



A red rectangular banner with the words 'POC Talk' in white. 'POC' is in a bold, sans-serif font, and 'Talk' is in a slightly lighter, sans-serif font.

## POC Talk August 2019

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## VICE-PRESIDENT'S MESSAGE

### POC French Documents

As mentioned previously, the translation of some POC documents into French is under way. Chlo  , a Laval University student from the translation program, is doing her internship with us. Some of them are finished, but not yet posted on the website. While it may seem like only little steps, with work and time, it will be a huge step.

The lexicon that was provided by POC volunteers who did the translation of the website a few years ago was updated to facilitate the work of actual and future volunteers who would like to join the translation committee.

We have translated the documents that we judged were more important. Therefore, soon, the whole POC Code of Ethics will be available in French for you to use. If you want to recruit some French associate members, know that the Associate Membership Guide is now available in French. The Privacy Policy is also done. Very soon, the POC One-Page Flyer will be finalized. The translation of the Membership Registration Form is complete, but yet has to be put up on the website. We are at the final steps of the revision of the POC Brand and Logo Guidelines.

We hope that all the work we put into your association is appreciated. If there are any documents that you may need in French, let me know. I may be able to translate (or have translated) those ones first.

### New Board Member

The POC National Board of Directors would like to welcome Tannis McLaren to the POC National Board. Tannis will stand for election by the members at the AGM on November 7, 2019.

Nathalie Bureau  
[Vice-President](#)

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



**The Sky's the Limit! #UP\_UnlimitedPotential  
POC Conference 2019  
November 7 – 9, 2019  
Toronto, Ontario CANADA**

**The POC National Conference Committee (NCC) is proud to announce registration for the 2019 Conference in Toronto, ON, is NOW OPEN!**

Visit the [POC 2019 Conference](#) page on the POC website to read about the exciting, innovative and can't be missed programs we have planned for you and to access the [2019 Conference Program and Brochure](#) (PDF).

You can register online at the POC website: [POC Conference 2019 Registration](#).

**BOOK NOW to receive the Early Bird Rate, available only to September 5, 2019.** \$520 to September 5, 2019 (\$580 after deadline)

Join us on [Facebook](#) or follow us on Twitter [@POCCConf2019](#) for sneak peeks and more information!

### **HOTEL – Radisson Admiral on the Toronto waterfront**

**2019 Hotel Rate & Deadline Date:** \$195 to October 5, 2019

Book your accommodation **before October 5, 2019** to ensure the POC Group rate and availability. Booking through our room block is important as it allows POC to meet its contractual obligations. Without the room block, we can't secure hotel venues – so booking through POC ensures the future of the conference!

### **Travel on a Discount!**

**Air Canada** is offering a 10% discount off their eligible fares from October 31, 2019 through November 16, 2019. To receive this POC designated discount, you must use the account code **R8NBDQN1** when booking your flight. To review schedule information and to book a flight with the POC promotion code, go to [aircanada.com](#) and **enter your promotion code in the search panel.**

*\*No discount will apply to Tango bookings for travel within Canada or between Canada and the U.S. For International travel (destinations outside North America), discounts apply to all fares including Tango.*

**WestJet** is offering 5% off the Econo and 10% off EconoFlex and Premium fares for travel within Canada and 2% off Econo\*, 5% off EconoFlex and 10% off Premium base fares for guests travelling Trans-border into and out of Toronto. To take advantage of this offer, you will need the discount codes listed below. Please visit [westjet.com/conventions](http://westjet.com/conventions) to make a booking online. If you have questions about how to complete a booking with your discount codes, visit WestJet's [frequently asked questions](#) page.

**Travel from: November 1 – 16, 2019**

*\*Basic fare class is excluded from discount. Discount codes are valid for travel on the dates indicated above. Percentage discount is applied to base fare. Taxes, fees and charges are extra.*

**Coupon code:** \*Guest web/Travel agent web

**U4SL84Y**

**Promo Code:** \*Travel agents GDA only

**WLL35**

**[REMEMBER TO REGISTER NOW!](#)**

### **Entertainment**

**DJ Prince Lambert** will be providing the entertainment. Put on your dance shoes and come join us dance the night away at the Awards Gala.

