



POC Talk July 2021

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BOARD OF DIRECTORS NEWS

As summer is here, your Board of Directors wants to take time to wish you a fantastic and relaxing summer. Take time to fill up with sunshine, to visit safely with your friends and family, to rest, to let your head wander so new business ideas come to your mind.

“ Deep summer is when laziness finds respectability.” – Sam Keen

On behalf of the Board of Directors,

Nathalie Bureau

[President](#)

NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



Registration is open for the 2nd Annual POC Virtual Summit on October 21, Emerging Stronger! [Register now.](#)

The speakers have been selected and you won't want to miss the lineup the committee has for you. **Session topics include** learning from client challenges to improve your skills, how to futureproof your organizing business by offering online services, podcasting for business, designing your “new normal” business model, coaching skills for leaders, senior move management, attracting your dream client without spending all your time on social media, building referral partners, and more! There will also be two sessions in French. In addition, the committee has some social events built into the program!

So stay tuned on the closed [Facebook page](#) and our social media channels for spotlights on the speakers and [register now!](#) We hope to see you there!

COMMITTEE NEWS

ETHICS COMMITTEE



There continues to be an opportunity to become a member of POC's Ethics Committee.

The committee would like to fill that position with a member from either the eastern or western part of the country because it is currently composed of members from Ontario and Quebec only. They would like to ensure they have representation from all areas of the country.

If you have 2-4 hours a month for the Ethics Committee and would like to contribute to keeping POC on track ethically then we would like to hear from you.

Should this position interest you or if you have questions please email either Noreen Music nominatingchair@organizersincanada.com or Cindy Wezenbeek dir-volunteers@organizersincanada.com.

AWARDS COMMITTEE

Harold Taylor Award and the Ambassador Award

The POC Award Committee would like to encourage our members to take a look at the [past recipients](#) of the Harold Taylor Award and the Ambassador Award and see what those members did to accomplish this honor.

As outlined in the May POC Talk, there are four initiatives to nominate members for Awards. These advantages benefit recipients, nominators and “new this year”, advantages for Chapters!

Advantage #1: The talent and contribution of a peer is recognized in front of all the people present at the virtual 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 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.

The Awards Committee would love everyone to take a serious look around them at

their peers, get to know them by a phone call or video chat and nominate them! It would be great for your chapter to be **NUMBER ONE** in nominations.

Nomination forms are located here:

[Harold Taylor Award](#)

[Ambassador Award](#)

The deadline to nominate is closing: July 31,2021.

ETHICS CORNER



July 2021

DID YOU KNOW?

Our lives are a series of agreements between parties, both formal (contracts) and informal (understandings). Just as friendships and loyalties can end, most formal contracts also end. We need to consider the various clauses of our contracts and how long we want them to be binding.

Contract Term or Duration: Term or Duration describes the length of time that a commercial agreement remains in effect. The Term may be a period of time, such as “The terms of this contract are to be in vigour for two years from the date of Signature,” or completion of a deliverable, “...upon satisfactory completion of all items on the Checklist.”

Termination: Termination indicates the rights of one Party to terminate the agreement early. The contract may state that if either Party fails to live up to its

obligations (“breach of contract”), then the other Party may terminate the agreement. Many contracts state that the client may terminate the agreement at any time without cause. Still others state that either Party may terminate at any time without cause.

Pricing: The Pricing must realistically reflect the duration of a contract. A multi-year contract may include a clause for the increase of Pricing to reflect annual increases in the cost of living. In other contracts, Pricing Tables are included to illustrate the exact dollar increase year by year (for example, an increase of \$5.00/hour for each year of the contract).

Confidentiality: Confidentiality obligations are usually not expected to end upon Termination of the Contract. A “Survival Clause” may state that “Confidentiality exists for a period of 3 years after the Term of the Contract.” Other agreements stipulate that “Confidentiality shall have no expiry” and therefore all information gained during the working relationship shall remain confidential forever.

FOOD FOR THOUGHT

Confidentiality of information does not survive the information entering the public domain. For example, if a company’s trade secret becomes public knowledge because of a publicized law suit, confidentiality of this “secret” no longer applies.

Seven years ago, you signed a Non-Disclosure Agreement with no expiry for a client with whom you have not worked for five years. If you see your client and her home featured on Canada’s Greatest Hoarders, are you still required to keep confidential the photos that you took while working to declutter her home?

