



# POC Talk

## POC Talk September 2018

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### AGM NEWS

#### AGM Reminder and Member Questions

The POC AGM will be held at the Grand Okanagan Resort in Kelowna, BC on **Thursday, October 25, 2018 at 5:00 p.m. PT**. All POC members are welcome to attend. This is your opportunity to stay informed and up-to-date on important issues in the industry and to meet your board of directors. The AGM is also an opportunity to hear about the association's major initiatives and work over the past year. Members are welcome to submit questions by email to executive director [Meghan Howard](#). Only questions sent in advance will be addressed at the AGM, and all questions and answers will be posted on the POC member-only side of the website under Guidelines and Downloads for those unable to attend in-person.

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### NATIONAL CONFERENCE COMMITTEE (NCC) NEWS



## CONFERENCE IS COMING!

With conference just around the corner, be sure you are registered and ready to go.

Here are some quick at-a-glance registration/travel details:

### Conference Registration

Register for the Conference Today!

[www.organizersincanada.com/events/conference.html](http://www.organizersincanada.com/events/conference.html)

### Conference Hotel

#### EXTENSION, don't delay!

The Delta Grand Okanagan has extended the deadline to get **the \$199 reduced rate for hotel rooms until September 28**. Did you know that one of the ways POC pays for the meeting space at our conference hotels is by guaranteeing that our members will book a certain number of rooms? We secured an amazing rate, as low as any you will get through "discount" travel sites. POC doesn't get credit for your stay if you don't book through POC, and that costs us money.

**[\\*Please\\* book your rooms though this link](#)**

**Remember, the special rate of \$199/night has been extended and is only valid until September 28 so don't miss out!**

**Already booked a hotel room elsewhere? See if you can cancel your reservation, get reimbursed and take advantage of the low POC rate!**

### Flight discounts

Use the following codes to get discounts when flying between October 18 to November 3, 2018.

**Air Canada:** 27TYAZF1

**West Jet:** Coupon Code: 87YLTQQ / Promo code if you call in: WNR44

### CONFERENCE EXPO – NEW EXHIBITOR!

Be sure to stop by and chat with Darcie Russell from Thirty-One Gifts.

Thirty-One Gifts are all about style, function and personalization. Organization has never been better with the ability to choose your favorite prints and colours in a wide variety of home decor and

organizational products. Turn chaotic clutter into stylish storage by keeping everything organized and in its place.

Whether you are looking for personalized business products or items for your clients' home or office, you will find it with Thirty-One!

PS: Darcie is a fellow POC Member from Kamloops, BC

For more information about Darcie and Thirty-One Gifts, be sure to check out here website:

[www.mythirtyone.ca/ca/en/darcierussell](http://www.mythirtyone.ca/ca/en/darcierussell)



### **CONFERENCE IS GIVING BACK & WE NEED YOUR HELP!**

Due to the amazing success at last years conference, we are once again teaming up with The Shoebox Project. They help women who are homeless or at risk of homelessness in communities across Canada and the U.S.

Let's make a difference by donating some of the most needed items:

Gift cards, socks, mittens & high quality beauty products. For those of you flying, consider donating gifts cards... they are easy to pack and will be much appreciated!

For a full list of what they accept:

[www.shooboxproject.com/uploads/5/7/0/2/57028085/canada\\_what\\_to\\_put\\_in\\_your\\_shoobox.pdf](http://www.shooboxproject.com/uploads/5/7/0/2/57028085/canada_what_to_put_in_your_shoobox.pdf)

**Let's show them just how generous Professional Organizers can be!**



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### **MEMBERSHIP NEWS**

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

Kim Diamond – Clutterfly Inc – Toronto, ON – Toronto Chapter

**Congratulations to the following member who recently earned their Gold Leaf status!**

Susan Toth – Found It Organizing Solutions – North York, ON – North-GTA Chapter

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### **INTERNATIONAL NEWS**

## Learn – Share – Connect – Promote.

That's the theme for the 2019 conference hosted by APDO, our sister association in the UK. The conference will be held in London on March 19 & 20.

