



## Professional Organizers in Canada

### Annual General Meeting

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Friday, November 6, 2020

5:00 – 6:00 pm MT

Online via Zoom

### Minutes

#### 1. Call to Order and Welcome

Vice-President Nathalie Bureau called the meeting to order at 5:07 pm MT. She welcomed all members in attendance to the first online version of the Annual General Meeting. She noted that the awards presentation would be held following the AGM and recognized each of the finalist by name.

#### 2. Introduction of the 2020 Board of Directors

Members of the 2020 Board of Directors were introduced.

President Dennise Conforti (in absentia);  
Vice President Nathalie Bureau;  
Director of Marketing Linda Chu;  
Director of Education Tamara Elias Liebmann;  
Director of Finance Edie Michel;  
Director of Development Angie LeClair;  
Director of Chapters Cindy Wezenbeek;  
Director of Membership Melanie Higuchi; and  
Director of Communications Heather Schmidt  
as well as Executive Director Meghan Cross.

N. Bureau noted that the Board of Directors are all volunteers who give their time in addition to running their own businesses and having busy personal lives. She thanked all the directors for their hard work and commitment to POC.

N. Bureau informed members that any reports, materials or questions arising from the AGM will be posted to the members only side of the website.

N. Bureau confirm proper notice for the AGM was given and quorum was met.

#### 3. Minutes of 2019 Annual General Meeting

N. Bureau proposed a motion to approve the Minutes of the Annual General Meeting of Thursday, November 7, 2019.

**Motion:** Moved by Cheryl Kennedy, seconded by Debbie White to accept the minutes of the 2019 Annual General Meeting as presented. **Carried.**

#### **4. Financial Report**

Director of Finance Edie Michel presented the financial report year ended June 30, 2020.

##### **Highlights**

As of June 30, 2020, POC had \$297,624 in assets, an increase of a little over \$32,000 compared to last year. This represents a cash balance of \$286,766, GST/HST receivables of \$4,632, prepaid expenses of \$6,117 and \$109 in equipment.

Note that POC has \$130,000 invested in money market instruments/GICs as part of our “cash” balance.

##### **Liabilities**

As of June 30, 2020, POC had liabilities of \$103,608 which is approximately equivalent to the previous fiscal year end. Liabilities include \$16,214 in accounts payable and accrued liabilities, \$80,831 in deferred revenues from TPO courses and membership fees and \$6,562 due to the Cyber Chapter.

##### **Revenues**

There are six sources of revenue for POC. Membership revenue was \$167,520.00. Net revenue for this portfolio came in over membership expenses by \$116,235, which is less than budgeted, but almost identical to the prior year. The association continues to attract new members and retain a solid membership base. The Board is closely monitoring this portfolio during Covid, breaking Membership out as a separate line item in the 2020-2021 Budget and reviewing monthly membership reports at board meetings.

The POC Education Program, which includes TPO credit and non-credit classes and exams, generated \$74,974.00 in revenue. Net revenue from this portfolio was \$54,466. This is a decrease of approximately \$17,000 compared to last year.

Conference held last November in Toronto had revenue of \$54,766.00. While conference posted a loss of \$4,793 with revenue falling short of budget, expenses were smaller as well so the budget variance was positive by almost \$2,500.

Education Acquisition accounted for an additional \$5,986 in revenue, netting a profit of \$5,961 as our business templates and webinars continue to sell well.

The Development Portfolio continues to perform strongly, largely based on the stellar efforts of the Director of Development Angie LeClair, with revenue of \$5,474 this year, exceeding last year by more than \$1,000.

And lastly, POC’s investments produced a little over \$2,500 in interest income.

##### **Expenses**

The Administration category of expenses is the largest expense for POC totaling \$94,647 this year, approximately \$1,000 less than the previous fiscal year. It includes the Association Management fee of \$7,290 per month, general commercial liability insurance, Directors and Officer’s liability insurance, the

subscription to our survey program, and sundry office expenses. Generally, the elements required for the day-to-day operation of the association.

