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## POC Talk May 2021

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## BOARD OF DIRECTORS NEWS

### POC'S HISTORY

Hello fellow organizers!

POC is currently gathering pictures of its first steps as an association as we want to keep track of our history.

**We need your help!**

To avoid being flooded with pictures that we cannot use, please send some that reflect an aspect of POC history, such as the inaugural meeting of a chapter, document signing, modelling t-shirts with the new logo, etc.

To make sure we make no mistakes, please ensure to add the names of everyone in the picture and state which order (ex. left to right), which year the picture was taken, where it was taken and what chapter these people are from.

We will also need releases from any people shown in the photographs! That means, before sending in a picture, please ask each person to write you a simple letter that states she/he authorizes POC to use that photograph. The letter must be signed, dated and sent along with the pictures.

If you have been a member for some time or know a member who is no longer with us, but was there at the beginning, could you send us some of those pictures you may have in a digital format. Deanne Powell, our Director-at-large, will kindly receive them by [email](#).

## INTERNATIONAL NEWS

Did you know that POC belongs to the [International Federation of Professional Organizing Associations \(IFPOA\)](#) which is a worldwide forum facilitating appropriate communication and collaborative efforts among professional organizing and productivity associations?



We meet at least twice a year to discuss our industry, share ideas, and network.



From April 20th to 23rd, POC board members **Dennise Conforti** (OrganizedMD), **Kerith Paterson** (Visual Girl Home Therapy), and **Nathalie Bureau** (Nathalie Bureau | Time Management Specialist | Speaker | Coach) joined 500+ others for the first virtual conference from [National Association of Productivity and Organizing Professionals \(NAPO\)](https://www.napo.org), broadcasting from the US.

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



### THANK YOU TO EVERYONE WHO SUBMITTED TO THE POC VIRTUAL SUMMIT CALL FOR PRESENTATIONS!

We've received many submissions and are now in the process of reviewing them. You're not going to want to miss the program we have in store for the 2nd annual POC Virtual Summit on October 21, 2021. Make sure you've got it marked in your calendar and watch for more announcements coming soon!

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## COMMITTEE NEWS

### Nominating Committee News



## The POC Volunteer Pathway

What Volunteering Means  
Wheel of Names!!

Thank you to all of the POC members who shared what volunteering means to you!  
Here's what you said:

*"For me, volunteering is about getting involved. It's an opportunity to contribute and use your talents and resources to benefit others."*

**- Elana Kleinman**

*"I love volunteering because it's a chance to give back and be part of something bigger. Plus many of my closest friends are those I've volunteered with."*

**- Hilda Rodgers**

*"Volunteering for me is all about community. Giving back and helping others."*

**- Sheeba Uzzaman**

*"I love volunteering because I feel it's important to give back to my community and professional organizations that I'm a part of-and it's fun and makes me feel good! Also, I have met so many life long friends from volunteering!"*

**- Debbie White**

*"Volunteering - to me, is a reset. Reminding me of my values and goals. And who I strive to be. Of course helping others for the sheer simplicity of connecting with another human being."*

**- Janice Savage**

*"For me, volunteering is about connecting and giving back to the community that I am part of. Being able to help in some way, shape or form and making friends along the way are great rewards in my opinion."*

**- Pamela Wong**

*"When we volunteer we are giving back and are filling a need but looking back at most of the volunteering I have done I received much more than I gave by meeting some great friends and so many interesting people I may not have have met, new skills and learning more about myself."*

**- Adele Lapointe**

**AND THE WINNER OF THE \$50 GIFT CERTIFICATE IS.....Watch the WHEEL OF**

## **NAMES video [here](#) to find out!!!**

If you are interested in starting your own journey down **The POC Volunteer Pathway**, here are the current options available to you:

- Nominating Committee (1 application pending / 2 positions available)
- Ethics Committee (position open May 2021)
- Education Committee (3 positions available)
- Awards Committee (1 application pending)
- Occasional/Short-Term Volunteers!

Email me (Noreen Music) at [nominatingchair@organizersincanada.com](mailto:nominatingchair@organizersincanada.com) if you would love to volunteer on an occasional or longer-term basis.

