



**POC Talk**

## **POC Talk February 2017**

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## **NATIONAL CONFERENCE COMMITTEE (NCC) NEWS**

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



### **Exhibitor/Sponsor Rates – Last Chance to Save 10%**

Spread the word within your networks... you're sure to know other business owners who have products or services that will help our organizing businesses! We want the BEST exhibitors at our Expo. Various advertising and sponsorship opportunities are available as well. Tomorrow, February 28, is the final opportunity to save 10% on the exhibitor/sponsor rates. Exhibitors and sponsors can save money if they lock in their spot now! Here's the link to the [2017 Exhibitor/Sponsor package](#). You can also send ideas or contacts to [Dennise Conforti](#).

**The NCC Wants to Hear From You!**

This is YOUR conference and the NCC would like to hear your ideas and suggestions to make this year's conference the best one ever. Have you heard a great speaker or attended a fantastic workshop? Do you have a favourite supplier or product that you think should be part of this year's Expo? Are you interested in presenting this year to share your knowledge with our growing profession? Click here to [contact us](#) or share your ideas in our closed [Facebook group](#) or on [Twitter \(@POCConf2017\)](#)!

### **Stay Tuned For This Year's Theme Announcement!**

We'll be announcing this year's theme shortly in our Facebook group and on Twitter so make sure you're part of the group or following us!

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## **EDUCATION NEWS**

### **Launch and Grow Your Business Program Facilitator Search**

POC is seeking a Toronto area facilitator for its Launch and Grow Your Business Program. Read more about [the requirements](#) and [apply here](#). For further information on this position please contact Janice Kirwin, [Vice President](#).

Tamara Liebmann  
[Education Director](#)

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## **MEMBERSHIP NEWS**

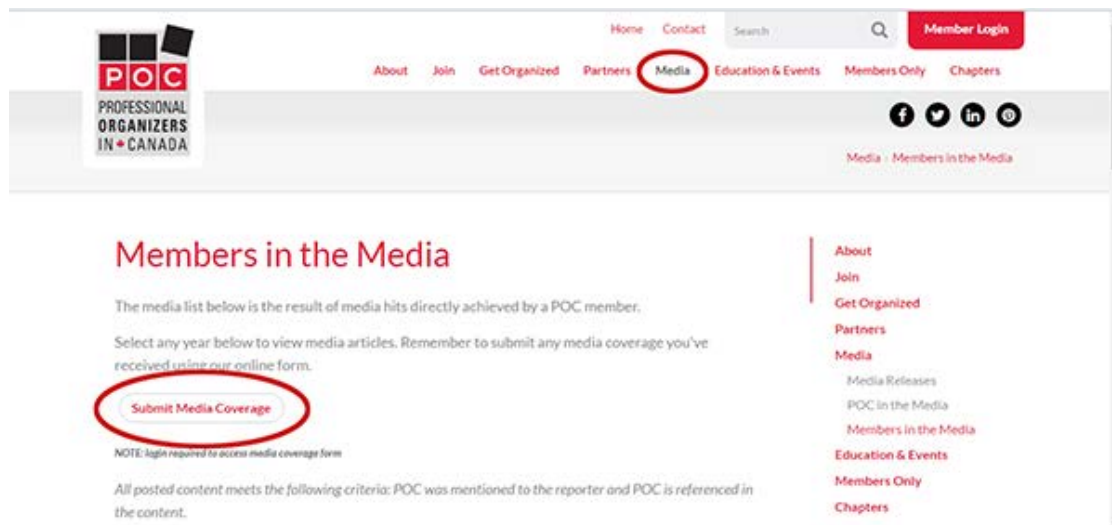
### **Congratulations to the following members who have recently earned their Gold Leaf status!**

- Julie Stobbe, Mind over Clutter, Beamsville, ON, Cyber Chapter
- Rhonda Erd, Heart of the Matter Professional Organizing Inc., Baden, ON, Grand River Chapter
- Donna Schmidt, Heart of the Matter & Senior's Move, Baden, ON, Grand River Chapter

### **Mention POC and We'll Share Your Media Stories!**

If you have contributed, been featured or written about any topics in our industry let us know. We'll share your efforts nationally to our membership and the public! Our only ask is to please make sure you mention that you're a member of Professional Organizers in Canada in the content being featured.

