



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

## POC Talk March 2017

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## BOARD OF DIRECTORS

We are sorry to announce that Pearl Cluff, our Director of Communications, has had to resign from the board due to other time commitments. While we certainly understand that running a business, a family *and* being on the board can make for an over-full plate, we're sad to see her go. In the absence of a Director of Communications, the board members have divided up the portfolio chores amongst ourselves. Please be patient with us as we manage these extra pieces of work that may not be within our normal area of expertise! The dir-communications email address will continue to be monitored, so please continue to send any communications-related emails to that address.

If you have an interest in the communications portfolio and would like more information about what's involved, please contact Janice Kirwin, [POC Vice-President](#).

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

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

This year's conference will be held November 2-4, 2017 at the [Westin Prince Hotel](#) in Toronto, ON! Mark your calendars, start saving for your conference expenses, and visit our [Facebook group](#) and [Twitter account](#) to stay up to date on all the conference news!

## 2017 Conference Theme

We're excited to announce the theme for the 2017 POC Conference... **#Organize: Building on the Buzz!** Organizing is such a buzzworthy topic these days, but as professional organizers, we know that truly helping our clients is more than just trying out the latest fad. At this year's conference we'll explore the latest trends in organizing and learn how we can use the hype around organizing to build our businesses and meet our clients' needs. Come join us!

### Exhibitor/Sponsor Package Available

We want the BEST exhibitors at our Expo! So spread the word within your personal and business networks... you're sure to know other business owners who have products or services that will help us build our organizing businesses. Various advertising and sponsorship opportunities are available as well. Here's the link to the [2017 Exhibitor/Sponsor package](#). Also, if you have a favourite organizing product you'd like other organizers to learn about, send your ideas or contacts to the Exhibitor/Sponsor Lead [Dennise Conforti](#).

### Speaker/Presenter Package Available

If you're a speaker or know someone who would be interested in speaking at conference, the Call for Presentations is now available on the [POC Conference page](#). The National Conference Committee (NCC) is seeking new, interesting and high-quality proposals from those interested in presenting motivational educational sessions to conference attendees at the upcoming 2017 conference in Toronto. **Submission deadline is Monday, May 29, 2017** and one of the requirements is a video so be sure to allow yourself time to prepare your submission. For more information, please contact Adele Lapointe, [Conference Program Lead](#).

### Call for Coaches

If you're a coach or know someone who is, we're looking for coaches to join our Coaches' Corner at [#POCConf2017](#)! 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](#).

Keep sharing your ideas for #POCConf2017 so we can include them in our planning!

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## EDUCATION NEWS

### Launch and Grow Your Business Program Facilitator Search

POC is seeking a Toronto area facilitator for its Launch and Grow Your Business Program. Read more about [the requirements](#) and [apply here](#). For further information on this position please contact Janice Kirwin, [Vice President](#).

Tamara Liebmann  
[Education Director](#)

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## MEMBERSHIP NEWS

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

Debbie Bunze, Picture it Organized, Toronto, ON, Toronto Chapter

## Certification

Members are reminded that the Trained Professional Organizer (TPO) designation is **NOT** a Certification. A Certified Professional Organizer designation can only be obtained by completing the requirements of [The Board of Certified Professional Organizers](#) (BCPO). If you are promoting yourself as a Certified Professional Organizer and you do not have BCPO certification, you must stop doing so as you are in violation of POC's Code of Ethics and may be subject to sanctions by the BCPO.

### How to Reference Yourself as a Professional Organizer

Are you a professional organizer but you aren't sure how to reference yourself and your education? See the examples below!

No professional organizing certificate: **Jane Smith, Professional Organizer**

TPO Exam Certificate: **Jane Smith, Trained Professional Organizer (TPO)**

The Board of Certified Professional Organizers (BCPO): **Jane Smith, Certified Professional Organizer (CPO)**

*\*For any questions regarding how to display your name please review the [Ethics page](#) on Professional Organizers in Canada website. Your honesty and integrity builds a strong and professional community, Thank you!*

### Improper Use of POC Logo

Chapters should also confirm that lapsed members are not still using the POC logo or identifying themselves POC members. They should be told to refrain from doing so. There is a procedure in place for handling such a situation – please refer to page 123 of the P&P Manual for the process, located on the [Downloads & Guidelines page](#), under the **POC** tab (login required).

