

Professional Coaches Association of Michigan
www.michigancoaches.org

January 18, 2006



Dear Friend of PCAM:

Best wishes for the New Year!

Your new PCAM Board of Directors has now met three times since our second annual conference was held in East Lansing last September. We'd like to take this opportunity to update you on our planning for 2006, and invite you to participate in one or more of the expanded offerings of your statewide coaching association.

Participant Feedback from the 2nd Annual PCAM Conference

Attendees at the 2nd Annual PCAM Conference gave Laura Berman Fortgang high marks for her keynote address, and appreciated the opportunity to network with coaches from across the State of Michigan. Participants liked the idea of adding smaller breakout sessions, and continue to view the Kellogg Center in East Lansing as an accessible location. Please hold Saturday, October 21, 2006 on your calendar for **PCAM's 3rd Annual Conference**.

PCAM Telecourses Are Coming in March, May and September

PCAM is expanding its services to Michigan coaches in 2006 by sponsoring three telecourses. The first telecourse will take place on March 14 at 7 p.m. Facilitated by Diane Morrison, this course will examine five techniques for building credibility with your audience and identify strategies for connecting with your audience so they will want to buy more. More information will follow on how to register for this first telecourse sponsored by PCAM. We invite you to send your ideas for future telecourses to Mary Jo Asmus (mary.jo.asmus@aspire-cs.com).

Julie Maloney Joins PCAM Board as an At-Large Director

Julie Maloney has joined the PCAM Board as an At-Large Director. Julie, a Michigan coach based in Ann Arbor, is coordinating PCAM's efforts this year to reach out and expand awareness of the coaching profession to the people of Michigan. We are planning an event for this Spring with the theme "Michigan Coaches: Real Change Starts Here". Stay tuned for more information on this important outreach program.

Enhancements to the www.michigancoaches.org Website

We launched our www.michigancoaches.org website last year. In 2006, we plan to increase the value of the website to Michigan coaches by adding an online Directory of Michigan coaches, a fee-based **Find a Michigan Coach** referral service and a library of resources for all coaches, including access to MP3 files of all 2005 ICF (International Coach Federation) Conference sessions. Please contact Trudy Sykes (sykes@msu.edu) with your ideas for enhancing our website.

How to Volunteer

PCAM is seeking interested and committed coaches willing to assist the PCAM Board in executing its ambitious plans this year. If you are interested in lending a hand in any of the areas listed below, please contact David Chinsky (dchinsky@theleadershipfit.com).

- Designing a new logo for our Association
- Serving on the planning committee for our 3rd Annual Conference
- Expanding our membership across the State of Michigan
- Joining the Board as an At-Large Director

Joining PCAM

In our next update, we will roll out a membership program that will invite you to join your statewide coaching association and support the growth of coaching in Michigan. Until then,

Coach well!

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