



POC Talk

POC Talk May 2017

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

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

#ORGANIZE: *BUILDING ON THE BUZZ*



Minimalism, Simplify, Downsize - today's buzz words are raising public awareness of professional organizing. Together, let's keep *BUILDING ON THE BUZZ* to grow your business and our profession!

POC CONFERENCE 2017



The Westin Prince
Toronto, Ontario
November 2-4, 2017

organizersincanada.com/events/conference.html

Plans are well underway for this year's conference! Speakers are submitting applications, exhibitors are confirming Expo tables, and entertainment is being organized. We're planning lots of added value for you too. You'll learn many tools to help you take your business to new heights. So mark your calendars and start setting aside money to cover your conference expenses!

Call for Presentations

- Want to build your business through speaking? Submit a proposal to speak at conference.
- Got a topic you'd like to learn about? Tell Adele Lapointe, your [NCC Program Lead](#).
- Have contacts with people in business, marketing, or social media? Share the Call for Presentations with your network so they can speak at conference (personal invitations seem to work best so please help spread the word).
- Heard a great speaker? Invite them to speak at our conference or share them with Adele so she can invite them.

Get all the details on the [2017 conference page](#). Deadline is coming up very quickly! Together let's make the 2017 Conference the best conference ever!

Exhibitor/Sponsor Package Available

Do you use or recommend products and/or services to your clients? What are they? We want to hear from you. We are offering many options for small-to-large companies, so they can take advantage of the opportunity to promote their businesses. What better way to have their products and services promoted than with a conference of Professional Organizers who are looking for new and exciting products and services?

Contact [Dennise Conforti](#) today with your favourite products and/or services, and tell us why you love to use them.

For more information, the [2017 Exhibitor and Sponsor Package is available here](#). **Please share it with your networks!** You never know who may be interested in being a sponsor or exhibitor!

Calling All Coaches!!!

From Conference Lead Allison Weigensberg: Are you a coach or do you know a coach that wants to

raise their profile? Our national conference is the perfect place to do that. This is a great chance for all coaches that want to increase their exposure to our fabulous group of Professional Organizers. All the details can be found here – www.organizersincanada.com/events/conference.html.

Community is key, so share the link on your Facebook and Twitter so that coaches in your network can take part in this opportunity. In addition to the honorarium provided, coaches can also join our private Facebook group so that they can get their message out to all conference delegate and not just the lucky people who grab the one-on-one sessions with them!

Keep sharing your ideas for #POCConf2017 so we can include them in our planning! And join our [Conference FB group](#) or follow us on [Twitter](#) to stay up-to-date on all the latest news and discussions! We're excited to be announcing our keynote speaker soon!

EDUCATION NEWS

TPO Exam

Important reminder: If you would like to write the TPO exam this spring, please sign up on the [POC website](#). Our online registration process requires completion of all required courses as confirmation of your eligibility to register for the exam. Those challenging the exam have other eligibility requirements.

Please ensure that you have completed your courses well in advance of the exam registration cutoff date, which is at midnight EST, 10 days prior to the exam date.

If you require accommodations, please refer to the [Exam Accessibility Policy & Forms](#) and submit any necessary documentation a minimum of 30 days prior to the exam date.

NOTE: The next chance to write the exam will be at the conference in Toronto in November 2017.

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](#)

