



POC Talk February 2021

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NATIONAL CONFERENCE COMMITTEE (NCC) NEWS

2021 Virtual Summit – Thursday, October 21, 2021

Save the date for the 2021 POC Virtual Summit to be held Thursday, October 21, 2021! Building on the success of our 2020 Virtual Summit, the plans have started for the 2021 event. You won't want to miss it, so make a note in your calendar and watch for further announcements and the 2021 Call for Presentations being launched soon!

COMMITTEE NEWS



As it is common tradition on Valentine's Day to exchange small tokens of affection or notes in the month of February, the POC Board of Directors would like to express their deepest appreciation and gratitude to each of the national committee volunteers (in alphabetical order):

Allison Weigensberg, Education Committee
Andrew Neary, Nominating Committee
Clare Cluff, National Conference Committee
Crystal De Nobrega, National Conference Committee
Debbie White, National Conference Committee
Georgina Forrest, National Conference Committee
Heather MacArthur, Awards Committee
Hilda Rodgers, Education Committee
Jeri Pitzel, Ethics Committee
Judy Rickey, Awards Committee
Julie Meltzer, Ethics Committee
Lois Kaplan, Ethics Committee
Marina Bellew, Nominating Committee
Mylene Houle, Ethics Committee
Noreen Music, Nominating Committee
Pamela Wong, Ethics Committee
Sarah Tudway-Cains, Education Committee

If you are interested in becoming a POC volunteer, here are the current opportunities:

The **Nominating Committee** requires **one** additional volunteer to take part in The POC Volunteer Pathway Project! This exciting initiative will focus on improving the attraction, qualifying, orientation, and mentoring of POC's volunteers.

The **Awards Committee** is responsible for the Harold Taylor Award and Ambassador Award selection process for members who have made noteworthy contributions to the organization and our industry. The Awards Committee requires **one** volunteer for the 2021 awards cycle!

The **Education Committee** is in need of **two** additional volunteers with their efforts to provide POC members with quality and relevant learning opportunities to enhance professional development and growth.

If you are interested in becoming a POC volunteer, [email Noreen Music](#) or call her at (587) 889-7198 to find out which opportunity is a fit for you.

ETHICS CORNER



February

DID YOU KNOW?

Members who carry business insurance and have sent in their certificate of liability insurance to our Membership Coordinator have the icon next to their name in the POC directory to inform prospective clients of their adherence.

Business insurance not only has the undeniable advantage of protecting our business from risk, but also demonstrates to our customers that our business is credible and reliable.

Please remember that it is up to each member to send in the supporting documentation demonstrating annual renewal of coverage to keep the "i" icon next to their name in the directory. When the information is not sent in prior to the expiration date, the "i" is removed.

Do you carry business insurance and have yet to inform POC? You can send in your certificate of liability insurance to Tammy White, Membership Coordinator at twhite@organizersincanada.com.

You can find all the information on member benefits [by clicking here](#).

FOOD FOR THOUGHT

You are working with your client organizing paperwork in his home office. As you organize, you always discuss various topics and this session, your client asks you how you organize your electronic information.

He is feeling overwhelmed with the amount of digital clutter: emails, online files, digital photos, etc.

After you explain that do not consider yourself an expert, you tell him that you followed this great online course that takes the student along, step by step, to organize their entire digital life. You speak enthusiastically about the course, and how well it is structured!

In fact, it even has a plan of action PDF that allows the student to check each step as he or she moves along throughout the course. The conversation naturally moves on to another subject.

One week later, you receive an email from your client asking you whether you could share more information regarding the course. Who is the instructor? How much did it cost?

Upon reception of your answer your client replies, asking you whether you could simply send the PDF to him so he can do the steps on his own.

What do you do? What should you take into consideration? What is at stake?

