



POC Talk December 2020

In This Edition

- [Board of Directors News](#)
- [Committee News](#)
- [Ethics Corner](#)
- [Membership News](#)
- [Education News](#)
- [Finance News](#)
- [POC in the Media](#)
- [Social Media](#)

BOARD OF DIRECTORS NEWS

Best wishes to you!

What a challenging year 2020 has been! Your Board of Directors would like to wish you a great and relaxing holiday season with your loved ones. Take time to truly enjoy those special moments.

May 2021 provide you with enough reasons to be happy, and uncountable days filled with joy and mirth!

“Spend time with those you love. One of these days, you will say either ‘I wish I had,’ or ‘I’m glad I did’.”

Zig Ziglar

On behalf of the Board of Directors,

Nathalie Bureau

[President](#)

COMMITTEE NEWS

News from the Nominating Committee

In this season of giving, your Nominating Committee (Noreen Music, Andrew Neary and Marina Bellew) would like to express our deepest gratitude and heartfelt thank you to each of our valuable POC volunteers. In these changing and challenging times, we are humbled and proud of the continued strong volunteer culture at all levels of our association.

YOU are the lifeblood of POC. **YOU** are what powers the engine behind making a difference in the professional organizing industry in Canada. **YOU** make the vision of POC a reality.

As a volunteer, you generously give the gift of your time and skills so that the greater needs and causes of POC are met. This gift is a two-way street as our volunteers also benefit from the learning, collaboration and connections that naturally come with volunteering.

If you are interested in becoming a POC volunteer, [email Noreen Music](#), Chair of the Nominating Committee and we can chat about which opportunity may be a fit for you.

We wish you and your families a wonderful and safe holiday season.

ETHICS CORNER



December

DID YOU KNOW?

Health Canada has been strongly encouraging Canadians to “wear a non-medical mask or face covering, especially when in shared indoor spaces with people from outside their immediate household, to prevent the spread of COVID-19”.

Do you and your subcontractors wear masks when inside a client’s home?

Do you mandate that everyone inside the home wear a mask for the duration of the project?

Do you leave it to the discretion of the client?

What about third-party vendors such as movers, painters, or real estate agents?

There are no right or wrong answers to these questions, but according to Elspeth Tilley’s article [“Mask or No Mask?”](#), asking yourself the following questions from three ethical angles will help you arrive at your decision.

1. What kind of person (or company) do you want to be?

Imagine if your company were featured on the nightly news because you, your subcontractors, and your client were all infected with COVID-19 and it came to light that no one in the house was wearing a mask during the project.

How would you feel?

Would you be indifferent, or would you be mortified?

Would the important people in your life be impartial or disappointed?

Providing a safe working environment for yourself and others aligns with the following POC Code of Ethics statement:

"I will maintain an objective manner to promote and encourage the highest level of conduct and ethics within the organizing profession can be reflected upon in this case".

2. What are my duties?

As members of society, we all have a duty to not put others in harm's way. Wearing a mask shows care for yourself, your subcontractors, and your client.

And while it isn't against the law for a person to refuse to wear a mask, there are numerous public health policies and protocols in place to ensure the safety of all Canadians. Using good judgment and adhering to current rules and regulations is an important ethical step.

3. What kind of world do I want to live in?

How would you conduct your business if you knew that going into a client's home where masks were not enforced could cost someone their life?

What if someone you encountered today got sick tomorrow?

What if you were the one to get sick?

In a perfect world, a person's actions should be to maximize benefit and minimize harm for themselves and others. Having a mask policy in place shows that you use forethought and not hindsight when making business decisions.

FOOD FOR THOUGHT

Operating your professional organizing business is challenging at the best of times and adding a pandemic to the mix certainly isn't helpful. It may not always be easy to have a conversation with a client or subcontractor about wearing a mask during a project.

