



*Our mission is to increase the number of ICF-credentialed coaches in Michigan, and to actively promote their professional development, growth and success.*

January 2007

Dear Friend of PCAM:

### **PCAM Turns International Coaching Week into a Month-Long Celebration**

Members of the Michigan coaching community will celebrate the power of coaching with a month-long series of events in February. PCAM's Outreach Committee, in partnership with the SE Michigan ICF Chapter, has created an exciting series of opportunities for you to get engaged, grow your business and make a difference!

#### **9<sup>th</sup> Annual ICF International Coaching Week**

We will kick-off the month with ICF's 9<sup>th</sup> annual International Coaching Week (February 4-10, 2007). During that week, the ICF will begin a media blitz around the value of coaching, including publishing the results of the Global Coaching Survey being conducted by PriceWaterhouseCoopers. ICF coaches can find a toolkit – including a consumer brochure -- to assist you in talking to press and prospective clients about coaching:

<http://www.coachfederation.org/ICF/For+Current+Members/Member+Resources/Member+Toolkit/International+Coaching+Week/>

#### **PCAM & SE MI ICF Chapter Partner with Border's Bookstores & Other Michigan Organizations to Promote Coaching**

In partnership with **Border's**, we will be offering Coaching Awareness Meet & Greet events during International Coaching Week. The purpose is to make customers aware of the benefits of coaching, whether for life, business, or career outcomes. The specific locations, dates and times of the events are being finalized and will be marketed via Border's newsletter and website, as well as the PCAM website. **Volunteer Coach Hosts are needed!** While these events are not intended to be a direct sales opportunity, Coach Hosts at the events may distribute business cards upon

request. Hurry! To find out more or volunteer, please contact Kathy Igoe by January 26 at 248-854-4266 or [dkigoe@twmi.rr.com](mailto:dkigoe@twmi.rr.com).

In the coming months, look for announcements around an important partnership being created by Milt Fletcher and the SE MI ICF Chapter with **Michigan Survives**. A Detroit-based organization, MI Survives will be both a resource and an opportunity for coaches to “get known” through practicing PCAM’s value of service in a very visible way.

### **Body/Mind/Spirit Festival**

PCAM members Kathy Igoe and Milton Fletcher are organizing a PCAM-member coaching booth at the **Body Mind Spirit Guide Festival** on February 25 in Southgate, Michigan. The festival promotes products and services for an enlightened mind, a healthy body and a renewed spirit. This is a high potential marketing opportunity for life and career coaches -- a similar event last January drew 1,200 people. PCAM member coaches are invited to participate. Interested coaches should contact Kathy Igoe at [dkigoe@twmi.rr.com](mailto:dkigoe@twmi.rr.com) or 248-854-4266 before Fri, Jan. 26th. Space is limited and depending upon participation, costs will range \$10-\$20 per coach.

### **PCAM Members Get Known by Giving Back**

Members of PCAM have a unique opportunity to leverage ICF’s national spotlight on coaching *and* make a difference for people facing Michigan’s challenging economy. PCAM will send out a press release to over 70 print, radio and other key contacts announcing that a select group of PCAM members **are donating three hours of pro-bono coaching time in February** to help individuals facing business, career and life transitions. (Please feel free to share the attached Press Release with your own contact list, after January 25, so that the media have a jumpstart on this announcement). Each volunteer coach can donate this time in any format (i.e., coaching one individual for 3 hours, 3 individuals for an hour each, 6 people for half-hour sessions, group coaching, etc.). **Volunteer coaches’ names will be highlighted on a special page on the PCAM website promoting this event; each coach’s name will be hot-linked to that coach’s profile and contact information on the website.** Coaches must be members of PCAM to have their names promoted on our site. PCAM members who wish to be a part of this chance to get known by giving back should reply to this email or to [julie@sustainablechange.biz](mailto:julie@sustainablechange.biz) by 5 p.m., Sunday, January 21.

We encourage all coaches in Michigan to join PCAM in donating time to those in transition. If you are a coach who has not yet joined PCAM, there has never been a better time! Join now and have your name listed along with your colleagues on our site. Please contact David Chinsky ([dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com)) by Sunday, January 21<sup>st</sup> if you are interested in joining and realizing the benefits of PCAM right away.

We want to extend special thanks to the PCAM Outreach Committee (Milt Fletcher, Kathy Igoe, Liz Kearns, Kathleen Loughrige, and Rick Olson) for all their creativity, enthusiasm and hard work! Look for more news from this talented team in the months to come.

### **PCAM Teleclass on Credentialing Now Available for Audio Playback**

Twenty PCAM members participated in last week's teleclass on credentialing. For those of you unable to attend, we recorded the session, and it is available for playback between now and January 19, by dialing 1-702-851-3338 and entering the following Playback Access Code: 588710.

In the meantime,

Coach well!

David Chinsky – President ([dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com))

Mary Jo Asmus – President-Elect ([mary.jo.asmus@aspire-cs.com](mailto:mary.jo.asmus@aspire-cs.com))

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