



POC Talk

POC Talk July 2019

In This Edition

- [Ethics Corner](#)
- [National Conference Committee \(NCC\) News](#)
- [Development News](#)
- [Committee News](#)
- [Membership News](#)
- [Education News](#)
- [Social Media](#)

ETHICS CORNER



The **POC Standing Ethics Committee** is starting **something new!**

In each POC Talk you can look forward to learning something in our new “**Did You Know**” and “**Food for Thought**” Ethics Corners.

To kick it off, we’ve included an example below.

DID YOU KNOW?

Did you know there are two types of POC ethics complaints?

1. Complaints filed from an external individual (client, supplier, other?) against a POC member
2. Complaints filed from one POC member against another.

A sub-committee entitled “**The Complaint Review Committee (CRC)**” is formed to determine whether the complaint has merit and if so, what actions may be taken to remedy the situation.

FOOD FOR THOUGHT

Starting next month, in each POC Talk you will also be given one “**Food for Thought**” topic, which might spark an interesting discussion at your monthly chapter meetings.

Stay tuned and check them out each month!

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



POC 2019 National Conference

[The Sky's the Limit! #UP_UnlimitedPotential](#)

November 7-9, 2019 • Radisson Admiral on Toronto's Waterfront

Stay tuned for a special POC Talk to announce the opening of registration!

2019 Early Bird Rate & Deadline Date: \$520 to September 5, 2019 (\$580 after deadline)

BOOK YOUR HOTEL ROOM!

2019 Hotel Rate & Deadline Date: \$195 to October 5, 2019

New in 2019 – We are planning something special for delegates who book their hotel room through the POC Conference Room Block! More to Come!

Booking through our room block is important as it allows POC to meet its contractual obligations. Without the room block, we can't secure hotel venues – so booking through POC ensures the future of the conference!

Entertainment

DJ Prince Lambert will be providing the entertainment. Put on your dance shoes and come join us dance the night away at the Awards Gala.

Sponsorship

Did you know you can sponsor key elements of the POC Conference and get all kinds of perks? From recognition at the podium, to information and product placement on the tables, we make sure our members hear about our sponsor's business. Sponsor the keynote speaker, the Awards Dinner, Coaches Corner, breakfast or lunch – sponsorships are limited so book now.

Advertising

What a cost-effective way to reach your target audience! For as little as \$125 (quarter page, member price), you can advertise your business or services in the POC Conference Booklet. A great way to maximize your exposure with advertising in the conference booklet.

We have some exciting Exhibitors this year!

AMJ Campbell will be one of our exhibitors at the conference! We are excited to announce that AMJ Campbell will be exhibiting at the POC Expo.

Transition Squad will be another one of our exhibitors at the conference! We are thrilled to have Transition Squad join us at the POC Expo as well!

ICD will be another one of our exhibitors at the conference! We are thrilled to ICD join us at the POC Expo as well!

Stay tuned for more exciting news on our upcoming POC Conference!!!

DEVELOPMENT NEWS

Associate Member Renewal



We are happy to announce that **Digital Treasures** has decided to continue as an associate member of Professional Organizers in Canada for another year! Digital Treasures offers digital transfer services for physical copies of all formats of photos, negatives, slides, photo albums, etc. (full page scanning), as well as all formats of videotape and 8mm/16mm film. Digital Treasures can take an entire basement

of media and put it in the palm of your hand! Digital Treasures guarantees quality of service and assures confidentiality and privacy. POC members are eligible for a special reseller rate when using Digital Treasures on behalf of clients. Interested members should visit www.digitaltreasures.ca for more details.

Contact: Marc Knez, Head of Sales & Solutions

Phone: 416-479-0903

Email: marc@digitaltreasury.ca

415 Horner Ave, Unit 8, Toronto, ON M8W 4W3
265 Rimrock Rd, Unit 2A, North York, ON M3J 3C6

COMMITTEE NEWS

HAROLD TAYLOR AND AMBASSADOR AWARDS

Only a few days left before you can nominate a peer for one of our prestigious awards.

Did you know that nominating someone, not only brings pride to that person, but also gives you 2 points towards your Gold Leaf status? Why not do it then?

Harold Taylor Award



To nominate someone for the Harold Taylor Award, please click [here](#).

Ambassador Award



To nominate someone for the Ambassador Award, please click [here](#).

Deadline: Friday, August 2 , 2019

For more information please visit the [Award webpage](#) or contact the committee liaison, [Nathalie Bureau](#).

MEMBERSHIP NEWS

Congratulations to the following member who recently earned their Silver Leaf status!

