



POC Talk

POC Talk August 2017

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BOARD OF DIRECTOR NEWS

Opportunity! Join the National Board of Directors

Your association needs hard-working volunteers committed to Professional Organizers in Canada. Do you know someone who would make a good board member?

To be eligible to stand for the Board of Directors, a candidate must meet the following qualifications:

- Membership in POC of at least one year;
- Provide 2 reference letters
- Able to participate in the Board of Director's meetings;
- Have maintained ethical behaviour according to the POC Code of Ethics; and
- Willing to conform to conflict of interest and Code of Conduct Policies of Professional Organizers in Canada

Please visit the POC website to review the director job descriptions. At this point in time we are looking for Director of Chapters, Director of Communications and Director of Finance.

Please contact anyone on the nominating committee (Cathy Mendler, Jeff Orr or Adele Lapointe) or Janice Kirwin, [Vice-President](#) for further information. Elections will be held at our Annual General Meeting at Conference in Toronto on Thursday November 2nd, 2017.

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

2017 POC Conference November 2-4, 2017 Toronto, ON

Conference registration is officially open! Get the [2017 Conference Program and Brochure](#) for information on all the speakers, presenters, and all the other exciting elements of this year's conference.

If you haven't registered already, you still have time to take advantage of our EARLY BIRD registration and save some of your hard-earned dollars! **Early Bird Deadline:** September 29, 2017.

From Kym McFadden, [Entertainment Lead](#):

#Organize: Building on the Buzz, 2017 conference is just around the corner. I am once again excited to be the Entertainment Lead and hope you are planning on attending.

- We have fun entertainment lined up for the Saturday night: Baldini - Man of Magical Mystery. Check out his [YouTube channel](#). You will not be disappointed.
- Back by popular demand is the Colour Corner. Sit for a few minutes between sessions and colour; a wonderful activity to rest your mind and your body.
- We will be offering head shots again! Update your profile picture, free of charge, a great value included in the price of your conference ticket.
- As well, the photo booth will be available for all sizes of groups at the Saturday night dinner. Organize a group and preserve a 2017 conference memory.

Stay tuned in the Conference Facebook group for additional activities being offered at Conference 2017. I will be announcing them soon.

#ORGANIZE: *BUILDING ON THE BUZZ*



Minimalism, Simplify, Downsize - today's buzz words are raising public awareness of professional organizing. Together, let's keep *BUILDING ON THE BUZZ* to grow your business and our profession!

POC CONFERENCE 2017



The Westin Prince
Toronto, Ontario
November 2-4, 2017

organizersincanada.com/events/conference.html

Advertising, Sponsorship, and Exhibitor Opportunities

Know someone with a product or service that would be of interest to Professional Organizers and entrepreneurs? Share these ways they can promote their business at #POCConf2017:

- Book a table at the Expo – Professional Organizers love meeting vendors at the annual Expo and learning about the products and services that can help them or their clients. It's a cost-effective way to access high-quality leads, with a promising referral source. New this year, exhibitors will have an opportunity to pitch their products or services during breakfast in a 3-5 minute direct engagement with all conference delegates. Attendees will also vote for their favourite exhibitor, who will be a guest of POC at the Awards Dinner where they will be

recognized as the 2017 Best Exhibitor award winner.

- Advertise in the digital conference program - All conference attendees will be provided with a digital Conference Program outlining all the awesome programming and exciting events. Your product, services and or business will be at their fingertips at all times! What a way to reach a captive audience of organizers and other industry insiders who want to know the current trends, buzz and information.
- Sponsor part of the conference – POC offers a wide range of sponsorship opportunities that fit any budget, including meals, education sessions, the Leadership Forum, and coaching sessions. Exclusive sponsorships provide excellent exposure and opportunities to network with, and market to, your target audience. Several opportunities are already spoken for so book yours while you can!

Contact: Dennise Conforti at conferenceexhibitorschair@organizersincanada.com to reserve your spot now before it's all booked.

Discounts for Travel

POC has secured discount codes for attendees of the 2017 POC Conference from Air Canada, WestJet, and Via Rail. Check out the [Conference Program and Brochure](#) for details.

Book your Hotel Room

Book your accommodation before September 28, 2017 to ensure the POC Group rate and availability. Details are in the [Conference Program and Brochure](#). A dedicated booking website is now available for you to book your hotel room online: <https://www.starwoodmeeting.com/events/start.action?id=1707120316&key=2715C6E0>

Facebook and Twitter

Join our [Conference FB group](#) or follow us on [Twitter](#) to stay up-to-date on all the latest news and discussions! And keep sharing your ideas for #POCConf2017 so we can include them in our planning!

