



POC Talk

POC Talk September 2017

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BOARD OF DIRECTOR NEWS

Opportunity! Join the National Board of Directors

Your association needs hard-working 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 Director's 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

Please visit the POC website to review the director job descriptions. At this point in time we are looking for a Director of Communications and a Director of Finance.

Please contact anyone on the nominating committee (Cathy Mendler, Jeff Orr or Adele Lapointe) or Janice Kirwin, [Vice-President](#) for further information. Elections will be held at our Annual General Meeting at Conference in Toronto on Thursday November 2nd, 2017. As mentioned in the AGM POC Talk received August 17th members not in attendance at conference will have the opportunity to vote electronically.

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

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



Deadlines for POC Conference 2017

Conference [Early Bird Registration](#) closes on **September 30, 2017**! If you haven't registered already, you still have time to save some of your hard-earned dollars.

Get the [2017 Conference Program and Brochure](#) for information on all the speakers, presenters, and other exciting elements of this year's conference.

Book your hotel accommodation now to receive a discount!

Book your accommodation **before September 28, 2017** to ensure the POC Group rate and availability.

A dedicated booking website is now available for you to book your hotel room online:

<https://www.starwoodmeeting.com/events/start.action?id=1707120316&key=2715C6E0>

Want a Roommate?

Please contact the Roommate Coordinator Allison Weigensberg at:
conferencechair@organizersincanada.com

Travel to the Conference on a discount!

Discounts for Travel

POC has secured discount codes for attendees of the 2017 POC Conference from Air Canada, WestJet, and Via Rail. Check out the [Conference Program and Brochure](#) for details.

Stay tuned to our Facebook group and Twitter posts for seat sale announcements too!

Help make POC Conference 2017 the best ever!

Let all your suppliers, providers, and members of your network know about opportunities to promote their products and services:

- A table at this year's Expo
- An ad in our conference program
- Or by sponsoring a meal, speaker, or coaching session

Forward them the [Exhibitor / Sponsor package](#) so they can find out about all the opportunities available. Or give their information to [Dennise Conforti](#) so she can follow up! There are still some spots left for all 3 options but hurry because **October 9th** is the deadline for inclusion in the conference booklet.

And if you have a product or service yourself that would be of interest to professional organizers and entrepreneurs, promote your business at this year's conference!

Facebook and Twitter

Find out about our coaches and experts, as well as all the "extras" we're offering at this year's conference – we're announcing them all on [Facebook](#) and [Twitter](#)! Stay up-to-date on everything related to the 2017 POC Conference through our Facebook and Twitter posts.

Can't wait to see you all at POC Conference 2017 - #Organize: Building On The Buzz!

EDUCATION NEWS

Trained Professional Organizer (TPO) Program

The TPO exam will be offered at conference in Toronto on November 2nd. [Registration is open](#).

Launch and Grow Your Business Training Program

The Launch and Grow Your Business Program is a two-day course for Professional Organizers that gives you practical tips, techniques and industry information needed to operate a successful organizing business and achieve your full potential in the shortest time frame possible.

This course will be offered 2 days prior to conference in Toronto October 31st–November 1st. Details can now be [found on the website](#).

For all education inquiries please contact [Tamara Elias Liebmann, Education Director](#)

MEMBERSHIP NEWS

Membership TIPS: [Attend live and virtual events](#)

Upcoming Courses & Events

[List View](#) [Calendar View](#)

Upcoming Courses and Events Category: All

today **February 2017** < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
	8p Cyber Chapter Meeting	8p Introduction to Professional Organizing and POC Code of Ethics (C-101) 9:30p Should I Become an	6:30p London and Area Chapter Meeting		9:30a Nova Scotia Chapter Meeting	

[About](#)
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[Education & Events](#)
Upcoming Courses & Events
Trained Professional Organizer Program
Webinars
Annual Conference
POC Training Programs
Courses and Exam Policies
[Members Only](#)
Chapters
[Join POC](#)
[Find an Organizer](#)

COMMITTEE NEWS

COMMITTEE VOLUNTEERS NEEDED

We will have the following openings available following our conference in November:

Nominating Committee – The Nominating Committee reaches out to members across the country at conference and during the year to ensure that all our committees have enough volunteers to fill the positions and members interested in volunteering are pointed in the right direction for the committees they are interested in volunteering for. Our current committee will be coming to the end of their 2 year term and we will be looking for at least 3 more volunteers.

National Conference Committee – 2 of our Committee members will be coming to the end of their terms after conference and we will have 2 positions to fill for next year – Exhibitor Lead and Entertainment Lead.

For further information please contact Janice Kirwin, [Vice-President](#).

