



POC Talk February 2018

In This Edition

- [Conference News](#)
- [Education News](#)
- [Membership News](#)
- [Chapter News](#)
- [Finance News](#)
- [POC in the Media](#)
- [Social Media](#)

CONFERENCE NEWS

Meet Your National Conference Committee

Georgina Forrest – Program Lead



I am a Gold Leaf member and have attended 10 POC conferences - I keep coming back because of the amazing friendships I've developed over the years. This is my second time on the National Conference Committee. My previous role on the NCC was Entertainment Lead which I held for four consecutive years. I'm returning as Program Lead after taking a few years away and am hoping to add a level of senior organizer experience to the conference programming.

Natalie Bureau – Entertainment Lead



I am passionate about organization and life! I have been a member of POC since 2008, the year I started my business. It is going to be my very first experience as the NCC Entertainment Lead, but certainly not my first organizing activity since I was a board member for 6 years (2 as the person in charge of organizing monthly activities for 300 members, and 2 as the president) of a women's career association in my region. Dedicated volunteer for POC, I am a member of the Cyber Chapter executive. I am a Silver Leaf member and have attended four POC Conferences. My imagination, my leadership and my planning skills will be an asset for the NCC Committee.

Meghan Carr – Sponsor/Exhibit Lead



I joined POC when I launched my business Get Organized with Meg in June 2017. After attending the 2017 annual conference in Toronto, I became the Program Coordinator for the POC Cyber Chapter. Since I live in West Kelowna, and have a bit of a background in hotels and the hospitality industry, I thought it appropriate to volunteer to help organize the 2018 conference being held in Kelowna at the Delta Grand Okanagan Resort!

NATIONAL CONFERENCE COMMITTEE - COMMUNICATIONS LEAD NEEDED

We have an opening for Communications Lead for the POC National Conference. Those interested are asked to contact [Samantha Kristoferson](#), Board Liaison to the Nominating Committee.

EDUCATION NEWS

Call for Facilitators

Thank you to all the candidates who submitted Facilitator Applications.

TPO Exam

POC members who wish to write the POC TPO exam outside of a Chapter-hosted location must meet the following criteria:

- Applicant is currently a POC member.
- Applicant faces undue hardship writing the exam in the standard manner (an unreasonable driving distance to the hosted exam location, for example).
- It is the applicant's responsibility to find an invigilator to accept, administer, and return the exam. An invigilator may be:
 - a professional bound by a code of ethics (lawyer, notary public, minister, etc.);

- or a TPO in good standing for a minimum of 3 years and a current member of POC.
- The applicant is responsible for any costs incurred (exam room rental, travel costs, invigilator fees, etc.).
- Applicant must write the exam within the Spring/Summer POC exam time frame.
- The Director of Education will approve requests on a case-by-case basis.

Tamara Elias Liebmann

[Director of Education](#)

MEMBERSHIP NEWS

AGM Attendees Provide Input & Insight

At the 2017 POC Annual General Meeting (AGM) held on November 2, 2017, attendees were provided the opportunity to share their feedback on the timing, content and format of the AGM. Out of the 51 members in attendance, 46 completed the survey. The Board of Directors would like to thank all of those who shared their input and insights. The results have been reviewed by the board and suggestions will be taken into consideration for future AGMs. There was very valuable information and some great ideas put forward. If you would like to read the survey results, please go to the 2017 AGM tab on the Guidelines and Downloads page on the website.

Business Insurance for Quebec Members

Looking for business insurance in Quebec for your professional organizing company? Insurance broker **La boîte à courtiers inc.** has been working with MYCOR Insurance on the needs and coverage required for professional organizers - noting all businesses have unique requirements. Contact Sarina Plante at 1629 Leprohon, Montreal QC H4E 1P3, Email: splante@laboiteacourtiers.ca PH: 514-360-7750 Ext: 701 for a quote or more information.

Thank you to MYCOR Insurance Solutions for helping connect our members to a Quebec broker. For POC members outside of Quebec looking for a business insurance quote, MYCOR can provide a quote to you, contact Mike Parwicki at mparwicki@mycorinsurance.com.

