



# POC Talk

## POC Talk June 2018

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## BOARD OF DIRECTORS NEWS

### POC President Message

After much thought and consideration, I have made the decision to step down as your POC President. I have found that I do not have the time to dedicate to the responsibilities in this role. It was a very difficult decision to make but it is the best move for me at this time. I wish you all well and good luck with your own personal journey.

Sincerely,  
Susan Toth

*In the absence of a vice-president, past president Stephanie Deakin will resume the role of president until a new president is named. In accordance with POC's Bylaws, the president will be elected by the board from among eligible directors.*

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



## News and Info on POC Conference 2018

### Are You Ready to Master Your Fears and Failures to Become Your Superpower?

Then you need to come to the 2018 POC Conference!

The POC National Conference Committee is excited to announce that veteran professional organizer, award-winning entrepreneur, author and speaker Leslie Josel will be the 2018 Keynote Speaker!



In her keynote address, Leslie is going to flip the standard script on its head. With her energy, engaging wit and common-sense approach, Leslie is going to show how embracing fears and learning from failures can actually be the catalyst to establishing, maintaining and growing a best-in-class business with authenticity, integrity and connection.

This is a life-changing presentation you don't want to miss! The POC Conference will be held October 25-27 in breathtaking Kelowna, BC.

Registration will open soon – in the meantime, book your hotel room now to secure POC's great room rate.

Stay current and watch all our POC social media platforms as we roll out the program and announce all the exciting presenters, entertainment and programming!

### 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! Starting at only \$250, you can advertise your business or services in the POC Conference Booklet. The Booklet contains all the information about

the schedule, program and presenters, so delegates download the digital copy and reference it throughout the event. All those eyes on your ad! To secure an ad spot, fill out the form in the [sponsor/exhibitor guide](#) – details start on page 9.

### **Meet Your Exhibitors!** **Featuring Harold Taylor, Taylor In Time**

POC will be featuring our exhibitors leading into conference. We are excited to announce that Harold Taylor will be exhibiting at the POC Expo. President of [Taylor In Time](#), Harold has been writing, training and speaking on the topic of time and life management for over 35 years. He has written 15 books plus 21 ebooks and is a best-selling author. Meeting and speaking with Harold Taylor is an opportunity you don't want to miss – just one more great reason to come to the POC Conference. Interested in exhibiting? [Submit your form now](#) and get your table (sooner you book, the more choice you will have on your table location!).

### **Book Your Room**

POC has secured very good rates for our members at the conference hotel. When you [book through POC](#), it ensures the association meets its contractual commitments which in turn means POC can continue to plan conferences at great locations – and you get a great price. Rates are available three days pre-conference and three days post-conference, so make a holiday of it and explore beautiful Kelowna.

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## **MEMBERSHIP NEWS**

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

Carol McRae – 'Naoko' Organize Me – Edmonton, AB – Edmonton Chapter

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## **DEVELOPMENT NEWS**

### **Regional Associate Member Renewal**



### **Atlas Junk Removal Inc**

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.

1736 Lee Avenue, Victoria, BC V8R 4W8

Phone: 250-589-2467

Email: [info@atlasjunkremoval.ca](mailto:info@atlasjunkremoval.ca)

Contact: Aaron Lawson, Director

### **Regional Associate Member Renewal**



## Closet Envy

Closet Envy Inc. is focused on providing award winning, custom designed, laminate, storage solutions which are functional, attractive, and fit your clients budget. Inside the house we work within; Walk-In Closets, Dressing rooms, Reach-in Closets. Home offices, Kids closets, and Pantries. In the garage, we do Epoxy floors, Storage cabinets, Overhead racking and Slatwall. We use the latest technology to measure accurately, and provide detailed, 3D renderings of the space.

