



POC Talk February 2022

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NATIONAL CONFERENCE COMMITTEE (NCC) News

POC 2022 Virtual Summit – Call for Presentations

A “Behind the Scenes” Look at the Speaker & Presentation Selection Process

Each year POC issues a Call for Presentations where those interested in presenting at the national conference or summit (in person or virtual) completes a detailed online submission form for consideration by the National Conference Committee (NCC).

At the close of the submission deadline, the NCC Program Lead, Conference Lead and POC's Director of Education perform a robust review of all completed submissions to develop a short-list of qualifying submissions based on category, topic, diversity, and expertise/experience. This process results in a submission being accepted or declined. The conference program is then drafted with every effort made to offer a fresh, balanced, and educational event experience for participants within the session spots available in the schedule. The draft program is reviewed by the full NCC and POC board and then finalized.

The NCC encourages all POC members to make a submission to present at Summit through the Call for Presentations. It is only with your participation that we may continue to enhance the program topics and speaker diversity as the session selections are limited to the submissions received.

The POC 2022 Virtual Summit theme is "Passion ▪ Purpose ▪ Progress" and will take place Thursday, October 27, 2022 from 9:30 am – 5:00 pm Eastern time.

Be a Virtual Summit Presenter - Don't Delay, Submit Today!

We are seeking new, interesting, and high-quality proposals from those interested in presenting via live stream for the Summit. This includes French language presentation submissions as the program may include a session in French.

To submit your proposal and for complete details about the submission requirements and process please visit the [POC Conference page](#). To note, presentations should be geared to organizers at all experience levels.

The Submission Deadline: Sunday, May 1, 2022

DEVELOPMENT NEWS

National Associate Member Renewal



DYMON Storage

DYMON has become Canada's most innovative storage operator providing guests in Ottawa and the GTA unparalleled service in preeminent locations. DYMON offers a variety of services for your home and business. Visit dymon.ca for more information.

Contact: Reza Alagha

Email: ralagha@dymon.ca

Regional Associate Member Renewal



Atlas Junk Removal Inc.

Atlas Junk Removal Inc. is a locally owned and operated junk disposal service in Victoria BC. We offer affordable Full-Service Removal and Bin Rental options for the disposal of furniture, appliances, electronics, renovation, construction material, yard waste and more. We provide the friendly, professional service you want, combined with the time savings you need. Unique care is taken to ensure reusable materials are donated, or recycled whenever possible, keeping unnecessary material out of the landfill. Convenient over the phone estimates, accurate pricing by weight, and secure mobile payment make decluttering a hassle-free process from start to finish.

Contact: Aaron Lawson

Email: info@atlasjunkremoval.ca



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

ETHICS CORNER



February 2022

FOOD FOR THOUGHT

The Ethics Committee has been producing the Ethics Corner for the monthly POC Talk since July 2019. Since that time, POC has welcomed many new members who

might benefit from a refresher course in what Ethics, the Ethics Corner, and the Ethics Committee is all about.

Ethics is a system of moral principles which affect how people make decisions and lead their lives. A code of ethics is a code of moral standards of what is “good” and “right” as opposed to “bad” and “wrong”. When joining POC, members are required to attend the *Ethical Standards for POC Members* course.

The main objective of the monthly Ethics Corner is to introduce a topic that will spark an interesting discussion at your next chapter meeting. We are always looking for new topics to put forth to the members so please feel free to send suggestions to: ethics@organizersincanada.com.

The Ethics Committee meets at least 4 times a year to: keep the National Board informed of activities through the board liaison, contribute to the POC Talk, make suggestions to the National Board on possible improvements to the POC Policy and Procedure, create tools for POC members to enable better understanding of possible ethical dilemmas, prevent unintentional unethical behaviour, and to set a climate that is inclusive and supportive. A friendly reminder that the Ethics Committee does not dictate business practices to POC members.

DID YOU KNOW?

The committee is currently looking for new members. If the subject of ethics interests you, please consider joining this dynamic team! If you would like more information about the committee, please contact ethics@organizersincanada.com.

MATIÈRE À RÉFLEXION

Depuis juillet 2019, le Comité d'éthique produit le Coin éthique pour le POC Talk mensuel. Depuis lors, les OPC ont accueilli de nombreux nouveaux membres qui pourraient bénéficier d'un cours de rafraîchissement sur ce qu'est l'éthique, le Coin éthique et le comité d'éthique.