Insurance Coverage

Make sure we have your most up-to-date insurance. When you do this an "i" icon is added to your listing profile and let's all perspective customers know that you're covered. We need to see your most recent declaration of coverage to keep your records current. Please send indication of your coverage to Charles Ng at inquiries-poc@organizersincanada.com.

CHAPTER NEWS

Monthly Chapter Chat for Executives. Wednesday Feb 28, 2018 at 8 pm EST.

Guest Speaker: Samantha Kristoferson, POC Director of Membership

Topic: The supports that are in place to support our members.

All Executive members are welcome. Chapter chairs are kindly requested to ensure that at least one representative be there.

Next Chapter Chat: Wednesday March 28, 2018 at 8 pm EST

Dennise Conforti

FINANCE NEWS

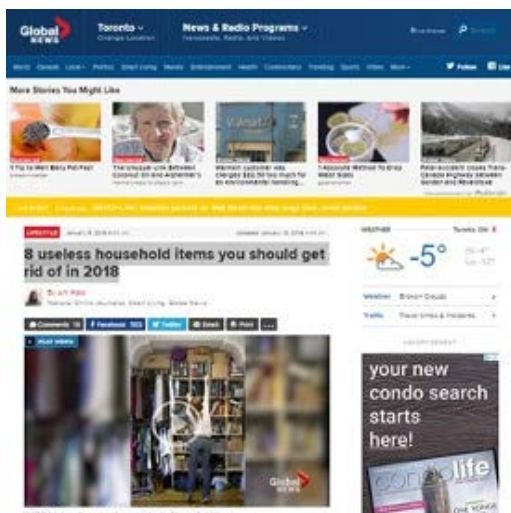
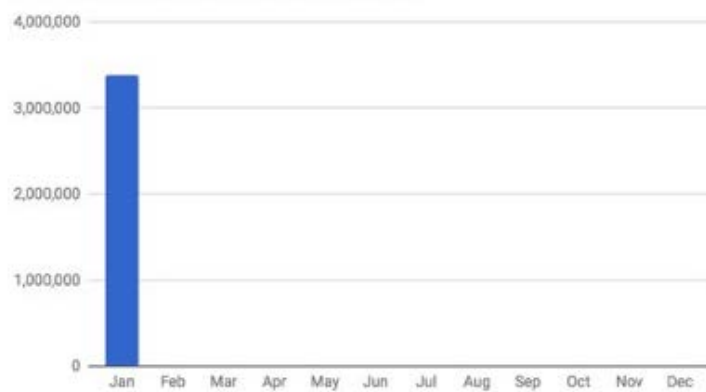
Thanks to all our wonderful treasurers for getting their mid-year reports in.

Judy Rickey
[Director of Finance](#)

POC IN THE MEDIA

POC related January coverage resulted in **3,382,000** impressions.

POC 2018 Media Reach



Clare Kumar was interviewed about organizational trends for 2018, which resulted in the online article ["8 Useless Household Items You Should Get Rid of in 2018"](#). **Global News Online**

Picking up on the fact that it is cold and flu season, Modern Mississauga published an article from



Easy ways to organize your medicine cabinet

January 16, 2018 / Modern Mississauga

(PRESENTED BY THE PROFESSIONAL ORGANIZERS IN CANADA)



The cold and flu season is taking its toll. And it's one of the worst doctors have seen in recent years. Keeping your medicine cabinet up to date can help ensure you are ready to battle those nasty bugs ahead.

Recent Posts



6 Fun-Filled Activities for Family Day 2018 in Mississauga
 Local, 2018 - ongoing
 The Family Day weekend provides a great opportunity for families to spend time together and enjoy the outdoors.
 Read More...

Midwest Motors - A video review of the 2018 Kia Niro Plug-in Hybrid
 Local, 2018 - ongoing
 A video review of the 2018 Kia Niro Plug-in Hybrid.
 Read More...

