



POC Talk May 2020

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BOARD OF DIRECTORS NEWS

Board of Directors and Volunteerism

As we all know, POC relies on its amazing volunteers as the foundation of the association. There are many initiatives in place to help recognize those who step forward and contribute their time and expertise, from earning points towards a Gold Leaf to acknowledgment at the annual conference.

To ensure these contributions carry the significance and weight both earned and deserved, the Board of Directors is updating its board policy to state that an individual must have served at least one full year of service on the board before they can state they were a director, vice-president or president on their website or in any promotional materials.

Please note, this will be retroactive, so we are asking all former directors who served less than a year on the board to remove all references to their work as a director on the POC National Board from their websites, CVs and any promotional materials. It is hoped this will be self-regulated, however, there will be processes in place to address non-compliance. Once finalized, it will be posted on the Volunteer Tab on the Downloads and Guidelines page, Members-Only side of the website.

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

Call for Virtual Summit Presenters – Deadline Tuesday, June 30, 2020

The National Conference Committee has issued a Call for Presentations (CFP) for the POC 2020 Virtual Summit. The Summit will be live streamed **Saturday, November 7, 2020** from 9:00 am – 5:00 pm MT and there are very limited session spots available.

We are seeking new, interesting and high-quality proposals from those interested in presenting via live stream for the Summit. This includes French language presentation submissions as the program may include a session in French.

Training on the platform will be included so this is a great opportunity to both share your knowledge and build on your own skill set.

Selected presenters will receive a complimentary registration to the Summit and an honorarium (as outlined in the Call for Presentations Details and Terms) and experience invaluable networking opportunities!

To submit your proposal and for complete details about the submission requirements and process please visit the [POC Conference page](#). To note, presentations should be geared to organizers at all experience levels.

COMMITTEE NEWS

Message from the Awards Committee

Incentives for Nominating a Peer!

Did you know there are many advantages of nominating a peer for the [Harold Taylor or Ambassador Awards](#)?

Advantage #1: The talent and contribution of a peer is recognized in front of all the people present at the reception, and furthermore through the POC newsletter and social media.

Advantage #2: The winners are listed on the [POC website awards page](#) forever!

Advantage #3: You earn 2 points towards your [Gold Leaf status](#) for every nomination.

Advantage #4: Your chapter may receive some money!!! Yes! You read that right. **New this year**, your chapter, based on percentage of nominations per membership, may receive one of these prizes to use toward all members in the chapter:

- \$150 to the winning chapter;
- \$75 to 2nd place;
- \$50 to 3rd place.

It means you can use that amount to buy coffee and doughnuts, some books for your library, to pay towards a speaker's fees, etc.

No need to be a long-term member with POC to nominate someone. So, take time to discuss with a person you imagine could be a great recipient to see what he or she has done for the community or POC that you may not be aware of. The nomination forms are available on POC's website. Here are the links to access them:

[Ambassador Award](#)

[Harold Taylor](#)

Submit someone's name TODAY and have their accomplishments recognized!!!

We Are Looking for You!

As you may already know, every year we honour some of our members through the [Harold Taylor and Ambassador Awards](#). This year, the Awards Committee is looking for one more volunteer.

The role and responsibilities are as follows:

- help determine who the best recipient for each of the Awards would be, by going through a rigorous selection process.
- your responsibilities are described [here](#).

Approximately 10 hours are requested for this role, depending of the number of applications received. If you want to join our fabulous team, or if you have any questions, [contact me!](#)

Nathalie Bureau

[Vice-President & Board Liaison for the Awards Committee](#)

MEMBERSHIP NEWS

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

Kristy Lee Bailey - INTERIORS IN ORDER INC. - Toronto, ON

Insurance During COVID-19

MYCOR has informed POC that Professional Liability (aka Errors & Omission) policies are on **CLAIMS MADE BASIS** and professional organizers that cancel these policies will lose coverage from the years past when they had coverage. If you do cancel it, you will start from a new date when you go back to work.

That means if you cancel now, and renew once the economy reopens, and get a claim against you from a past year, you would not be covered by insurance. Please check on your insurance with your provider.

MYCOR Insurance Quebec Broker

The new brokers for MYCOR in Quebec are:

Cindy Poissonnet-Morin, Email: cpoissonnet-morin@ldpi.ca

Laurence Roy-Roberge, Email: lroy@ldpi.ca

Members may opt to remain with the previous broker, [Ayal Cohen](#). MYCOR Insurance made the change as the previous broker increased client service fees. For more information, please [contact MYCOR](#) directly.

