



POC Talk June 2019

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BOARD OF DIRECTORS NEWS

Get More Involved With POC - Join your National Board of Directors

Your association needs 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 Directors' 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

This year we will be electing three new directors. More information about board membership is available on the [website](#). If you are interested in joining the Board please contact [Meghan Howard](#).

Awards Committee

The POC Awards Committee has an opening for one new member. This is a wonderful opportunity to have an inside look at all the inspiring things our POC members do to further the organizing profession and emulate the POC vision. Click [here](#) for award overviews as well as current and past holders.

If you would like to work with others to review nominations received for the awards that will be handed

out to deserving members at conference this November, please contact [Meghan Howard](#).

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

POC 2019 National Conference
The Sky's the Limit! #UP_UnlimitedPotential
November 7-9, 2019 • Toronto, Ontario

NCC Welcomes Jen Gibson and Michelle Sirianni as New Committee Leads

Jen Gibson



I am honoured and very excited to be selected as your Communications Lead for the NCC 2019. I joined POC – Calgary Chapter in 2018 just around the same time I launched my business **Organizing Simple Solutions (OSS)**. I attended my first conference in Kelowna, BC (October 2018) and it was such a wonderful and awesome experience. I knew I wanted to be a part of the next conference in Toronto. During the conference I had the opportunity to make some remarkable connections with individuals.

I am also honoured to be on the POC – Calgary Chapter Executive Committee as the Social Media Coordinator. It is such a blessing to work with a cohesive and amazing team! I truly enjoy the authentic relationships that we have built together. We have plenty of “Serious Fun” together.

I look forward to keeping you informed with all the exciting and inspiring news and events happening at the upcoming 2019 conference in Toronto, ON. I hope you can all join us!

Michelle Sirianni



Joined POC in 2017. Forever Artist, evolved into Certified Interior Decorator and then overlapped into Professional Organizer. Excited about all things artistic and organized. Don't believe they are mutually exclusive. Honoured to join the National Conference Committee. Looking forward to meeting and

volunteering with wonderful people across the nation, in order to showcase all that POC has to offer!

The Sky's the Limit! #UP_UnlimitedPotential

The 2019 POC Conference will be held November 7-9, 2019, at the Radisson Admiral on the Toronto waterfront.

Registration opens in JULY!

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!

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!

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

MEMBERSHIP NEWS

Have you been a POC member for 5+ years? Considering retirement but don't want to leave this great network of friends and colleagues? POC has a new membership category for you, effective July 1:

Emeritus (Retired) Member

Retired POC members are eligible for emeritus membership if they are no longer engaged in the organizing profession, are at least 55 years of age, and have been a POC member for at least five years.

An emeritus member will continue to receive all membership benefits, is entitled to voting privileges, and may serve at both national and chapter levels in any capacity except president of POC.

Emeritus membership may be claimed at any time post-retirement, and does not have to immediately follow regular membership. Proof of five consecutive years' membership in POC may be requested.

Member Dues: \$100 per year

If you are eligible, please contact board@organizersincanada.com for more information.

If you know of former POC members who might like to know about this opportunity to stay connected to their organizing community, please pass on the news.

DEVELOPMENT NEWS

New National Associate Member



We are happy to announce a brand-new associate member to POC: **All-Purpose Realty!** All-Purpose Realty is a national real estate referral service offering cash rewards to consumers using their service. Rewards can be used towards the purchase of POC member services. For details, visit <https://all-purposerealty.com/poc/> or contact Ross Cannata at 1-800-203-9494.

Contact: Ross Cannata, President
Phone: 1-800-203-9494
Email: ross@all-purposerealty.com
55 Town Centre Crt., Suite 700
Toronto, ON M1P 4X4

EDUCATION NEWS

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

Wednesday, November 6, 2019
1:00 – 5:00pm
Toronto, ON

Ready to launch your new business or grow your current company? Then **Marketing Basics for your Organizing Business** (the second course in the [Launch and Grow Your Business Program](#)) is perfect to get you started! Expand your skill set with practical tips, techniques and industry information.

Module 2: Marketing Basics for Your Organizing Business

To create and maintain a successful organizing business, you must understand that selling and promoting your business is as vital as the actual organizing or consulting services that you offer. Marketing is everything you do to attract and keep clients it is the key to the success of your organizing business! Marketing covers anything from advertising, public relations, social media, sales promotion, personal selling, networking and word-of-mouth.

This second module of the Launch and Grow Your Business Program will help you to understand the 4 p's of marketing:

- Product
- Position
- Price
- Promotion

Location: Radisson Admiral Hotel

Members: \$300 + HST

Non-members: \$350 +HST

[REGISTER NOW!](#)

NOTE: a minimum of 4 participants are required for this course to proceed. This course may not be offered again for some time, so if you want to take it, now is the time!

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.

Registration closes: October 27, 2019 11:59pm ET

NOTE: POC Members should login before registering for this course to ensure they receive member pricing.

Trained Professional Organizer (TPO) Exam

The next opportunity to write the TPO exam will be on Thursday, November 7, 2019 prior to our Conference in Toronto

Good luck to everyone!

Teleclass Schedule July - December 2019

We will be posting the July to December 2019 Teleclass schedule to the POC website shortly. Be sure to check the site soon for Teleclass dates.