APDO is currently seeking applications from international keynote speakers. The deadline for proposals is **September 30, 2018**. [The application form can be found here](#). Several POC members have attended, and presented, at APDO in the past, and all speak very highly of the experience!

Questions? Contact Stephanie Deakin, [poc-past-president@organizersincanada.com](mailto:poc-past-president@organizersincanada.com)

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## EDUCATION NEWS

### Trained Professional Organizer (TPO) Exam

The TPO Exam will be offered at conference in Kelowna on Thursday October 25 from 10:15 am to 11:15 am. Advance registration for POC's Trained Professional Organizer Exam will close at midnight PT on October 15th, 2018. [Register for the TPO Exam](#).

### Launch and Grow Your Business: Marketing Basics for your Organizing Business!

Another great reason to come to the POC conference. We will be offering **Module Two: Marketing Basics for your Organizing Business** from the Launch and Grow Your Business program. Marketing is everything you do to attract and retain clients and you will learn the keys to succeed in your Organizing Business.

The course is in-person the day before the POC Conference: Wednesday, October 24 from 1-5 pm, on-site at the Delta Grand Okanagan Resort, Kelowna, BC. Cost is \$300 per person for POC members, course materials will be provided and coffee/tea and light refreshments served. Facilitated by Soraiya Kara (instructor), an experienced professional organizer with over 20 years in the business.

### [Register Now!](#)

Please note registration for this course will close at midnight PT on October 15th, 2018.

Book your hotel night before the 28th to get the special reduced room rate.

[Book hotel now to get reduced conference rate.](#)

If you are interested in **Module 1: Create Your Business as a Professional Organizer** or **Module 3: Client Relationship Management and the Practical Approach**, please contact Tamara Elias Liebmann, [Education Director](#)

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## CHAPTER NEWS

### Monthly Chapter Chat for Chapter Executive Members:

Wednesday September 26, 2018 at 8pm Eastern

**Guest Speakers:** Tamara Elias Liebmann, POC Director of Education, Alison Lush, President of ICD and Geralin Thomas, Instructor with NAPO

**Topic:** Continuing Education:

1. The importance of continuing education, what is available and where to get it.
2. How continuing education benefits you as an organizer and your clients.
3. Promoting continuing education to your Chapter Members.

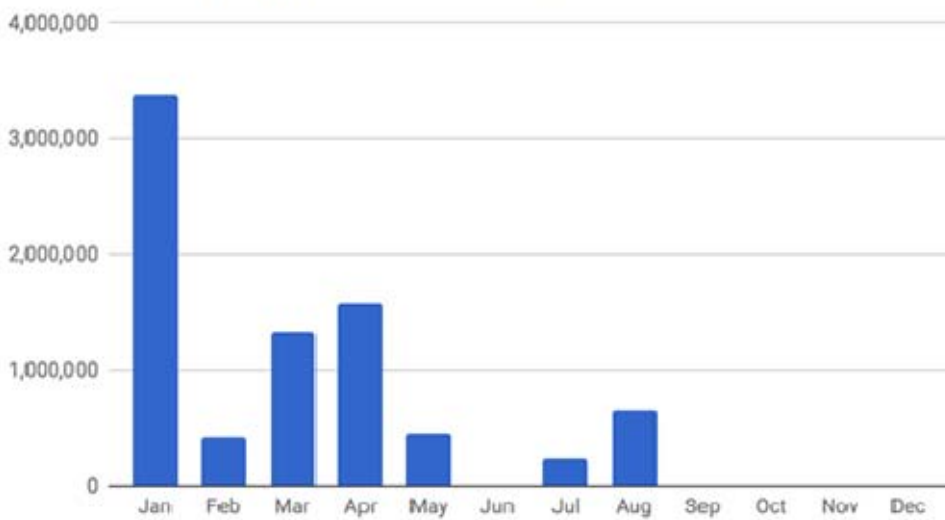
All executive members are welcome. Chapter chairs are kindly requested to ensure that at least one representative be there.

