



## POC Talk October 2018

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## NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



Conference is finally here! On behalf of the entire NCC team, we are very excited to welcome you in Kelowna and wish you a most wonderful conference. Should you run into any of us, please come say "hello" as we would be happy to meet you!

Here are some final details to make note of to make your conference trip even more enjoyable.

### Conference Transportation Information

A complimentary shuttle service from the Kelowna airport to the Delta Grand Okanagan Resort is available to our POC members.

Please call: 250-763-4500 to book your shuttle in advance.

### Meghan's Favorites

Check it out ~ Our NCC Exhibitor Lead-Meghan Carr lives in Kelowna and here is a few of her favorite things to do when you are there for conference.

**Shopping:** Bernard Ave. is at the top of her list for strolling into shops, restaurants and bars.

[www.downtownkelowna.com/what-to-do/shop/](http://www.downtownkelowna.com/what-to-do/shop/)

**Yummy Treats:** Check out Bliss Bakery and Bohemian Cafe. These are some of Meghan's go to places to get **RECHARGED!**

[www.blissbakery.ca](http://www.blissbakery.ca)

[www.bohemiancater.com](http://www.bohemiancater.com)

**Want to slow things down?** Take a stroll, jog or ride down the Waterfront Boardwalk. The scenery here is sure to **REFRESH** your spirits!

[www.tourismkelowna.com/listing/waterfront-boardwalk/1604/](http://www.tourismkelowna.com/listing/waterfront-boardwalk/1604/)

**Last but not least, WINE!!!**

There is a great winery just minutes from the conference hotel. Be sure to check out Sandhill Wines, they'll be sure to **RENEW** your love for all things happy!

[www.sandhillwines.ca](http://www.sandhillwines.ca)

### **Awards dinner photography**

One of the best parts of conference, is our Awards Dinner. It's a chance for all of us to unwind, get dressed up and have fun with our fellow organizers!

New this year, is Professional Photographer, Masa of Higuchi Photos. He will be available during the reception as well as the awards dinner to capture our special moments.

His specialty is taking candid photos, however he is happy to take any groups shots we would like. Be sure to find him and let him know!

Check out his website to get a sense of his photography style.

[www.higuchiphotos.ca](http://www.higuchiphotos.ca)

### **Friday Night "Dine Around"**

Join us for a "Dine Around" town on Friday, October 26th. We have arranged dinners out at restaurants around Kelowna. Sign up sheets will be at the Registration desk as of Thursday morning.

**\*\*Seating is limited, so be sure to sign up for a fun night out.\*\***

### **Here are the restaurants & your hosts:**

Dewett Fine Indian Cuisine ~ host Nathalie Bureau

The Cactus Club Cafe Kelowna Yatch Club ~ host Melanie Higuchi

La Bussola Restaurant ~ host Cathy Mendler

BNA Brewing Co. & Eatery ~ host Kim Diamond

**\*\*\*We will meet at the registration desk on Friday night at 6pm sharp. Together we will make our way to our restaurants.\*\*\***

## New Exhibitor

Check it out ~ MaxSold will be joining our Expo at conference.

Maxsold's purpose is to Sell.Everything.Simply. for you, or someone you know in need of a downsizing or estate sale.

Their experts inspire a reliable and efficient sale, with a safe and transparent pickup. Results include itemized reporting and 98% sold (on average) so that you know the outcome for each item in the sale.

MaxSold... because it's how you sell, not what you sell, that matters!

For more information, check out their website!

[maxsold.com/maxsold-purpose/](https://maxsold.com/maxsold-purpose/)

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## EDUCATION NEWS

Ready to launch your new business or grow your current company? Then the **Launch and Grow Your Business Program** is perfect for you! This former two-day course for professional organizers and business owners is now offered as three separate modules. Attendees can select the module that they need to expand their skill set; each class offers practical tips, techniques and industry information.