17-850 Legion Road, Burlington, ON L7S 1T5

Phone: 289-635-2001

Email: [info@closetenvy.ca](mailto:info@closetenvy.ca)

Contact: Shaun Oriold, Owner

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## COMMITTEE NEWS

### Awards Nominations 2018

**Only 23 days left to submit your Award Nomination!**

**Deadline – July 13, 2018**



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, July 13, 2018.

Go to the [Harold Taylor Award Nomination Form](#) and/or the [Ambassador Award Nomination Form](#) any time before the deadline.

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/award. 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: Marilyn Litster (Victoria), Pauline Hoffman (London and area) and Varsha Singh (North GTA). Maggie Megenbir is the board liaison.

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## **CHAPTER NEWS**

**Monthly Chapter Chat for Executives:** Wednesday June 27, 2018 at 8 pm

**Guest Speaker:** Dennise Conforti, POC Director of Chapters

**Topic:** Chapter Communications

We encourage and welcome all Executive members. Chapter chairs are kindly requested to ensure that at least one representative be there.

**Chapters Best Practice:** Staying on top of your chapter finances and tracking your monthly expenses on a regular basis either weekly and/or monthly. Taking these small steps will help when required to submit your financial documents to national for reporting and when creating your chapter budgets.

Provided by Judy Rickey, POC Director of Finance.

**Next Chapter Chat:** Chapter Chats return on September 26, 2018 at 8pm.

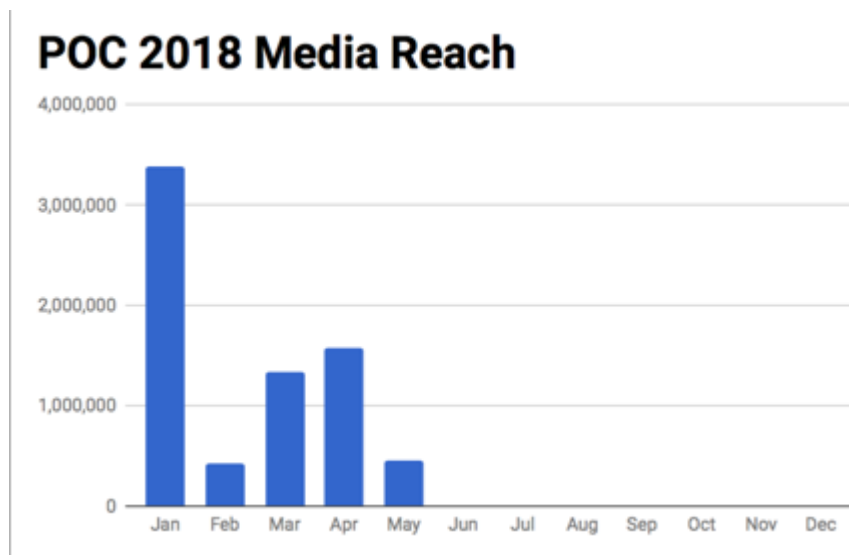
Note: There are no Chapter Chats held in July or August.

Wishing you all a safe, warm and happy Summer!

Dennise Conforti  
Director of Chapters  
[dir-chapters@organizersincanada.com](mailto:dir-chapters@organizersincanada.com)

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## POC IN THE MEDIA



## PR Highlights

In May, POC related coverage resulted in **460,000** impressions.

- May 25th – Julie Fortin was interviewed on CTV Ottawa Morning Live about how to properly organize a garage sale.
- May 30th – City Parent published an article by Marie Potter about getting organized to return to work after maternity leave.



