



A red rectangular banner with the text 'POC Talk' in white. 'POC' is in a bold, sans-serif font, and 'Talk' is in a slightly lighter, sans-serif font.

POC Talk July 2017

In This Edition

- [Board of Directors News](#)
- [From the President's Desk](#)
- [National Conference Committee \(NCC\) News](#)
- [Education News](#)
- [Membership News](#)
- [Development News](#)
- [Chapter News](#)
- [Committee News](#)
- [Finance News](#)
- [POC in the Media](#)
- [Social Media](#)

BOARD OF DIRECTOR NEWS

Opportunity! Join the National Board of Directors

Your association needs hard-working volunteers committed to Professional Organizers in Canada. Do you know someone who would make a good board member?

To be eligible to stand for the Board of Directors, a candidate must meet the following qualifications:

- Membership in POC of at least one year;
- Provide 2 reference letters
- Able to participate in the Board of Director's meetings;
- Have maintained ethical behaviour according to the POC Code of Ethics; and
- Willing to conform to conflict of interest and Code of Conduct Policies of Professional Organizers in Canada

Please visit the POC website to review the director job descriptions. At this point in time we are looking for Director of Chapters, Director of Communications and Director of Finance.

Please contact anyone on the nominating committee (Cathy Mendler, Jeff Orr or Adele Lapointe) or Janice Kirwin, [Vice-President](#) for further information. Elections will be held at our Annual General Meeting at Conference in Toronto on Thursday November 2nd, 2017.

FROM THE PRESIDENT'S DESK

Because of pending changes to Ontario laws governing non-profit associations, the board is working on revising our bylaws. Once a draft is complete the revised bylaws will be circulated twice, as stipulated by our current bylaws; once for members to review and comment on, and a second time for final approval.

As part of this process we reviewed and redrafted our mission statement. (Although the mission statement is part of the current bylaws it will not be included in the new bylaws, per the new rules.) We blended POC's mission statement and vision statement into one sentence that we believe reflects our reasons for existence, yet is short and easy to remember:

“Providing Visibility, Credibility, and Connection.”

You'll begin seeing this as a “tag line” on board members' email signatures. Feel free to add it to yours too!

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

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

Plans are well under way for this year's conference!

- Speakers have been chosen and we are currently announcing who they are and what they will be speaking on in our FB group and on Twitter.
- Coaches have submitted applications and will be chosen soon.
- Expo and sponsor spaces are filling up.
- Entertainment and value added extras are being lined up for you.

Registration will be opening soon so stay tuned!



From Dennise Conforti, [Conference Exhibitor Lead](#)

Did you see that? Did you hear that? Those are the busy bees working hard to bring you an amazing 2017 POC Expo! We all use products or services every day, either for ourselves or we recommend them to our clients.

Did you use that? Did you recommend that? Could you imagine all the buzz we will create if we all

shared our resources?

Calling all members to help build the buzz! I would love to know what your favourite products and services are that you find yourself using or are recommending to clients all the time. No service or product is too small to consider! If you use it, I am positive others will too.

Our bees are super friendly and eager to bring you new and exciting products and services so share yours today. How many honey combs will you share?

Discounts for Travel

For those of you who want to plan ahead or spread out the expenses of the conference, here are 3 discount codes you can use to book your travel:

- WestJet is offering 10% off Econo and 15% off Plus fares for travel between Toronto and anywhere WestJet flies in North America. To take advantage of this offer, you must use the Coupon Code 3B8BTW1 when booking your flight. If you are booking through a travel agent, you'll also need to use Travel Agent Promo Code YYZ03.
- Air Canada is offering a 10% discount on eligible fares to Toronto from anywhere within Air Canada's network. To receive this POC designated discount, you must use the account code VGQMWVC1 when booking your flight.
- VIA Rail is offering 10% off the best available fare in Economy, Economy Plus, Business, Business Plus, or Sleeper class from all stations throughout the VIA system to Toronto and return. You have to log in to your profile, or create one prior to booking. On the Passenger information screen, select "Convention fare" from the "Discount Type" drop-down menu, and enter the discount code 12564 in the "Discount code" field. The conference fare will be shown on the next page.

