



Professional Organizers in Canada

Annual General Meeting

Wednesday October 13th, 2021

5:00 – 6:00 pm EST

Online via Zoom

Minutes

1. Call to Order and Welcome

President Nathalie Bureau determined that quorum was present to properly conduct the meeting, and called the meeting to order at 5:02 pm ET. She welcomed all members in attendance to the Annual General Meeting.

2. Introduction of the 2021 Board of Directors

Members of the 2021 Board of Directors were introduced.

President Nathalie Bureau;
Past President Dennise Comforti
Director of Volunteers Cindy Wezenbeek;
Director of Education Tamara Elias Liebmann;
Director of Finance Edie Michel;
Director at Large Deanne Powell
Director of Chapters Kerith Paterson
as well as Executive Director Perry Ruehlen.

N. Bureau noted that the Board of Directors are all volunteers who give their time in addition to running their own businesses and having busy personal lives. She thanked all the directors for their hard work and commitment to POC.

N. Bureau informed members that any reports, materials or questions arising from the AGM will be posted to the members only side of the website.

N. Bureau confirm proper notice for the AGM was given and quorum was met.

3. Minutes of 2019 Annual General Meeting

N. Bureau proposed a motion to approve the Minutes of the Annual General Meeting of Thursday, November 5, 2020.

Motion: Moved by Hilda Rogers, seconded by Julie Stobbe to accept the minutes of the 2020 Annual General Meeting as presented. **Carried.**

4. Financial Report

Director of Finance Edie Michel presented the financial report year ended June 30, 2021.

Highlights

Assets

As of June 30, 2021, POC had \$326,438 in assets. Assets consist of a cash balance of \$52,643, short term investments of \$225, 408, GST/HST receivables of \$4,395, prepaid expenses of \$4,408 and \$39,583 with the capitalization of the website.

Liabilities

As of June 30, 2021, POC had liabilities of \$98,403. Liabilities include \$5,520 in accounts payable and accrued liabilities, \$78,303 in deferred revenues from TPO courses and membership fees and \$14,580 due to Chapters.

POC's net assets are \$228,035, an increase of \$34,000 compared to last year.

Revenues

There are six sources of revenue for POC as you can see on the slide. Membership revenue was \$158,406.00, a decrease of about \$9000 from the previous fiscal year. Membership numbers are steadying as we emerge from the pandemic. The Board continues to closely monitor this portfolio, reviewing monthly membership reports at board meetings.

The POC Education Program, which includes TPO credit and non-credit classes and exams, generated \$92,042 in revenue, an increase of about \$17,000 over the previous fiscal year. Net revenue from this portfolio was \$60,956. This is an increase of \$6500 compared to last year.

Pivoting with the pandemic last year, we held our first virtual summit with revenue of \$16,618. There was a significant decrease in expenses due to the delivery method of the conference, producing a small profit of about \$4000.

Education Acquisition accounted for an additional \$3,883 in revenue, netting a profit of \$3,203 which is slightly lower than the previous fiscal year.

The Development Portfolio produced \$1500 less in revenue compared to the previous fiscal year but continued to perform well with revenue of \$3,950 this year.

And lastly, POC's investments produced \$1,390 in interest income.

Expenses

The Administration category of expenses is the largest expense for POC totaling \$104,525 this year. This is roughly \$10,000 more than last year and is attributable to the first amortization charge for the new website and the onboarding of the new accountant. The line item includes the Association First Management fee of \$7,290 per month, general commercial liability insurance, Directors and Officer's

liability insurance, the subscription to our survey program, and sundry office expenses. – generally, the elements required for the day-to-day operation of POC.

As discussed above, the \$12,000 of expenses for the Virtual Summit represent a large decrease compared to the regular in-person conference with expenses of \$59,000 in the previous fiscal year. Membership expenses include the chapter split payments, representing the Chapter's share of membership fees, insurance, and name badges. The total expense was \$50,137 with the Chapter split settlement representing \$45,872 of that.

Marketing expenses of \$22,000 are paid to manage marketing across all social media platforms. Education expenses were \$31,086 representing money paid to facilitators and the development of new courses. This line item was higher than the previous year due to the engagement of an Education Consultant to assist with course development and delivery.

Board expenses are significantly lower this year. Due to the pandemic, all board meetings were held virtually.

Finance expenses are credit card expenses paid as a percentage of membership dues, courses etc. Communications saw an increase in year over year expenses due largely to monthly subscriptions for platforms supporting the new website.

Chapter Relations, Education Acquisition and Development each have small expense line items

Year End Surplus

I can report that POC ended the 2020-2021 fiscal year with a \$34,109 surplus of revenue over expenses compared to \$32,373 last year. This surplus is due in part by the ability to capitalize the cost of the website, amortizing the depreciation over several years. In other words, the full cost of the website was not taken as an expense in this fiscal year. The expense will be taken over several years. In conclusion I would like to share with you that over the last few months, the board of directors has been pursuing several initiatives to improve the operations and financial success of POC. Following an RFP process, a new accounting firm was engaged. Heming and Heming CPA Professional Corporation will provide both bookkeeping and the financial oversight of a CPA.