L'éthique est un système de principes moraux qui affectent la façon dont les gens prennent des décisions et mènent leur vie. Un code d'éthique est un code de normes morales de ce qui est «bon» et «juste» par opposition à «mauvais» et «incorrect». Lors de leur adhésion aux OPC, les membres sont tenus de suivre le cours *Normes*

d'éthique pour les membres des OPC.

L'objectif principal du Coin éthique mensuel est de présenter un sujet qui suscitera une discussion intéressante lors de la prochaine réunion de votre section. Nous sommes toujours à la recherche de nouveaux sujets à proposer aux membres, alors n'hésitez pas à envoyer vos suggestions à : ethics@organizersincanada.com.

Le comité d'éthique se réunit au moins 4 fois par an pour : tenir le conseil d'administration national informé des activités par le biais de la liaison avec le conseil d'administration, contribuer au discours des OPC, faire des suggestions au conseil d'administration national sur les améliorations possibles des politiques et des procédures des OPC, créer des outils pour les membres des OPC afin de permettre une meilleure compréhension des dilemmes éthiques possibles, prévenir les comportements non éthiques involontaires et établir un climat d'inclusion et de soutien. Un rappel amical que le Comité d'éthique ne dicte pas les pratiques commerciales aux membres des OPC.

LE SAVIEZ-VOUS ?

Le comité est actuellement à la recherche de nouveaux membres. Si le sujet de l'éthique vous intéresse, envisagez de rejoindre cette équipe dynamique ! Si vous souhaitez obtenir de plus amples informations sur le comité, veuillez contacter ethics@organizersincanada.com.

MEMBERSHIP NEWS

NEW BENEFIT FOR GOLD AND SILVER LEAF MEMBERS

As Silver and Gold Leaf members, you have achieved status through your dedication to the industry and to POC. We know that life events can sometimes temporarily derail our best-laid business plans. In recognition of this, and of your dedication, we are introducing a new benefit for our advanced status members. As an active member, you may now take a leave of absence from your membership for a period of one year **without** losing your Silver or Gold Leaf status! Simply submit the request form soon to be available on the website (no reason will be required), and your

membership will be put on hiatus. No benefits of membership will be available during this hiatus. When you renew after one year, no administration fee will be charged to reactivate your membership, you will not have to "buy back" your continuous membership status, and your Gold Leaf or Silver Leaf icon will show on your member profile. A hiatus may be extended for a second year, but a \$50 administration fee will be charged to reactivate the membership after the second year.

We thank you for your loyalty to POC, and for all you contribute to our community! Should you have any questions, please contact Stephanie Deakin, director of membership.

MEMBERS IN THE MEDIA

Our website has for a long time had two media pages: "POC in the Media" and "Members in the Media". In the near future we'll be merging those two pages into just one. If you've had media exposure and you mentioned POC, send in the info: Just go to the "Members in the Media" page and click on "Submit Media Coverage". You'll need to be logged in. We'll list it on the page and highlight it in a POC Talk!

NOUVEL AVANTAGE POUR LES MEMBRES GOLD ET SILVER LEAF

En tant que membres Silver et Gold Leaf, vous avez obtenu ce statut grâce à votre dévouement à l'industrie et à POC. Nous savons que les événements de la vie peuvent parfois faire dérailler temporairement nos plans d'affaires les mieux préparés. En reconnaissance de cela, et de votre dévouement, nous introduisons un nouvel avantage pour nos membres à statut avancé. En tant que membre actif, vous pouvez désormais prendre un congé de votre adhésion pour une période d'un an sans perdre votre statut de feuille d'argent ou d'or ! Il suffit de soumettre le formulaire de demande, bientôt disponible sur le site web (aucune raison ne sera exigée), et votre adhésion sera mise en congé. Vous ne bénéficierez d'aucun avantage pendant cette période d'interruption. Lorsque vous renouvelerez votre adhésion après un an, aucun frais d'administration ne sera facturé pour réactiver votre adhésion, vous n'aurez pas à "racheter" votre statut de membre continu, et votre icône Feuille d'or ou Feuille d'argent apparaîtra sur votre profil de membre. Une interruption peut être prolongée pour une deuxième année, mais des frais administratifs de 50 \$ seront facturés pour réactiver l'adhésion après la deuxième année.