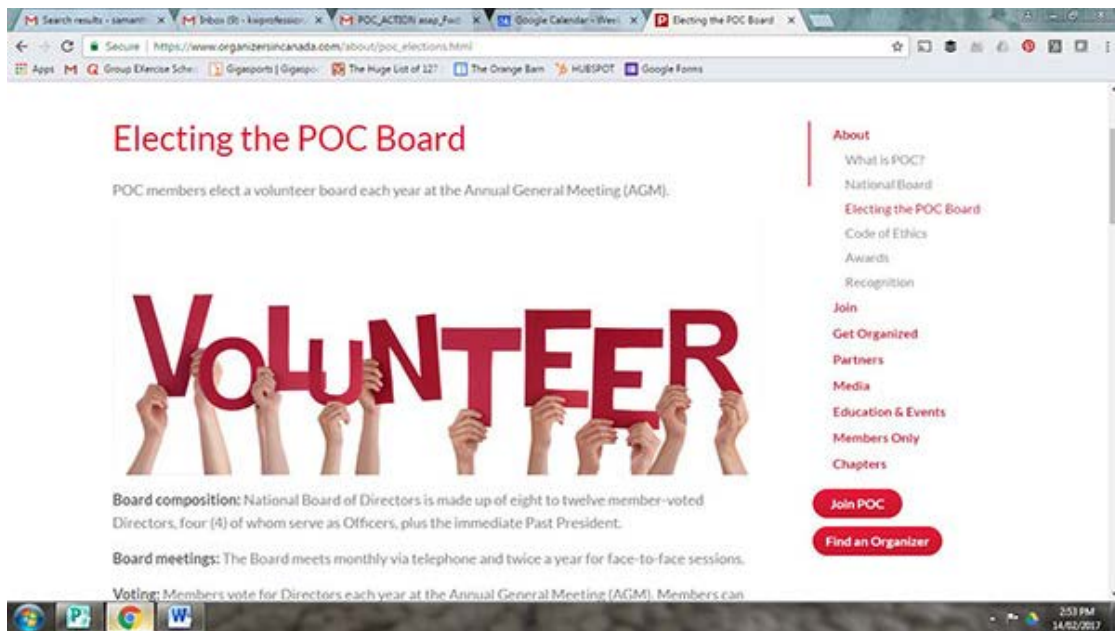
MEMBERSHIP NEWS

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

- Lisa Macdonald, All Organized, Dartmouth, NS, Nova Scotia chapter
- Lianne Doucet, Authenticity101, Toronto, ON, Toronto chapter
- Tamara Elias-Liebmann, A Simplified Life/La Vie Simplifiée, Montreal, QC, Montreal Chapter

Serve on POC's Board and Be Recognized Nationally Among Your Peers

POC would not exist if it were not for their hardworking volunteers! If you feel you have a contribution to make and want to take advantage of the many opportunities that volunteer service brings you start your research here. Read about the volunteer descriptions and find the role that is most suited for you.



DEVELOPMENT NEWS

New Associate Member



Tidy Living

Tidy Living is the leading manufacturer and supplier of home storage, organization, garment care and laundry accessory products. Servicing the US and Canada, our mission is to provide customers with value, quality and outstanding customer service. Our high-quality products enable users to simplify and enhance their quality of life.

Toronto, ON

Contact: Chris Parsons

Phone: 416-521-5095

Email: chris@tidyliving.com

CHAPTER NEWS

Chapter Chat for Chapter **Treasurers Only** - Wednesday May 31, 8pm EST via iMeet

Speaker: Director of Finance Susan Toth.

Topic: Chapter Finances, Budgets and Best Practices.

We will send call-in details directly on Monday, May 29.

Laura Kay

[Director of Chapter](#)

COMMITTEE NEWS

Nominating Committee

The Nominating Committee for 2017 is looking for **2 more volunteers** from the eastern or western provinces. The Nominating Committee is responsible for contacting members across Canada to fill our volunteer positions as they become available.

We will also have positions opening up as the National Board of Directors, National Conference Committee and other committee members come to the end of their terms this Fall 2017.

If you have any interest in volunteering for POC and would like to know about what will be coming available, responsibilities and time commitments please contact Janice Kirwin, [Vice President](#).

FINANCE NEWS

Chapter Treasurers, the next Chapter Chat on **Wednesday May 31st 8:00pm EST** is just for us! It's time to start the preparation of your **NEW 2017/18 Chapter Budget** for the July 1st, 2017 to June 30th, 2018 Fiscal Year. Check your email in a few weeks for the templates and any further information. If you have specific questions or are not able to attend the call, please email me directly dir-finance@organizersincanada.com prior to our Chapter Chat.

