

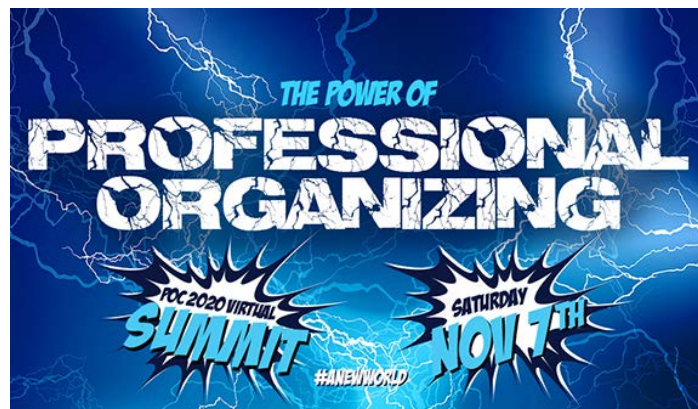


POC Talk August 2020

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



**The Power of Professional Organizing – #ANewWorld
Saturday, November 7, 2020 | 8:30 am – 4:30 pm MT**

Your National Conference Committee is proud to announce registration for the 2020 Virtual Summit is NOW OPEN!

Visit the [POC 2020 Virtual Summit page](#) on the POC website to read about the exciting, innovative and can't be missed virtual program we have planned for you and to access the [2020 Virtual Summit brochure](#) (PDF). For the low cost of \$75 CDN you can experience an amazing day of learning and

networking with fellow organizers from across the country and around the world!

You can register online at the POC website: [POC 2020 Virtual Summit Registration](#)

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

COMMITTEE NEWS

News from the Awards Committee

The Awards Committee received many nominations for both the Harold Taylor and the Ambassador Awards. Thank you to all the POC members who took the time to fill in the paperwork. Your fellow organizers certainly appreciate it.

The members of the committee are now busy reviewing the nominations to determine finalists in each category, and the future winners.

As previously announced in former editions of the POC Talk, there was a contest amongst chapters for which one would nominate the most people. This chapter incentive is based on percentage of nominations per membership. The money earned is to be spent towards all members in the chapter, i.e. buying coffee and doughnuts, books for library, speaker fees, etc.

We are very happy to announce the winners:

- \$150 1st position with 9,09% of participation: **Vancouver Island**
- \$75 2nd position with 8,62% of participation: **Halton-Peel**
- \$50 3rd position with 6,25% of participation: **Montreal**

Thank you to the BC Lower Mainland, Calgary, Cyber, and Toronto chapters who also sent in nominations.

Stay tuned for the September edition as we will reveal the finalists in each category!!!

Nathalie Bureau

[Vice President and Board Liaison for the Awards Committee](#)

ETHICS CORNER



August

DID YOU KNOW?

In last month's Ethics Corner we gave tips on how to solve conflicts over goals. We also stressed the importance of communication skills to prevent conflicts from turning into ethics issues.

As mentioned during the last two months, in the book **"Communicate with Confidence"**, author **Diana Booher** divides conflicts into five categories:

1. Conflicts over facts
2. Conflicts over circumstances
3. Conflicts over personalities
4. Conflicts over goals
5. Conflicts over values

This month, let's look into how to solve conflicts over values.

Booher suggests following her advice from **Tip 837 Determine the nature of this conflict**: "Conflicts over values cannot be resolved. The difference between attitudes and values is generally time. Attitudes change; values have taken root in a person's life over a long period of time.

Values form the basis for how people look at other people, at their work, at ideas, and at life in general. If you consider a situation or action immoral or offensive, that judgment is based on values, and you are not likely to be satisfied with a compromise."

FOOD FOR THOUGHT

Conflicts over values can stir up a lot of emotions. As organizers, we might be faced with conflicts over values when working with clients and also when working with other organizers on a project. The following is an example of a situation you might experience.

An experienced organizer posts a job on your chapter's Facebook page in order to provide service to a client with a big moving contract. You contact the organizer to manifest your interest and are invited on the job. You are a relatively new organizer, having worked on two contracts so far. You learn you will be working on this job with two other organizers, and that the organizer who has obtained the contract will be absent from the job site, working on another job.

As you begin on the first day, you are told over text that in the contracted organizer's absence you will be acting as Lead Organizer. In addition, while you are working with the other organizers you understand you will be paid the same hourly wage as the rest of the team. Since you are just starting in the industry, your experience is limited and you were hoping to develop your knowledge working side-by-side with the experienced organizer who hired you for the job. You are feeling a bit surprised, disappointed and overwhelmed.

The two other organizers are less experienced than you are and are looking to you to instruct them on the steps to take. What do you do?

