



POC Talk January 2022

In this issue:

- Message From Your Board of Directors
 - Development News
 - Ethics Corner
 - Membership News
 - Education News
 - International News From NAPO
 - Committee News
 - Social Media News
-

MESSAGE FROM YOUR BOARD OF DIRECTORS

Happy New Year!

On behalf of your Board of Directors and myself, I wish you a healthy and prosperous New Year. May you have the health to accomplish all your organizational projects, and may these projects give you the opportunity to prosper in your own way in your businesses.

Nathalie Bureau

President, on behalf of the Board of Directors

MESSAGE DE VOTRE CONSEIL D'ADMINISTRATION

Bonne année 2022 !

Au nom de votre conseil d'administration et en mon nom personnel, je désire vous souhaiter une nouvelle année sous le signe de la santé et de la prospérité. Que vous ayez la santé pour accomplir tous vos projets d'organisation, et que ceux-ci vous donnent l'occasion de prospérer chacun et chacune à votre façon dans vos entreprises.

Nathalie Bureau

Présidente, au nom du conseil d'administration

DEVELOPMENT NEWS

National Associate Member Renewal



We are excited to announce that JUSTJUNK®. 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

ETHICS CORNER



January 2022

FOOD FOR THOUGHT

Have you had a challenging job turn into a seemingly impossible one? Did you notice some red flags early on but decided to ignore them?

In our field, we frequently have clients who have difficulty making decisions, but how do you handle it when a client finally assists with the decision making only to later complain it was insufficient and they place the blame on YOU? You find yourself re-doing the same tasks over and over, putting in your best effort to please the client, but nothing seems to be good enough.

The client is not happy and continuously reminds you of this through extensive texts and emails, and verbal complaints during sessions. Given their discontent, it is odd because they keep asking you to come back to help. They also express a fear of abandonment. What options do you have?

- Do you go back as requested, and continue trying to complete the project as mandated in the contract (written or verbal)?
- Do you give up, thereby not completing your mandate?
- Do you offer any monetary compensation as the client has already incurred a significant expense, or do you walk away?

If you walk away, are you admitting failure? There are those who we would call unpleasable people; those who will never be happy, always finding fault and blaming everyone in their path, never accepting any responsibility of their own. In this case, there is no failure, simply non completion.

If the client is wearing you down, and you find yourself spending endless stressful hours thinking and planning possible solutions, *your own mental health is likely suffering*. It might be time to prioritize your own health! It is like parents who must take oxygen on a plane before giving it to their children. You can't take care of others unless you take care of yourself. It is the same with our clients. If we don't take care of ourselves, how can we take care of our clients?

If one client takes all our energy and makes us doubt our abilities, perhaps it is time to let that client go, so that we can be our very best self for the rest of our clients, family, and friends.

DID YOU KNOW?

Lois Kaplan, POC Ethics Chair, and Mylène Houle Morency, POC Ethics Vice-Chair will both complete their 4-year term on January 31st. We thank them for their valuable service. We are pleased to inform you that Julie Meltzer will fill the position as Chair for a 2-year term, and Jeri Pitzel remains an active committee member until May 2022.

The Ethics Committee meets a minimum of 4 times per year (90-minute meetings), exclusive of any Complaint Review Committee (CRC) meetings. The committee alternates the meeting positions: meeting chair (also prepares the agenda), minute taker, timekeeper. The committee members also alternate preparing the POC Talk Ethics Corner, while reviewed and approved by the committee prior to posting.

This has been done to allow all committee members the opportunity of understanding all roles required for a well functioning committee.

The committee is currently looking for 3 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.

Wishing everyone good health and happiness in 2022!

MEMBERSHIP NEWS

Congratulations to the following member who recently earned her Silver Leaf status!

Collette Oswald – Organizing by Oz – Calgary, AB

NEW CONDITION FOR SILVER LEAF MEMBERS

Since January 1st, 2022, any new member joining POC has to have obtained 35 service points besides being a POC member in good standing for a minimum of the previous two years, and having been a professional organizer for at least 5 years to obtain Silver Leaf status.

Members who joined POC before January 1st, 2022 will not have to comply with this criterion (although we suggest obtaining service points as well to prepare for your Gold Leaf status!). Points accumulated towards Silver Leaf status will also be counted towards attaining Gold Leaf status.

There are nearly 15 different ways to earn service points. To check how many points are granted for each type of activity, have a look at the Gold Leaf Guidelines and Points Form on the Members only side of our website. (Soon to be added to the Silver Leaf Tab).