EDUCATION NEWS

Launch and Grow Your Business Program

We are happy to announce that we will be offering our 2-day comprehensive Launch and Grow Your Business Program in the 2 days prior to conference: Tuesday, October 31st and Wednesday Nov 1st. They are full day classes running from 8:30am to 5:00pm. They will be offered at the conference hotel The Westin Prince. Our facilitator for these 2 days will be Jane Veldhoven. The course offers an in-depth look at starting your own Professional Organizing Business with best practices, marketing and business resources. You can read more about the program at <https://www.organizersincanada.com/education/index.html>. Registration is now available so please visit the web site [education calendar](#).

For further information please contact Tamara Liebmann, [Education Director](#) or Janice Kirwin, [Vice-President](#).

Trained Professional Organizer Exam

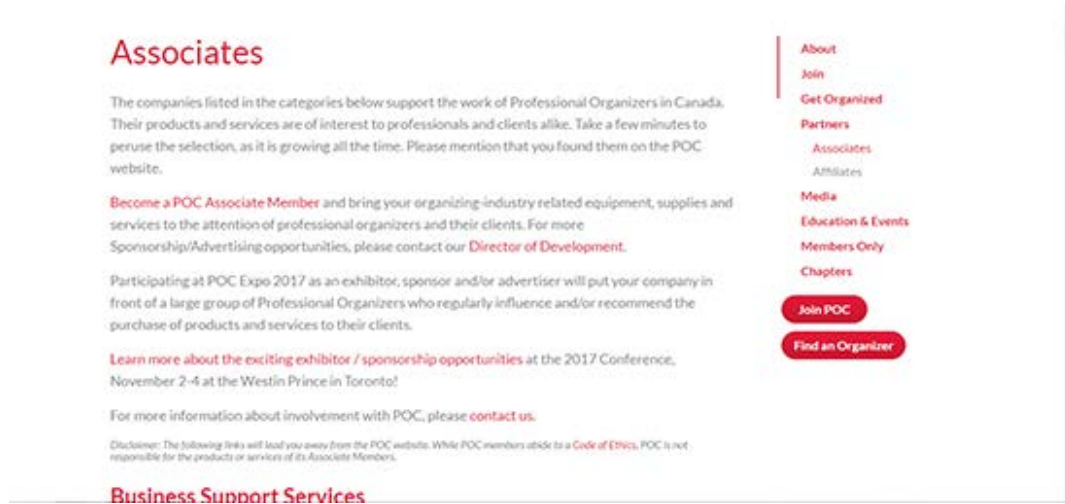
The next offering of the TPO exam is scheduled at this year's Conference in Toronto, on Thursday, November 2nd. Once you have completed all the required courses you can register via the web site, under [Education/Events](#).

Tamara Liebmann
[Education Director](#)

MEMBERSHIP NEWS

Leverage POC Associates to Stay Competitive

There are many businesses who align with POC's many members. Make sure you know all the discounts and privileges that come with being a member. These update regularly!

A screenshot of the POC website's 'Associates' page. The page has a white background with red and grey text. On the right side, there is a vertical navigation menu with red links: 'About', 'Join', 'Get Organized', 'Partners', 'Associates', 'Affiliates', 'Media', 'Education & Events', 'Members Only', and 'Chapters'. Below the menu are two red buttons: 'Join POC' and 'Find an Organizer'. The main content area on the left is titled 'Associates' in red. It contains several paragraphs of text in grey, explaining the benefits of being a POC Associate Member and providing information about the 2017 Conference. A small disclaimer is at the bottom of the main content area.

Business Insurance



The 2017 Membership Survey showed that only 57% of our members have Business Insurance. Mitigate the risk of unforeseen damage and get the coverage you need.

BREAKING NEWS: Insurance is now offered to members of POC in the province of **Quebec**. We have had feedback that the process is now quick to apply and has resulted in big savings (enough to cover conference admission).

Please contact [Mike Parwicki](mailto:mparwicki@mycorinsurance.com) by phone: 905-814-7231 or by email: mparwicki@mycorinsurance.com

APDO Conference 2018 International Speakers: Invitation to Apply

APDO is delighted to announce that the 8th annual conference "Organising matters" will take place on 15 & 16 March 2018 in London.

The conference committee invites applications from professional organisers worldwide to participate as international speakers.

