



POC Talk June 2017

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

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

Keynote Speaker

In case you missed our announcement earlier this month, the NCC is excited that Samantha Pregoner from Simply Organized will be our keynote speaker this year! Samantha specializes in individualized solutions and systems for stressed out moms and homeowners. Her popular blog and addictive Instagram feed will have you coming back for more. She has used the uptick in the trend of organizing to her advantage in order to catapult her to the next level. She is energetic, engaging, and extremely knowledgeable. Just one more reason to attend the conference!



Call for Coaches

If you're a coach or know someone who is, we're looking for coaches to join our Coaches' Corner at [#POCCConf2017](#)! You will have an opportunity to spend one-on-one time with a coach who can help you build their business. We expanded this opportunity last year and will do so again this year. Submission deadline is **Friday, July 14, 2017**. Get complete details about the submission requirements and process on the [POC Conference page](#). Please share with your networks as well... you probably know someone who would be interested! For more information, please contact Allison Weigensberg, [Conference Lead](#).

Advertising, Sponsorship, and Exhibitor Opportunities

Know someone with a product or service that would be of interest to Professional Organizers and entrepreneurs? Share these ways they can promote their business at #POCCConf2017:

- Advertise in the digital conference program - All conference attendees will be provided with a digital Conference Program outlining all the awesome programming and exciting events. Attendees can download the electronic Conference Brochure and Program onto their phones and other devices, access it via email, and/or print it for ease of use at the Conference. Your product, services and or business will be at their fingertips at all times! What a way to reach a captive audience of organizers and other industry insiders who want to know the current trends, buzz and information. If you really want to wow the delegates, book the inside front or back cover!
- Sponsor part of the conference – POC offers a wide range of sponsorship opportunities that fit any budget, including meals, education sessions, the Leadership Forum, and coaching sessions. Sponsorship during the POC National Conference offers a unique opportunity to partner with POC and demonstrate your support of Canada's Professional Organizers and demonstrates your commitment to further strengthening the profession. Exclusive sponsorships provide excellent exposure and opportunities to network with, and market to, your target audience. Several opportunities are already spoken for so book yours while you can!
- Book a table at the Expo – Professional Organizers love meeting vendors at the annual Expo and learning about the products and services that can help them or their clients. It's a cost-effective way to access high-quality leads, with a promising referral source. New this year, exhibitors will have an opportunity to pitch their products or services during breakfast in a 3-5 minute direct engagement with all conference delegates. Attendees will also vote for their favourite exhibitor, who will be a guest of POC at the Awards Dinner where they will be recognized as the 2017 Best Exhibitor award winner.

Contact: Dennise Conforti at conferenceexhibitorschair@organizersincanada.com to reserve your

spot now before it's all booked.

Conference Speakers and Presenters

The Call for Presentations (CFP) deadline was May 29, 2017. We thank all those speakers, presenters and thought leaders who sent in their excellent submissions. We are currently reviewing all submissions and will soon be choosing the very best speakers, who will teach us how we can build on the organizing buzz to grow our businesses! Successful candidates will be notified by June 19, 2017.

Discounts for Flights

Registration isn't even open yet, but 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:

- 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. More details on seat sales will be shared as they become available.

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'll be announcing the speakers and topics we've chosen soon. And keep sharing your ideas for #POCConf2017 so we can include them in our planning!

EDUCATION NEWS

TPO Teleclass Schedule

The July to December teleclass schedule is being uploaded to the web site, and currently July and August are open for registration. We are working on getting the remainder of the 2017 year up shortly.

Tamara Liebmann
[Education Director](#)

MEMBERSHIP NEWS

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

Jeannette Hay, Get Me Organized!, Scarborough, ON – Toronto chapter

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

Adele Massena, Arrange My Place, Toronto, ON – Toronto Chapter

Visit POC's Cyber Chapter

If you can't make a meeting to your local chapter or find that the commute is taking too much time, consider joining a group that meets virtually. Don't miss out on the benefits of your POC community just because distance or timing doesn't work.



DEVELOPMENT NEWS

Regional Associate Member Renewal



Atlas Junk Removal, Inc. is an eco-friendly junk disposal service operating in Victoria, BC. The full-service waste removal company offers flexible and affordable solutions for the removal of old furniture, appliances, home-renovation refuse, and more. Customer service and minimal environmental impact are the core focuses of the business.

New Partnership for POC Members!



Coming soon! POC's newest associate member, Tidy Living, is partnering with POC to give our members an opportunity to become brand ambassadors. This will be exclusive to POC members, and participation is entirely voluntary. Watch for the special e-blast notice about the brand ambassador program being sent to members on June 26. Tidy Living will also have a table at the Conference Expo

this November and is sponsoring the Saturday evening dinner so attendees will have the opportunity to connect with them directly. Just one more great reason to come to the conference!

Testimonial for Transition Squad (On-Estate Auction)

Esther, Theresa, Grace, Steven and Babba were absolutely exemplary!

I simply cannot believe how much they managed to accomplish and how much stuff they managed to take out of the bins, clean, organize, lineup and stage, light and then shoot and lastly list and itemize everything - and THEN- put BACK in the bins.

Thank you so much for recommending them and for pulling this all together!!

In addition these are super organized, well-coordinated, professional and very very nice people. Even if this had yielded only \$1000 I would still be saying the same thing and would be very very happy

*Lisa D.
Toronto*

CHAPTER NEWS

Chapter Chat for Executives

Date: Wednesday June 28 at 8 EST Via iMeet. You will be sent the iMeet link directly on Monday the 26th.