Conference represents a large expense for POC but as referenced above, while total expenses were almost \$60,000, they were \$10,000 under budget producing an overall positive variance.

Membership expenses include the chapter split payments, representing the Chapter's share of membership fees, insurance, and name badges. The total expense was \$51,285 with the Chapter split settlement representing \$47,013 of that.

Marketing expenses of \$23,175 are paid to manage marketing across all platforms including social media.

Education expenses were \$20,508 representing money paid to facilitators and the development of new courses.

Board expenses include the cost of board members attending conference and other sundry items.

Finance expenses are credit card expenses paid as a percentage of membership dues, courses etc.

Communications, Chapter Relations, Education Acquisition and Development each have small budgets.

### **Year End Surplus**

POC ended the 2019-2020 fiscal year with a \$32,373 surplus compared to \$10,800 last year. It positions POC well to continue to support the membership with an improved education platform, website enhancements, ongoing marketing, and strong administration.

The Board of Directors receives detailed financial reports each month that are reviewed against the budget. This ensures the ongoing fiscal health of the association. We work hard to ensure the association's funds are spent wisely and are in line with our strategic plan. As already stated, the existence of the Covid-19 pandemic will require additional oversight and the Board has already pivoted to closely monitor each portfolio against any impact.

**Motion:** Moved by Mylène Houle Morency, seconded by Kerith Paterson to approve the financial statements for the fiscal year ended June 30, 2020. **Carried.**

### **5. Nominating Committee Report**

Director of Chapters and Nominating Committee board liaison Cindy Wezenbeek presented the Nominating Committee report.

**Ethics Standing Committee** consists of:

Chair: Lois Kaplan

Members: Mylene Houle Morency, Pamela Wong, Julie Meltzer and Jeri Pitzel

**Ethics Supplementary List** consists of:

Robynne Potts, Georgina Forrest, Elinor Warkentin and Kerith Paterson

**Awards Committee** consists of:

Chair: Pauline Hoffman

Members: Melody Oshiro and Heather MacArthur

*The Awards Committee needs **one new member** for 2020/21.*

**2019/20 Education Committee** consists of:

Chair: Tamara Liebmann

Members: Hilda Rodgers, Kathryn Lyle, Allison Weigensberg and Sarah Tudway-Cains.

*The Education Committee needs **2 new members** immediately to fill new positions.*

**2019/20 National Conference Committee** consists of:

Chair & Program Lead: Georgina Forrest

Entertainment Lead: Clare Cluff

Communications Lead: Debbie White

Exhibitor/Sponsor Lead: Crystal de Nobrega

**2019/2019 Nominating Committee** consists of:

Chair: Noreen Music

Members: Andrew Neary and Marina Bellew

*For 2020/21 the Nominating Committee needs **one new member**.*

C. Wezenbeek thanked all committee volunteers who are finishing their terms as well as those who have agreed to stay on. POC thrives because of the volunteers who commit their time and energy to keep our association running as well as continually making improvements.

POC will be accepting names for new committee volunteers immediately. Members interested in volunteering were asked to email the nominating committee chair Noreen Music.

### **POC Board of Directors**

A dedicated call for nominations for the Board of Directors was issued in the spring and summer editions of POC Talk.

The POC Board of Directors is made up of dedicated volunteers who contribute a great deal of their time, knowledge, and experience to the governance of the association.

Leaving the board are Angie LeClair and Linda Chu. C. Wezenbeek expressed gratitude for the work and dedication they gave to Professional Organizers in Canada.

Director Tamara Liebmann will be serving the second year of her two-year term and therefore will not be standing for election. Dennise Conforti will be moving into the past president role and therefore will also not be standing for election.

