



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

POC Talk November 2019

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MESSAGE FROM THE PRESIDENT

Our 2019 POC conference was amazing and one to remember.

Thank you to our conference committee for all of your hard work, time and dedication to bring us together and celebrate our achievements.

We enjoyed three days of incredible learning with fantastic speakers, sharing and meeting new amazing people.

Our sponsors and exhibitors continue to support us and we are truly thankful for their investment into our industry.

We also celebrated with some of our international affiliates from around the world.

Together we all help build and strengthen our relationships while bringing awareness to our industry.

Dennise Conforti

[President](#)

MESSAGE DE VOTRE VICE-PRESIDENTE

La traduction du site web et surtout des documents offerts aux membres vers le français progresse très bien. Certains ne sont disponibles que lorsque vous vous connectez en tant que membre et que

vous vous rendez dans la section destinée aux membres. Comme mentionné dans une édition précédente du POC Talk, la stagiaire que j'ai eu le plaisir d'accueillir cet été a fait un travail énorme dans le cadre de son stage en tant qu'étudiante à la maîtrise en traduction.

Si vous voulez nous aider à faire progresser le travail plus rapidement, nous acceptons les bénévoles avec plaisir. Sachez que pour chaque 3 000 mots traduits, vous recevez 1 point pour l'obtention de votre statut de membre Feuille d'or.

Vous aimeriez des détails ou désirez vous impliquer? Veuillez envoyer un courriel à poc-vice-president@organizersincanada.com.

Nathalie Bureau
[Vice-présidente](#)

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



Calling All Conference Delegates!

We want to hear from you! Please complete our [conference survey](#). The survey closes on November 22, 2019. Your feedback will help us in preparing for our 2020 Summit. Thanks/Merci everyone!

ETHICS CORNER



DID YOU KNOW?

- The term ethics is derived from the Greek word ethikos which itself is derived from the Greek word ethos, meaning custom or character?
- That ethics is the reasonable obligation for us to refrain from hurting others?

- That ethics is about studying our own beliefs?

Before we can do the right thing, one has to figure out what the right thing is. [Check out this YouTube video](#) (2:58 minutes) titled: "Integrating Ethics: What is Ethics"...then you can determine whether you're doing the right thing.

FOOD FOR THOUGHT

Naughty or Nice?

It's time to write that holiday letter. Perhaps our friends and family exaggerate what has gone on in the past year, what do you do?

- Do you exaggerate too?
- Do you call it like it is?
- Or - are you a little bit naughty and a little bit nice?

Think about these and other options and discuss them at your next chapter meeting!

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

COMMITTEE NEWS

Awards Committee

The Awards Committee would like to thank everyone who submitted a nomination for one of the POC awards. By doing so, not only does it help your colleagues be recognized amongst their peers, but also each of you earned 2 points towards your Gold Leaf membership.

We are very pleased to announce the winners of the 2019 Awards.

Harold Taylor Award



(Left, Alison Lush, past Harold Taylor recipient; and Hilda Rodgers, 2019 Harold Taylor recipient)

Congratulations to Hilda Rodgers who won the 2019 Harold Taylor Award.

The Harold Taylor Award recognizes outstanding individual contribution, guidance and direction to the organizing profession, and for support of Professional Organizers in Canada. **Ambassador Award**



Congratulations to Adele Lapointe who won the 2019 Ambassador Award.

The Ambassador Award honours a POC member who gives back to other organizers, who is involved with his or her chapter and who devotes time and energy volunteering in the local community.

President's Award



(Left, Stephanie Deakin, 2019 President's Award recipient; and Dennise Conforti, POC President)

Congratulations to Stephanie Deakin who received the President's Award.

The President's Award is presented to an individual who has made an outstanding contribution to POC or the organizing industry not described under other award categories. The POC board President chooses the recipient.

Nathalie Bureau
Board Liaison for the Awards Committee

CHAPTER NEWS

October Chapter Chat Recap:

Our guest speaker was Stephanie Deakin Ricketts, the Past-President of the POC Board, Gold Leaf member, the recipient of the [POC Ambassador Award](#) in 2013, and this year's winner of the prestigious [President's Award](#). Stephanie spoke about the many roles she has volunteered at within POC since 2006, all while managing two businesses. The attendees had many questions for Stephanie and she had insight and lessons learned to pass on.

Next Monthly Chapter Chat for Chapter Executive Members: Wednesday November 27th, 2019 at 8pm EST

****Chapter Executives will receive a link to the chat 2 days prior to the meeting.**

Facilitated by: Cindy Wezenbeek, Director of Chapters

Topic: Recap of Leadership Forum from Conference

Format: Facilitated & Interactive

We will start with a small talk about formal vs informal leadership, specifically Subject Matter Expert's (SME's). At conference we broke into groups of 6-7 and each group took one of these five questions.

1. When a volunteer joins your chapter, what things are done to help them learn their new role? What did you find helped the most to learn the new responsibilities when you joined the chapter executive?
2. How does your chapter deal with inappropriate posts on the Chapter Facebook page? What have you found to be most effective?
3. If your chapter has had an excess of funds, what types of things has the executive decided to put the money towards? What was your favorite and why?
4. What types of speakers have been most successful at your chapter meetings and PD Days? If you had no limitations, who would you bring in to speak at your next event or meeting, and why?
5. What do you find is most rewarding about serving on your chapter executive? What do you find most discouraging?