Nous vous remercions de votre fidélité à POC et de tout ce que vous apportez à notre communauté ! Si vous avez des questions, veuillez contacter Stephanie Deakin,

directrice des adhésions.

LES MEMBRES DANS LES MÉDIAS

Notre site Internet comporte depuis longtemps deux pages consacrées aux médias : "Les OPC dans les médias" et "Les membres dans les médias". Dans un avenir proche, nous allons fusionner ces deux pages en une seule. Si vous avez été exposé aux médias et que vous avez mentionné les OPC, envoyez-nous les informations : Il suffit d'aller sur la page "Membres dans les médias" et de cliquer sur "Soumettre la couverture médiatique". Vous devez être connecté. Nous l'inscrirons sur la page et la mettrons en évidence dans un POC Talk !

Stephanie Deakin Ricketts

[Director of Membership](#) / [Directrice des adhésions](#)

CHAPTER NEWS

Toronto Chapter and The Children's Book Bank



A huge thank you to those members of the Toronto Chapter who recently volunteered to help [The Children's Book Bank](#) transition to their new locations. The 4 day event was on behalf of our Community Initiatives program whose goal is to create awareness of POC while giving back to our community. Led by our 2021/2022

Community Initiates Coordinator, Rachael Stafford, the team of volunteers helped to pack and unpack both the storefront and warehouse for the Children's Book Bank.

A note from their Executive Director, Mary Ladky:

"It was our lucky day when you called me way back in March 2021 to talk about the Toronto Chapter of the Professional Organizers of Canada's community initiatives. I never imagined how incredibly central your group's efforts would become to our multi-step move. I mean what I said yesterday: we could-not-have done it without all of you. I'm deeply grateful for your professionalism and the truly remarkable commitment and energy of your team."

EDUCATION NEWS

The Education Committee is looking for POC members who are fluent in French to be Course Presenters and/or Course Facilitators. You will be compensated for your work and those who are interested can email me: dir-education@organizersincanada.com.

We are continuing to move forward with the educational offerings and have recently begun the second round of course development. Look out for the release of the new recorded course, Business Practices and Boundaries, in March, with more to come in the following months.

If you haven't had a chance to [visit the new course page](#) on the POC website please take a few minutes to do so as it has been updated, making course registrations and purchases more streamlined.

In light of all of this course development, we are expanding our committee and are looking for volunteers to join us. If you are interested please reach out to dir-volunteers@organizersincanada.com.

Le comité de la formation est à la recherche de membres des OPC qui parlent couramment le français pour être formateurs et/ou animateurs de cours. Vous serez rémunérés pour votre travail et ceux qui sont intéressés peuvent envoyer un courriel à dir-education@organizersincanada.com.

Nous continuons à aller de l'avant avec les offres éducatives et avons récemment commencé le développement de la deuxième série de cours. Restez à l'affût du tout

nouveau cours enregistré, Pratiques et limites commerciales, qui sera disponible en mars. D'autres suivront dans les mois à venir.

Si vous n'avez pas eu l'occasion de [visiter la nouvelle page de cours](#) sur le site Internet des OPC, prenez quelques minutes pour le faire car elle a été mise à jour, ce qui simplifie les inscriptions et les achats de cours.

À la lumière de tous ces développements de cours, nous élargissons notre comité et recherchons des bénévoles pour se joindre à nous. Si vous êtes intéressé, veuillez envoyer un courriel à dir-volunteers@organizersincanada.com.

Allison Weigensberg
[Director of Education](#)

COMMITTEE NEWS



What Are Some of the Benefits of Volunteering at the National Level?

When I became a professional organizer and joined POC, I was so proud to belong to a group of interesting individuals who were just like me. I couldn't believe how much I had in common with the local organizers I met with once per month. We can learn so much from each other's experiences and wisdom. When I applied for and received my Silver Leaf designation after 5 years as a member of POC in good standing, it meant so much to frame my certificate and hang it proudly on my office wall. I felt it was a remarkable achievement and added some credible experience and tenure to my business.

What can you gain by volunteering your time with POC?

1. You get to enjoy the camaraderie of our shared experience. Yes, we all have our niches and our specialties under the huge umbrella of organizing but for

the most part, what we do is so similar. It's wonderful to network and share knowledge and resources to make our jobs and our client's lives better.

