



POC Talk

POC Talk January 2017

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

The National Conference Committee (NCC) is in place and we are already busy developing an exciting program for #POCConf2017. Thank you to everyone who completed the 2016 Conference Survey. We had a higher than usual completion rate and your feedback will be invaluable as we plan this year's conference!

Save the date for #POCConf2017

The 2017 POC Conference will be taking place in Toronto, ON from November 2–4, 2017 at the [Westin Prince Hotel](#)! As you're planning ahead for 2017, block off the conference dates so you'll be available to come.



Save up for #POCConf2017

Now is the time to start saving for next year's conference. As you create your 2017 budget, plan to set aside enough money each month so you'll be able to attend! Here's an approximate breakdown:

Expense	Total Cost *	Monthly Amount to Save (Based on 10 months Jan-Oct)
Conference (based on 2016 rate)	\$565	\$57
Hotel (double occupancy for 3 nights based on current posted rates)	\$300	\$30

*Note: all amounts are only estimates to help you budget. Actual amounts may be higher or lower.

If you set aside approximately \$87 per month from January to October, you could have enough to cover your conference expenses! Add on a bit more for meals and entertainment and you're all set.

Then, budget for your travel expenses. Here are some examples:

- For those traveling from the west, budget about \$70 per month (based on an average Vancouver to Toronto seat sale fare)
- From the east, save about \$50 per month (based on a Halifax to Toronto seat sale fare)
- From Montreal, set aside about \$15 per month (based on current Via prices)
- For those within driving distance from Toronto, you just need to factor in parking or public transportation costs

When you break it down into a monthly savings plan, the cost of conference isn't as prohibitive as it seems when you have to pay for everything at once. For less than 1 organizing session per month you'll cover all your conference expenses!

So, no excuses! Make your business and professional development a priority in 2017 by setting aside the time and money to be at your national conference!

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? [Contact us](#) or share your ideas in our closed [Facebook group](#) or on [Twitter \(@POCConf2017\)](#)!

EDUCATION NEWS

TPO Teleclass Update

Going forward, please be aware that at the beginning of each TPO teleclass participants will be asked to provide the telephone number from which they are calling. Any person that is not registered in the teleclass will be asked by facilitator to disconnect from the call. Telephone numbers are cross checked by the POC office following the call.

Tamara Liebmann
[Education Director](#)

MEMBERSHIP NEWS

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

Michelle Nichols, Great First Impressions, Oshawa, ON, Durham chapter

Marie Potter, Marie Potter – Professional Organizer, North Vancouver, BC, BC Lower Mainland chapter

Member Surveys

Thank you to the many POC members who took the time to fill out the three surveys (Membership Feedback, Membership Census and Education). The information you provided will be invaluable for future POC programming and planning.

All those who completed the surveys and provided their email addresses were entered into a draw for a free POC membership and for a \$50 gift certificate from Bed, Bath and Beyond. Congratulations to Marisa Sampson, who won the free POC membership for 2017 and to Pauline Duhart, who won the Bed, Bath and Beyond gift certificate!

All survey results are being compiled and a report will be provided to the membership in the coming months. Thank you again for providing your feedback and insights.

Samantha Kristoferson
[Director of Membership](#)

DEVELOPMENT NEWS

Associate Member Renewal



Full service, fast and friendly junk removal all across Canada from the team of professionals at JUSTJUNK®. We remove everything from everywhere, and with same and next day service we can begin as soon as today! No matter how much junk or rubbish you may have, we can take it! We also remove any furniture or appliances and dispose and recycle them in an environmentally friendly manner and work with your local charities! Call us today or book online!

906-1 St. Paul Street, St. Catharines, ON L2R 7L2

Phone: 888-586-5888
Email: info@justjunk.com

Contact: Michael Thorne, Owner and CEO
Email: info@justjunk.com

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](#).

COMMUNICATION NEWS

The 2017 POC POST planning is underway! We have a few month's left that we need authors for – please let me know if you would like to be a guest author for one of the following topics:

- Photo organizing – due mid-March
- Travel Organizing – due mid-May
- Where To Sell My Stuff – due mid-June (national relevance or broken down by region)
- Minimalism/Essentialism/Consumption – due mid-December (to be published post-holidays)
- Specifications: 200-300 words, may be edited, include 2 pictures if possible – you will receive content credit and a link to your website. When writing please try to come up with original concepts to share with our readers!

Pearl Cluff
[Director of Communications](#)

CHAPTER NEWS

Executive Member Chapter Chat

Date and Time: Wednesday Jan. 25 at 8 EST, via iMeet

Guest Speaker: Stephanie Deakin, President of the Board of Directors

Topics will include: Member renewal; how to keep and increase membership in your community. Succession planning for your Executive. She will also discuss educating members on Ethical matters. How can we make it available for chapters. Bring lots of questions for a vibrant open discussion with POC's Commander-in-Chief.

You will receive log-in information directly by email a couple days before the meeting.

Updates on the Website

Have you sent in all relevant and updated information about your Chapter Executives and Program information? If the general public or a guest wants to know about your Chapter and/or its meetings, will they be able to find what they are looking for? Please keep your information up-to-date by notifying chapter-updates@organizersincanada.com.