I would ask the attendees to review these questions prior to and bring their answers to the November 27th Chapter Chat. We will review the answers from the Leadership Forum and add any new answers to those already given. Once they are compiled I will forward them to the Chapter Chairs to discuss at the next executive meeting.

****The 2020 Chapter Chat schedule will be announced in the December 2019 edition of POC Talk.**

Cindy Wezenbeek
[Director of Chapters](#)

EDUCATION NEWS

Trained Professional Organizer Exam

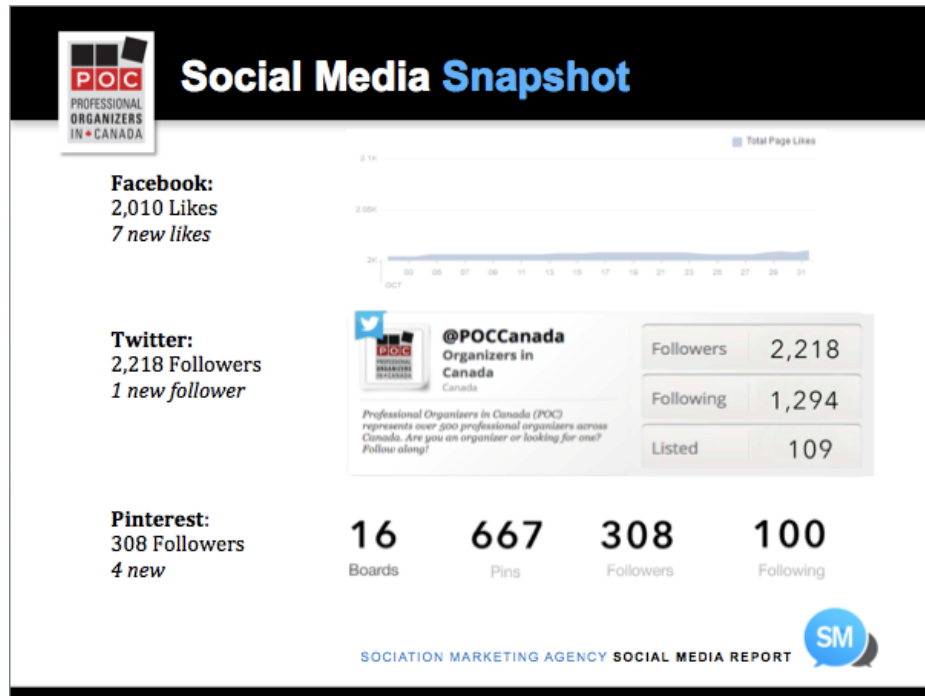
Participants who wrote the Trained Professional Organizer exam in Toronto at the beginning of November will be notified of their results by mail in the coming weeks. The next sitting of the TPO Exam will be in Spring 2020, through the local chapters.

Tamara Liebmann
[Education Director](#)

SOCIAL MEDIA

October saw some great growth within our POC social media platforms (Facebook, Twitter, Pinterest and Instagram). Our **Instagram** account is still seeing increased growth every month! We now have 189 followers (up 32 from last month!) and October had 3,469 impressions with 288 "likes". Our **Facebook** posts were liked 2,010 times last month, up 7 likes from September! The top performing post questioned whether followers preferred hanging or folding their jeans. **Twitter** saw 13 retweets in October and we were 'liked' 48 times! Our most popular tweet featured a quote from a fellow POC member regarding their biggest career challenges. **Pinterest** saw awesome growth with total monthly impressions of over 66,000 and 4 new followers! The top performing post featured glass

jars being used to store art supplies in the craft/playroom. 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!



WANTED: Before & After Images

Are you a professional organizer documenting the before and after of your projects?

If so, we would love to share your work with our national social media audience.

To participate, you must ...

- Be an active POC member and follow POC Canada on Facebook and Instagram.
- Ensure images are clear and of good quality.
- Have and extend the rights of the images to allow POC and Sociation Marketing Agency to use and share in posts.

Technical Specs:

- JPEG images only
- Separate images for Before and After shots
- Same angle for each image
- Square is best (but vertical is better than horizontal)
- Ideal resolution is 1080px x 1080px per image
- No watermarks or logos on the images (attribution will be given within the post content)

How to submit images:

- Email images to social@sociationmarketing.com
- Include your social media handle, business name and the words "BEFORE" or "AFTER" in the image filename and in the email message (attribution will be given within the post content)
- Only send one image of Before and one image of After per email

Permission Disclaimer:

- By emailing Before and After images to Sociation Marketing Agency, you have granted permission for Sociation Marketing Agency to use and share your images to POC Canada social media accounts.

Follow POC Canada at:

Facebook: @professionalorganizerscanada
Instagram: @professionalorganizersincanada

Heather Schmidt
[Director of Communications](#)

Linda Chu
[Director of Marketing](#)

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

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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