### **Sponsorship**

Did you know you can sponsor key elements of the POC Conference and get all kinds of perks? From recognition at the podium, to information and product placement on the tables, we make sure our members hear about our sponsor's business. Sponsor the keynote speaker, the Awards Dinner, Coaches Corner, breakfast or lunch – sponsorships are limited so book now.

### **Advertising**

What a cost-effective way to reach your target audience! For as little as \$125 (quarter page, member price), you can advertise your business or services in the POC Conference Booklet. A great way to maximize your exposure with advertising in the conference booklet.

We have some exciting Exhibitors this year!

### **MASSAGES ARE BACK!!!**

On Saturday from 10AM to 3PM, come and relax as some massage students from the Oxford College will provide you with some express – but very efficient – 15-minute massages to relax your tensed and tired shoulders and backs. Upon registration, you will receive a coupon that will give you automatically access to a session. More information will be given to you on how to book your time slot once on site. Isn't that another great reason to register for Conference 2019 #UP\_UnlimitedPotential?

### **Conference Expo**

Our Conference Expo is coming together. Here is a highlight on 3 wonderful companies joining us this year. Be sure to connect with them when visiting the Expo.



### **Institute for Challenging Disorganization**

We are excited to announce that ICD will be joining us again at conference this year. Back by popular demand, ICD will be offering their Basic CD course this year. Details about that to follow, so stay tuned! For more information about the Institute for Challenging Disorganization, [check out their website](#).



### **Transition Squad**

We are excited to have Transition Squad join us at conference this year. Be sure to check them out at this year's Conference Expo to learn more about their latest offers in Professional Organizing. For more information about Transition Squad, [check out their website](#).



### **AMJ Campbell**

We are excited to have AMJ Campbell Moving join us at conference this year. Be sure to check them out at this year's Conference Expo to learn more about the full range services they provide. For more information about AMJ Campbell Moving, [check out their website](#).

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## **ETHICS CORNER**



### DID YOU KNOW?

Filing a complaint can be an emotional process. Did you know that in order for a complaint to be considered to have merit, the complainant and/or the respondent must follow a specific process? This includes submitting (in "read only" format) supporting evidence in the form of emails, photos, invoices, estimates, etc. to ensure the case can be evaluated objectively by the committee.

### FOOD FOR THOUGHT

What would you do if a client wants to give you things?

1. Would you accept graciously?
2. Would you offer to pay for them, and if so, how would you determine the value?
3. Would you decline?
4. Would you barter for services?

Why not think about it and use as a round table discussion at your next chapter meeting!

Stay tuned for more "DID YOU KNOW" and "FOOD FOR THOUGHT" next month!

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## DEVELOPMENT NEWS

### Associate Member Renewal



We are happy to announce our continuing partnership with **AMJ Campbell** as an Associate Member! 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.

Contact: Dennis Kelly, Senior Moving Consultant  
Phone: 905-284-0191  
Email: [dkelly@amjcampbell.com](mailto:dkelly@amjcampbell.com)

## COMMITTEE NEWS

### AWARDS COMMITTEE

The Awards Committee received some very interesting applications for both the Harold Taylor and Ambassador Awards. The members of the committee are now evaluating the applications received. The committee would like to thank all the members who took time to submit nominations.

Each member of the committee will choose his/her first top three candidates in each of the category. Then, in September, they will meet to compare their choices and discuss their reasons for choosing those people. Some years, discussions do not last very long, because each person has chosen the same candidates individually. Other years, they may have to discuss more.

The next step in the process will be to check if any ethics complaint has been made against any of the finalists. Then, the committee will announce the finalists.

Of course, we will keep you posted when it comes to that fun and exciting part!

Nathalie Bureau  
Board Liaison for the Awards Committee

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## MEMBERSHIP NEWS

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

Mylène Houle Morency - FLO | Organisation - St-Bruno, QC

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## EDUCATION NEWS

### Launch and Grow Your Business Program Module 2: Marketing Basics for your Organizing Business

Ready to launch your new business or grow your current company? Then the **Launch and Grow Your Business Program** is perfect for you! This former two-day course for professional organizers and business owners is now offered as three separate modules. Attendees can select the module that they need to expand their skill set; each class offers practical tips, techniques and industry information.

