares when travelling between October 18, 2018 to November 3, 2018

Check out the discount codes below to get your discount today!

Air Canada: 27TYAZF1

West Jet: Coupon Code: 87YLTQQ, Promo code if you call in: WNR44

**These codes cannot be combined with any other discount codes, promotional offers or companion voucher bookings.

Call for Presenters & Coaches Continues

We are in need of amazing Presenters & Coaches for our POC Annual Conference. If you, or anyone you know would be a good fit please consider sending in an application today!

Call for Presenters details:

Check out the [Call for Presentations Submission Details](#).

Submission Deadline: Friday, May 18th 2018

Call for Coaches details:

Check out the [Call for Coaches Submission Details](#).

Submission deadline: Friday, May 18, 2018.

EDUCATION NEWS

Teleclass Evaluations

As of April 1, 2018, POC implemented teleclass evaluations, in order to receive feedback from teleclass participants on the quality of their professional development experience. Evaluation results will enable POC to review, and improve, the quality of future education offerings. We encourage you to complete the evaluation emailed to you following your teleclass.

Trained Professional Organizer (TPO) Exam - Registration Open

POC Chapters have been notified about their opportunity to host the TPO Exam between Thursday,

May 24th, 2018 to Thursday, June 28th, 2018 . Please visit the [POC Calendar](#) for exam offerings.

Please note that exam candidates must register online and may elect to take the exam at any participating Chapter. Candidates may sign up for one exam at one Chapter location only. The next opportunity to write the exam will be on Thursday, October 25, 2018 prior to our Conference in Kelowna

Tamara Elias Liebmann
[Director of Education](#)

MEMBERSHIP NEWS

Congratulations to the following members who recently earned their Silver Leaf status!

Bree St. Arnault – Well Placed - Toronto, ON - Toronto Chapter
Nicole Mensour – Maddex Interiors – Halifax, NS – Nova Scotia Chapter

Volunteer Opportunities



Serve on POC's Board and Be Recognized Nationally Among Your Peers

POC would not exist if it were not for their hardworking volunteers! If you feel you have a contribution to make and want to take advantage of the many opportunities that volunteer service brings you start your research here.

Read about the volunteer descriptions and find the role that is most suited for you.

One Position Available: Nominating Committee

Please email Samantha Kristoferson, [Director of Membership](#) if interested.

For more information on our website [please watch our Youtube Playlist](#).

NAPO 2018 Retreat



Our affiliate member [NAPO](#) is hosting their annual conference in Chicago, Illinois this year on April

27th-29th. As your POC President, I have the honour of attending this event and I am excited to experience their new format this year. I am also looking forward to seeing our International colleagues from around the world as well. [IFPOA](#) has created a strong connection with Professional Organizing Associations around the world since 2007. I will bring back and share my experience with our National Board of Directors at our Annual Spring Meeting in Toronto, Ontario the following week on May 4th-6th.

If you are attending the NAPO2018 Retreat, please do [email me](#) to let me know and we will be sure to connect to snap our POC members photo like we did last year in Pittsburgh.

This is certainly starting to rev up my excitement of our own conference this fall in Kelowna, British Columbia October 25th-27th. I hope to see your smiling faces, hear the wonderful stories of connection, and see your excitement about all the new information you just absorbed and will take back to apply in your own businesses.

Susan Toth
[President](#)

DEVELOPMENT NEWS

Associate Member Testimonial

Mycor Insurance Solutions

If you are looking for insurance for your business, Mycor is a great resource. Mike Parwicki walked me through all I needed to know about coverage and liabilities and broke down the often complicated lingo of the business and customized a plan for me. I would definitely recommend Mycor!

Marisa Sampson
Sampson Organizing Solutions
Ajax, Ontario

Thank you,
Angie LeClair
[Director of Development](#)

COMMITTEE NEWS



Hello from the POC Ethics Committee!

As promised last year, your Ethics Committee is continuing to share Ethical Case Studies in our newsletter. All of us have a vested interest in reflecting on ethical issues that may arise in our work.

Ethical Case Study #2: Do I or Don't I?

You're working with a client de-cluttering their home office when you come across old files with personal information and old tax returns. You offer to take the papers to be shredded. The next day you plan to take the papers for shredding. You look in the car only to discover your spouse put them out for residential recycling. The client's confidential and personal papers are gone.

What do you do? How do you address this situation with your client? Check out our members only side of the website, under Downloads & Guidelines/Membership for more information on this case study and questions to discuss this ethical issue.

We encourage you to discuss this case with each other in an open and respectful manner perhaps during a Chapter meeting.