- Do you take the lead or do you take the team-approach you prefer?
- Is there anything you could have done to prevent this scenario?
- Can you think of questions you could have asked prior to starting the job?
- Do you address the hourly rate issue with the experienced organizer who gave you the job?

See you next month in the Ethics Corner!

MEMBERSHIP NEWS

Policies and Procedures Manual

Thanks to some extra special volunteers, POC's Policies & Procedures Manual has been completely revised and streamlined. We'd like to extend a huge THANK YOU to Stephanie Deakin and Maggie Megenbir for managing this process, as well as Cathy Mendler for her copy editing. The new P&P manual now includes the appendices in a separate document to make it easier to read. It will be posted on the website under ["Downloads & Guidelines"](#), in the member's area, and is the go-to reference for members and volunteers on the association's policies and procedures. It was an incredible amount of work and we are so appreciative to Steph and Maggie in particular for their exhaustive efforts. Please take some time to review these policies and procedures, as well as familiarize yourself with where they are located on the POC website for future reference.

Retiring from Professional Organizing? You Can Still Be a POC Member!

Did you know that POC has an emeritus membership category? If you are no longer engaged in the organizing profession, are at least 55 years of age, and have been a POC member for at least five years, you qualify for emeritus membership!

As an emeritus member you still have all the membership benefits, including voting privileges, and can still volunteer at both national and chapter levels in any capacity, except serving as the president of POC.

For more information or to request to become an emeritus member, please contact inquiries@organizersincanada.com.

EDUCATION NEWS

Trained Professional Organizer (TPO) Exam

The TPO exam will be held online just before our virtual summit on **Friday November 6, 2020 at 10am MT** (please adjust time accordingly, for your time zone). [Registration is now open.](#)

Any POC member who has taken all 10 basic 100 series classes plus 2 of the 200 series classes is eligible to write the exam. Please go on the website for a [list of courses](#) being offered.

Tamara Liebmann
[Director of Education](#)

CHAPTER NEWS

Next Chapter Chat:

September will be the next Chapter chat as we take a break during the summer, enjoy the weather and hopefully the lifting of some social distancing restrictions across Canada.

2020 Chapter Chat Dates: Please mark your calendars chapter executives.

September 30	Education	Tamara Liebmann, Director of Education

October 21	Communication & Membership	Heather Schmidt, Director of Communication
		Tannis McLaren, Director of Membership
November 25	Virtual Leadership Forum	Cindy Wezenbeek, Director of Chapters

Take care and stay healthy!

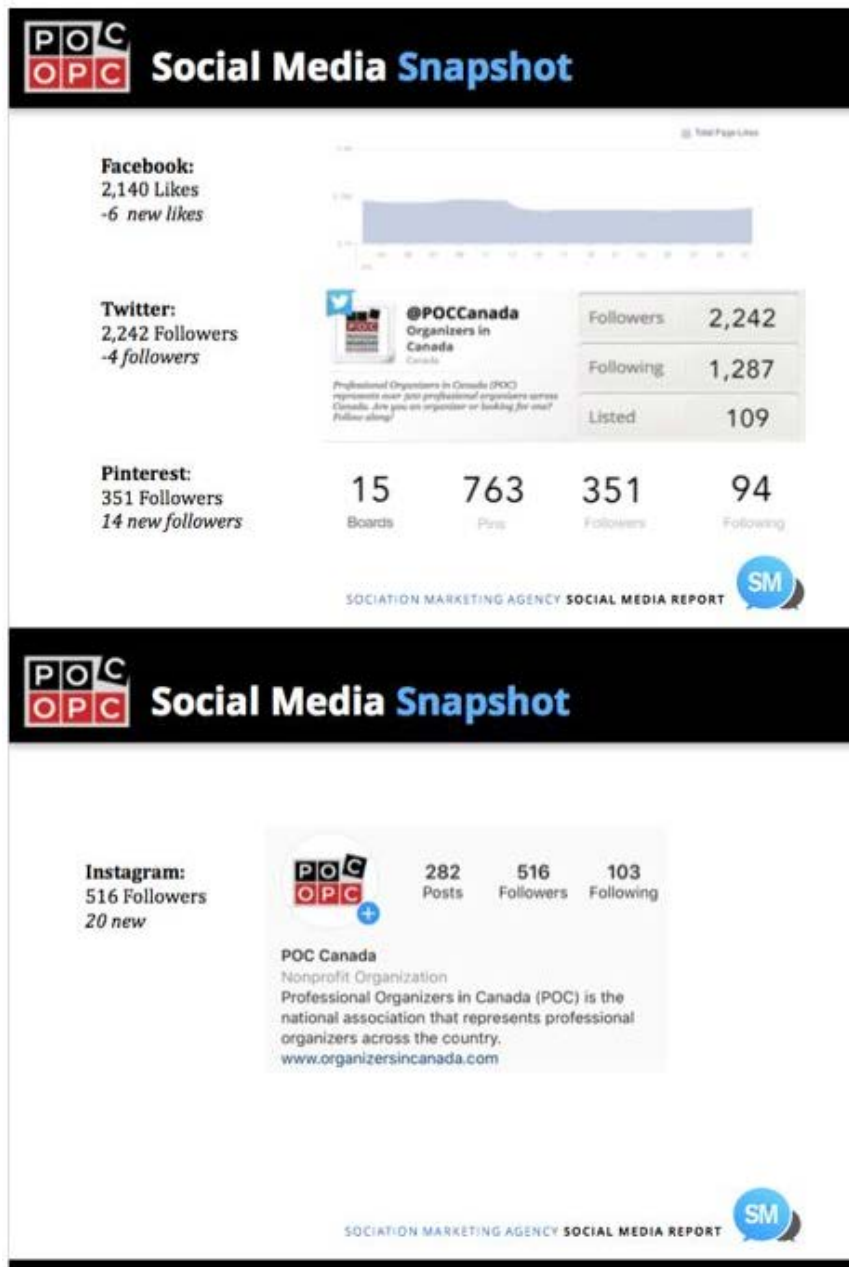
Cindy Wezenbeek
[Director of Chapters](#)