Your Board of Directors

NOUVELLE CONDITION POUR LES MEMBRES FEUILLE D'ARGENT

Depuis le 1er janvier 2022, tout nouveau membre rejoignant les OPC doit avoir obtenu 35 points de service en plus d'être un membre des OPC en règle depuis au moins deux ans et d'avoir été un organisateur professionnel pendant au moins 5 ans pour obtenir le statut de Feuille d'argent.

Les membres qui ont rejoint les OPC avant le 1er janvier 2022 n'ont pas à se conformer à ce critère (même si nous suggérons d'obtenir également des points de service pour préparer votre statut de Feuille d'or !) Les points accumulés pour obtenir la Feuille d'argent peuvent également être utilisés pour obtenir la Feuille d'or.

Il existe près de 15 façons différentes d'obtenir des points de service. Pour savoir

combien de points sont accordés pour chaque type d'activité, consultez les directives et le formulaire de points Feuille d'or dans la section réservée aux membres de notre site Web. (Bientôt ajouté à l'onglet Feuille d'argent).

Votre conseil d'administration

New benefit for our Gold Leaf Members!

Do you have your Gold Leaf? That's quite an accomplishment! We'd like to honour your volunteerism and your dedication to POC by posting profiles of you on our social media platforms. We'll profile two Gold Leaf members a month. If you're interested in participating, [please contact me](#) with your name, business name, website, social media accounts, a photo and logo, and 100 or so words about you. Let us know how you accumulated your points!

(P.S. to potential award nominators: There could be gold here!)

POC Logo

Do you use the POC logo on your marketing materials (website, social media, email signature, etc.)? Yay you! We appreciate the mention, and it certainly adds credibility for your business. Are you using the new(ish) bilingual logo? It's been out for a year now, so I'd like to remind those of you who haven't switched to please do so as soon as you can. It's important for branding (yours and ours) to present a unified image, and important for you that you're using up-to-date materials. The logo can be downloaded from the POC website, under the "Members only" tab. Great project for a snow day!

ICYMI

There are still vacancies on the board, and we can appoint members to serve until the next election. This is a great way to get your feet wet, and experience being on the board!

The directorships that are currently available are:

Marketing & Communications ~ Work with our social media and website folks, oversee POC Talk and the POC Post, and help raise the profile of POC in the media!

Director of Chapters ~ Be the board liaison to our chapters, and host the Chapter Chats.

[Contact me](#) or our director of volunteer management, [Noreen Music](#), if you're interested or have questions.

Nouvel avantage pour nos membres Feuille d'or!

Avez-vous votre Feuille d'or? C'est tout un accomplissement! Nous aimerions honorer votre bénévolat et votre dévouement à OPC en publiant des profils de vous sur nos plateformes de médias sociaux. Nous ferons le profil de deux membres de la Feuille d'or par mois. Si vous souhaitez participer, veuillez me contacter ici avec votre nom, le nom de votre entreprise, votre site web, vos comptes de médias sociaux, une photo et un logo, et environ 100 mots à votre sujet. Dites-nous comment vous avez accumulé vos points!

(P.S. aux nominateurs potentiels de prix: Il pourrait y avoir de l'or ici!)

Logo OPC

Utilisez-vous le logo des OPC sur vos supports marketing (site web, médias sociaux, signature électronique, etc.)? Bravo! Nous apprécions la mention, et cela ajoute certainement de la crédibilité à votre entreprise. Utilisez-vous le nouveau logo bilingue? Il est sorti depuis il y a un an maintenant, alors j'aimerais rappeler à ceux d'entre vous qui ne l'ont pas encore adopté de le faire dès que possible. Il est important pour l'image de marque (la vôtre et la nôtre) de présenter une image unifiée, et il est important pour vous d'utiliser du matériel à jour. Le logo peut être téléchargé sur le site du OPC, sous l'onglet « Membres seulement ». Un projet idéal pour un jour de neige!

Au cas où vous l'auriez manqué: Il y a encore des postes vacants au conseil d'administration, et nous pouvons nommer des membres pour servir jusqu'à la prochaine élection. C'est une excellente façon de faire l'expérience du conseil! Les mandats actuellement disponibles sont :

Marketing et communications ~ Travaillez avec les responsables des médias sociaux et du site web, supervisez "POC Talk" et le "POC Post", et aidez à améliorer le profil des OPC dans les médias!

Directeur des chapitres ~ Assurera liaison entre le conseil d'administration et nos

chapitres, et accueillir les discussions des chapitres.

[Contactez-moi](#) ou notre directrice de la gestion des bénévoles, [Noreen Music](#), si vous êtes intéressé(e) ou si vous avez des questions.