If you have any questions or feedback for the Ethics Committee, we are happy to be a resource to members. Please email Andrew Neary our new [Chair, Ethics Committee](#).

Ethics Report

A complaint was received that alleged a member was in violation of the following ethics principle:

I will seek to deal with other POC members, professional colleagues, suppliers and employees in a fair and equitable manner, and maintain the highest standards of personal conduct to bring credit to the organizing profession.

The Complainant became increasingly frustrated because of disparaging comments made by the Respondent that were directed towards the Complainant – these comments seemed intended to single the Complainant out in professional group settings.

Although the final decision did not find the Respondent to be in violation of the principle, the ethics committee did recommend a course of action for the Respondent.

You may view the full report on the [Downloads & Guidelines page](#) under the Membership tab.

CHAPTER NEWS

Monthly Chapter Chat for Executives. Wednesday April 25, 2018 at 8 pm

Guest Speaker: Members of POC NCC National Conference Committee

Topic: Annual Conference

1. The importance of Annual Conference
2. Why Executive Members should encourage attendance at Conference to their members
3. Programming details if available

All Executive members are welcome. Chapter chairs are kindly requested to ensure that at least one representative be there.

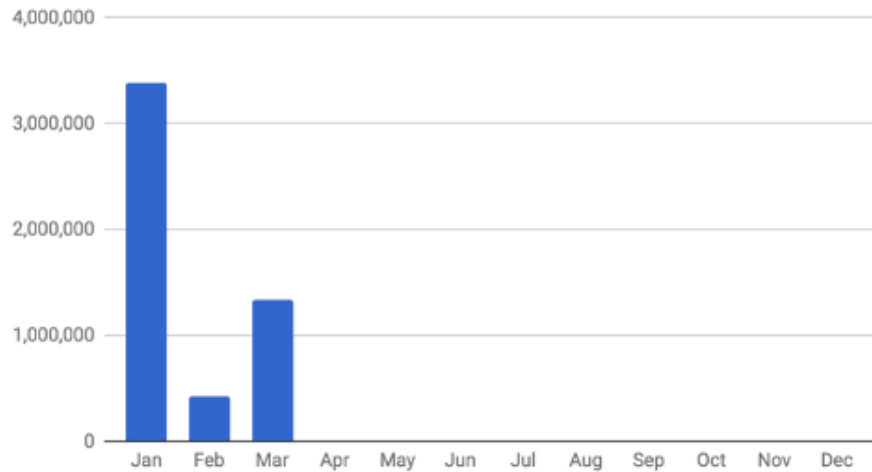
Chapters Best Practice: Help our members by bringing awareness and sharing who the POC Associate Members are and what products and services they provide.

Next Chapter Chat: Wednesday May 30, 2018 at 8 pm

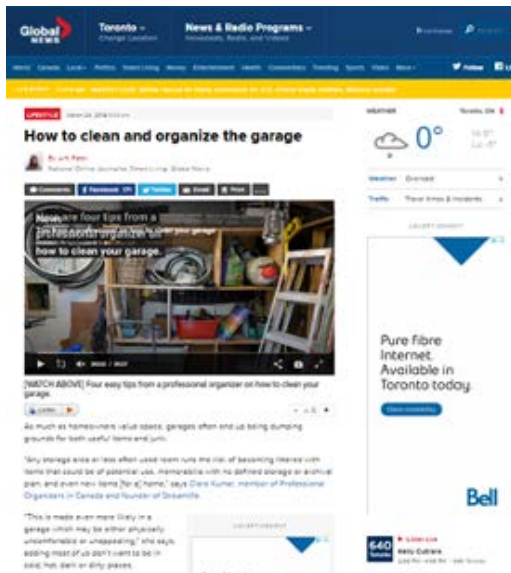
POC IN THE MEDIA

March was a great month for POC related coverage, resulting in 1,330,000 impressions. We are currently at 5.2M impressions for the year in the first 3 months.

POC 2018 Media Reach



PR Highlights



Clare Kumar was interviewed on behalf of POC and provided tips on [How People Can Organize and Spring Clean Their Garages](#). **Global News**

Marie Potter's tips for [Getting Organized in 2018](#) were published on the NextHome website. Also included was a description of what a professional