DEVELOPMENT NEWS

New National Associate Member



Created by a 20-year California Closet design veteran, the [M.A.G.I.C Formula](#) is a simple 5-step approach that teaches the valuable skill of closet design. The course will quickly allow you to offer a unique service for which people would be willing to pay a premium.

Email: tracey@organizeatoz.com

Telephone: 928-399-9369

Associate Member Renewal

Closet Envy



We are excited to announce that **Closet Envy** has chosen to continue as an Associate Member of POC! 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.

Contact: Shaun Oriold, Owner

Phone: 289-635-2001

Email: info@closetenvy.ca

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

ETHICS CORNER



DID YOU KNOW?

Last year, the Ethics Committee decided to read and discuss Brené Brown's book, "Dare to Lead". In the last meeting, the committee decided this year's book choice would be Dale Carnegie's "How to Win Friends and Influence People". We will read the book, then discuss and analyze it during our September meeting. If any of you have read the book, or plan to, we would love to hear your comments about the book. Feel free to [email us](#). We will share our key thoughts about the book in the fall.

FOOD FOR THOUGHT

During this isolation period, clients are calling and asking if you can help them via telephone, Facetime or Zoom meetings. They do not want to commit to a specific time length, but feel they need to connect for brief periods. What should you do?

- Agree and not charge them, assuming they are brief calls.
- Agree and charge them by the minute, quarter hour or half hour
- Advise them that you will gladly help but there will be a minimum charge or the standard hourly rate.
- Are there any other options?

Why not discuss this at your next chapter meeting or with your fellow colleagues.

Stay tuned for more "DID YOU KNOW" and "FOOD FOR THOUGHT" next month.

CHAPTER NEWS

April 2020 Chapter Chat Recap:

We had 15 executive members on the daytime Zoom meeting. It was switched to 1pm EST because we are at home and available during the day so no need to do it later at night. Angie Sauve from Sociation Marketing, POC's marketing company, gave a very informative presentation about Social Media (SM) and 'Let's Get POC Trending' which of course are also helpful hints for business trending as well. Here is the link to the article titled ["Let's Get POC Trending"](#) for the tips she shared.

Thank you Angie, for taking the time out of your work day to help us gain a better understanding of the ever changing world of Social Media. We really appreciate it!

Next Chapter Chat:

This Chapter Chat is for chapter treasurers only. Please ensure if the chapter treasurer cannot attend that a suitable person replaces them.

On May 27th, 2020 we will welcome the new Director of Finance, Edie Michels. She will be going over

the preparation of the year end reports and there will be vital information passed on to the chapter treasurers.

NOTE: All Chapter Chats will be held at 1pm EST until further notice.

2020 Chapter Chat Dates: Please mark your calendars chapter executives!

May 27	Chapter Finance	Edie Michels, Director of Finance
June 24	Virtual Summit	National Conference Committee
September 25	Education	Tamara Liebmann, Director of Education
October 23	Communication & Membership	Heather Schmidt, Director of Communication
		Tannis McLaren, Director of Membership
November 27	Virtual Leadership Forum	Cindy Wezenbeek, Director of Chapters

Take care and stay healthy!

Cindy Wezenbeek
[Director of Chapters](#)

EDUCATION NEWS

We are pleased to announce that the Trained Professional Organizer (TPO) exam will be offered on line just prior to our virtual conference in November. Details will be available shortly.

If you haven't yet done so, check out the discounted rates on all our [courses](#) which will be available until June 30, 2020. Please go on the website for a list of courses being offered.

Stay safe and healthy!

Tamara Liebmann
[Education Director](#)

FINANCE NEWS

Treasurers, please mark Wednesday May 27th in your calendars for May's Chapter Chat which will be led by me for Chapter Treasurers.

The financial templates that you use to complete your budget, mid year and end of year reports have been amended and approved by the Board. The goal of these changes is to simplify the process, protect the cells in excel so the formulas don't become corrupted and eliminate the need to carry forward last year's financial information. I will email the new templates before the Chapter Chat so you can follow along.

Some Chapters have reached out about budgeting for the 2020/21 year, which begins on July 1st, given the uncertainty around Covid-19 restrictions across the country. Many provinces do not know when groups can gather again and therefore do not know if meetings will be face to face or continue to be on Zoom. This might impact your budget for room rentals, reduce your guest revenue and cause adjustments to PD Day or Community Initiatives. Individual provinces may know more about their circumstances by June when your numbers can be finalized. Budgets are a roadmap and in the Covid-19 reality your budgets may well have variances as these unique circumstances unfold during the next fiscal year. We will be discussing some strategies during the Chapter Chat in May. Feel free to reach out with any questions.

