



**POC Talk**

## **POC Talk September 2019**

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## **NATIONAL CONFERENCE COMMITTEE (NCC) NEWS**



**The Sky's the Limit! #UP\_UnlimitedPotential  
POC Conference 2019  
November 7 – 9, 2019  
Toronto, Ontario CANADA**

### **CONFERENCE IS COMING!**

With conference just around the corner, be sure you are registered and ready to go.

Here are some quick at-a-glance registration/travel details:

Conference Registration

[Register for the Conference Today!](#)

## Conference Hotel

**Don't delay!** The Radisson Admiral on the Toronto waterfront deadline to get the early bird rate book your accommodation **before October 5, 2019** to ensure the POC Group rate and availability. Booking through our room block is important as it allows POC to meet its contractual obligations. Without the room block, we can't secure hotel venues – so booking through POC ensures the future of the conference!

Visit the [POC 2019 Conference](#) page on the POC website to read about the exciting, innovative and can't be missed programs we have planned for you and to access the [2019 Conference Program and Brochure](#) (PDF).

## NEED HELP FINDING A ROOMMATE?

Want ways to save cost at conference? Consider sharing a room with a colleague. It's a great way to save money and create new friendships along the way!

Please contact Jen Gibson, [Roommate Coordinator](#).

## Flight discounts

Use the following codes to get discounts flying between October 31, 2019 - November 19, 2019.

**Air Canada:** R8NBDQN1

**WestJet:**

**Travel from: November 1 – 16, 2019**

*\*Basic fare class is excluded from discount. Discount codes are valid for travel on the dates indicated above. Percentage discount is applied to base fare. Taxes, fees and charges are extra.*

**Coupon code:** \*Guest web/Travel agent web

**U4SL84Y**

**Promo Code:** \*Travel agents GDA only

**WLL35**

## YOGA

Back by popular demand!

**Advance registration is required! Deadline to register is November 1<sup>st</sup>, 2019.**

Please specify what day (or both) you want to register to  
[conferenceentertainment@organizersincanada.com](mailto:conferenceentertainment@organizersincanada.com)

Emma O'Neill will be teaching **Ashtanga yoga** which is a form of more active yoga. Check out Emma's website at [www.mysoreto.com](http://www.mysoreto.com)

It will be held from 7:00 AM to 7:50 AM on both Friday and Saturday mornings. If you do not want to bring your own mat, there will be a few provided on a first come first serve basis.

Join us on [Facebook](#) or follow us on Twitter [@POCConf2019](#) for sneak peeks and more information!

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## ETHICS CORNER



### DID YOU KNOW?

Are YOU Doing the Right Thing?

Mylène Houle Morency, a member of the POC Standing Ethics Committee will be presenting an important session at this year's conference. The presentation will give you a first-hand opportunity to learn what the Ethics Standing Committee is working on and why it matters to you.

If you plan on attending this information session, think about questions pertaining to the POC Ethics Policy and Procedure or the POC Code of Ethics (These can be accessed through "Downloads & Guidelines" in the "Members Only" section of the POC website). Please submit your questions by September 30<sup>th</sup> to: [ethics@organizersincanada.com](mailto:ethics@organizersincanada.com).

### FOOD FOR THOUGHT

Your client is always running late or ending the session early. What do you do?

1. Fire the client/end the relationship?
2. Charge the actual time worked, or the originally scheduled session time?
3. Accept the shorter work session, absorbing the lost income?

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!

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## DEVELOPMENT NEWS

**Associate Member Renewal**

**maxsold**

POC is pleased to announce the renewal of one of our long-tenured Associate Members: **MaxSold!** MaxSold is an online auction service that handles all aspects of your downsizing sale, estate sale, relocation sale, or business liquidation. MaxSold makes a difference in people's lives every day, by delivering an efficient, reliable, and safe solution at an important time in their life. MaxSold's purpose is to provide the most streamlined process to deliver an efficient, safe, and reliable sale of goods solution to all of its clients.

Contact: Jeremy Snider

Phone: 877-257-7799

Email: [jeremy@maxsold.com](mailto:jeremy@maxsold.com)

Toronto, ON

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## COMMITTEE NEWS

### News from the Awards Committee

The Awards Nominating Committee has been busy reviewing the nominees for the Harold Taylor Award and the Ambassador Award. We are very happy to announce the finalists to you today.

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

Drum roll...

Finalists for the Harold Taylor Award:

#### Stephanie Deakin from Sooke, BC



Member of POC since 2005, owner of Re: Organized! & Clutter Queen Services, Golf Leaf member since 2015, Stephanie Deakin is a great example of devotion to her association and its members. Over the years, she has mentored other organizers outside of chapter meetings. The time devoted to the national board and her own executive board is incalculable. Just like her nominator says: "Stephanie Deakin is a stellar POC member in all facets at both the chapter and national levels."