2. You might be aiming for a Silver Leaf or Gold Leaf designation yourself and need a few volunteer points to get to the threshold you're aiming for. Check out the website for more specific details on points accumulation and application requirements. Looking up from my desk at that framed certificate is both motivating and satisfying.
3. You might want to increase your marketable skillset or "street cred" by volunteering with a committee. It looks great on a resume or on your social media tag lines to mention that you are involved with a national organization representing professional organizers across the country. I always mention my volunteer involvement when I am meeting with potential clients for the first time.
4. You have mad skills and they should be shared! We come from a variety of backgrounds and we bring a wealth of experience to the table. Don't be shy to let your greatest assets shine by stepping forward to offer a hand to a committee looking for help. You might have translation abilities, media training, experience in event planning or even those amazing organizing skills of yours might be needed for a short-term volunteer commitment.

Please reach out to me if you want to discuss openings or volunteer positions that are available currently. I would love to talk to you about where your skills could be put to best use and the wonderful benefits of volunteering. Here's what we're looking for currently for short term volunteers...

- We are looking for someone to update the media training video.
- We need someone to do a very quick monthly translation from English to French (a few sentences).
- We would love for someone to come forward to create a national networking event outside of our conference. Imagine a national virtual drop-in event with interesting relevant guest speakers.

We are also looking for organizers just like you to fill positions on the following committees...

- The National Conference Committee (NCC) is seeking a Communications Lead and an Entertainment Lead. Wouldn't it be fun to have input on what happens at Conference?
- The Nominations Committee is looking for another member. You would be working with me to approve volunteer applications and come up with creative

ways to help organizers use their areas of expertise in volunteer positions as they arise.

- The Education Committee is looking for another person to help with education course revamping and roll out.

If any of these volunteer roles interest you or if you would like to chat about offering a few hours of your time to help out where needed, please reach out to me. I would love to talk to you about how volunteering can help you and get you started in the process.

Forming of the Diversity, Inclusion, Equity and Belonging Sub-Committee

Diversity, Inclusion, Equity and Belonging (DEIB) initiatives are a top priority for POC. We have heard our members' call for change and are forming a sub-committee. Our members know and represent our association best, so it is imperative to have your voices behind the scenes. In order to be effective, the DEIB sub-committee also requires the voices of under-represented groups in our industry - this applies to race, gender, language, religion, etc. from all across the country.

We need members who are passionate about the importance of diversity and inclusion and want to facilitate change.

The DEIB sub-committee will be lead by POC's Director-At-Large, [Crystal de Nobrega](#).

The sub-committee will meet at least twice a month for 30 mins - 1 hr via Zoom from now until Mid-April. This is in preparation for April's Board meeting, where we aim to share our work with the Board, and where a policy about that topic will be written.

Ideally, once the framework for DEIB is in place, we will transition to meeting once or twice a month, depending on our objectives.

We acknowledge that this is a sensitive topic that is uncomfortable and challenging to discuss. We deeply appreciate the efforts already made by many of our members in this discussion.

If you have questions or need clarification before deciding if this sub-committee is right for you, please contact [Crystal de Nobrega](#).

Lisa Macdonald

SOCIAL MEDIA NEWS

POC's Social Media Pages



Facebook

The Facebook page saw excellent new follower growth, as well as comments. Activity on the Facebook page has been fun and positive. With 31 new likes there was a reach of 6,943, and a 5.1% engagement rate.

Twitter

The Twitter audience also saw a small gain in followers and activity is up. There was 1 new follower and there were 2,028 impressions.

Pinterest

Pinterest had the stable engagement and grew new followers, as usual. There were 3 new followers and 8,101 impressions.

Instagram

Instagram had excellent growth, and is the platform that consistently shows the most growth and activity. Interaction and comments on the platform always do well, month after month. There were 35 new followers, 4,828 impressions and 274 likes.



Social Media Snapshot

Facebook:

2,492 Likes
31 new likes

Total Page Likes: 2,492



Twitter:

2,264 Followers
1 new follower



@POCCanada
Organizers in
Canada

Professional Organizers in Canada (POC) represents over 500 professional organizers across Canada. Are you an organizer or looking for one? Follow along!

Followers	2264
Following	1252
Listed	106

Pinterest:

426 Followers
3 new followers

17

Boards

1,001

Pins

426

Followers

99

Following

SOCIATION MARKETING AGENCY SOCIAL MEDIA REPORT



Social Media Snapshot

Instagram:

1,048 Followers
35 new followers



646 1,048 109
Posts Followers 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.

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