Stood for re-election for a second two-year term  
Heather Schmidt, Nathalie Bureau and Cindy Wezenbeek

Stood for election for a one year term after appointment November 2019  
Edie Michel and Mélanie Higuchi

New candidates for the board who stood for election for a two-year term  
Deanne Powell and Kerith Paterson

The election was held by electronic ballot with a closing date of October 16, 2020. All ballots were kept confidential and were tallied by Meghan Cross, Executive Director, as a non-member of POC. A second count was conducted to confirm final numbers by a senior manager at Associations First, also a non-member.

C. Wezenbeek announced the following POC Members had been elected to the Board of Directors:

Nathalie Bureau – Elected for a Two-Year Term  
Heather Schmidt – Elected for a Two-Year Term  
Cindy Wezenbeek – Elected for a Two-Year Term  
Deanne Powell – Elected for a Two-Year Term  
Kerith Paterson – Elected for a Two-Year Term  
Edie Michel – Elected for a One-Year Term  
Melanie Higuchi – Elected for a One-Year Term

There is one vacancy on the board. Members interested in volunteering, were asked to email the nominating committee chair Noreen Music.

C. Wezenbeek offered congratulations to all the newly elected directors, and a warm welcome to first-time board directors Deanne Powell and Kerith Paterson.

## **6. Education Report**

Director of Education Tamara Elias Liebmann presented the Education Report.

### **Education Highlights and Accomplishments**

New course creation: POC received 10 applications to create a total of 15 of the 18 courses we presented. Six applicants applied to create courses in English, two applied to create courses in French

and two applied to create the courses in both languages. One application was received to translate courses from English to French.

Contracts have been awarded for the creation and translation of the following courses:

- Ethics in English and French
- An Introduction to Professional Organizing in English and French
- Safety Issues and Procedures
- Starting an Organizing Business: Boundaries and Business Practices
- Launch and Grow Your Business - Create your Business as a Professional Organizer

The decision was made to choose Go-To-Webinar as the online educational platform.

In a response to the COVID-19 pandemic and the economic stress it placed on members, POC reduced the cost of courses to help members and non-members – and to provide them options while at home in isolation.

T. Elias Liebmann informed the membership that POC has also planned its first-ever virtual exam! The TPO exam is being held on November 6<sup>th</sup> at 10:00 a.m. MT.

### **Education Financial Numbers**

The introductory class “Should I Become a Professional Organizer” was offered 13 times in the last fiscal year and was attended by 84 potential organizers.

Over the course of the year, 108 Trained Professional Organizer (TPO) credited courses were offered, with an attendance of 1,186 people, resulting in \$68,664 in revenue.

The POC TPO Exam was offered last fall at conference in Toronto. 13 participants wrote the exam. The exam was not offered in the spring at the chapter level due to the COVID-19 pandemic.

Our On-Demand webinars grossed \$3,815 with 84 participants which is more than in the past 4 years combined.

POC earned a total of \$80,393 from the education portfolio.

T. Elias Liebman expressed that as we move into 2021, despite the challenges faced due to the pandemic, there is anticipation for a great year for POC education as the courses move steadily online with new and revitalized content.

### **Thank You**

T. Elias Liebmann acknowledged that education is a huge portfolio that takes the time, collaboration, and expertise of many people.

T. Elias Liebmann thanked Hilda Rodgers, Alison Weigensberg, Sarah Tudway-Cains and Kathryn Lyle for volunteering countless hours all while raising families and managing their own businesses.

She also noted that Associations First (AF) contributes a vast amount of time working on the education portfolio. She thanked Meghan Cross, Renzo Pella and Wil deGast for going above and beyond and for all their support!

## **8. Report of the President**

Vice-President Nathalie Bureau presented the Presidents report on behalf of POC President Dennise Conforti.

She asked members to take a few minutes to think about what this year's conference theme **The Power of Professional Organizing - #ANewWorld** could mean in 2020.

She spoke to the changes we have seen this year and how people are being more confined in their homes as well as having to organize their work and family life differently. She pointed out what an important role organizing had to play in managing these changes.