Stephanie Deakin Ricketts

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

EDUCATION NEWS

The Education Committee is pleased to announce that after months of hard work by our course creators along with countless volunteers, three new recorded courses will be live and available for purchase as of January 27th!

The following courses: **Introduction to Professional Organizing**, **Ethical Standards for POC Members**, and **Safety Practices for Professional Organizers** are available in French and English. Once purchased they will be accessible, in both languages and to watch as often as you like when logged in to the POC website.

From this point on, all three will be required courses for new organizers to have their name appear on the POC directory.

There will be more courses to follow in the coming months so keep checking the POC Talk for announcements.

Thank you again to all those whose dedication made this possible!

Allison Weigensberg

[Director of Education](#)

INTERNATIONAL NEWS FROM NAPO



We are excited to announce that Early Bird Registration for the NAPO2022 Annual Conference is now open! POC members may register at the NAPO member rate for the Conference. They will need to enter the discount **AFFMEM22** when they get to the payment page.

The NAPO2022 Annual Conference features an exciting lineup of trending topics relevant to the professional organizing and productivity industry, such as:

- Digital File Organizing Across Mac & PC - Easier Than You Think
- How to Add Home Staging Services to Increase Revenue
- From Clients to Conference Rooms: Adding Business Clients to your Practice
- Emotional Intelligence - Your Essential Super Power
- Moving & Relocation: Get in the Game!
- Unleash Your Niche! Hitting the Bullseye with your Ideal Client (a panel discussion)

[Check out the complete NAPO2022 Conference Program!](#)

Early next year, we will communicate our plans for this event related to behaviors and protocol for the COVID-19. As you know, NAPO is committed to providing a safe and healthy environment for all NAPO2022 participants. Our decisions and preventive measures will be guided by the requirements and recommendations of the U.S. Centers for Disease Control (CDC) and federal, state, and local health authorities. We are working with the Renaissance Baltimore Harborplace Hotel on implementing preventative measures to reduce the potential spread of the COVID-19 virus at our NAPO2022 Annual Conference. Preventive measures will be posted at a future date, based upon the current CDC requirements.

For more information on the NAPO2022 Annual Conference, visit the Conference page on napo.net.

COMMITTEE NEWS



Top 5 Ways to Get Involved with POC in 2022

1. Attend your local chapter meeting. Feel engaged and talk to your local Chair to see if you might be able to help - even in a small way. They might need someone to book a meeting room or be the admin of the chapter's Facebook page.
2. Put your name forward for a position with your local chapter. Gain street cred with your peers and your clients as well as accumulating points for your silver and gold leaf designations.
3. Learn a little. Go on organizersincanada.com and login. Check to see if your name appears and what comes up. Pretend you are a potential client and surf around.
4. Have a look at each POC National's committee roles on the "Volunteers" tab of the "Members Only" section. Who knew there were all those committees? Maybe one is of particular interest to you.
5. Educate and learn. Sign up for one of the courses offered on the website or read a relevant book. There are some great ones suggested on the website under "Business Resources".

Reach out to Lisa Macdonald at nominatingchair@organizersincanada.com for more information or just to chat about current openings. Presently we are looking for volunteers to serve with several of our committees:

- Education Committee (revamping the courses)

- Nominations Committee (recruiting volunteers and succession planning)
- Website Committee (improving the online experience)
- Ethics Committee (stimulating discussion around ethical issues)
- There is an imminent need for a short-term volunteer to create a project timeline in google docs for one of the committees.

Becoming an active member and getting involved doesn't necessarily involve a huge time commitment. Being engaged and informed about what's happening is beneficial in so many ways. Offering to help at the local or national level is not just for veteran organizers - even if you've just started your business and joined POC, your input is helpful and your fresh take might be exactly what a committee or project is looking for.

Lisa Macdonald

[Nominating Committee Chair](#)

SOCIAL MEDIA NEWS

POC's Social Media Pages



Facebook

The Facebook page lost some followers in December, however this may be due to Facebook "scrubbing" bot and dead accounts as they do periodically. There was a reach of 7,234 and an engagement rate of 5.3%.

Twitter

The Twitter audience also saw a small loss in numbers, again due to periodic clean up. With a slight drop of 2 followers, there were 2,183 impressions.

Pinterest

Pinterest had a stable engagement and grew 4 new followers, as usual. There were 4,911 impressions.

Instagram

Instagram had consistently excellent growth, and had over 1,000 followers in December. The account was being tagged frequently by other users, especially for holiday party/Chapter content and we have good interaction and comments on the platform. There were 15 new followers, 6,077 impressions and 268 likes.





Social Media Snapshot

Instagram:

1,013 Followers

15 new followers



623 1,013 109
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.