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

MEMBERSHIP NEWS

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

Rachael Stafford – Order in the House – Richmond Hill, ON

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

Agni Skafidas – OLAM Group (previously Organized Life and Mind) – Dubai, UAE
Sandra Muzzin - Organizing Inc. – Brampton, ON
Stephanie Galipeau – HOP
-Stephanie Galipeau – HOP - Harmonie Organisation Productivité – St-Eustache, QC

DEVELOPMENT NEWS

New Regional Associate Member



SweptAway is a fast growing, independently owned company currently serving Okotoks, Calgary and surrounding areas. We are a green cleaning company dedicated to enhancing the quality of life for our clients and the communities we serve. Licensed, bonded and insured with amazing testimonials!

Contact: Dulcee Stoodley, Owner

Email: dulcee@sweptwaygreen.com

Associate Member Renewals



We are excited to announce that [JUSTJUNK®](http://JUSTJUNK.com) has chosen to continue as an Associate Member of POC! JUSTJUNK® is a full service, fast and friendly junk removal company which operates all across Canada. They offer same and next day service and can begin as soon as today! No matter how much junk or rubbish you may have, we can take it! Call us today or book online!

Contact: Michael Thorne, Owner and CEO

Address: 203-110B Hannover Drive, St. Catharines, ON L2W 1A4

Phone: 888-586-5888

Email: info@justjunk.com



We are excited to announce that [Solutions Your Organized Living Store](#) has chosen to continue as an Associate Member of POC! Solutions Your Organized Living Store is a leading specialty retailer dedicated to providing Canadians with innovative home and office organizational and storage products, designed to help simplify their lives.

Phone: 905-282-9371 x255

Email: customerservice@solutions-stores.ca

EDUCATION NEWS

We are so excited to announce the launch of our first webinars!

Our new Business Ethics (E-112) course is now available in both English and French.

Thank you to all our course creators for your continued hard work.

Tamara Liebmann

[Director of Education](#)

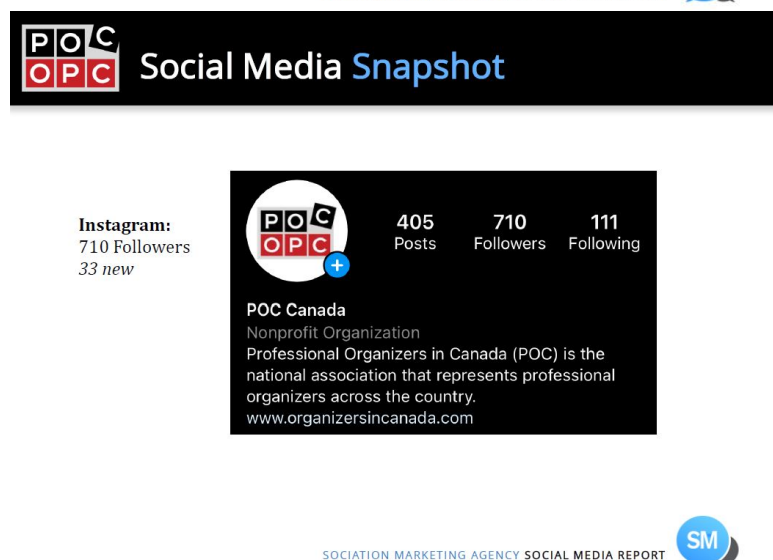
SOCIAL MEDIA

POC's Social Media Pages



January was another great month for growth among our POC social media platforms (Facebook, Twitter and Pinterest, and Instagram). We saw yet another jump in followers on our **Instagram** account, leaving us at 710 followers (up 33 from last month) and January saw 5,165 impressions with 325 “likes”. Our **Facebook** posts

were liked 2,298 times last month, up 26 likes from December. The top performing post featured a question of how to best organize coffee mug collections. **Twitter** saw 11 retweets in January and we were 'liked' 40 times with over 4,900 impressions! Our most popular tweet featured an article by Linda Chu on how to manage subscription boxes. **Pinterest** had a great month with total monthly impressions of over 7,500 and 5 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!



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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