



POC Talk April 2020

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PRESIDENT'S MESSAGE

Dear Members

As life around us continues to be held in place, we must socially distance ourselves from everyone. We miss our loved ones, family, friends, coworkers, clients and all those who touch our lives in many ways or that we normally see while on our everyday journeys.

As we all try to find ways to fill our days and stay connected. We hold on to the day when we stuck together and got to the other side. Despite all of the sacrifices we have had to make, we will be stronger than we could have ever imagined. I want to thank each and every one of you for being POC members.

Thank you to our POC board of directors, our many committee members and our chapter executive members, that continue to plan and support our members as much as we possibly can virtually.

To our National Conference committee, as you plan for our first POC virtual Summit, we thank you and we know it will be out of this world!

I would also like to thank our management company AssociationsFirst for all of their continued support during this difficult time.

Wishing you and your families health and safety.

Thank you

Dennise Conforti
[President](#)

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

As previously announced, the Vancouver Summit has now been changed to a Virtual Summit being held November 7. The Conference Committee is exploring several different options for the Virtual Conference platform. Due to these changes, we are still in the planning stages and will be sending out the Call for Presenters on May 18. We are excited about exploring this new option for our conference and much more information will be coming as the plans are firmed up. In addition to the theme "The Power of Professional Organizing", we are adding the tagline and hashtag #ANewWorld to our theme. Please stay tuned and be sure to save the date!

COMMITTEE NEWS

We Are Looking for You!

As you may already know, every year we honour some of our members through the [Harold Taylor and Ambassador Awards](#). This year, the Awards Committee is looking for one more volunteer.

The role and responsibilities are as follows:

- To help determine who the best recipient for each of the Awards would be, by going through a rigorous selection process.
- Approximately 10 hours are requested for this role, depending of the number of applications received. If you want to join our fabulous team, or if you have any questions, [contact me!](#)
- You can view a description of the responsibilities [here](#).

Nominate a Peer!

As your business may be slower these days, why not take a moment to start thinking about who could be a great recipient for the [Harold Taylor or Ambassador Awards](#)? Take time to discuss with this person to see what he or she has done for the community or POC that you may not be aware of. Even though the nomination form is not available yet, start collecting information. You'll be ready when the process starts!

Also, did you know that you earn 2 points towards your [Gold Leaf status](#) for every nomination? Why not submit someone's name and have their accomplishments recognized?

Nathalie Bureau
[Vice-President & Board Liaison for the Awards Committee](#)

MEMBERSHIP NEWS

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

Louise Nettleton - Simplify - Port Hope, ON
Adeilah Dahlke - Jigsaw Organizing Solutions - Waterloo, ON

WIIFM or What's in it for me?

When making that decision to become a member of POC, the question most people ask is, "What's in it for me"? When you are handing money over to someone, it is human nature to understand what you are going to get in return. In this month of POC Talk, I'd like to highlight one of the benefits of your membership, networking.

In light of Covid, we can't meet face to face with potential clients or colleagues, but as you all know, we have a whole world of social media connections that are available to us. Each chapter has a closed Facebook page for members only, if you have not joined, take this opportunity to do so. This is one of the best ways to get amazing referrals from your trusted colleagues. For example, I recently posted a question on our Facebook page inquiring where I might be able to take a client's collection of old cameras. Within minutes, I had 2 great referrals that I felt 100% confident passing along to my client. This is also a great way to connect with and get to know your colleagues. Sometimes, we get inquiries from clients, but it isn't what we specialize in. For example, if I had an inquiry for digital photo organizing, I would want to refer this client to another colleague who specializes in this area. If I didn't know someone, I would feel confident posting this question on our Facebook page to see who everyone was referring to.

We all have a bit more time on our hands, now is a great time to work on your business. Check out your Chapter Facebook page and get connected!

Tannis McLaren
[Director of Membership](#)

ETHICS CORNER



DID YOU KNOW?

An ethics complaint was submitted to the Ethics Committee in January 2020. The complaint was filed by one POC member against another member. Upon review by the Complaint Review Committee (CRC), no full ethics violation was found therefore the complaint was found to be unsubstantiated. The CRC did determine that the respondent's actions lacked good judgement and thereby requested a letter of apology be sent to the complainant.

The complete redacted report (and reports from previous complaints) can be found on the POC website in the "Membership" section under "Downloads and Guidelines". The full report is held exclusively with the POC management company.

FOOD FOR THOUGHT

We are living in a challenging time! The COVID19 pandemic has forced us into isolation. We are all living through this together, and we hope that everyone out there is making the correct ethical choice on a daily basis – to stay healthy and stay home!

While being at home, do you find yourself searching for a new and interesting project? If so, volunteering for the Ethics Committee might be the perfect match for you. We meet every 2-3 months via Zoom to discuss ethics, our policy and procedure and much more. When complaints are filed, a Complaint Review Committee (CRC) is struck to discuss, analyze and resolve the issue. If you would like more information, please contact ethics@organizersincanada.com.

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

CHAPTER NEWS

March 2020 Chapter Chat Recap:

We had 20+ executive members on the daytime Zoom meeting. We switched to 1pm EST because we are at home and available during the day so no need to do it later at night. Thanks to a poorly timed leak in my bathroom everyone was able to get some much needed socializing in for 15-20 minutes before we were able to start. Yes, I was still able to get a plumber in to fix it. They are considered an essential service and of course had some health questions before they would schedule an appointment. Thanks to everyone for your patience while I dealt with this mess, especially our guest speaker Angie LeClair, POC's Director of Development. It is always a bit nerve wracking to be a guest speaker and I am sure the unexpected delay did not help.