#### Judy Rickey from Hannon, ON



Member of POC since 2011, owner of Clutter Relief Services, Silver Leaf member since 2017, Judy Rickey is a fantastic example of someone who promotes POC and organization whenever possible. She has done many talks, and held free speaking events to promote organization and its benefits. Her print and online advertising promotes POC, as well as her TV appearance discussing downsizing. As one of her nominators says: "Judy devotes tireless effort in teaching other new organizers and helping them to establish their own businesses and for making sure our standards and ethics are always upheld."

#### Hilda Rodgers from Mississauga, ON

Member of POC since 2013, owner of From Overwhelmed to Organized, Silver Leaf member since 2019, Hilda Rodgers is a very good example of someone



volunteering within her first years in POC. Already in 2014, she became the Membership Coordinator of her chapter, then Vice-chair, Treasurer, and Chair. In 2015, she took on the role of Communications Lead for the National Conference Committee which she fulfilled for 2 years. She has been a member of the Education Committee since 2015. As one of her nominators says: "Her knowledge, compassion and passion are truly an inspiration!"

The **Ambassador Award** is to honour 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.

Drum roll...

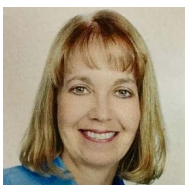
Finalists for the Ambassador Award:

#### **Adele Lapointe from Burlington, ON**



Member of POC for 11 years, owner of Chaos to Clarity, Silver Leaf member since 2014, Adele Lapointe is a tremendous example of volunteering through POC. At both her chapter level and on the national board, she has devoted lots of time and energy over the years. Adele has volunteered at several of the chapter volunteer days, and also in her community. As one of her nominators says: "Adele epitomizes a true volunteer selflessly serving her community in so many ways."

#### **Julie Stobbe from Beamsville, ON**



Member of POC since 2006, owner of Mind Over Clutter, Golf Leaf member since 2017, Julie Stobbe is an amazing example of devotion to POC. She always shares tons of articles about organizing through her chapter Facebook page, and writes a lot on her blog. She has been on her chapter executive for 9 years and is always willing to fill a role as needed. Julie has volunteered her skills and time as a Professional Organizer to many organizations. Just like her nominator says: "How lucky we are to have Julie Stobbe as a mentor, volunteer and ambassador for the Professional Organizers in Canada."

Congratulations to all of you!

Please come out to POC Conference so we can all celebrate with the finalists.

The members of the Awards Committee

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## **CHAPTER NEWS**

### **June Chapter Chat Recap:**

The POC National Conference Committee joined us to talk about the 2019 Conference being held Nov 7-9 at the [Radisson Admiral Hotel Toronto](#).

- Get a room for \$195 + tax for double occupancy in a water front hotel! Book through the POC room block and you will be entered for a draw for a complimentary conference registration for

your choice of the 2020 or 2021 conference.

- Would you like a roommate but need help finding one? Email Jen Gibson at [conferencecommunications@organizersincanada.com](mailto:conferencecommunications@organizersincanada.com) and she can hook you up.
- We got the low down on the speakers for the breakout and plenary sessions as outlined in the [Conference Brochure](#). Take a peek and see what interests you.
- Is the whole weekend is too big of a commitment...did you know you could sign up for individual days? [Thursday...Friday...Saturday](#) or even just the [Awards dinner](#). Customize your experience to your needs.
- The entertainment committee has some great surprises in store as well as the complimentary yoga and massages we have come to love!!
- Use the Conference Brochure link above to find discounts for your airfare or train fare on page 18.

We hope you can join the 95+ already registered, further your knowledge and recognize your #UNLIMITED POTENTIAL as an organizer. A big thank you to the NCC and Associations First for all the work they put into making conference a tremendous experience!

#### **Next Monthly Chapter Chat for Chapter Executive Members:**

**Wednesday September 25th, 2019 at 8pm EST**

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

**Facilitator:** Cindy Wezenbeek, Director of Chapters

**Topic:** Chapter Best Practices

A facilitated discussion on the different functions and facets of the Chapters and what the executive members has found works or does not work in these areas. Come on out and share what your Chapter does best so we can learn from you.

All executive members are welcome. Chapter Chairs are kindly requested to ensure that at least one representative be available.

#### **The following Month's Chapter Chat:**

October 23, 2019      Communications      Heather Schmidt, Director of Communications

**\*\*Note: moved up 1 week due to conference**

#### **2019 Chapter Chats still to come:**

Date	Topic	Speaker
November 27, 2019	Conference & Leadership Forum Recap	Cindy Wezenbeek, Director of Chapters

I hope everyone had a chance to take a few days off this summer to enjoy the lovely weather and relax. As the days are getting shorter and the nip of fall is apparent, I am starting to look forward to conference and the energy exuded by the gathering of so many organizers in one space. I always walk away feeling revitalized and a new spring in my step after being surrounded by like minds. Take care and I hope to see you in November.

Cindy Wezenbeek  
[Director of Chapters](#)

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## MEMBERSHIP NEWS

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

Rayanne Bertulli - Blue Cricket Solutions - Toronto, ON  
Tanja Bleyert - Organized Just Right - London, ON

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## EDUCATION NEWS

### Trained Professional Organizer (TPO) Program

Registration is open for the TPO exam which is being offered at conference in Toronto on November 7, 2019.