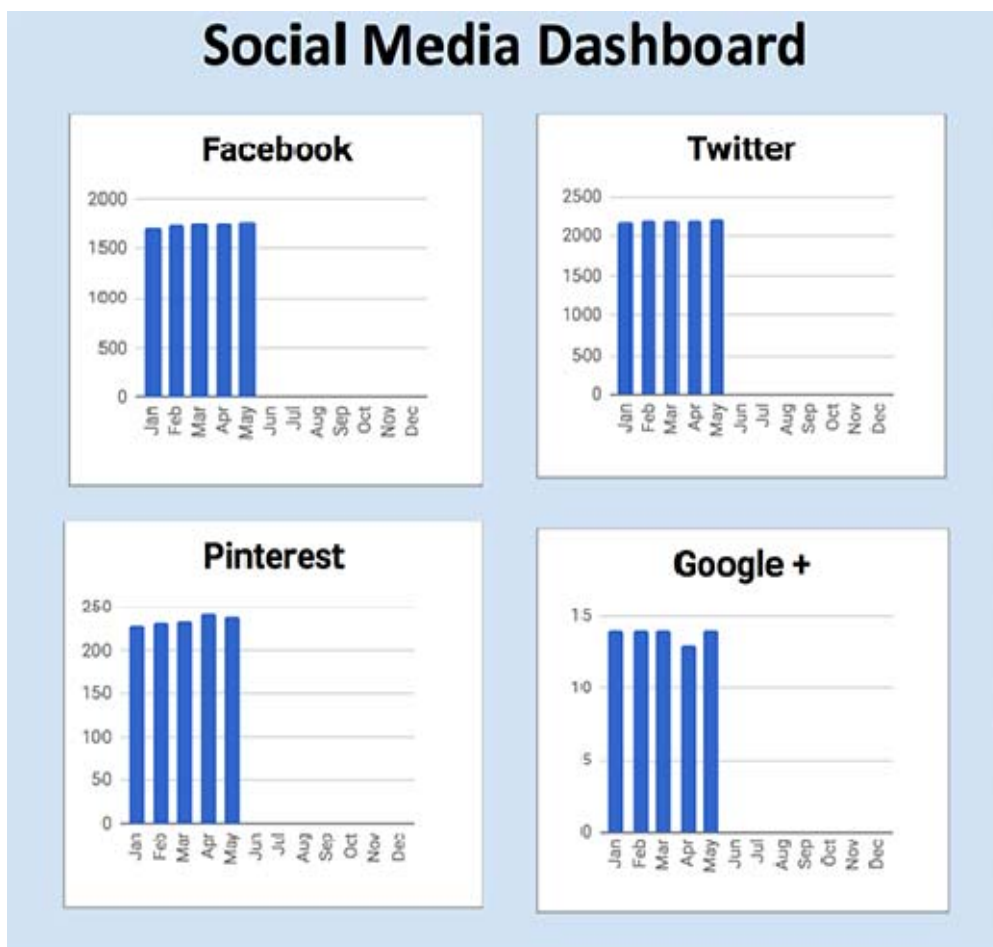
An interview was arranged with Julie Fortin on behalf of POC to discuss [How to Properly Organize a Garage Sale](#). **CTV Ottawa Morning Live (Broadcast and Online)**



City Parent published an article by Marie Potter about [Getting Organized to Return to Work After Maternity Leave](#). **City Parent (Print and Online)**

Articles  
Mat leave back-to-work countdown  
By Marie Potter

## SOCIAL MEDIA



### Facebook:

- 17 new likes
- 14,906 reach (down slightly from April)
- 12% engagement rate (up noticeably from April)

### Twitter:

- 5 new followers

- 16,300 impressions, highest since January

#### **Pinterest:**

- -2 new followers
- 690 average daily impressions (highest ever)

#### **Google +**

- 14 Followers (+1)
- 27 Views
- 32 Posts

#### **Become an Online Influencer!**

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

Please provide us with your information and permission to re-post your blog or social media posts on our POC media channels. We can't promise you'll be posted but there's a good chance you will.

[Put in your request here](#)

#### **POC POST Submissions**

POC POST is looking for submissions from fellow organizers for next month's issue in July. Content should be 300 words, no photos, but we will provide a link to your website! The topic will be summer organizing projects.

Please contact our [Director of Communications](#)

#### **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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