SOCIAL MEDIA

POC's Social Media Pages

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

July saw some growth as well as declining numbers on our POC social media platforms (Facebook, Twitter, Pinterest and Instagram). We saw yet another jump in followers on our **Instagram** account, leaving us at 516 followers (up 20 from last month) and July saw 6,733 impressions with 253 "likes". Our **Facebook** posts were liked 2,140 times last month, down 6 likes from June. The top performing post featured an organizing hack involving the use of clothespins for organizing belts, jewelry and scarves. **Twitter** saw an increase of 26 retweets in July and we were 'liked' 16 times. Our most popular tweet featured an article by our very own Linda Chu on how to get back into the swing of things at work after working from home. **Pinterest** had an incredible month with total monthly impressions of over 51,000 and 14 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 above!



Facebook Sponsored Ads

POC continues to sponsor ads to attract viewers in the following areas:

1. Potential clients to POC's Find an Organizer area of our website
2. Potential members to join POC
3. Courses on professional organizing through POC
4. Attending POC's annual conference

The following are Facebook Ads from the last few months:

POC OPC May Facebook Ads

Ad #1a: Join POC – Should I?
Duration: May 2020
Audience: 260,000 users, lookalike based on POC Followers
Budget: \$200.00 (combined)
Total Reach: 17,700 people
Total Impressions: 72,580
Total Clicks: 362



POC OPC May Facebook Ads

Ad #1b: Join POC – Benefits
Duration: May 2020
Audience: 260,000 users, lookalike based on POC Followers
Budget: \$200.00 (combined)
Total Reach: 10,892 people
Total Impressions: 59,047
Total Clicks: 111



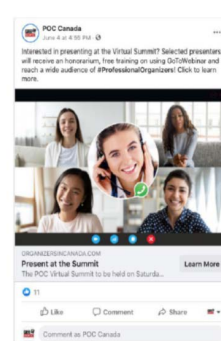
POC OPC June Facebook Ads

Ad #1: Conference – Presentations – Public
Duration: June 2020
Audience: 1.1M users
Budget: \$190.00
Total Reach: 26,144 people
Total Impressions: 211,912
Total Clicks: 456



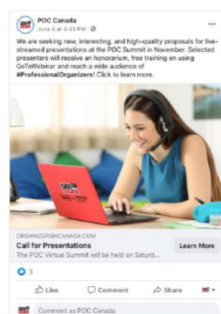
POC OPC June Facebook Ads

Ad #2a: Conference – Presentations – Followers
Duration: June 2020
Audience: Facebook and Instagram Followers
Budget: \$50.00 (combined)
Total Reach: 672 people
Total Impressions: 2,915
Total Clicks: 15



POC OPC June Facebook Ads

Ad #2b: Conference – Presentations – Followers
Duration: June 2020
Audience: Facebook and Instagram Followers
Budget: \$50.00 (combined)
Total Reach: 537 people
Total Impressions: 2,804
Total Clicks: 5



*We did not advertise in July, in support of many major brands who were protesting Facebook's refusal to completely censor hate speech on this platform, so were boycotting placing ads on Facebook and Instagram.

POC Influencer Program

Are you a professional organizer creating great social media content daily, weekly or monthly (blogs, videos, images, etc)?

If so, you'll want to become a POC Influencer!

POC has assembled an influencer list of fellow organizers who are active on social media. We are always looking for more and great content. 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.

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.

To read more about the POC Influencer Program please [log in to the member area](#) of the POC website.

To Join:

[Please fill out our short survey here](#) 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.

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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