Some restrictions apply so if you have any difficulties, please contact Hilda, [Conference Communications Lead](#) for the fine print.

Both Air Canada and WestJet recently had seat sales and if they have any more sales before conference we will share details in the FB group.

Facebook and Twitter

Join our [Conference FB group](#) or follow us on [Twitter](#) to stay up-to-date on all the latest news and discussions! We're currently announcing the speakers and topics we've chosen. And keep sharing your ideas for #POCConf2017 so we can include them in our planning!

EDUCATION NEWS

Launch and Grow Your Business Program

We are happy to announce that we will be offering our 2 day comprehensive course Launch and Grow Your Business Program 2 days prior to conference. The dates will be Tuesday, October 31st and Wednesday Nov 1st. They are 2 full day classes beginning at 8:30am to 5:00pm. They will be offered at the conference hotel The Westin Prince. Our facilitator for these 2 days will be Jane Veldhoven.

The course offers an in depth look at starting your own Professional Organizing Business with best practices, marketing and business resources. You can read more about the program at <https://www.organizersincanada.com/education/index.html>. To register, please visit the web site [education calendar](#).

For further information please contact Tamara Liebmann, [Education Director](#) or Janice Kirwin, [Vice-President](#).

Trained Professional Organizer Exam

Congratulations to our newest Trained Professional Organizers! We are delighted to announce the names of our [newest POC Trained Professional Organizers](#), who successfully completed our mid-year exam, hosted by chapters across the country. We wish our graduates great success in their organizing careers!

The next offering of the TPO exam is scheduled at this year's Conference in Toronto, on Thursday, November 2nd. Once you have completed all the required courses you can register via the web site, under [Education/Events](#).

Tamara Liebmann
[Education Director](#)

MEMBERSHIP NEWS

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.

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.

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.

International Connections!

There is a growing community in the world for people and businesses just like yours! Next time you're looking to explore opportunities outside of Canada make sure you check out our Affiliations!

Affiliates

POC, NAPO and ICD are affiliates offering certain reciprocal rights to one another's members. POC teleclasses are open to all professional organizers, and offer relevant and convenient education.

NAPO members are welcome to attend the Annual POC conference at member rates. Also, NAPO Golden Circle members are welcome at our Silver Leaf sessions. This is a great opportunity to network with leaders in the industry on both sides of the border.


The Institute for Challenging Disorganization (ICD) is an organization whose role is to explore, create and disseminate to professional organizers and related professionals, organizing methods, techniques, approaches and solutions that will benefit chronically disorganized people. POC members who wish to learn more about chronic disorganization are invited to find out more about ICD by clicking the link below.

Courtesy of Laurene Livesey Park, POC Past President, Gold Leaf Member, Winner of the 2003 Harold Taylor Award, Certification Program Director at ICD

- About
- Join
- Get Organized
- Partners
- Associates
- Affiliates
- Media
- Education & Events
- Members Only
- Chapters

[Join POC](#)

[Find an Organizer](#)



National Association of Professional Organizers (NAPO)

"To develop, lead, and promote professional organizers and the organizing industry"

DEVELOPMENT NEWS

Regional Associate Member Renewals



ShelfGenie of British Columbia

ShelfGenie designs, builds, and installs custom glide-out shelving solutions to fit any existing cabinet. With our system, everything in your cabinets is accessible, organized and clutter-free. These heavy duty shelves can hold 100-200 pounds fully extended and can be used in kitchens, bathrooms, garages, offices, boats and RV's, and more.

#31 – 101 Parkside Drive, Port Moody, BC V3H 4W6

Phone: 778-984-6868

Email: jchoi@shelfgenie.com

Contact: Joseph Choi, Owner



DIGITAL TREASURES

Media Transfer Services - ALL formats of photos/ negatives/ slides/ photo albums (full page scanning), ALL formats of videotape, 8mm/16mm film TRANSFERRED to digital (USB/ external hard drive)/ DVD/ 'The Cloud'. We can take an entire basement of media and put it in the palm of your hand. Quality & Service GUARANTEED. Privacy & Confidentiality ASSURED.