Marie Potter on [How to Organize Your Medicine Cabinet](#). **Modern Mississauga**

Community

Home / Community



GETTING PROFESSIONALLY ORGANIZED IN THE NEW YEAR

SORVIA CRANER-LAWLER • JANUARY 11, 2018

LATEST



THE SIDE HUSTLE, LACEY J. PIERCE AND THE MAKERS' COLLECTIVE

JANUARY 10, 2018

TCE RADIO



1. Interviewing TCE Radio
 2. TCE Radio: Interview with Lacey J. Pierce
 3. TCE Radio: Interview with Lacey J. Pierce
 4. TCE Radio: Interview with Lacey J. Pierce
 5. TCE Radio: Interview with Lacey J. Pierce
 6. TCE Radio: Interview with Lacey J. Pierce

Samantha Kristoferson and Emilio Jose Garcia, members of POC, arranged an interview with The Community Edition and provided [Tips on How to Get Organized For 2018](#). **The Community Edition**



100 ways to have a happier, healthier and better 2018

By Lori Hays, Associate Editor and Jennifer Baker, Senior Editor



Experts in nutrition, law, mental health and more, share their tips on how to tackle your 2018.

September 1, 2017 10:15 AM

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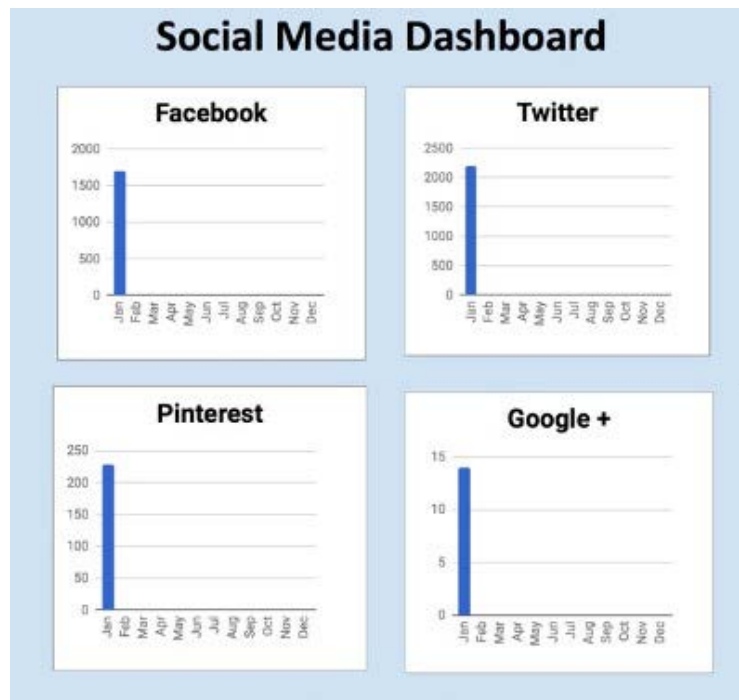
September 1, 2017 10:15 AM

September 1, 2017 10:15 AM

September 1, 2017 10:15 AM

September 1, 2017 10:15 AM

Two tips submitted by Marie Potter were included in the ["100 Ways to Have a Happier, Healthier 2018"](#) article published by Global News. **Global News**



Facebook:

- 19 new likes
- 14,262 reach (down minimally from December)
- 6.1 % engagement rate (about the same as December)

Twitter:

- 13 new followers
- Overall impressions in January were higher than any single month in 2017! (16k)

Pinterest:

- 8 new followers
- 129 average daily impressions (down a bit from December)
- 110 average daily viewers (down a bit from December)

Google Plus (all new!)

- 14 followers
- 170 page views

POC Branded Chapter Facebook Masthead

The new POC branded Facebook Chapter cover page masthead has been sent to Chapters. However, Facebook has changed the specs and dimensions so the mastheads will need to be redone and resent. Thanks for your patience.

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

- Create a network of POC organizing experts who regularly post content
- Re-distribute their content to a wider audience across POC marketing channels
- 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 you meet the requirements, your content may get chosen and highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels with a credited to the influencer. Our team will scan social media influencer accounts monthly for great content and share the best of the best on our social media channels.

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.

POC Handles & Hashtags

Please show us some love ...

- Facebook - @professionalorganizerscanada
- Twitter - @POCCanada
- Pinterest - @POCCanada
- LinkedIn - @professionalorganizersincanada

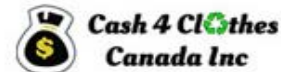
- #ProfessionalOrganizers
- #Organize
- #POCHacks
- #MovieMondays
- #QuoteOfTheWeek

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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