FINANCE NEWS

Hello Chapter Treasurers!

I hope you are all enjoying your summer! Just a little reminder to submit your 2020-2021 Year End Results and your bank statements to me no later than July 31st. Additionally, the 2021-2022 Chapter Budgets are due at the same time. Please use the blank financial template sent to you in June for the next fiscal year’s budget-the “Operating Budget Tab” and the “Summary Tab” from the 2020-2021 financial template for your year end results.

Please reach out with any questions you have by email at dir-finance@organizersincanada.com. If you need to set up a call, I would be happy to do that.

Thank you for the time you dedicate to your role of Treasurer, it is appreciated.

Edie Michel

[Director of Finance](#)



The advertisement for Transitions Realty Inc. features a purple header with the company logo, which consists of three stylized blue and white shapes above the word "TRANSITIONS" in white capital letters. Below the header, on the left, is a text block: "We help empty nesters and retirees through the downsizing process." To the right of this text is a photograph of a man and a woman sitting on the floor surrounded by cardboard boxes labeled "Sell", "Storage", "Donate", and "Move". Below the photo is a purple box containing the phone number "647-948-7415" and the text "Call today & see if we can work together."

TRANSITIONS

We help empty nesters and retirees through the downsizing process.

647-948-7415

Call today & see if we can work together.

Transitions Realty Inc. Brokerage

<https://transitionsrealtyinc.ca>

SOCIAL MEDIA

POC's Social Media Pages



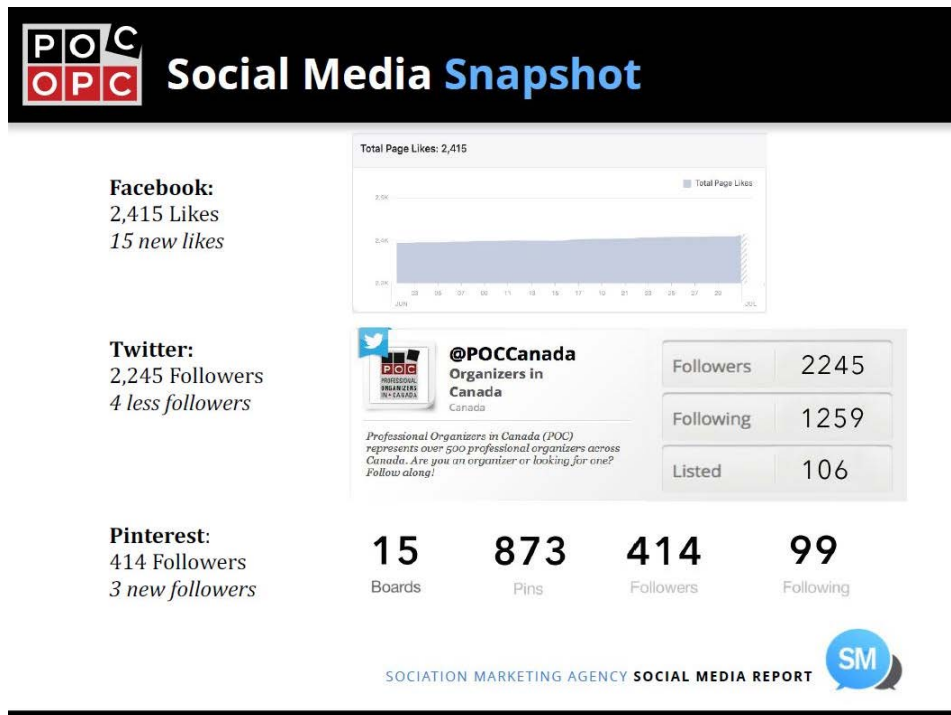
Facebook saw some good growth in June, despite the usual slowdown in the summer months. There were 15 new likes, for a total of 2,415.

The **Twitter** audience lost a 4 followers, likely bots, but the engagement rate was still impressive.

Pinterest also gained a few followers in June with steady engagement. There were 3 new likes for a total of 414.

Instagram had good growth in June and has steadily been the most popular platform with high impressions and engagement. June saw 16 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 above!





Social Media Snapshot

Instagram:
866 Followers
16 new



495
Posts

866
Followers

111
Following

POC Canada

Nonprofit Organization

Professional Organizers in Canada (POC) is the national association that represents professional organizers across the country.
www.organizersincanada.com

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



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.