**Module 1: Create Your Business as a Professional Organizer**

**Saturday November 10: 8:30am – 12:30pm ET**

**Module 2: Marketing Basics for your Organizing Business**

**Saturday November 10: 1:00pm – 5:00pm ET**

**Module 3: Client Relationship Management and the Practical Approach**

**Sunday November 11: 9:00am – 1:00pm**

All modules will be taught at **1920 Yonge Street, 2nd floor, just north of Davisville (Davisville Station), Toronto, ON.**

**Each module costs \$300 + HST for members, \$350 + HST for non-members.**

Launch and Grow is taught by Laura Kay of Laura Kay Organizing. Since 2006, she has gone from a sole practitioner to a thriving business owner, providing employment for many other Professional Organizers as subcontractors. In 2015 she was presented with POC's Ambassador award for providing mentorship and guidance to other Professional Organizers and helping to promote the Industry to the public.

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## CHAPTER NEWS

### **Monthly Chapter Chat for Chapter Executive Members:**

Looking forward to seeing you on Friday, October 26, at the Conference Leadership Forum for breakfast 8:30am to 10:30am.

**Next Chapter Chat:** Wednesday, November 28, 2018 at 8pm

**Topic:** Repeat of the Leadership Forum

All executive members are welcome. Chapter chairs are kindly requested to ensure that at least one representative be there.

Dennise Conforti  
Director of Chapters  
[dir-chapters@organizersincanada.com](mailto:dir-chapters@organizersincanada.com)

## POC IN THE MEDIA

### POC 2018 Media Reach



### PR Highlights

In September, POC related coverage resulted in **350,000** impressions.



Viva Magazine Online interviewed Dennise Conforti about how organizing on Sunday for your week ahead can [Relieve Stress Throughout the Week](#). **Viva Magazine Online**

Julie Fortin was interviewed on behalf of POC and demonstrated [How to Organize and Pack a Carry On Bag for Air Travel](#). **CTV Ottawa Morning Live (Broadcast and Online)**



Articles

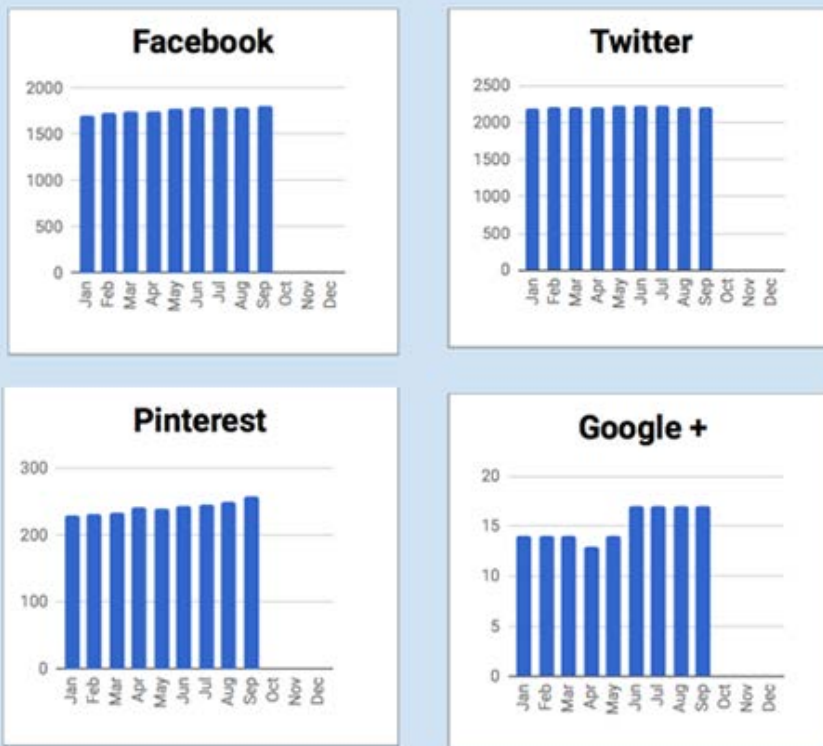
Professional Organizers in Canada Provides Tips to Take the Stress out of Your Week

September 24, 2018

City Parent was unable to do an interview, but they ran an article based on the media release [POC Provides Tips to Take the Stress out of Your Week](#). **City Parent Online**

## SOCIAL MEDIA

# Social Media Dashboard



## Facebook:

- 12 new likes
- 8,490 reach
- 8% engagement rate (up from August)

## Twitter:

- 2 new followers (we've recovered from the purge of spam accounts!)
- 10,700 impressions

## Pinterest:

- 7 new followers
- 446 average daily impressions

SHOW SOME LOVE ... Follow us at <https://www.pinterest.com/POCCanada/>



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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