In addition to the new Chapter Budget, you will also be submitting your Chapter's **Financial Report** for the **2016/17 Fiscal Year End** from July 1st, 2016 to June 30th, 2017 as well.

Chapter Financial Reports to the National Board are due **July 31, 2017**.

The Chapter Handbook states:

In addition to the financial statements noted above, each chapter must prepare an annual budget. This document should be prepared one to two months prior to the beginning of the budget year which runs from July 1 to June 31. The budget should include detailed explanations at the bottom of the document to support the assumptions that have been made in the development of the budget. The budget should be presented to the chapter executive for their information and discussion, before being presented to the POC Director of Finance by July 31.

Lastly, a gentle reminder of the importance of keeping records:

Records Retention

It is the responsibility of the Executive as a whole to ensure that financial records, minutes and other chapter records are retained for the appropriate period of time, usually the current year plus six years.

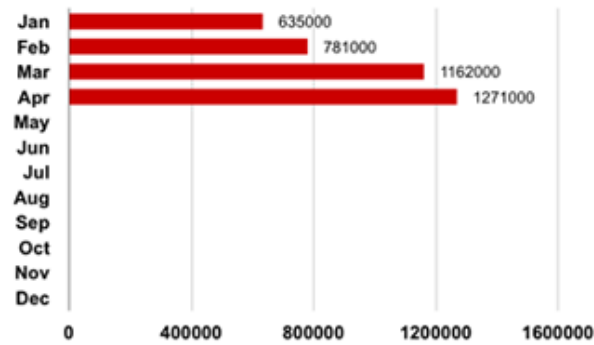
Once again, I thank you wholeheartedly for volunteering for our professional association.

Susan Toth
[Director of Finance](#)

POC IN THE MEDIA

POC reached **1,271,000 impressions** for April 2017!

POC 2017 Media Reach



PR Highlights



April 4, 2017 – POC shared [Tips on Small Space Organizing](#), leveraging tips from Angie LeClair. POC was mentioned and a quote from Angie was shared. **Huffington Post**



by Marie Potter
04/04/2017

How does a family of four live in a small condo?



April 4, 2017 – Marie Potter contributed [Tips on How a Family of Four Can Live in a 1,000 sq ft Condo](#). Along with Marie Potter's personal biography, it also included a biography on POC with links to the website. **YellowPages Next Home**

April 10, 2017 – Marie Potter contributed her story of [Living in the Sandwich Generation](#) along with tips. POC was mentioned at the beginning of the article, along with a link to the website. The website was also mentioned at the end of the article. **Canadian Family**



April 17, 2017 – Marie Potter contributed tips to New Condo Guide print edition on [Transitioning Into a Small Space](#). POC was mentioned at the beginning of the article, and the POC website was also mentioned at the end of the article. The article can be found on page 34. **New Condo Guide**

5 tips from a Professional Organizer to help prepare your garage for Spring

In Canada by TheRedPin / April 26, 2017 / Leave a Comment



April 26, 2017 – Susan Toth contributed tips to TheRedPin Blog regarding [Organizing Your Garage for Spring](#). It's linked to the website in the first half of the article. **TheRedPin**

SOCIAL MEDIA

Facebook

- 17 new likes
- 23,268 reach (up from last month)
- 4.65% engagement rate (down from last month, but still great)

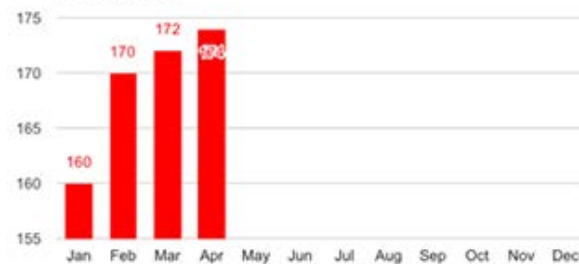
Twitter

- -5 followers (details in the report)
- 10,200 impressions (reach)
- 15 mentions (up from last month)

Pinterest

- 2 new followers
- 493 average daily impressions (outstanding)
- 361 average daily viewers (up again month over month)

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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