"Organising matters" will offer opportunities to explore the latest industry trends, share organising tips and strategies, and boost business development. It will bring together at least 100 professional organisers from across the UK and beyond for two full days of talks, discussions, workshops, networking and fun social events. At the past 4 annual conferences, international speakers from the

USA, Australia, Canada, Finland and Netherlands proved very popular so we very much hope to attract both national and international speakers to 'Organising matters'.

To find out more and to apply to be an international speaker at the 2018 conference, please click on the following links:

- [Details of the 2018 conference](#)
- [Application for international speakers](#)

The deadline for applications is 1 September 2017.

Please email Helen Cousins if you have any further queries on speakers@apdo.co.uk Thank you. We look forward to receiving your application.

APDO Conference Committee

DEVELOPMENT NEWS

New Regional Associate Members



AMJ Campbell Moving is Canada's largest coast-to-coast moving company. Relocating Canadians since 1934, AMJ Campbell offers a full range of services including among other things local and long distance moving, storage, packing, crating, furniture disassembly and reassembly.

AMJ Campbell is a proud supporter of Prostate Cancer Canada, Special Olympics Canada and is the official mover of Canada's Olympic Team.

176 Hillmount Road
Markham, ON L6C 1Z9
Phone: 905-284-0191
Email: dkelly@amjcampbell.com
Contact: Dennis Kelly, Senior Moving Consultant



Major Move is your complete moving solution offering everything from Moving and Storage services to Eco-friendly Boxes and Moving Supplies. Our Mission is to save you time, money and hassle! All Professional Organizers receive 20% off all moving supplies and 50% off all moving supplies when you book your clients physical move with us!

1040 Martin Grove Road, Unit 10
Toronto, ON M9W 4W4
Phone: 416-245-6683
Email: ah@majormove.com
Contact: Andrew Hewko, Owner



At NuGround Property Services, we offer full-service junk removal and garbage disposal, which includes professional labour, a 16' disposal truck and all the tools and materials necessary. Also, we make best efforts to donate and recycle as many items as we possibly can.

173 Queen Street South
Bolton, ON L7E 2C6
Phone: 647-207-1387
Email: info@nuground.ca
Contact: Julian Quinones – Director of Marketing



MYCOR Insurance Solutions has created a customized Business Insurance Policy for POC Members.

1414 Martin Grove Road
Toronto, ON M9W 4X8
Phone: 416-849-8161
Email: 416-849-8161
Contact: Mike Parwicki, CEO

Regional Associate Member Renewals

SPACE AGE SHELVING

Closet and Storage Specialists since 1989.

We custom design, build and install storage and organizing systems for bedroom closets, linen and hallway closets, pantries, home offices, garages – wherever space and organization is needed! Our showroom features vignettes of high quality storage and organizing systems in durable open wire and solid custom melamine. In-home consultations and great ideas are complimentary! Come talk to us!

2444 Industrial Street, Unit #5, Burlington, ON L7P 1A5
Phone: 905-333-1322
Email: info@organizeyourself.ca
Contact: Fedor & Margaret Rip, Owners

COMMITTEE NEWS

COMMITTEE VOLUNTEERS NEEDED

We will have the following openings available following our conference in November:

Nominating Committee – The Nominating Committee reaches out to members across the country at conference and during the year to ensure that all our committees have enough volunteers to fill the positions and members interested in volunteering are pointed in the right direction for the committees they are interested in volunteering for. Our current committee will be coming to the end of their 2 year term and we will be looking for at least 2 more volunteers.

National Conference Committee - 2 of our Committee members will be coming to the end of their terms after conference and we will have 2 positions to fill for next year – Exhibitor Lead and Entertainment Lead.

For further information please contact Janice Kirwin, [Vice-President](#).

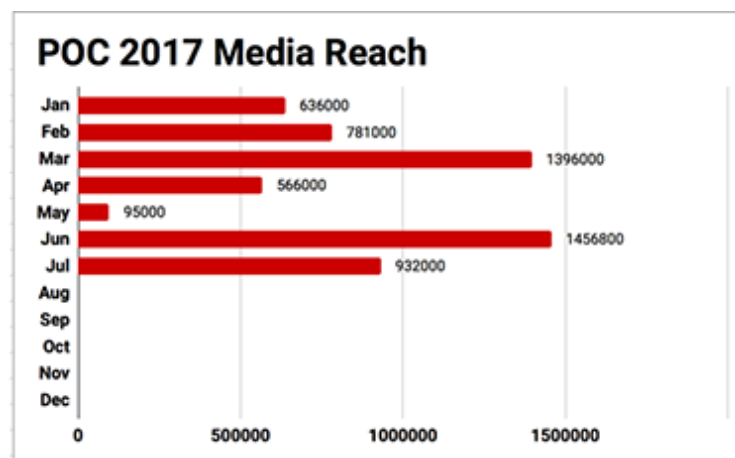
FINANCE NEWS

I would like to thank the Chapter Treasurers for their amazing work on their Chapter Budgets and Year End Financial Statements. I really appreciate all you do for our association.