AWARDS NEWS



POC 2017 AMBASSADOR AND HAROLD TAYLOR AWARDS FINALISTS

The POC Awards Committee is very pleased to announce the awards finalists for 2017. It was a pleasure to review all of the nominees and to see the impact our POC members have in their local communities, and within the organizing industry.

AMBASSADOR AWARD

The Ambassador Award was created to honour an organizer who shows outstanding commitment to supporting other organizers; someone who is involved in volunteer efforts both within their local chapter, and in their community.

This year 5 candidates were nominated.

The 2 finalists for this distinguished award are:

- Pauline Hoffman
- Hilda Rodgers

HAROLD TAYLOR AWARD

The Harold Taylor Award recognizes and honours an organizer who makes significant contributions to POC and to the organizing industry as a whole; including media exposure, mentoring, teaching and volunteering.

This year 4 candidates were nominated.

The 2 finalists for this prestigious award are:

- Janice Kirwin
- Alison Lush

The winners will be announced at the Awards Dinner at the POC 2017 Conference on Saturday, November 4th at the Weston Prince, Toronto Hotel. Join in the excitement and help us honour these outstanding individuals!

AWARDS COMMITTEE MEMBERS 2017

Jane Veldhoven, Marilyn Litster, Angela Bravacino
Board Liaison – Maggie Megenbir, Director-at-Large

FINANCE NEWS

Hope everyone had a fantastic summer! Back to school time also means our Chapters are ramping up again after our own summer break. I just wanted to remind the Chapter Treasurers that the current 2017/18 Fiscal Year is almost at the end of the first quarter! Time sure does fly.

Do you know where to find the **Prior years net income** value? It is found on our recently closed 2016/17 year end report. Once a fiscal year is completed, that data becomes historical and the values can not be changed. Please see the visual below so that you can continue to balance your Control Total of zero.

A	B	C	D	E	F
1	PROFESSIONAL ORGANIZERS IN CANADA (name) CHAPTER				
2	BALANCE SHEET				
3	as at JUNE 30, 2017				
4			Jun 30/17		
5	ASSETS				
6	Bank				
7	Petty Cash		0.00		
8	Bank Account		1,234.56		
9	Total Bank		1,234.56		
10					
11	Inventory		0.00		
12					
13	TOTAL ASSETS		1,234.56		
14	LIABILITIES & EQUITY				
15	Liabilities		0.00		
16					
17	Equity				
18	Prior years net income		1,035.63		
19	Current year net income		198.93		
20	TOTAL LIABILITIES & EQUITY		1,234.56		
21					
22	Control total		0.00		
23					
24					
25					
26					
27					
28					

The Prior years net income comes from this line on the previous year end report dated June 30th 2017.

Amount transferred from Income & Expenses

A	B	C	D	E	F
1	PROFESSIONAL ORGANIZERS IN CANADA (name) CHAPTER				
2	BALANCE SHEET				
3	as at SEPT 1, 2017				
4			Sept 1/17		
5	ASSETS				
6	Bank				
7	Petty Cash		0.00		
8	Bank Account		1,423.75		
9	Total Bank		1,423.75		
10					
11	Inventory		0.00		
12					
13	TOTAL ASSETS		1,423.75		
14	LIABILITIES & EQUITY				
15	Liabilities		0.00		
16					
17	Equity				
18	Prior years net income		1,234.56		
19	Current year net income		189.19		
20	TOTAL LIABILITIES & EQUITY		1,423.75		
21					
22	Control total		0.00		
23					
24					
25					
26					
27					
28					

The Prior years net income amount can not be changed once the year end is closed. It remains this value for all of 2017-18 fiscal year.

Amount transferred from Income & Expenses

If you have any question or concerns, please don't hesitate to contact me. Thank you again for all your hard work volunteering, we couldn't do this without you!!

Susan Toth
 Director of Finance
dir-finance@organizersincanada.com

CHAPTER NEWS

Monthly Chapter Chat for Executives. Wednesday Sept. 27 at 8 pm e.s.t. via iMeet.

Chapter Executives will receive a link to the chat 2 days prior to the meeting. At least one member from each Chapter is expected to be present. The speaker will be Director of Education Tamara Liebmann but there will be other discussion points on the Agenda.

This monthly event is always on the last Wednesday of the month. You are encouraged to mark it in your calendars (Exceptions: December, July and August).

Chapters' Best Practice (New Feature) We will share a particular practice that is used by a Chapter with positive results.

This month's practice, from the Edmonton Chapter: Each point of the POC Code of Ethics is printed out on a separate page. During each Chapter meeting, one of them is held up to generate a discussion amongst the attendees. The executive will have prepared some questions in advance that relate to that particular point.

