



April 2006

Dear Friend of PCAM:

As spring begins in Michigan, we have much to share with you in this latest PCAM Update, including the launch of our new website, the introduction of our new logo (please see above), the opportunity for you to now [Join PCAM online](#), and the rollout of the first-ever Michigan Coaches Showcase.

New Website

We invite you to visit our new website (www.michigancoaches.org). Our new site was designed to serve as a resource for both PCAM Member Coaches and the potential clients of our members. PCAM members will have access to a number of coaching resources available after entering a PCAM-assigned User ID and password. Members also will have the opportunity to participate in our *Find a Coach* Referral Service. The general public will have access to information about the coaching profession, learn how to go about selecting a coach and also be able to look for a coach using our coach referral service. Please take a few minutes and visit us at www.michigancoaches.org, and let us know what you think. Please email suggestions for future website enhancements to Trudy Sykes (sykes@msu.edu).

New Logo

We are pleased to introduce our new logo, as shown above. Our thanks go out to Kevin Maloney (husband of PCAM Board Member Julie Maloney) for his creative work in designing our new PCAM look.

Join PCAM Online

As promised in our last PCAM Update, you may now join the Professional Coaches Association of Michigan by visiting our website. When you click on "*Join PCAM*" you will be directed to our secure registration software (operated by CMI). You will find two levels of membership (Member Coach and Founding Member) available to you, as follows:

Join PCAM Online (continued)

Member Coach

ICF Members Designating PCAM as their Local ICF Chapter - \$50

ICF Members Not Designating PCAM as their Local ICF Chapter - \$75

Non-ICF Members - \$100

Founding Member

ICF Members Designating PCAM as their Local ICF Chapter - \$150

All Others - \$175

Benefits of membership are summarized on the website. Founding Members, in addition to these benefits, may place their company logo on the Home Page of the new PCAM website and be listed as a Founding Member of our organization. We encourage you to choose a level of membership that is appropriate for you.

Michigan Coaches Showcase

Later this month, PCAM will sponsor and host the first-ever Michigan Coaches Showcase, an outreach program we've designed to promote awareness of the coaching profession to the people of Michigan. We are pleased to announce that this event -- a series of ten one-hour teleclasses offered to the general public around a sample of various coaching topics -- will take place on Tuesday, April 25 and Wednesday, April 26. We are offering these classes at no charge, and we are interested in attracting as many Michigan residents as we can. We request that you distribute the attached flyer to your mailing lists (electronically), and post copies of the flyer at your place of worship, grocery store, coffee shop, dry cleaner, doctor's office, etc. Individuals can register for as many teleclasses as they want online at <http://michigancoaches.org/events.html>.

PCAM members will benefit from this increased traffic to our website, in two ways. First, PCAM members will have the opportunity to list their information as part of our "Find a Michigan Coach Referral Service", where registrants (before and/or after the teleclasses) can search for a coach. Second, coaches joining PCAM as a Founding Member will have the opportunity to post their logo on the Home Page of our website. So join PCAM today, and benefit from this wonderful opportunity to spread the word about coaching! Until next time,

Coach well!

David Chinsky	Mary Jo Asmus	Susan Combs	Trudy Sykes	Julie Maloney
President	President-Elect	Treasurer	Director	Director