



POC Talk May 2022 / Mai 2022

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MESSAGE FROM YOUR BOARD OF DIRECTORS

Hello to all our POC members!

In April, your Board of Directors had its annual spring meeting in person for the first time in more than two years. While in Vancouver, we took time to get to know each other, we worked on important matters for the association, and we also met with some BC Lower Mainland Chapter members during a social gathering.

Here is a highlight of *a few of the numerous* topics that were discussed:

- Diversity, Equity, Inclusion and Belonging Statement and initiatives to come;
- National Professional Development Day;
- World Organizing Day;
- 2022 Summit;
- Other POC Conferences to come;
- History of POC;
- Website needs;
- POC finances;
- Social Media.

Meet your Board of Directors, a bunch of very friendly people!



From left to right: Noreen Music (Director of Volunteers), Deanne Powell (Director of Development), Edie Michel (Director of Finances), Nathalie Bureau (President), Allison Weigensberg – on the screen – (Director of Education), Cindy Wezenbeek (Vice President), Stephanie Deakin Ricketts (Director of Membership), Crystal de Nobrega (Director at large). Photographer: Perry Ruehlen, Our Executive Director.

Nathalie Bureau

[President](#), on behalf of the Board of Directors

MESSAGE DE VOTRE CONSEIL D'ADMINISTRATION

Bonjour à vous tous, membres des OPC!

En avril, les membres de votre conseil d'administration national se sont réunies pour leur réunion printanière. C'était la première fois en deux ans qu'elles se rencontraient en personne. Alors que nous étions à Vancouver, nous avons pris le temps de se connaître un peu plus, nous avons travaillé sur des sujets importants relatifs à l'association et nous avons aussi rencontré quelques membres de la section de BC Lower Mainland lors d'une rencontre sociale.

Voici un bref aperçu des nombreux sujets qui ont été abordés:

- Notre déclaration sur la diversité, l'égalité, l'inclusion et l'appartenance ainsi que les initiatives à venir;
- La Journée nationale de développement professionnel;
- La Journée mondiale de l'organisation;
- Le Sommet 2022;
- Les autres congrès des OPC à venir;
- L'historique des OPC;
- Les besoins en lien avec le site Web;
- Les finances des OPC;
- Les médias sociaux.

Rencontrez votre conseil d'administration national, des gens fort sympathiques!



De gauche à droite: Noreen Music (Directrice de la gestion des bénévoles), Deanne Powell (Directrice du développement), Edie Michel (Directrice des finances), Nathalie Bureau (Présidente), Allison Weigensberg – à l'écran – (Directrice de l'éducation), Cindy Wezenbeek (Vice-présidente), Stephanie Deakin Ricketts (Directrice des adhésions), Crystal de Nobrega (Directrice par mandats spéciaux).
Photographe: Perry Ruehlen, notre Directrice exécutive.

Nathalie Bureau

[présidente](#), au nom du conseil d'administration

NATIONAL CONFERENCE COMMITTEE (NCC) News



POC 2022 Virtual Summit
Passion, Purpose, Progress!

Thursday, October 27, 2022

10:00 am - 5:30 pm

#POCSummit

Call for Presentations Update

The Call for Presentations for the POC 2022 Virtual Summit closed May 1st. Thanks to all who submitted a presentation proposal for the POC 2022 Virtual Summit. The National Conference Committee (NCC) is currently busy vetting all submissions and

building the virtual summit program. Watch for program information and highlights, coming soon!

NEW! POC Virtual Expo

The POC NCC is pleased to announce a new addition to the virtual summit ... the virtual POC Expo! All summit attendees will be able to visit exhibitors at their 3D booths and interact directly with company representatives by chat or video ... all in the virtual space!

Interested in Sponsorship and/or Exhibiting?

POC invites you to sponsor and/or exhibit at the Virtual Summit, where you can achieve maximum exposure for your product or service to professional organizers from across Canada and the U.S. This is an excellent opportunity for you to market to your target audience; at this virtual summit, nearly every attendee constitutes a highly qualified lead! Exclusive sponsorship and advertising opportunities enhance your exposure to attendees and members and are designed to fit your marketing objectives.

There are many marketing opportunities at the upcoming Summit that will help you promote your products and/or services directly to your target audience. The [POC 2022 Sponsor/Exhibitor/Advertising Opportunities Guide](#) outlines a number of ways, at price points that fit any budget, for you to realize quality leads and promote interest.