Angie took the time to chat with the chapter executive's about what is involved with the Director of Development role. The role involves the management of the associate members, partners, sponsors, member-to-member offers, and conference exhibitor benefits and activities. To wrap your head around what this means go [here](#) and read more.

What is a POC Associate Member?

An Associate Member is a profit or non-profit business entity that offers products or services to POC Regular Members. An Associate Member is primarily engaged in the manufacturing, distribution and/or sale of organizing-industry related equipment, supplies, services, and/or educational training directed to Professional Organizers or their clients. These companies have purchased an Associate membership with POC so that they can be listed as an associate on the website and receive benefits that position them to our members.

What Associate Members offer us as Professional Organizers?

Access to products and services that have been sourced for what we need. There are National and Regional members across Canada offering services to organizers and their clients. Here is a [listing](#) of all current Associate Members.

What does everyone gain by the relationship?

We as organizers have one source for resources of services and products, our association receives funding for member initiatives and Associate Members have a low yearly fee for marketing access to professionals that need their services. It is a symbiotic relationship that is beneficial for everyone involved.

How can we support Associate Members?

By referring to the Associate Member list on the POC website and trying out a new product or service. Sharing this experience with other organizers will allow them to have a great resource and our Associate Members will reap the benefits of their membership.

Next Chapter Chat:

On April 29th, 2020 we will welcome Angie Sauve from POC's marketing company. She will go over points to help get POC Trending on Social Media and of course all these tips will be applicable to your own social media campaign's. Bring your questions for Angie and her social media expertise. Afterwards, we will discuss the new Chapter Executive Facebook page and answer any questions you may have.

NOTE: All Chapter Chats will be held at 1pm EST until further notice.

2020 Chapter Chat Dates: Mark your calendars!

April 29	Let's Get POC Trending & The New Chapter Executive Facebook Page	Angie Sauve, Sociation Marketing Cindy Wezenbeek, Director of Chapters
May 27	Chapter Finance	Edie Michels
		Director of Finance
June 24	Virtual Summit	National Conference Committee
September 25	Education	Tamara Liebmann, Director of Education
October 23	Communication & Membership	Heather Schmidt, Director of Communication
		Tannis McLaren, Director of Membership
November 27	Leadership	Cindy Wezenbeek, Director of Chapters

Stay safe and share what you are doing to keep busy on the POC Facebook pages!

Cindy Wezenbeek
[Director of Chapters](#)

EDUCATION NEWS

In a continuing effort to support our members during this difficult time, we will be offering discounted rates on all our [courses](#) from April 1 through June 30, 2020. Please check the website for a list of courses being offered.

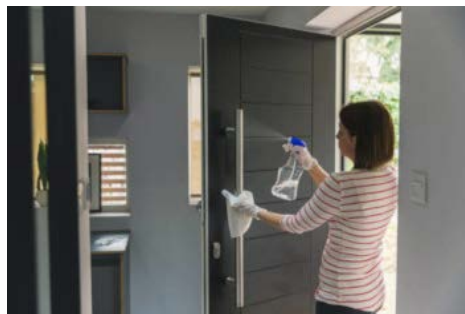
Considering the ongoing developments resulting from the coronavirus our Trained Professional Organizer (TPO) exam set to take place at the chapter level must be cancelled.

Stay safe and healthy!

Tamara Liebmann
[Education Director](#)

POC IN THE MEDIA

March was another great month on our POC social media platforms (Facebook, Twitter, Pinterest, and Instagram). Our **Instagram** account is continuing to grow with yet another jump in followers! We now have 436 followers (up 50 from last month) and March had 9,843 impressions with 435 "likes". Our **Facebook** posts were liked 2,106 times last month, up 14 likes from February. The top performing post featured POC's own Linda Chu on Zoomer discussing downsizing after the passing of a parent. **Twitter** saw 12 retweets in March again and we were 'liked' 56 times. Our most popular tweet suggested saving space by storing utensils vertically. **Pinterest** had total monthly impressions of over 4,170 and 5 new followers. If you aren't following POC on any of our social media platforms, we encourage you to join us and engage with both your association and fellow colleagues. Just click the links below!



President Dennise Conforti was interviewed for an article on April 2, 2020, by Global News on [Spring cleaning](#).
[Coronavirus-Style: Areas in your Home you Shouldn't Ignore.](#)



Jocelyn Vien's article, [Le centre de commande familial, pour une bonne organisation des activités](#), was published in L'Écho du Lac, March 2020.

SOCIAL MEDIA

POC's Social Pages

[Facebook](#) [Twitter](#) [Pinterest](#) [Instagram](#)

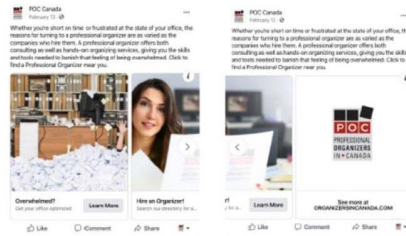


Sponsored Facebook Ads



January - March Facebook Ads

Ad #1: POC Lead Generation – Legal
Duration: January to March 31, 2020
Audience: 45,000 users based on Interests and Location
Budget: \$300.00
Total Reach: 10,924 people
Total Impressions: 138,748
Total Clicks: 222



SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



January - March Facebook Ads

Ad #2a: Join POC – Educational Programs
Duration: January to March 31, 2020
Audience: 160,000 users, lookalike based on POC Followers
Budget: \$300.00 (combined)
Total Reach: 13,993 people
Total Impressions: 81,237
Total Clicks: 89



SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Heather Schmidt
[Director of Communications](#)

Linda Chu
[Director of Marketing](#)

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

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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