### Directory Listing (What do they see, hide profile)

After logging in, go to “Your Profile” under Members Only and on that page, on the tab for “Contact” at the bottom of the page is where one can control what happens with their listing and their information as it relates to the website's “Find an Organizer” directory. Below is a screen shot of that:

☐ Specialized Needs - Business and Residential - Work / Life Balance

☐ Allow me to be displayed in the directory

Display Fields

☐ Street Address

☒ City

☒ Province

☒ Postal Code

☒ Phone

☒ Email

You can toggle on and off fields you would like displayed in the directory.

Where my terrible arrow is pointing at when un-ticked is when you are not on the directory at all. If it is ticked, then the listing will show up, but one can still control what information is shared on it. The Display Fields selected are the information that will be shared, if it is un-ticked, then it is not shared.

Samantha Kristoferson  
[Director of Membership](#)

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## DEVELOPMENT NEWS

### We want to hear from you!!!

Our Associate Members are very important to our professional organizing businesses. Have you worked with one of our Associate Members? Do you have a story or recommendation that you would like to tell us about? If so, please [e-mail them to me](#). We would like to share them in our monthly POC Talk.

Angie LeClair  
[Director of Development](#)

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## COMMITTEE NEWS

### Nominating Committee

The Nominating Committee for 2017 is looking for **2 more volunteers** from the eastern or western provinces to join this committee.

### Awards Committee

The Awards Committee for 2017 is looking for **one more volunteer** to join this committee. We would like someone to come on board Ontario/Quebec as we have committee members representing the west and the east coasts at this time. We need someone in place by April 15th to join this committee to get it underway.

For further information in volunteering for POC in any of the above committees or further information on what these committee responsibilities and time commitments are please contact Janice Kirwin, [Vice President](#).

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## CHAPTER NEWS

### Suggestion for Chapter Programming

Consider taking a few minutes of every Chapter Meeting to review and discuss with your Members one of the ten elements of POC's [Code of Ethics](#) Policy. The Code of Ethics that members abide by is intended to quantify that our members strive for a strict standard of excellence and accountability and that we differentiate ourselves in this way from non-member Professional Organizers.

### Cross Referencing your Chapter Membership List with your Facebook Group

As of April 1, the current list of members will be sent to every chapter. Chapters are responsible for assigning a volunteer(s) to cross-reference those names with their Chapter Facebook Group. Lapsed members **must** be removed from Closed Groups. The Association regards the Closed Facebook Groups a benefit of being a POC member.

### Chapter Chat for Executives

**Date:** Wed March 29, 8 pm EST via iMeet

**Guest Speaker:** Angie LeClair, Director of Development

**Topic:** POC's Associates - who are they and what are the mutual benefits of the relationship between us?

Laura Kay

## POC IN THE MEDIA

POC reached **781,000 impressions** for February 2017!



### PR Highlights



**February 2, 2017** – The online version of Georgina Forrest's BT segment. Georgina appeared on Breakfast Television to talk about POC's latest press release, [Organizing Your Electronics](#). There were multiple mentions of POC, as well as a call to action at the end of the segment encouraging people to visit the POC website. **BT Calgary**

### How to declutter before an open house – tips from professional organizer Liz Fox

In Canada by TheRedPin / February 12, 2017 / Leave a Comment



**February 17, 2017** – Liz Fox contributed a piece to The Red Pin blog on behalf of Professional Organizers in Canada. This month's topic was Decluttering Before an [Open House or Selling a Home](#). POC was mentioned several times throughout the article, with links back to the website. **The Red Pin**

**February 18, 2017** – Georgina spoke about [Organizing the Pantry](#) during her regular appearance. She mentioned POC right at the beginning of the segment. **BT Calgary**



## SOCIAL MEDIA

### Pinterest



### Twitter



### Facebook

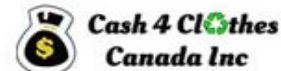


SHOW SOME LOVE ... Follow us at <https://www.pinterest.com/POCCanada/>



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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