Arlene Williams - Bona Fide Organizing - Brampton, ON
Mylène Houle Morency - FLO | Organisation - St-Bruno, QC

EDUCATION NEWS

Launch and Grow Your Business Program Module 2: Marketing Basics for your Organizing Business

Ready to launch your new business or grow your current company? Then the **Launch and Grow Your Business Program** is perfect for you! This former two-day course for professional organizers and business owners is now offered as three separate modules. Attendees can select the module that they need to expand their skill set; each class offers practical tips, techniques and industry information.

Module 2: Marketing Basics for your Organizing Business

Wednesday November 6, 2019:1pm-5pm

Snack and beverages are provided.

Each module costs \$300 + HST for members, \$350 + HST for non-members.

Launch and Grow is taught by Laura Kay of Laura Kay Organizing. Since 2006, she has gone from a sole practitioner to a thriving business owner, providing employment for many other Professional Organizers as subcontractors. In 2015 she was presented with POC's Ambassador award for providing mentorship and guidance to other Professional Organizers and helping to promote the Industry to the public.

Trained Professional Organizer (TPO) Exam

Congratulations to everyone who successfully completed the TPO exam. Certificates and TPO pins are in the mail.

Heather	Auclair	Dianne	Jimenez	Caroline	Seguin
Rick	Baillargeon	Safira	Lachapelle	Quincilia	Siah
Claudia	Bilodeau	Sharron	Leggett	Barb	Smaha
Melanie	Borgia	Mirella	Leone	Teresa	Souliere
Nancy	Bray	Maria	Lugosi	Brittany	Taylor
Samantha	Bromm	Karin	Lunan	Miriam	Toka
Jiaqi	Chen	Allana	Lytle	Michelle	Vanderkracht
Michelle	Cooper	Camila	Marquez	Debbie	White
Heather	Davies	Lindsay	Mellen	Jill	Winterson
Nancy	Driscoll	Jennifer	Moore	Jody	Wishloff
Michelle	Dunn	Noreen	Music	Diane	Woodworth
Bonnie	Gerard	Ericka	Pelletier	Janice	Yam
Katherine	Greenwood	Lori	Renaud	Cassandra	Zehr

The next offering of the TPO exam is scheduled at this year's Conference in Toronto, ON, on November 7th. Once you have completed all the required courses you can [register for the TPO exam online](#).

French Application Form Developed In Anticipation of New Course Development

POC is currently developing courses that will be offered in French. To that end, we will be looking for facilitators at that time, and a French Facilitator Application Form has been created for this purpose. Please view attached application form.

Teaching materials for the courses will be provided. Classes are scheduled in consultation with the facilitator(s). All facilitators are hired on a one-year contract basis.

To be eligible you must have been a POC member for a minimum of 5 years, have not been found in violation of any Code of Ethics, not currently be serving on POC's Board of Directors or Education Committee, and be available to teach at various times throughout the week and throughout the year.

A Call for Applicants will be issued once the course development is complete!

Tamara Liebmann
[Education Director](#)

SOCIAL MEDIA

June showed some great activity on all of our POC social media platforms (Facebook, Twitter and Pinterest, and **new this month, Instagram @professionalorganizersincanada**). Our Facebook posts were liked 1,947 times last month! The top performing post was a kitchen storage and surface area hack using an old dresser. Twitter had a bit of a slower month with 25 retweets and we were 'liked' 91 times! Our most popular tweet was the same as Facebook, using an old dresser to increase kitchen storage and surface space. Pinterest had a great month with average monthly view total of almost 60,000! 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 below!



Social Media Snapshot

Facebook:
1,947 Likes
7 new likes



Twitter:
2,223 Followers
7 new



Pinterest:
295 Followers
4 new

16	615	295	100
Boards	Pins	Followers	Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Heather Schmidt

[Director of Communications](#)

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

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.

1-800-GOT-JUNK?
THE WORLD'S LARGEST JUNK REMOVAL SERVICE



**DIABETES
CANADA**



**BED BATH &
BEYOND**

TRAUMA CARE
CLEANING SERVICES
since 1995



STOR-X
ORGANIZING SYSTEMS

maxsold



Solutions
Your Organized Living Store



FUJITSU

**DIGITAL
TREASURES**
DIGITAL • PHOTOS • MUSIC • MOVIES • DOCUMENTS



TRANSITION
Online Auctions Squad



MYCOR
Insurance Solutions | Managing Your Cost of Risk

JUSTJUNK.com
Removal Made Easy!

© Professional Organizers in Canada
468 Queen Street East, LL-02
Toronto, Ontario M5A 1T7
www.organizersincanada.com

To unsubscribe from POC emails, please click/tap the unsubscribe link below