Any POC member who has taken all 10 basic 100 series classes plus 2 of the 200 series classes is eligible to write the exam. The fee to write the exam is \$150 + GST/HST.

**Or**

Any POC member who has been a member for a minimum of the past 3 consecutive years can challenge the exam. Cost to challenge the exam is \$350 + GST/HST.

[Register Now!](#)

### Launch and Grow Your Business Training Program

[Module 2: Marketing Basics for your Organizing Business](#) will be offered prior to conference on November 6, 2019 from 1-5pm at the Radisson Admiral Hotel.

To create and maintain a successful organizing business, you must understand that selling and promoting your business is as vital as the actual organizing or consulting services that you offer. Marketing is everything you do to attract and keep clients it is the key to the success of your organizing business! Marketing covers anything from advertising, public relations, social media, sales promotion, personal selling, networking and word-of-mouth.

In this second module of the Launch and Grow Your Business Program, you will be introduced to the 4 main components of your marketing plan: Product, Position, Price, Promotion

**NOTE:** a minimum of 4 participants are required for this course to proceed. This course may not be offered again for some time, so if you want to take it, now is the time!

Member price: \$300 + HST  
Non-member price \$350 + HST

[Register Now!](#)

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

Tamara Liebmann  
[Education Director](#)

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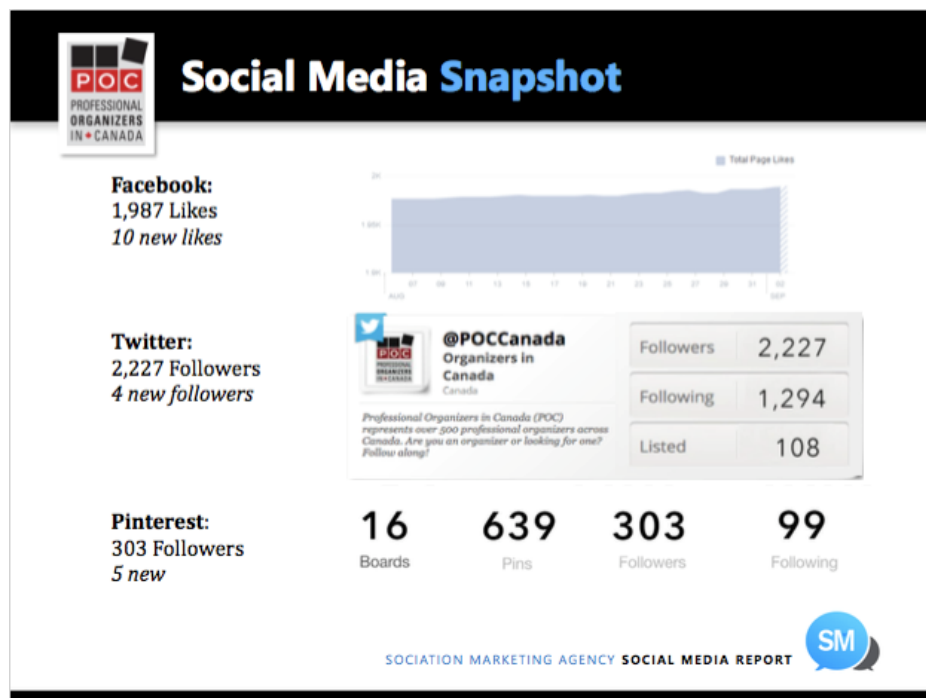
## SOCIAL MEDIA

August was a great month for our POC social media platforms (Facebook, Twitter and Pinterest, and Instagram). Our new **Instagram** account has seen some excellent growth! We now have 100 followers and August had 1,730 impressions with 189 “likes”. Our **Facebook** posts were liked 1,987 times last month, up 10 likes from July! The top performing post featured a DIY shoe organizing comparison, asking followers to share which they liked better. **Twitter** saw 6 retweets in August and we were ‘liked’ 41 times! Our most popular tweet featured a tennis ball being cleverly repurposed as a place to hang things on the wall. **Pinterest** saw slight growth with total monthly impressions of over 78,000 and 5 new followers! The top performing post featured a magnetic strip being used to store hot wheels on the wall instead of the floor. 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!

POC Now On...

# Instagram

POC has added Instagram to its social media presence, along with Pinterest, Facebook, and Twitter. Come follow us on this exciting new platform adventure that features fun pictures and unique content. You can find us at [professionalorganizersincanada](https://www.instagram.com/professionalorganizersincanada).







## Social Media Snapshot

**Instagram:**  
100 Followers  
17 new

professionalorganizersincanada 4

36 profile visits in the last 7 days

 48 Posts 112 Followers 9 Following

**POC Canada**  
Nonprofit Organization  
Professional Organizers in Canada (POC) is the national association that represents professional organizers across the country.  
[www.organizersincanada.com](http://www.organizersincanada.com)

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Heather Schmidt  
[Director of Communications](#)

[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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