**[Module 2: Marketing Basics for your Organizing Business](#)**  
**Wednesday November 6, 2019:1pm-5pm**

Snack and beverages are provided.

***Each module costs \$300 + HST for members, \$350 + HST for non-members.***

Launch and Grow is taught by Laura Kay of Laura Kay Organizing. Since 2006, she has gone from a sole practitioner to a thriving business owner, providing employment for many other Professional Organizers as subcontractors. In 2015 she was presented with POC's Ambassador award for providing mentorship and guidance to other Professional Organizers and helping to promote the Industry to the public.

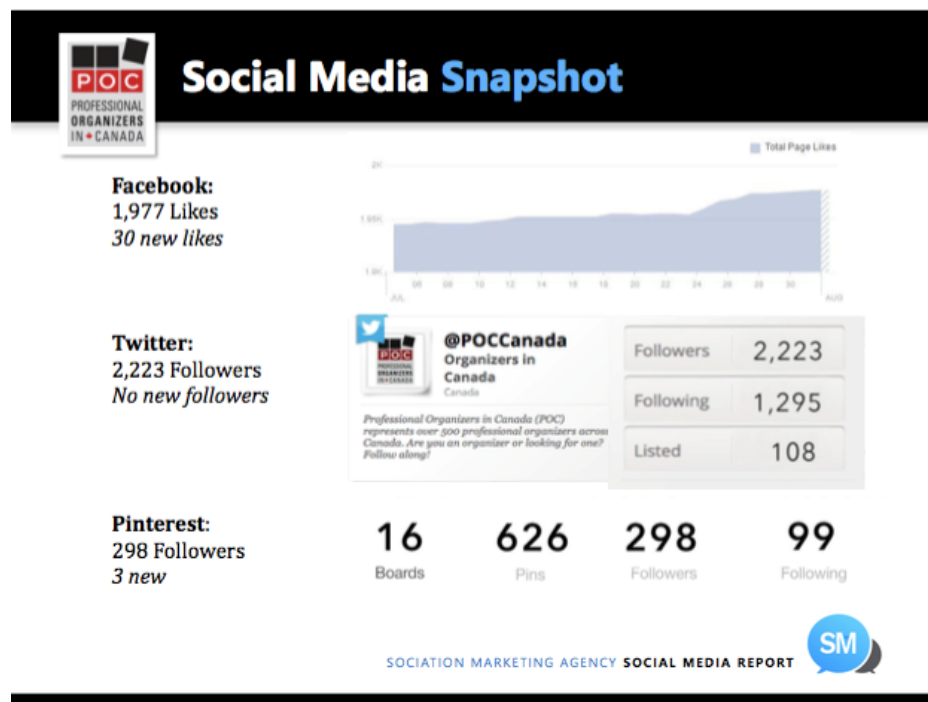
**Trained Professional Organizer (TPO) Exam**

The next offering of the TPO exam is scheduled at this year's Conference in Toronto, ON, on November 7th. Once you have completed the 12 required teleclasses you can [register for the TPO exam online](#).

Tamara Liebmann  
[Education Director](#)

## SOCIAL MEDIA

July showed some great activity on all of our POC social media platforms (Facebook, Twitter and Pinterest, and new last month, Instagram). We already have 83 followers and July saw 204 likes on our new [Instagram](#) account! Make sure to follow today if you haven't already. Our **Facebook** posts were liked 1,977 times last month, up 30 likes from June! The top performing post featured a magnetic strip to organize that Hot Wheels collection. **Twitter** saw 19 retweets in July and we were 'liked' 77 times! Our most popular tweet featured some tips to keep the garage organized and clean. **Pinterest** had a great month with total monthly impressions of over 78,000 and monthly engagements of almost 4,000! 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!



Heather Schmidt  
[Director of Communications](#)

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

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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468 Queen Street East, LL-02  
Toronto, Ontario M5A 1T7  
[www.organizersincanada.com](http://www.organizersincanada.com)

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