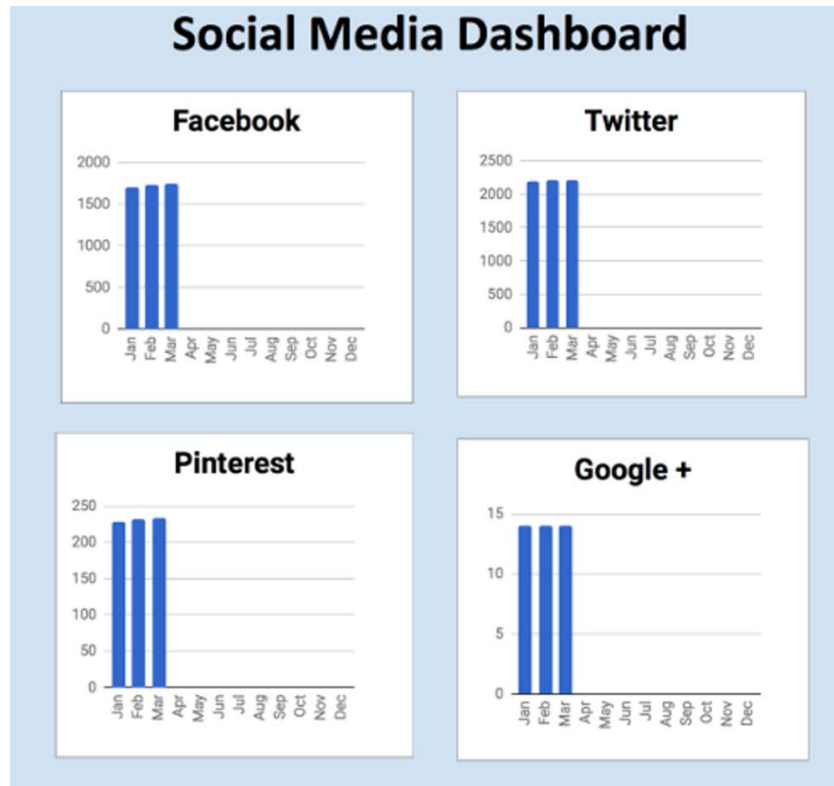


organizer does and a summary about POC.
NextHome Online



Marie Potter's tips for [Getting Organized in 2018](#) were also featured in a two-page article on page 40-41 (44-45). **NextHomeMagazine**

SOCIAL MEDIA



Facebook:

- 9 new likes
- 14,364 reach (up 43% from February)
- 10 % engagement rate

Twitter:

- 1 new followers
- 17,500 overall impressions in March (10k in February)

Pinterest:

- 5 new followers
- 238 average daily impressions (up from February)
- 202 average daily viewers (up from February)

Google Plus (all new!)

- 212 post views (double from February)
- 35 shared posts

POC Branded Chapter Facebook Masthead

We are working on the Facebook mastheads and will let you know ASAP. Thanks again for your patience.

POC Influencer Program**Are you a professional organizer creating great social media content?**

If so, you'll want to become a POC Influencer! POC is assembling an influencer list of fellow organizers who are active on social media. The goal is to create a network of social media leaders that can help distribute great content to a wider audience, which can have a positive effect on your business.

POC Goals

- Create a network of POC organizing experts who regularly post content
- Re-distribute their content to a wider audience across POC marketing channels
- Provide useful and shareable content on POC social media and marketing channels
- Increase engagement and impressions on POC social media and marketing channels
- Ease POC national content creation

Member Benefits

If you meet the requirements, your content may get chosen and highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels with a credited to the influencer. Our team will scan social media influencer accounts monthly for great content and share the best of the best on our social media channels.

Influencer Requirements

To be considered, the Influencer must ...

- Be a POC member
- Regularly create valuable, shareable and fresh content on a blog or social media
- Have a professional and updated website and/or social media channels
- Have grammatically correct content, free from any spelling errors
- Have and extend the rights to allow us to use any images used for posts or videos

- Ensure images are clear and of good quality
- Ensure videos look professionally created
- Grant permission to POC and Sociation Marketing Agency to share the member's content
- Accept the terms of the POC Influencer Program by signing the consent form

The POC Influencer Program is open to all professional organizers who meet the above criteria and are approved by the POC Board of Directors. There is no guarantee of exposure.

To Join: [Please fill out our short survey](#) and sign the consent form. Once approved, our team will scan your social media accounts regularly for great content and share the best of the best on our social media accounts and newsletters.

POC Handles & Hashtags

Please show us some love ...

- Facebook - @professionalorganizerscanada
- Twitter - @POCCanada
- Pinterest - @POCCanada
- LinkedIn - @professionalorganizersincanada

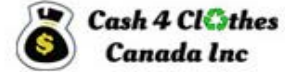
- #ProfessionalOrganizers
- #Organize
- #POCHacks
- #MovieMondays
- #QuoteOfTheWeek

SHOW SOME LOVE ... Follow us at <https://www.pinterest.com/POCCanada/>



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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