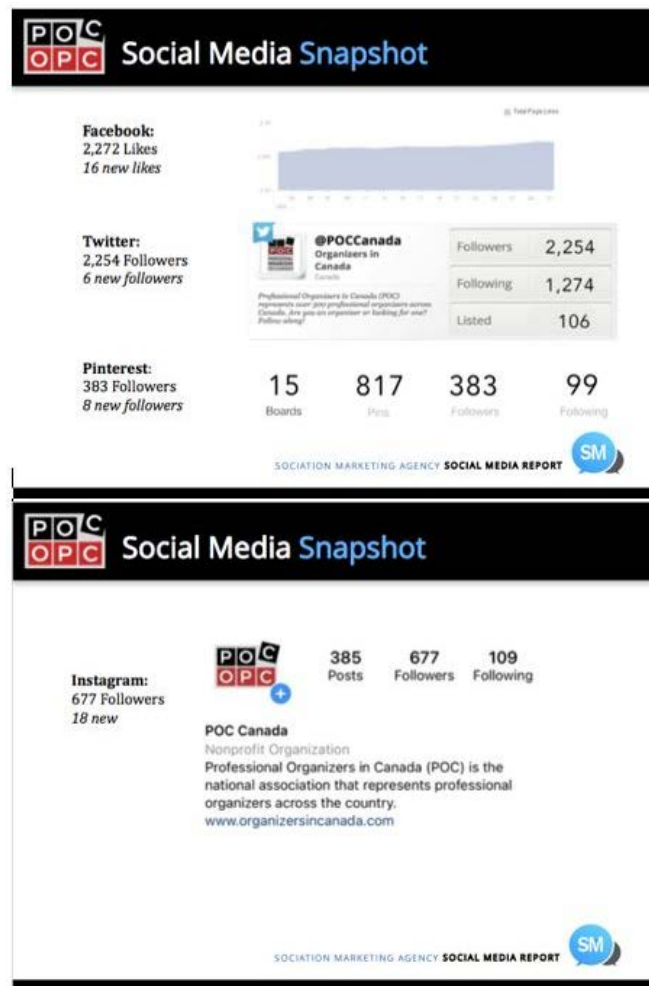
Edie Michel
[Director of Finance](#)

SOCIAL MEDIA

POC's Social Pages

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

We had an amazing month of engagement and growth on our POC social media platforms in April (Facebook, Twitter and Pinterest, and Instagram). We saw yet another jump in followers on our **Instagram** account! We now have 460 followers (up 22 from last month) and April had 8,734 impressions with 441 "likes". Our **Facebook** posts were liked 2,216 times last month, up 10 likes from March. The top performing post featured a DIY project for artists to store their paints on a board with nails and binder clips. **Twitter** saw 15 retweets in April and we were 'liked' 46 times. Our most popular tweet featured an #AskAnOrganizer question of what to do with that awkward space above the microwave. **Pinterest** had total monthly impressions of 7,100 (up 3,000 from last month!) and 5 new followers. 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!



In case you did not know, here are some terms of references for measurements when we provide POC's social media snapshots:

Facebook

- **Likes (page):** The numbers of Facebook users that like your page are the numbers of people who want to know more about your brand. These are potential customers and/or current or potential future members of POC.
- **Engagement Rate:** This number is expressed in a percentage and represents the number of people who liked, shared, commented on or clicked on a post out of the total number of people who saw the post (reach). An engagement rate of approximately 1-2% would be considered average. Anything above 2% would be considered a successful post in terms of audience engagement. Engagement is critical – you want to create value for your audience and have them react/engage.
- **Reach:** This is important to track because it directly affects SEO and brand awareness. The larger the reach, the more relevance your brand has and the better you rank on search engines. It's all about building an online authority.

Twitter

- **Followers:** The number of people that want to keep in touch with or follow your brand. These are also potential customers and/or current or potential future members of POC. They April also add your brand to a list of related organizations/fellow organizers to keep track of your posts.

- **Impressions:** Essentially the same as reach. Simply the number of times a tweet or collection of tweets has been viewed.
- **Engagement:** As with Facebook, any mentions, favourites or retweets are all ways that someone can connect with you on Twitter. Engagement is better represented as a percentage rather than a total number, as it reflects the percentage of people who saw your tweet who reacted to it, whether via favourite, retweet or reply.

Heather Schmidt

[Director of Communications](#)

Linda Chu

[Director of Marketing](#)

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

Missed an issue of POC Talk or want to see a previous issue?

Did you know you can find back issues of POC Talk from April 2016 onwards? [Past issues of POC Talk](#) are available on the website in the Members Only area, on the [POC Talk page](#) (login required).



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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