Elspeth Tilley suggests that wearing a mask:

- offers compassion to those who are anxious
- shows solidarity with those who are at greater risk
- and prioritizes care for others

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


MEMBERSHIP NEWS

POC Branded Face Mask Offer

Left Side:

2.83" wide
x
2" tall

Transfer



PROFESSIONAL
ORGANIZERS
IN CANADA

ORGANISATEURS
PROFSSIONNELS
AU CANADA

*Please change from your previously approved copy will be charged extra according to both time and materials.
Printed Labels: Colours shown above are approximations to the actual ink. Colours may look different on different monitors or if you print this out on paper. Screen printing is not an exact science. Due to the fact that we are printing on t-shirts, you should be aware there is the possibility of some color variance within a print-run. In some cases there will be minor color and print inconsistencies. In extreme cases the dyes in the fabric may interfere with our printing process and more prominent discrepancies will be visible. This can be most often seen for color approval, print quality, or garment approval. For the most accurate results please order a Pre-Production Sample.

Trained Professional Organizer Exam

Congratulations to those who passed the first-ever virtual TPO exam in November, just prior to the POC Summit.

Catherine Barnsley	Jessica Lintlop
Rebecca Bender	Joanna Love
Jayden Craigie	Susannah Mally
Denise Cutler	Kari Marsden
Leanne Dasilva	Jessica Maurer
Courtney Edmundson	Linda Mendonca
Ashleigh Evans	Meni Morra
Caroline Flinn	Vicki Rowan
Victoria Fraser	Marcos Santos
Cherie Friesen	Susan Shaw
Lacey Frizzell	Elizabeth Stefani
Corinne Hewko	Nicole Thornburrow
Nicole Johnson	Darlene Tripp
Kate Johnston	Kate Vallance
Therese Karniej	Barbara Van Zanten
Maia Kirk	Jewel Voth
Sharon Kish	Meghan Wagner
Mieka Lawlor	Xiaoman Wang
Jennifer Leputa	Alana Wylie
Kristen Lewchuk	Helen Youn
Elaine Lin	Julia Zuliani

I wish you and your loved ones a happy, healthy and peaceful holiday season!

Tamara Liebmann
[Director of Education](#)

FINANCE NEWS

Happy Holidays POC Treasurers!

Wishing you and your family all the best of the holiday season! May your new year be full of good health, peace, and joy.

The end of the calendar year marks the half-way point for the POC fiscal year. A reminder to all Chapter Treasurers to submit your Mid-Year Financial reports by January 31st 2021. I hope the new financial templates make this process more intuitive and easier for you. I have been made aware of a few glitches that we are looking at. I will report back with feedback or corrections as soon as I have them.

Once again, thank you for taking on the role of Chapter Treasurer. It is genuinely appreciated. Please feel free to reach out with any questions or comments at dir-finance@organizersincanada.com.

Regards,

Edie Michel
[Director of Finance](#)

POC IN THE MEDIA



POC President Nathalie Bureau contributed to an article for Investment Executive on [Optimizing Your Home Office](#), tips for maintaining your work/life balance, minimizing distractions and keeping physically fit while you work from home. December 2020.

SOCIAL MEDIA

POC's Social Media Pages

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

November was a fantastic month for growth on our POC social media platforms (Facebook, Twitter and Pinterest, and Instagram). We saw yet another jump in followers on our **Instagram** account, leaving us at 659 followers (up 42 from last month) and November saw 6,498 impressions with 478 “likes”. Our **Facebook** posts were liked 2,256 times last month, up 18 likes from October. The top performing post featured a question of whether members liked lazy susans or drawers better in pantries. **Twitter** saw 4 retweets in November and we were ‘liked’ 41 times with over 10,400 impressions! Our most popular tweet featured information pertaining to the first speaker of our 2020 Virtual Summit. **Pinterest** had a great month with total monthly impressions of over 5,100 and 8 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!

POC OPC Social Media Snapshot

Facebook:
2,256 Likes
18 new likes

Twitter:
2,248 Followers
7 new followers

Pinterest:
375 Followers
8 new followers



15 Boards 806 Pins 375 Followers 99 Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



POC OPC Social Media Snapshot

Instagram:
659 Followers
42 new



368 Posts 659 Followers 109 Following

POC Canada
Nonprofit Organization
Professional Organizers in Canada (POC) is the national association that represents professional organizers across the country.
www.organizersincanada.com

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Heather Schmidt
[Director of Communications](#)

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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