- Board of Directors ( 3 Directors: Communications, Development & Marketing)

If you are interested or would like more details please reach out to Cindy Wezenbeek at [dir-volunteers@organizersincanada.com](mailto:dir-volunteers@organizersincanada.com).

## **Awards Committee News**

Well, what a year it has been. We have all had to live, work and connect differently. It is time to look at who has stuck out and nominate them for one of our POC awards!

### **Incentives for Nominating a Peer!**

Did you know there are many advantages of nominating a peer for the [Harold Taylor or Ambassador Awards](#)?

**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.

It means you can use that amount to buy some books for your library, to pay towards a speaker's fees, etc.

No need to be a long-term member with POC to nominate someone. So, take time to discuss with a person you imagine could be a great recipient to see what he or she has done for the community or POC that you may not be aware of.

The nomination forms are available on [POC's website](#) or you may access them here:

[Ambassador Award](#)

[Harold Taylor Award](#)

Submit someone's name TODAY and have their accomplishments recognized!!!

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## **ETHICS CORNER**



**May 2021**

### **DID YOU KNOW?**

Has a client ever asked you to complete additional tasks outside of the originally agreed upon terms of the signed contract? Upon receiving your invoice for the additional work, has the client then demanded you provide a discount, or worse, refused to pay at all? This phenomenon is so common that it has a name: Scope Creep. Not all clients who participate in this behaviour are disingenuous, but a major ethical implication of 'Scope Creep' is that a client can devalue your work to the extent that you end up working for free. Additionally, if you hired subcontractors to

perform the extra work, you are obligated to pay them for their time, but are unable to recoup the extra costs from the client.

## FOOD FOR THOUGHT

Be aware of clients adding in small requests that gradually build up. If you sense that your client is practicing 'scope creep', make sure you're upfront and honest with the client about the additional costs involved or better yet, consider sending your client a 'Change of Scope' contract. Having a difficult conversation early on is easier compared to further down the line when you are potentially out of time or over budget.

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



<https://www.organizeatoz.com/magiclandingpage>

## MEMBERSHIP NEWS

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

Alice Flahive – Alice The Organizer – Toronto, ON  
Terry Swaye – Sensible Space – Thornhill, ON  
Liz Fox – Beehive Organizing – Toronto, ON  
Kathleen O'Brien – How It Stacks Up – Toronto, ON

## DEVELOPMENT NEWS

### Associate Member Renewal



POC is pleased to announce that TraumaCare Cleaning Services will once again be continuing on as an Associate! Since 1995, TraumaCare has been providing trauma remediation and biohazard decontamination services. They specialize in waste removal, cleaning, disinfection and odour removal for difficult and extreme situations. Onsite inspections, safety consultation and free written estimates are also available.

**Contact:** Michael J. Maedel – Owner

**Address:** 3583 Sheppard Ave E, Toronto, ON M1T 3K8

**Telephone:** 416-518-6922 Email: traumacare@rogers.com



We are excited to announce our continuing association with Transition Squad! Transition Squad specializes in selling people's belongings through their Online Auction Platform and Toronto-based Consignment Auction House. They offer professional organizers a solution to help with one of the biggest client challenges: how to find a good home for their things and maximize their sale price.

**Contact:** Viraf Baliwalla, President

**Address:** 80 Kincort Street, Toronto, ON M6A 3B2

**Telephone:** 1-866-276-9680 Ext: 303

**Email:** viraf@transitionsquad.com

**Website:** www.transitionsquad.com

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## EDUCATION NEWS

**Trained Professional Organizer (TPO) Exam**



The TPO exam will be held online **via Zoom** on **June 17th, 2021 at 1pm ET** (please adjust time accordingly, for your time zone). [Register now!](#)

Any POC member who has taken all 10 of the 100 series classes plus 2 of the 200 series classes is eligible to write the exam.

Tamara Elias Liebmann

[Director of Education](#)

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The advertisement for Transitions Realty Inc. Brokerage features a purple header with the company logo and name. Below this, a text block states: "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 text and image is a purple box containing the phone number "647-948-7415" and the text "Call today & see if we can work together." At the bottom of the ad, in small text, is "Transitions Realty Inc. Brokerage".