**Next Chapter Chat:** Wednesday October 17, 2018 at 8 pm Eastern

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 August, POC related coverage resulted in **654,100** impressions.

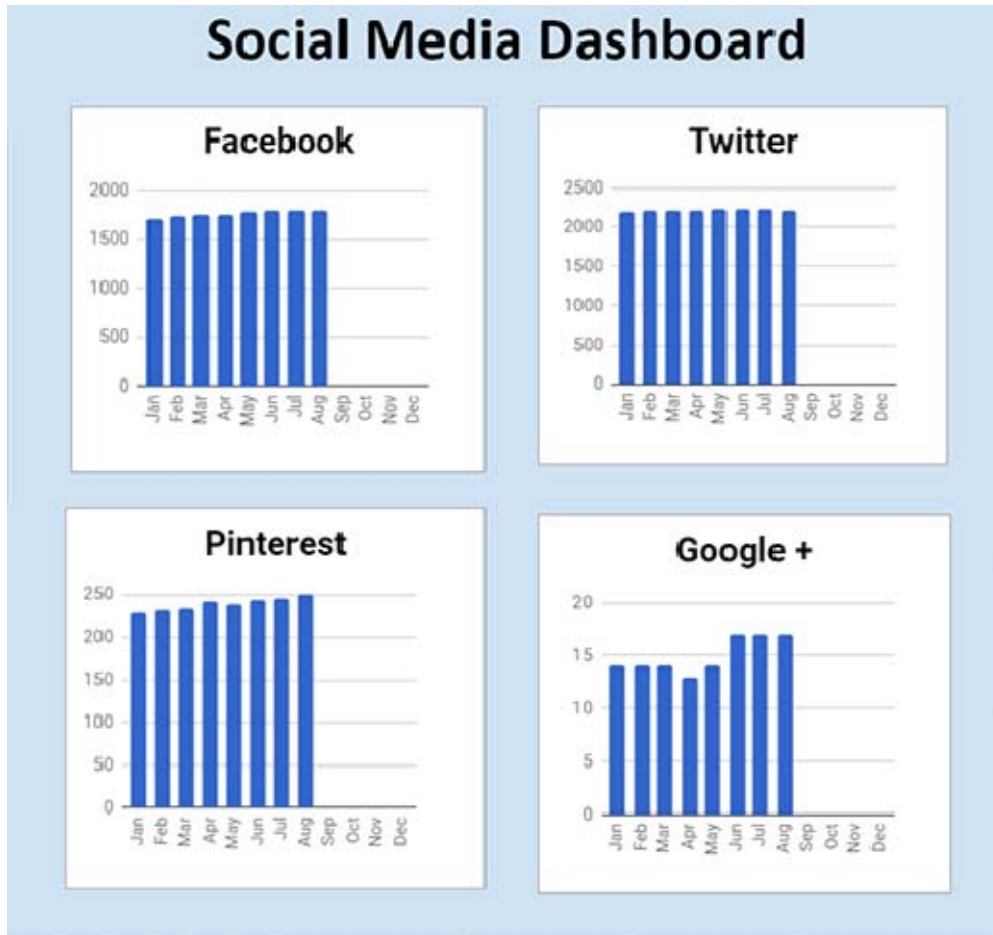


Angie LeClair was interviewed on CP24 about Back to School Tips for College and University Students Moving into Dorms for the First Time. **CP24 @ Noon** ([link not available](#))



Julie Fortin was interviewed and gave tips on behalf of POC on [How College and University Students can Organize for Dorm Living](#). CTV Ottawa Morning Live (Broadcast and Online)

## SOCIAL MEDIA



### Facebook:

- 1,797 likes (+11 likes)
- 12,054 reach
- 7.4% engagement rate

### Twitter:

- 2,212 followers (-26 followers)
- 11,500 impressions

### Pinterest:

- 250 followers (+4 followers)



- 870 average daily impressions

**Google +**

- 17 Followers (no change)
- 229 Views
- 33 Posts

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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