The new accountant confirmed that an error existed in the spreadsheet used to calculate the Chapter Split payments confirming something that was flagged and the Chapter's inability to reconcile their payments and membership numbers. The error caused an extra amount being paid to Chapters which will not be required to be paid back.

POC is moving to paperless electronic banking with RBC. All national and chapter banking will be moved to RBC providing an electronic authorization and payment system in the coming months. Full details and training will be coming out soon.

We are researching other means to provide financial and operational efficiency ensuring the association's funds are spent wisely and are in line with our strategic plan.

Motion: Moved by Cathy Medler, seconded by Stephanie Deakin to approve the financial statements for the fiscal year ended June 30, 2021.
Carried.

5. Nominating Committee Report

Director of Chapters and Nominating Committee board liaison Cindy Wezenbeek presented the Nominating Committee report.

We are pleased to announce the following POC Members have been elected by acclamation to the Board of Directors each for a two-year term, pending ratification by the membership:

- Stephanie Deakin Ricketts
- Noreen Music
- Allison Weigensberg

We will now ratify the acclamations of the new board members one by one.

Motion: Moved by Pamela Wong and seconded by Lisa MacDonald to accept the acclamation of Stephanie Deakin to the Board of Directors for a two year term.
Carried.

Motion: Moved by Kerith Patterson and seconded by Diane Benson to accept the acclamation of Noreen Music to the Board of Directors for a two year term.
Carried.

Motion: Moved by Lois Kaplan and seconded by Cathy Mendler to accept the acclamation of Stephanie Deakin to the Board of Directors for a two year term.
Carried.

C. Wezenbeek offered congratulations to all the newly elected directors, and noted that there are still some positions that remain open on the board, and you are interested to contact Nathalie Bureau.

Nathalie Bureau thanked Tamara and Dennise for their time served on the board.

6. Education Report

Director of Education Tamara Elias Liebmann presented the Education Report.

Education Highlights and Accomplishments

- “Should I Become a Professional Organizer” was offered 11 times, attended by 75 potential organizers.
- 154 Trained Professional Organizer (TPO) credited courses were offered to 1,239 people \$80,094 in revenue

- The POC TPO Exam was offered virtually last fall just prior to the summit and again in June. We had 80 participants write the exam.
- Total of \$99,043 from the education portfolio

New Webinars

The following courses have been created and recorded in both English and French:

Les cours suivants ont été créés et consignés en français et en anglais :

- Ethics
- Éthique
- An Introduction to Professional Organizing
- Introduction à l'organisation professionnelle

The following 2 courses will be ready to record shortly:

Les deux cours suivants seront prêts à enregistrer sous peu:

- Safety Issues and Procedures
- Questions et procédure de sécurité
- Starting an Organizing Business: Boundaries and Business Practices
- Démarrer une entreprise organisatrice : limites et pratiques d'entreprise

Thank You

T. Elias Liebmann acknowledged that education is a huge portfolio that takes the time, collaboration, and expertise of many people.

T. Elias Liebmann announced that Sarah Tudway-Cains will be continuing her volunteer work on the education committee, Hilda Rodgers will be taking over the role of chairperson of the Education Committee and Allison Weigensberg will be joining the Board of Directors

8. Report of the President

This year's conference theme is **Emerging Stronger!** What could this mean for us in 2021?

We've obviously all survived 2020 with bumps along the road, for sure, but 2021 shows us that we were able to get through it, and that we are ready to emerge stronger, both as individuals but also as an association.

We took last year to adapt, and we're right into force this year since all that knowledge we acquired, all those connections we made are powerful tools to be better versions of ourselves to lead better businesses.

The state of the industry that we exposed last year is still present this year. People still work from home, still spend more time at home, still need to adjust, and still need us.

Professional organizing is still on the rise, being a trendy career, more than ever. Today, we almost need an air traffic controller to navigate a family calendar. We have more room to store more stuff, and we have apps to keep track of and sort information, just like we have emails to store even more information that we didn't realize we needed. Digital organizing is therefore more important than ever, whether for your clients or for yourself. Remember that no matter what trends come and go, decluttering one's life will never be just a trend.

There are also trends that affect our association. We are seeing a higher number of young people enter the profession, which is wonderful since it brings new ideas and creates a new dynamic. More experienced people retire, often remaining valuable resources and mentors, but leaving empty seats for volunteering. That is why POC has evolved in creating micro-tasks roles to help continue providing a zestful association to you.

To show you how trendy professional organizing is, I am happy to announce to you that, along with our fellow associations around the globe, all members of the IFPOA, the International Federation of Professional Organizers Associations, we are currently creating a World Organizing Day. We are into the final steps of establishing it, and we will soon be announcing the date, and show you the fantastic logo that has been designed for it.

Finally, Emerging Stronger would not be possible without the help and support from our volunteer members. It is thanks to you that POC strengthens and grows. As you all know, being a member of POC gives you a certain standing in the eyes of potential clients, but consumers are looking to see not just whether you are member of a professional association, but also how involved you are within it. And I must tell you that being a member of the Board, a committee or a sub-committee will truly help you emerge stronger.

Get involved! Emerge stronger!

9. Other Business

There was no other business brought to the floor.

10. Date and Place of the Next Meeting / Adjournment

The next Annual General Meeting will be held at asate and time to be determined. There being no further business, the meeting was adjourned at 5:55 pm ET.