Submit your media stories directly through the website:



Samantha Kristoferson  
[Director of Membership](#)

## DEVELOPMENT NEWS

### New Associate Members



Closet Envy Inc. is focused on providing award winning, custom designed, laminate storage solutions which are functional, attractive, and fit your clients' budget. Inside the home we provide: Walk-In Closets, Dressing rooms, Reach-in Closets. Home offices, Kids' closets, and Pantries. In the garage, we do Epoxy floors, Storage cabinets, Overhead racking and Slatwall. We use the latest technology to measure accurately, and provide detailed, 3D renderings of the space.



ShelfGenie offers a multitude of cabinet space saving options with an extensive line of custom-built glide-out shelves for all areas of the home and office. ShelfGenie provides the custom-built, glide-out shelf to make any space more accessible, functional, and organized.

### Bed Bath & Beyond Discount

Just a reminder to all of our organizers that the Bed Bath & Beyond discount is for 10% off your entire purchase, not just 20% off one item. If your total purchases are over \$2,000, then you receive 15% off the entire purchase.

## COMMITTEE NEWS

### Nominating Committee

The Nominating Committee for 2017 is looking for 2 more volunteers from the eastern or western provinces to join this committee.

## Awards Committee

The Awards Committee for 2017 is looking for one more volunteer to join this committee.

For further information in volunteering for POC in any of the above committees or further information on what these committee responsibilities and time commitments are please contact Janice Kirwin, [Vice President](#).

## Ethics Committee

A new Ethics Complaint Report has been uploaded to the POC website, available on the [Downloads & Guidelines page](#) under the Membership tab. These reports are valuable learning tools for all members, on what is and is not acceptable behaviour for members, and what the consequences might be for being in violation of the Code of Ethics. You can also review the [Code of Ethics](#).

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## CHAPTER NEWS

### Chapter Chat for Executive Chapter Members

**Date:** Wednesday March 29, at 8 pm ET via iMeet

**Guest Speaker:** Director of Development Angie LeClair

**Topic:** Who are POC Associates and what are the mutual benefits of the relationship.

At least one member of each Executive is encouraged to attend. Call-in details will be sent to you directly a few days prior to the meeting.

Laura Kay  
[Director of Chapters](#)

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## FINANCE NEWS

### Expense Policy

In accordance with POC policy, any expense claims must be pre-approved and must be completed within ten (10) business days of incurring the expense or completing travel. Original itemized receipts must be provided and sent to the Director of Finance or the Executive Director for reimbursements to be processed.

For a copy of the expense form, please email [memberadmin@organizersincanada.com](mailto:memberadmin@organizersincanada.com).

Susan Toth  
[Director of Finance](#)

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## POC IN THE MEDIA

POC reached **635,000 impressions** for January 2017!

## POC 2017 PR Reach



### 6 steps to getting your home organized in 2017



Make a plan to organize your home in 2017. (Pexels)

**January 1, 2017** – Stephanie Deakin shared [Tips on Preparing Your Home for 2017](#). POC was mentioned and linked. The journalist really enjoyed the tips and actively suggested our organizing electronics release to her editor. CTV News

Professional Organizers in Canada · Become a fan

### Expert Photo Storage Hacks For 2017

Posted: 01/13/2017 11:55 am EST | Updated: 01/13/2017 12:09 pm EST



**January 1, 2017** – Huffington Post published POC's latest contribution on [Photo Storage Hacks for 2017](#). Marie Potter contributed tips, and POC was mentioned along with their website being linked. Huffington Post

**January 31, 2017** – Peg Bradshaw offered tips on [How to Organize Yourself So That You Keep Your New Year's Resolutions](#). Included were links to the website and a website mention at the beginning and end of the article. The Red Pin

## Keep your new year's resolution to declutter your home – tips from professional organizer Peg Bradshaw



In Canada by TheRedPin / January 30, 2017 / [Leave a Comment](#)



## SOCIAL MEDIA

### Pinterest



### Twitter



### Facebook



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

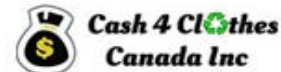
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POC is a proud affiliate of NAPO, ICD, NASMM and APDO

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POC recognizes and thanks all our Associate Members for their ongoing support and partnership.



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