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Phone: 416-479-0903
Email: marc@digitaltreasury.ca

CHAPTER NEWS

Chapter Chat

The next Chapter Chat will be Wednesday September 27, 2017 with guest speaker Director of Education Tamara Leibmann. More details to follow in an upcoming issue of POC Talk.

Laura Kay
[Director of Chapters](#)

COMMITTEE NEWS

Awards Committee - Harold Taylor and Ambassador Award Nominations

If you missed your chance to nominate one of our esteemed organizers you still have time! Due to a low response we are extending the deadline for the Awards nominations to Monday, July 31, 2017.

Awards Nominations 2017

It's That Time Again! Who Will You Nominate This Year?

The Awards Committee is ready and waiting for your nominations.

Deadline - Monday, July 31, 2017



Each year, Professional Organizers in Canada proudly recognizes individual members for their outstanding contribution to our industry. You are invited to nominate and recognize deserving candidates for The Harold Taylor Award and The Ambassador Award once again.

Let us know who **you** think has shown outstanding contribution to the organizing profession and support of Professional Organizers in Canada, and deserves to be recognized for their efforts!

The Harold Taylor Award

Do you know someone who always seems to be doing something to promote the profession, the association, and to help other organizers? Who do you follow on Facebook, Twitter, and YouTube? The **Harold Taylor Award**, named after the preeminent Canadian time management expert and one of the founding members of POC, is given annually to honour an organizer who has made significant contributions to POC and to the organizing industry, including media exposure, mentoring, teaching, and volunteering.

Any regular member of POC may make a nomination via the online survey.

The Ambassador Award

Who is always willing to help at the drop of a hat, is always involved in a cause at your chapter and in your community? The **Ambassador Award** is awarded annually to a regular POC member who shows outstanding commitment to giving back to others – organizers, the local chapter and their local community. This organizer may not have a high media profile, but is a local “hero” and an Ambassador to POC and the profession of organizing.

Nominations for the Ambassador Award may come from any POC member *or a member of the community* who can speak to the organizer's contributions.

The Nomination Process

The surveys are now open, and will close at midnight EDT, Monday, July 31, 2017. Please choose either the English or French survey link below:

Harold Taylor Award Nomination Form: [English](#) / [French](#)

Ambassador Award Nomination Form: [English](#) / [French](#)

You don't have to answer every question on the survey – just tell us what you do know. You can get help by asking others what they know about your nominee, and even by asking the nominee him/herself!

You may nominate more than one organizer. Note that previous winners are not excluded from winning again, should one happen to be the best candidate.

Once nominations close, a short-list of finalists will be chosen by the Awards Committee, and published in POC Talk. The winners will be selected by the committee from amongst these candidates.

Please note that Awards Committee members are not eligible to be nominated for any award. They are: Jane Veldhoven (Halifax), Merilyn Litster (Victoria), and Angela Bravacino (Oakville).



The awards will be presented at the POC Conference Awards dinner in Toronto on November 4, 2017.

Hope to see you there!

For more information please contact Maggie Megenbir, [Director-at-large](#) (Awards Committee, Board Liaison)

COMMITTEE VOLUNTEERS NEEDED

We will have the following openings available following our conference in November:

Nominating Committee – The Nominating Committee reaches out to members across the country at conference and during the year to ensure that all our committees have enough volunteers to fill the positions and members interested in volunteering are pointed in the right direction for the committees they are interested in volunteering for. Our current committee will be coming to the end of their 2 year term and we will be looking for at least 2 more volunteers.

National Conference Committee - 2 of our Committee members will be coming to the end of their terms after conference and we will have 2 positions to fill for next year – Exhibitor Lead and Entertainment Lead.

For further information please contact Janice Kirwin, [Vice-President](#).

ETHICS COMMITTEE



Hello from the POC Ethics Committee!

We are currently developing our **Conflict of Interest Policy** - and we want your input!

Do we need a Conflict of Interest Policy? YES.

WHY: A conflict of interest policy helps protect the integrity of POC and the reputation of members, volunteers, and Directors. It builds confidence in our image and contributes to the strength and transparency of the professional organizing industry.