Don't miss out as some opportunities are limited! Contact us at conferenceexhibitorschair@organizersincanada.com today for more information and/or to get involved.

ETHICS CORNER / LE COIN ÉTHIQUE





May / Mai 2022

FOOD FOR THOUGHT

What would you do if you saw a client, eager to purge and downsize, toss into the trash an object that you think should be donated to a museum or public archive? It could be a photograph, a carving, or a century-old map. You think it's a shame to toss an item that could continue its life as public heritage. How would you handle this?

The correct way is not to quietly remove it from the trash while the client isn't looking.

Instead, ask your client about the provenance of the item. Explain that it is not your area of expertise, but that the artefact may have some historical significance. By photographing the object, you or the client can contact a local museum or archive to inquire about the object's suitability for donation.

Most public repositories receive more offers of artefacts than they can handle. A good first step is to go to the website to find out which kinds of artefacts are not accepted. Here is an example from a pioneer museum:

“Unless your object has an exceptional story, chances are we will gratefully decline it. We recommend checking with other museums to see if they would be interested in your offer of the following types of objects.”

DID YOU KNOW?

If you donate an item of outstanding significance and national importance, the Canadian Cultural Property Export Review Board may issue a certificate to enable you to deduct 100 percent of the value of the donation from your income.

MATIÈRE À RÉFLEXION

Que feriez-vous si vous voyiez un client, désireux de purger et de se débarrasser de certaines de ses possessions, jeter à la poubelle un objet qui, selon vous, devrait être donné à un musée ou à des archives publiques? Il peut s'agir d'une photographie, d'une sculpture ou d'une carte centenaire. Vous pensez qu'il est dommage de jeter un objet qui pourrait continuer sa vie en tant que patrimoine public. Comment géreriez-vous cela?

La bonne façon n'est pas de le retirer tranquillement de la corbeille pendant que le client ne regarde pas.

Au lieu de cela, demandez à votre client la provenance de l'article. Expliquez qu'il ne s'agit pas de votre domaine d'expertise, mais que l'artefact peut avoir une certaine importance historique. En photographiant l'objet, vous ou le client pouvez contacter un musée ou des archives locales pour vous renseigner sur l'aptitude de l'objet à être donné.

La plupart des référentiels publics reçoivent plus d'offres d'artefacts qu'ils ne peuvent en gérer. Une bonne première étape consiste à consulter le site Web pour savoir quels types d'artefacts ne sont pas acceptés. Voici un exemple tiré d'un musée pionnier :

"À moins que votre objet n'ait une histoire exceptionnelle, il y a de fortes chances que nous le déclinions avec gratitude. Nous vous recommandons de vérifier auprès d'autres musées s'ils seraient intéressés par votre offre des types d'objets suivants."

LE SAVIEZ-VOUS?

Si vous faites don d'un article d'importance exceptionnelle et d'importance nationale,

la Commission canadienne d'examen des exportations de biens culturels peut délivrer un certificat vous permettant de déduire 100 % de la valeur du don de votre revenu.

MEMBERSHIP NEWS / NOUVELLES DES ADHÉSIONS

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

Jennifer Smith – Organized Transitions – Dundas, ON

Sarah Tudway-Cains – Ebb & Spruce – Saanichton, BC

Volunteer Opportunity

Watch this video to find out about an exciting volunteer opportunity to help POC launch our Diversity, Equity, Inclusion and Belonging (DEIB) initiative!

[**Click here to find out more!**](#)

Attention Gold Leaf members!

We're continuing to add benefits for you! In response to what you told us in the survey, the Gold Leaf and Silver Leaf review committee made some recommendations, which have been approved by the board.

There will be at least one session specifically for Gold Leaf members at conference every year.

At in-person conferences, there will be a Gold Leaf reception. At virtual summits, there'll be a networking room just for Gold Leaf members.

Members with Gold Leaf status will receive a 10% discount on early bird conference registration rates.

AND you can now challenge the Trained Professional Organizer exam FREE. (Max

twice)

We appreciate your loyalty to POC, and your willingness to volunteer your time.

Attention, les membres de la Feuille d'Or !

Nous continuons à ajouter des avantages pour vous ! En réponse à ce que vous nous avez dit dans le sondage, le comité de révision de la Feuille d'or et de la Feuille d'argent a fait quelques recommandations, qui ont été approuvées par le conseil d'administration.

Il y aura au moins une session spécifique pour les membres Feuille d'or au congrès chaque année.