**TRANSITIONS**

We help empty nesters and retirees through the downsizing process.

**647-948-7415**

Call today & see if we can work together.

<https://transitionsrealtyinc.ca>

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## FINANCE NEWS

### CHAPTER TREASURERS

Treasurers and Chapter Executives, please ensure that budget discussions have started at your Chapter Executive meetings. Similar to the budgeting process for the 2020-2021 fiscal year, there will be uncertainty surrounding our ability to meet in person for at least some of the new fiscal year. A budget is for planning purposes, based on historical facts and assumptions about the future. Make the best assumptions you can based on anticipated pandemic restrictions in your part of the country.

There is a Chapter Chat scheduled for Wednesday May 26th at 8:00 p.m. ET

specifically for Chapter Treasurers. New Treasurers will be introduced to the Financial Template used to prepare budgets, track revenue and expenses and prepare the Mid-Year and End of Year Report that you will submit to National. For Treasurers returning to their role, a few changes and updates will be introduced. I hope to be providing you with a templated power point presentation that you can add your Chapter information to and present your mid-year and end of year results to your membership. Additionally I will be preparing a Reference Document detailing your role, responsibilities and tasks as Chapter Treasurer. Looking forward to seeing you on the 26th.

## **CHAPTER GENERAL LIABILITY INSURANCE**

Professional Organizers in Canada carries various types of insurance to ensure we are adequately protected should the need arise. *General liability insurance coverage* is in place for all Chapters. Chapters share 50% of the annual costs associated with this coverage. To date, each Chapter has shared this cost on a flat rate basis. After considering Chapter feedback about this method, the POC Board has made the decision to allocate the cost of insurance on a *per member basis rather than as a flat rate* for each Chapter. For clarification, each Chapter will pay a sum that is based on the total membership of their Chapter per quarter. Larger Chapters will see an increase in the amount of insurance expense and smaller Chapters will see their insurance expense decrease. You will see this difference *reflected this quarter* in your Chapter Split payment and explained in the accompanying letter. As always, feel free to reach out with any questions.

Edie Michel

[Director of Finance](#)

Kerith Paterson

[Director of Chapters](#)

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## **SOCIAL MEDIA**

### **POC's Social Media Pages**



**Facebook** saw some growth in April, and a notable boost in almost every stat – shares, comments, reach, clicks, and a 10.5% average engagement rate which is excellent. Of the 32 POC posts there were 2,374 likes.

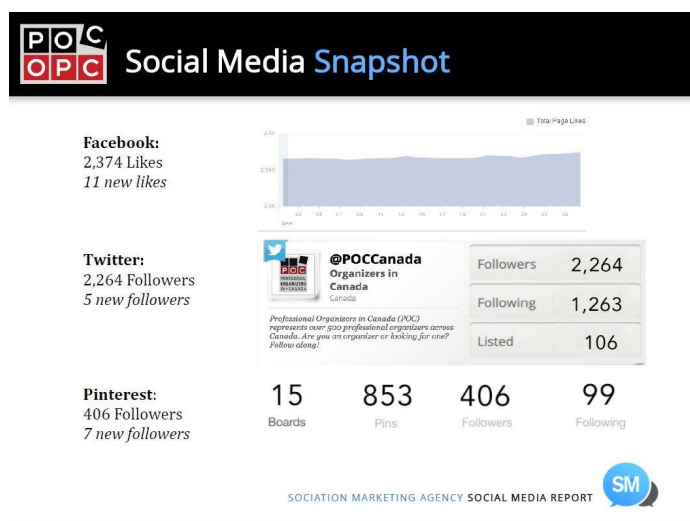
The **Twitter** audience grew a little with 5 new followers since last month, and saw 5,694 tweet impressions, 422 profile visits, and 8 mentions.

**Pinterest** gained a few followers in April and about a 2,500 jump in total impressions.

**Instagram** had good growth in April and has steadily high impressions and engagement, with 4,012 impressions, 213 likes and 23 comments.

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:  
806 Followers  
27 new



460  
Posts

806  
Followers

110  
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



### 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.



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