Tamara Elias Liebmann

[Director of Education](#)

CHAPTER NEWS

We have had two Chapter Chat's in the last little while...

May 29th Chapter Chat Recap:

Judy Rickey, POC's Director of Finance, went over the year-end reports with the treasurers and answered any questions they had with regards to their roles as Chapter Treasurers. There were 13 executive members in attendance. Thank you for all the tips and suggestions that were shared to make things easier for those who are new to the role. Year-end reports are due in July. Please keep an eye out for a reminder email and/or Special POC Talk.

****Please note there are still some outstanding mid-year (January) financial reports due. If these could be forwarded to [Director of Finance](#) as soon as possible so they can be reviewed prior to the year-end reports being due.****

June 12th Chapter Chat Recap:

Only 5 more months until Conference!!! Members of the National Conference Committee joined us this month to provide all the updated details about Conference 2019. Thank you so much to Georgina Forrest, Nathalie Bureau and Michelle Sirianni for taking the time to provide updates on programming, entertainment, communications and sponsors/exhibitors. We would also like to thank Associations First and all the behind the scenes work they do with the NCC to make conference enjoyable and fabulous!

We are in a beautiful location on the Toronto waterfront in the Admiral Radisson. The NCC has secured a block of rooms for POC members at a reduced rate so they can enjoy all that conference has to offer without leaving the comfort of the hotel. Maximize your networking and conference experience by staying on site. Work while you play and give yourself #UP_UnlimitedPotential to be with your organizing peeps and learn as much as you can to maximize your business' potential.

Some of the tips for budgeting and costs savings that were offered during the call were to:

- Register in July and save \$50 with the early bird rate
- Book your flight or the VIA train with the discount codes on the conference page in September or when there's already a sale
- Pay for your discounted hotel room in November

****** Doing it with this timeline spreads the cost of conference over 6 months

- Put your name on the roommate list (TBA) and split the \$195 cost of the room. Many members have lifetime friendships with organizers that they bunked with at conference

The entertainment and extras line-up sounds awesome and will allow you to tailor your conference experience to your liking. To make it super easy they are all located either onsite or leave from the lobby of the Radisson. We are all quite excited about some of the great exhibitors being lined up for the vendor show and of course we really appreciate our amazing sponsors that help provide coffee, meals and other perks. They really help to keep the cost of conference down for members.

Please ask your chapter executives for the specific details from this call or take the time to peruse the [POC Conference 2019 page](#) or join the [POC Closed Facebook Page](#) for all the updates. More updates and announcements will be sent over the summer...Early Bird registration starts in July.

See you November 7-9!!

Next Monthly Chapter Chat for Chapter Executive Members:

Wednesday September 25, 2019 at 8pm EST

Presenter: TBA

Topic: TBA

Reminder emails will be sent out to the chapter executives 2 days prior to the Chapter Chat.

2019 Chapter Chat's still to come:

Dates	Topics	Speaker
October 23, 2019	Communications	Heather Schmidt, Director of Communications

****Note: moved up 1 week due to conference**

November 27, 2019	Leadership	Cindy Wezenbeek, Director of Chapters
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We are taking the months of July and August off from Chapter Chat's to enjoy the warm weather and have some down time. Enjoy the summer and see you in September!!

Cindy Wezenbeek
[Director of Chapters](#)

FINANCE NEWS

Welcome to all the new treasurers and it was lovely getting to speak with so many during our May chapter chat. I will be sending out updated forms in the next few weeks for year-end. If you are a new treasurer please send me a quick email introducing yourself so I have your contact info to dir-finance@organizersincanada.com

Our year-end is June 30 so please have reports in by July 31st. Your control total needs to be showing 0 which means that your chapter balances. If it is not, please let me know and we will figure it out. Keeping accurate monthly records will help greatly with this. Also, please hand in your projected budgets for 2019-20 with assumption notes so I can see what you are envisioning for your chapter in the upcoming year.

Thanks everyone for volunteering to be on your executive as it is us volunteers that keep our organization running smoothly.

Judy Rickey
[Director of Finance](#)

SOCIAL MEDIA

May showed some great activity on all of our POC social media platforms (Facebook, Twitter and Pinterest). Our Facebook posts were liked 1,940 times last month! The top performing post was about a colour-coded electrical box with a legend to keep even your household wiring organized. Twitter had an awesome month with 49 retweets and we were 'liked' 137 times! Our most popular tweet was an organizing idea to use a tray to double vertical cupboard space. Pinterest had an average monthly view total of just over 56,000. 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!

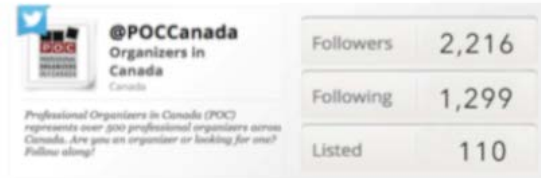


Social Media Snapshot

Facebook:
1,940 Likes
16 new likes



Twitter:
2,216 Followers
-4 followers



Pinterest:
291 Followers
Same as April

16	605	291	100
Boards	Pins	Followers	Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Heather Schmidt
[Director of Communications](#)

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

SHOW SOME LOVE ... Follow us at <https://www.pinterest.com/POCCanada/>



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POC recognizes and thanks all our Associate Members for their ongoing support and partnership.

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