As our new committee evolves, we want to increase the awareness and understanding of ethics as it relates to our profession. We know our fellow POC members have a wealth of knowledge. We encourage you to take a moment to share your experience and expertise.

Consider:

- What is the benefit of a Conflict of Interest Policy to you?
- What immediately comes to mind when you think of a Conflict of Interest?
- How has a conflict of interest policy assisted you in your business, workplace, or other organization?

We look forward to reading your creative ideas and suggestions related to the topic of **Conflict of Interest**.

Your ideas matter. Please email our [Ethics Committee Chair](#) with the subject line: My Ethical Suggestions.

FINANCE NEWS

A BIG heartfelt thank you to all the Chapter Treasurers for all their hard work this past fiscal year!

And a gentle reminder to those who still have to wrap up their books before they submit the Chapter's **Financial Report** for the **2016/17 Fiscal Year End** from July 1st 2016 to June 30th 2017 as well as the **NEW 2017/18 Chapter Budget** for the July 1st 2017 to June 30th 2018 Fiscal Year. Please use the blank template that was emailed to you recently, and manually enter the data.

Chapter Financial Reports to the National Board are due by **July 31, 2017**:

The Chapter Handbook states:

In addition to the financial statements noted above, each chapter must prepare an annual budget. This document should be prepared one to two months prior to the beginning of the budget year which runs from July 1 to June 31. The budget should include detailed explanations at the bottom of the document to support the assumptions that have been made in the development of the budget. The budget should be presented to the chapter executive for their information and discussion, before being presented to the POC Director of Finance by July 31.

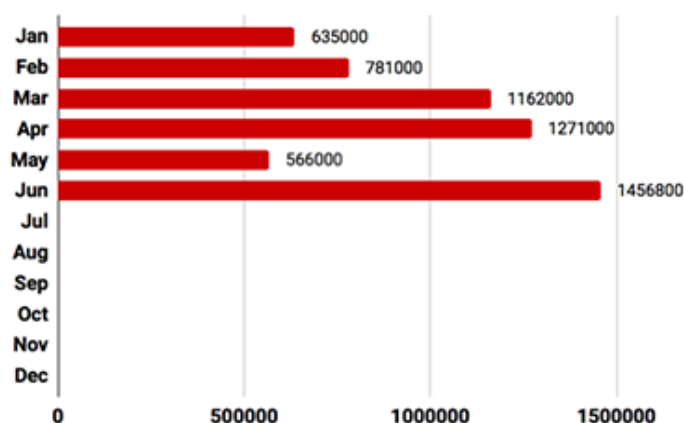
If you have any questions or concerns, please feel free to contact me: dir-finance@organizersincanada.com Wishing you all a wonderful summer!

Susan Toth
[Director of Finance](#)

POC IN THE MEDIA

POC reached **1,456,800 impressions** for June 2017.

POC 2017 Media Reach



PR Highlights

June 15, 2017 - Georgina Forrest appeared on Breakfast Television Calgary for a segment on



[How to Purge With Purpose](#). She mentioned the website as a call to action. The segment was also posted online. **Breakfast Television Calgary**



June 2017 - Marie Potter provided tips for Reader's Digest online on [How to Give Yourself a Social Media Detox](#). The article mentioned and linked to the Professional Organizers in Canada website. **Reader's Digest**



June 27, 2017 - Montreal Organizer spoke about [How to Get Properly Organized for Moving Day](#). Professional Organizers in Canada was mentioned by Allison and the website was linked online. This media hit was secured by Allison. **Global Morning Montreal**

For July we will be writing the press release for August, pitching the sandwich generation and back to school organization and continuing with our regular contributions.

SOCIAL MEDIA

Pinterest

- 4 new followers (same as May)
- 110 average daily impressions (down from May)
- 84 average daily viewers (down from May)

Twitter

- 3 new followers
- Likes, retweets, impressions, mentions and profile visits ALL up from May

Facebook

- 21 new likes
- 24,386 reach (down from May)
- 5.31% engagement rate (very slightly down from May)

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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