Susan Toth
[Director of Finance](#)

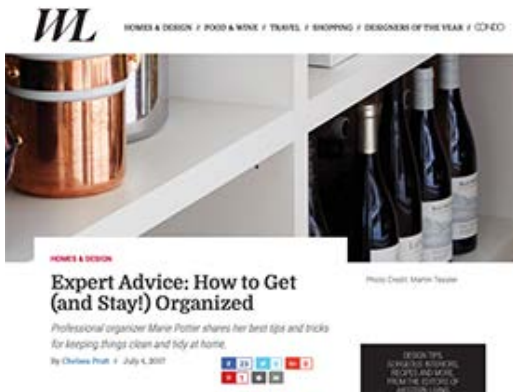
POC IN THE MEDIA

POC reached **932,000 impressions** for July 2017.



PR Highlights - July 2017

Caroline Rochon shares [Tips and Tricks on How to Keep Kids Entertained and Remain Organized Through the Summer Break](#). The POC website was shown on screen towards the end of the segment. The segment was also shared online.
CTV Morning Live



Marie Potter's tips on [How to Keep a Home Tidy and Organized](#) appeared in the Expert Advice column for Westernliving.ca. The article included a mention of POC and linked to the website in the beginning of the article. **Western Living**

These 3 decluttering tips can simplify your house move

In Canada by Professional Organizers In Canada (POC) / July 6, 2017 / Leave a Comment



Whether it's to a new home across town or across the country, **moving to a new home** can be overwhelming. Many of us struggle with figuring out where to start when getting ready to move. Although, the first logical step when preparing to move is to declutter, it can be the most difficult because it requires more of a change in

Rosalind Tantalo contributed an article to TheRedPin blog on the topic of [How to Declutter Before Moving](#). POC was mentioned in the beginning of the article, along with the POC website. **TheRedPin**

Marie Potter's tips on [How to Conduct a Social Media Detox](#) were shared on Huffington Post. Professional Organizers in Canada was mentioned at the beginning of the article. **Huffington Post**

THE BLOG

How To Organize A Social Media Detox

If you are constantly on social media, it is time to take a time out.

© 8/10/2017 11:55 EDT | Updated 8/10/2017 11:55 EDT



Professional Organizers in Canada



Do you spend more time online than in the real world? With the accessibility of mobile phones and the pressure to be connected with work, family or friends, social media often contributes to poor time management skills. In a recent poll we conducted, it was found that the average person spends 73 minutes per day simply scrolling through social media.



VIDEOS CONTESTS SHOW NOTES INSIDE BT



Georgina Forrest appeared on Breakfast Television Calgary for a segment on [How to Organize The 'Junk' Drawer](#). She mentioned the website as a call to action. The segment was also posted online. **Breakfast Television Calgary**



KW Professional Organizers were interviewed and provided their [Tips for Summer Cleaning](#) to the blog Coco & Cowe. Professional Organizers in Canada was mentioned in the article. See This media hit was secured by KW Professional Organizers. **Coco & Cowe**

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

- Re-distribute great member content to a wider audience across POC marketing channels
- Create a network of POC organizing experts who regularly post content on social media or blogs
- 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 chosen, your content will get highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels.
- Your content will be credited to you.

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.

SOCIAL MEDIA

Pinterest

- 6 new followers - not bad considering the audience size
- 127 average daily impressions - up very slightly from June
- 82 average daily viewers - down from June

Twitter

- 8 new followers

Facebook

- 9 new likes – Up 7% for the year
- 21,899 reach - down from June
- 4.20% engagement rate - down from June

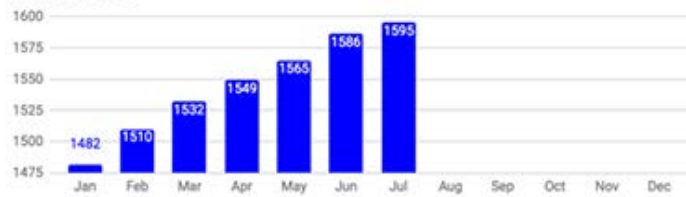
Pinterest



Twitter



Facebook



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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