Lors des congrès en personne, il y aura une réception exclusive pour les membres de la Feuille d'or. Lors des sommets virtuels, il y aura une salle de réseautage réservée aux membres de la Feuille d'or.

Les membres ayant le statut Feuille d'or bénéficieront d'une réduction de 10 % sur les tarifs d'inscription au congrès pour les inscriptions anticipées.

ET vous pouvez désormais passer l'examen d'organisateur professionnel formé GRATUITEMENT. (Deux fois maximum)

Nous apprécions votre fidélité à l'association des OPC et votre volonté de donner de votre temps.

Stephanie Deakin Ricketts

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

COMMITTEE NEWS / NOUVELLES DES COMITÉS

Awards Committee Update

The newly formed 2022 Awards Committee has met and we are working on reviewing the upcoming awards program.

Nominations for the Ambassador and Harold Taylor Awards will open in the next few weeks! We welcome you to review the POC Awards criteria on the [POC Awards page](#) on the POC website, in the "About this Award" tab for each award. Now is the perfect time to start thinking about who you'd like to nominate this year.

The 2022 Awards Committee,

Mylène Houle Morency, Chair; Nancy Greenley; Ida Tetlock; Cindy Wezenbeek, POC Board Vice President & Awards Committee Liaison

Mise à jour du Comité des prix

Le nouveau Comité des prix 2022 s'est réuni et nous sommes dans le processus de réviser la façon dont se déroulera le programme.

Le processus de nomination pour les prix Harold Taylor et Ambassadeur des OPC sera ouvert au cours des prochaines semaines! O En attendant, nous vous invitons à [réviser les critères des prix OPC](#). Voici venu le moment parfait pour commencer à réfléchir aux personnes que vous souhaitez proposer comme candidat(e) pour chacun des prix!

Votre comité des Prix 2022,

Mylène Houle Morency, Présidente du comité; Nancy Greenley; Ida Tetlock; Cindy Wezenbeek - Vice-présidente du Conseil d'administration national des OPC et liaison du Comité des prix

Nomination Committee News





Our much anticipated conference is happening in October and we are actively seeking a couple of volunteers to assist in the planning and promotion of this exciting virtual event. We're looking for someone to be a committee member and we're also looking for someone to be the "Communications Lead". Don't let that fancy title intimidate you. It is a perfect volunteer role for a strong communicator with great organizing skills (such as every single one of us!) Maybe you could use a little "hands on" experience with event planning or perhaps you're a seasoned veteran who could add a certain "je ne sais quoi" to this year's festivities.

If you think you might be interested in lending a hand, here is a little more detail as to what the National Conference Committee (NCC) is looking for:

- Attend monthly Zoom meetings,
- Work within the conference budget,
- Follow a specific, already established communications schedule by creating content for the monthly POC Talk to stimulate interest in the convention and creating posts on POC social media to get everyone excited about what is happening,
- Act as one of the virtual hosts of the annual convention and then
- Prepare a report on what you did in this role (post-conference).

This is a great short term role for someone who has enjoyed attending the conference in the past or someone who is brand new and can offer a fresh perspective on how to encourage participation and make everyone who attends feel included and informed. If you'd like more details or you'd like to chat about the role, please don't hesitate to reach out to Lisa Macdonald at nominatingchair@organizersincanada.com.

EDUCATION NEWS / NOUVELLES CONCERNANT LA FORMATION

Trained Professional Organizer (TPO) Exam

A person who has completed the TPO Exam will receive a certificate of completion and a TPO Exam score report.

Are you taking the IPU Exam this spring and want to chat with some experienced organizers? We will be hosting a [LIVE Q&A](#) with course facilitators and Education Committee members on June 2nd at 8pm, so save the date! This event will be at no charge for anyone registered for the exam. A reminder that the exam will take place **June 15th** and [registration](#) is now open.

Please note that a June 17 date for the exam was incorrectly communicated earlier, we apologize for that error.

L'examen Organisateur professionnel formé (OPF)

Comptez-vous passer l'examen OPF ce printemps et souhaitez-vous discuter avec des organisateurs expérimentés? Nous organisons une [séance de questions-réponses](#) en direct avec des animateurs de cours et des membres du comité de la formation le 2 juin à 20h, alors réservez cette date! Cet événement sera gratuit pour les personnes inscrites à l'examen. Nous vous rappelons que l'examen aura lieu **le 15 juin** et que les [inscriptions](#) sont maintenant ouvertes.

Veillez noter que la date du 17 juin pour l'examen a été incorrectement communiquée; nous nous excusons pour cette erreur.