Laura Kay
 Director of Chapters
dir-chapters@organizersincanada.com

POC IN THE MEDIA

POC reached **598,900 impressions** for August 2017.

POC 2017 Media Reach



PR Highlights - August 2017

Five tips for staying organized in and out of the office

Keep track of your appointments, documents and more, wherever you are



Aug 1 – Tamara Elias Liebmann provided [Tips on How to Stay Organized at Work](#).
Rogers Business Forum

Do's and Dont's For the Start of the New School Year

August 08, 2017 / Modern Mississauga

[PRESENTED BY PROFESSIONAL ORGANIZERS IN CANADA]



Aug 9 – The [Back to School](#) release was posted on the Modern Mississauga website.
Modern Mississauga



Aug 15 – Rachael Stafford was live on air talking about the POC minimalism release (link not available).
CBC Radio One Montreal

Decluttering Tips: Kids don't have to equal unorganized chaos at home



In Canada by TheRedPin / August 25, 2017 / Leave a Comment



Aug 21 – Christine Janes provided tips on [How to Stay Organized at Home with Kids](#).
The RedPin blog



Aug 26 – Clare Kumar spoke about the POC back to school release (link not available).
105.9 The Region (radio)



Aug 29 – Nicole Mensour was on CTV Atlantic to talk about [Prepping for Moving to College for the First Time](#).
CTV Atlantic

POC Influencer Program

Are you a professional organizer creating great social media content?

If so, you'll want to become a POC Influencer! POC is assembling an influencer list of fellow organizers who are active on social media. The goal is to create a network of social media leaders that can help distribute great content to a wider audience, which can have a positive effect on your business.

POC Goals

- Create a network of POC organizing experts who regularly post content
- Re-distribute their content to a wider audience across POC marketing channels
- Provide useful and shareable content on POC social media and marketing channels
- Increase engagement and impressions on POC social media and marketing channels
- Ease POC national content creation

Member Benefits

If you meet the requirements, your content may get chosen and highlighted on our POC social media channels, POC POST newsletter or other POC marketing channels with a credited to the influencer. Our team will scan social media influencer accounts monthly for great content and share the best of the best on our social media channels.

Influencer Requirements

To be considered, the Influencer must ...

- Be a POC member
- Regularly create valuable, shareable and fresh content on a blog or social media
- Have a professional and updated website and/or social media channels
- Have grammatically correct content, free from any spelling errors
- Have and extend the rights to allow us to use any images used for posts or videos
- Ensure images are clear and of good quality
- Ensure videos look professionally created
- Grant permission to POC and Sociation Marketing Agency to share the member's content
- Accept the terms of the POC Influencer Program by signing the consent form

The POC Influencer Program is open to all professional organizers who meet the above criteria and are approved by the POC Board of Directors. There is no guarantee of exposure.

To Join: [Please fill out our short survey](#) and sign the consent form. Once approved, our team will scan your social media accounts regularly for great content and share the best of the best on our social media accounts and newsletters.

SOCIAL MEDIA

Pinterest

- 4 new followers
- 158 average daily impressions (up from July)
- 95 average daily viewers (up from July)

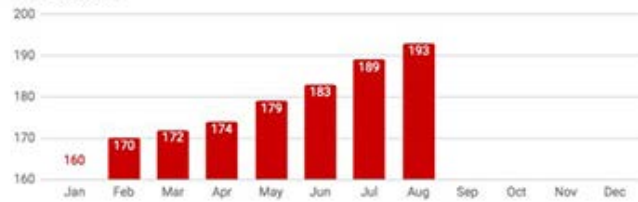
Twitter

- 3 new followers
- Overall impressions and engagement is up compared to July

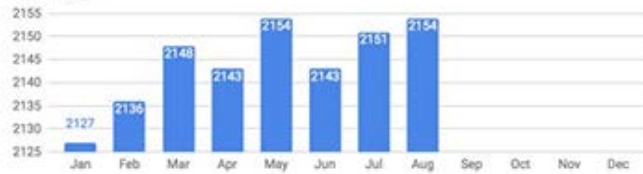
Facebook

- 14 new likes
- 15,928 reach (down from July)
- 5.51% engagement rate (up from July)

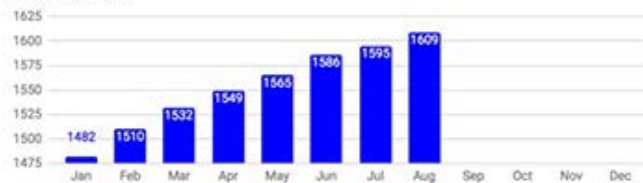
Pinterest



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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