Topic: Best Practices

Please be prepared to share at least one of your Chapter's Best Practises with the others. Many chapters are doing some new and unique initiatives that you might want to add to your own Chapter's protocols.

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

The next Chapter Chat will be Wednesday September 27, 2017 with guest speaker Director of Education Tamara Leibmann.

Laura Kay
[Director of Chapter](#)

COMMITTEE NEWS

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 - Friday, June 30, 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, Friday, June 30, 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), Marilyn 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).

COMMUNICATION NEWS

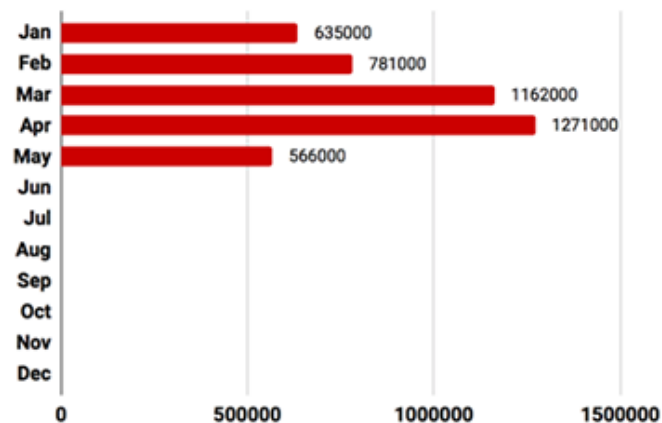
THE POC POST would like to feature one of your blog or written articles. We're looking for unique content. If you would like to be considered, send it to dir-chapters@organizersincanada.com. Please note that some editing may be undertaken but your company will receive acknowledgment with a link to your website.

Don't know what THE POC POST is? Subscribe here. <https://www.organizersincanada.com/poc-post-newsletter.html>

POC IN THE MEDIA

POC reached **566,000 impressions** for May 2017!

POC 2017 Media Reach



PR Highlights

Keep your cool during the summer sizzle with organized, pre-planned activities

May 30, 2017 / Modern Mississauga



May 30, 2017 - Laura Kay contributed a piece to Modern Mississauga in regards to [Keeping Your Children Busy Over Summer](#). Included a mention of POC at the end and in her biography. **Modern Mississauga**

The 5 biggest mistakes people make when decluttering



In Canada by TheRedPin / May 31, 2017 / Leave a Comment



May 31, 2017 - Jeanette Hay contributed an article to TheRedPin blog on [The Biggest Mistakes People Make While Decluttering](#). It mentioned POC in the first half of the article and linked to the website. For June we will continue to push the press release, focusing on various angles and cities across the country. **The Red Pin**

Renters Guide

Marie Potter's story on *Transitioning to Small Space Living* appeared in the print edition of Renters Guide. It included a mention of POC at the beginning of the article and included the POC boilerplate with the website.

SOCIAL MEDIA

Pinterest

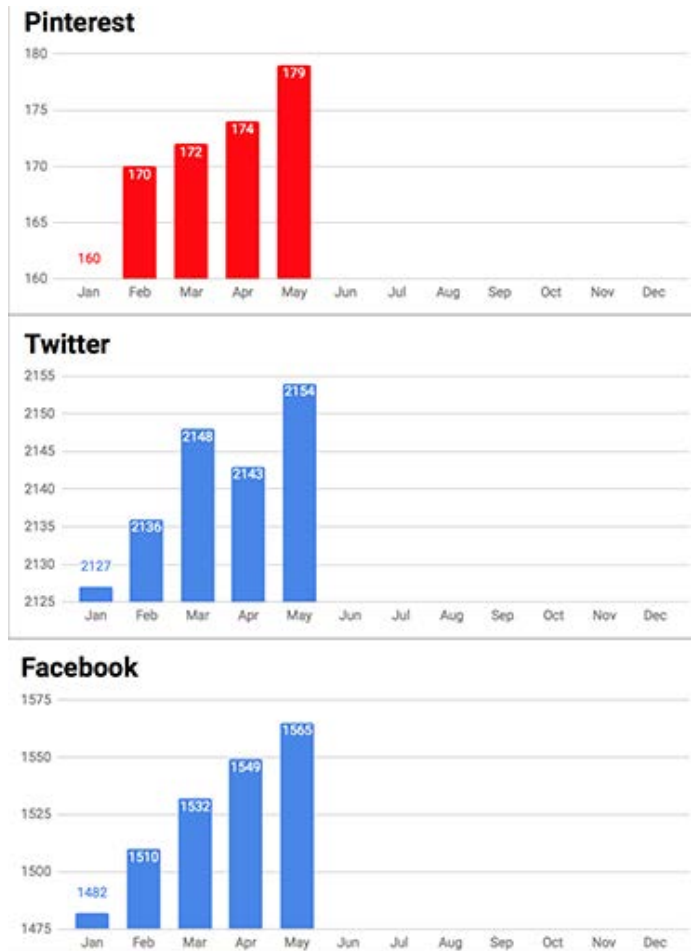
- 4 new followers (not a huge number, but up from April)
- 294 average daily impressions (down from April)
- 208 average daily viewers (down from April, after months of increases)

Twitter

- 11 followers (some issues though - details in the report)
- 11,700 impressions (up 1500 from April)

Facebook

- 16 new likes
- 33,230 reach (up HUGE from last month)
- 5.86% engagement rate (also up from last month)



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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