Allison Weigensberg
[Director of Education](#)

SOCIAL MEDIA NEWS

POC's Social Media Pages



Facebook

The Facebook page saw a substantial growth in followers, and excellent engagement. Activity on the Facebook page has been positive with great comment

engagement. Activity on the Facebook page has been positive with great comment engagement. There were 14 new likes and a 5.5% engagement rate.

Twitter

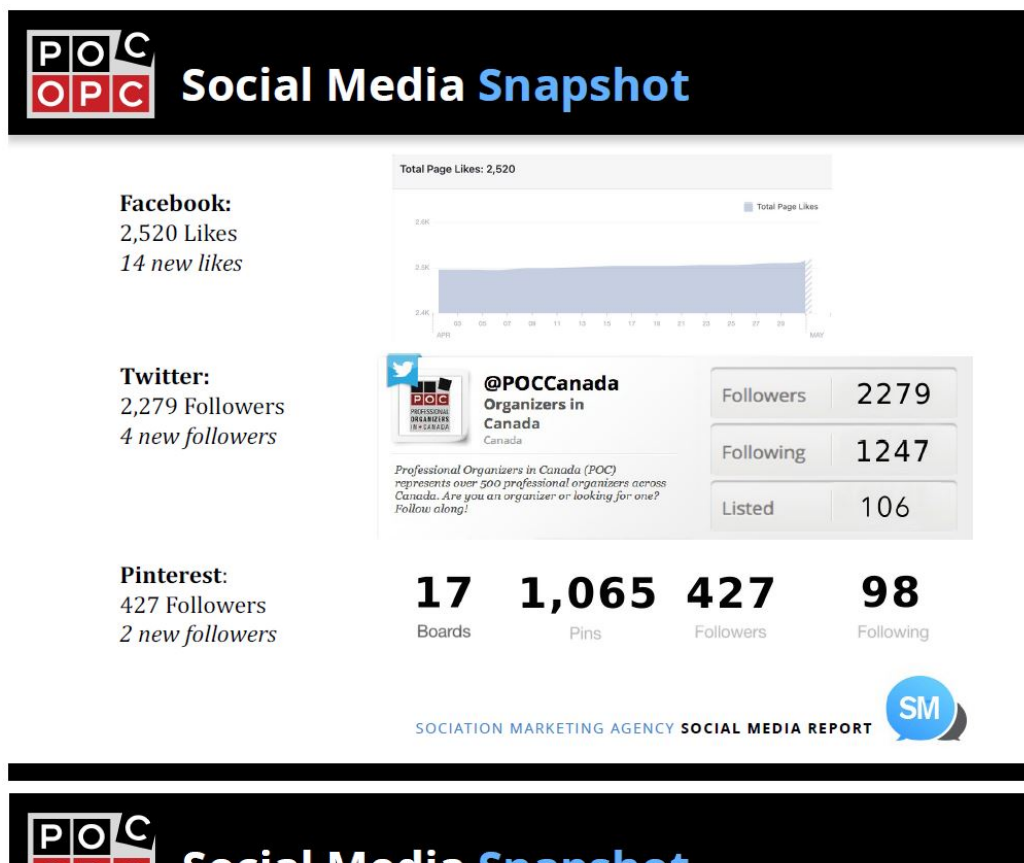
The Twitter platform had excellent engagement rate and a significant number of retweets this month. There were a total of 2,560 impressions. We increased by 4 new followers.

Pinterest

Pinterest had the stable engagement and increased 2 followers. There were a total of 5,667 impressions.

Instagram

Instagram has consistently excellent growth and is the platform that typically shows the most growth and activity. There were 27 new followers, 5,040 impressions and 215 likes. Interaction on the platform continues to do well and the audience continues to grow significantly month over month.



Instagram:
1,116 Followers
27 new followers



710 **1,116** **110**
Posts Followers Following

Professional Organizers Canada
Nonprofit organization
Professional Organizers in Canada
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).

Vous avez manqué un numéro du Bulletin des OPC ou vous souhaitez consulter un numéro précédent ?

Saviez-vous que vous pouvez trouver les anciens numéros du Bulletin des OPC à partir d'avril 2016 ? Les anciens numéros du Bulletin des OPC sont disponibles sur le site web dans la zone réservée aux membres sur la page *Bulletin des OPC* (POC Talk en anglais) (connexion requise).



National Association of
Productivity & Organizing
Professionals



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.