She addressed the shifts in the way professional organizers had to run their businesses. She added that now more than ever being organized brings about so many benefits when working from home.

She conceded that there is still work to be done however to fully realize the potential of organizing. She noted that there are many things to learn when it comes to operating with so many changes and new opportunities in the world. Adapting with these changes is how to have a successful business was D. Conforti's belief.

She went on to say that POC is present to support members through those steps. POC continues to offer the chapter meetings, the chapter chats, this first virtual summit, communication through our newsletter and our Facebook pages where lots of sharing is done. Concluding that POC members are in this together.

She added that support also comes from sharing with associations outside of POC. POC has affiliate agreements with NAPO (the National Association of Productivity and Organizing Professionals), ICD (the Institute for Challenging Disorganization,) NASMM (the National Association of Senior Move Managers) all three of them in the US, and APDO (the Association of Professional Declutterers and Organisers), in the UK.

She explained that affiliate agreements give POC members access to each other's conferences and education at member rates, help raise awareness of our industry and our association, and expose our members to a worldwide audience through POC's links on affiliates' websites.

She went on to say that POC is also brought together through relationships that POC has developed with Associate Members, companies that offer products and/or services to our members that complement the work that members do. POC continues to help to promote each other's services to the public while bringing awareness to our industry.

She added that POC is a member of the IFPOA, the International Federation of Professional Organizers Associations, where industry leaders come together to share ideas and grow. A meeting with the IFPOA

is scheduled next week, the topic of how the pandemic affected our industry no matter where we are on the globe will be discussed.

Finally, she spoke to the power of the volunteer and how we move forward together in this new world would not be possible without the help and support from our volunteer members. It is thanks to them that POC strengthens and grows.

She encouraged everyone to share their knowledge with their peers, to become even more powerful, and together create a new world.

**9. Other Business**

There was no other business brought to the floor.

**10. Date and Place of the Next Meeting / Adjournment**

The next Annual General Meeting will be held online. Date and time to be determined. There being no further business, the meeting was adjourned at 5:40 pm MT.

## Appendix A - In Attendance

Adeilah Dahlke  
Adele Lapointe  
Alison Lush  
Allison Weigensberg  
Amanda Side  
Angie LeClair  
Barbara Van Zanten  
Bev Chandler  
Bonnie Whitehead  
Caroline Rochon  
Catherine Barnsley  
Cathy Mendler  
Cheryl Kennedy  
Christy Cummings  
Cindy Wezenbeek  
Clare Cluff  
Corinne Kewin  
Dale Murphy  
Deanne Powell  
Debbie Bunze  
Debbie White  
Denise Cutler  
Diana Cornelius  
Edie Michel  
Elinor Warkentin  
Elizabeth Stefani  
Harold Taylor  
Heather Schmidt  
Hilda Rodgers  
Ida Tetlock  
Janet Ireland  
Janice Kirwin  
Janice Yam  
Jaycel Murphy  
Jeff Revill  
Jeri Pitzel  
Jody Wishloff  
Josh Brage  
Juanita Walton  
Judy Rickey  
Julie Stobbe  
Karen Bryer

Karin Lunan  
Kate Johnston  
Kate Nikalaidis  
Kate Vallance  
Kathleen Murphy  
Kerith Paterson  
Kristen Shea  
Laurene Livesey Park  
Linda Chu  
Lisa Macdonald  
Lois Kaplan  
Malorie Kohos  
Marybeth Welty  
Melanie Higuchi  
Michelle Sirianni  
Mireine Munyana  
Mylène Houle Morency  
Nathalie Bureau  
Nicole Cooke  
Pam Bromfield  
Pamela Wong  
Pauline Hoffman  
Pauline Wilts  
Rick Baillargeon  
Robynne Potts  
Sharron Leggett  
Stephanie Deakin Ricketts  
Tanya O'Leary  
Wendy Monteith

### **Staff:**

Meghan Cross