Laura Kay
[Director of Chapters](#)

FINANCE NEWS

I would like to give a reminder to our Chapter Treasurers that the next Financial Reports to the National Board are due January 31. See the Chapter Handbook, page 37:

Reporting to National: each Chapter must prepare financial statements, consisting of a Profit & Loss Statement (also known as Income & Expense Statement) and a Balance Sheet to the Director of Finance twice a year. The first set of statements, for the interim period of July 1 to December 31, must be received by the Director of Chapter Relations by January 31. The second set of financial statements for the period July 1 to June 30 must be forwarded to the Director of Finance by July 31 following the end of the fiscal year.

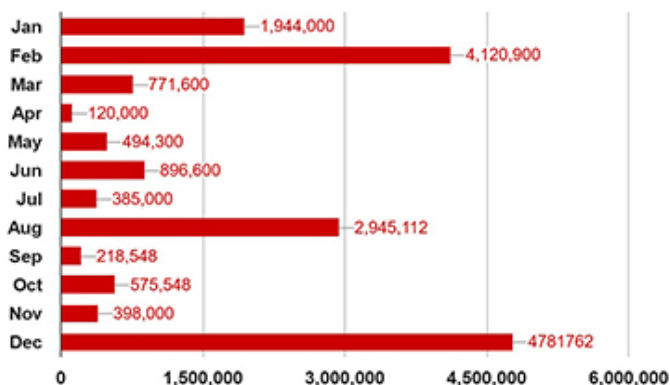
Susan Toth
[Director of Finance](#)

POC IN THE MEDIA

We had a record breaking month in December with POC reaching **4,781,762 impressions with 4 releases** and closed the year off with 17,651,370 eyeballs on POC!

We've achieved a total of 98,727,437 impressions since our PR program inception in 2010! A thank you to all our spokespeople over the years and our PR partner ONQ Communications.

2016 Reach



December 1 – Marie Potter contributed tips to Forever Young on **the Sandwich Generation**. POC was mentioned and credited. The story can be found on page 26 of both the Hamilton and Toronto print and e-editions. **Forever Young – Sandwich Generation Release**

December 1 – Marie Potter on behalf of POC published an article on a **Combating Bathroom Clutter** for the winter 2016-2017 Home at Home edition. The magazine is distributed within all Home Hardware locations across Canada. It credited POC as the contributor, featured a short biography on Marie Potter and mentioned the POC website. Found on page 50 of the magazine. **Home at Home**

December 1 – Four organizers from across Canada offered [Tips for Each Room in the Home](#) for the January edition of Canadian Living. POC was mentioned four times beside each organizer's name. The organizers were Marie Potter, Jane Veldhoven, Rachael Stafford and Susan Macaulay.



Canadian Living



December 7 – Jane Veldhoven contributed tips to the English and French version of the Weight Watcher's blog. The article was on [How to Get Organized for the Holiday Season](#) and mentioned POC. The English version mentioned POC and the French version will include the mention in the New Year. Weight Watchers

Be on the lookout in January as we will begin pitching the Organizing Electronics release as well as continuing our regular contributions for The Red Pin, BT Calgary and The Huffington Post.

SOCIAL MEDIA

Are you a professional organizer creating great social media content?

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

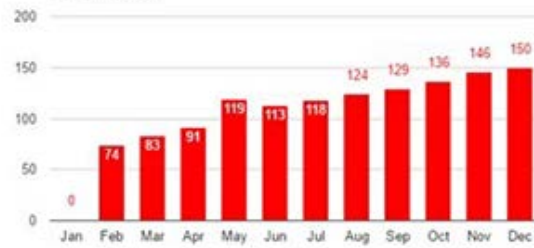
In 2017, POC is assembling an influencer list of fellow organizers who are active on social media. The goal is to create a network of social media leaders that can help distribute great content to a wider audience, which can have a positive effect on your business.

To be considered, ask yourself ...

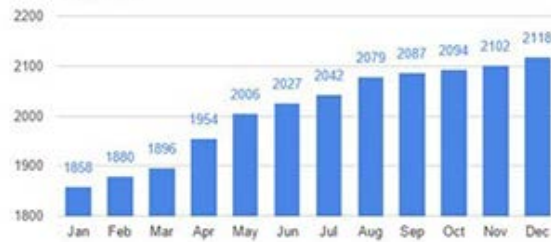
- Am I creating valuable, shareable content (blogs, videos, images, etc.)?
- Am I creating content regularly (blogging and/or posting daily on multiple social media platforms)?
- Do I have an awesome website that is modern and up to date?

If you answered yes to these questions, then POC wants YOU! We'll be sharing more details soon, but if you'd like to be involved, then show us you're keen ... [Submit here](#)

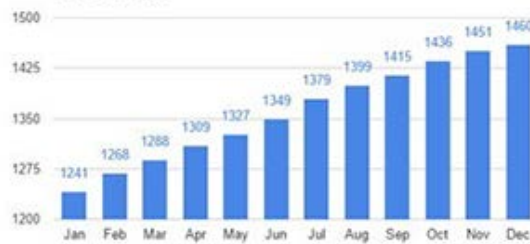
Pinterest



Twitter



Facebook



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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