

Dear Friend of PCAM:

As you read in our January letter, the Professional Coaches Association of Michigan (PCAM) is up to some great things in 2006. As a result, we have heard from many of you asking how you can join PCAM and become a part of the future of coaching in Michigan. This month, we are pleased to officially invite you to become a part of the PCAM Community.

We call it a community because that is what we aspire to be. Since membership in PCAM is linked to the International Coach Federation (ICF), when you become an associate of PCAM, you not only benefit from a vibrant regional chapter tailored to the needs of Michigan coaches; by affiliation, you become part of a much bigger organization that is leading the future, and setting the standards for professional coaches around the world.

While you do not need to become an ICF member to join PCAM, we highly encourage you to consider doing so, in support of one unified voice for professional coaches. To that end, we are offering a third off the fees for our PCAM Associate Level for ICF members who designate PCAM as their local ICF chapter.

Join PCAM

Later this month, you will be able to go to our new website (www.michigancoaches.org) and click on “Join PCAM” to become a part of our growing PCAM community – as an Associate Coach or as a Founding Sponsor. Look for our follow-up email notification later this month letting you know that our “Join PCAM” online utility is available for your use. The sooner you join, the sooner you will begin to benefit, in multiple ways.

PCAM Sponsors First Statewide Teleconference on March 14

Join us for PCAM’s first teleconference on Tuesday, March 14 at 7 p.m.

Do you present educational seminars as part of a strategy to increase sales of your product or service? If yes, you will benefit from the expertise and creativity shared in this teleclass. You will learn how to select content that educates your audience and makes them intrigued about contacting you for more; how to present your content in a way that creates a connection with the audience; and how to build your credibility as you speak

Learning Objectives:

- Discuss what characteristics attract audiences to buy a product or service.
- Apply three guidelines for selecting the right content.
- Examine five techniques for building credibility and three strategies for connecting with the audience in a way that makes them comfortable about contacting you for more.

PCAM Sponsors First Statewide Teleconference on March 14 (continued)

Diane Morrison will be our guest speaker for this teleconference. Diane owns a training and consulting company that specializes in growing the capability of others. Diane has designed and facilitated leadership and interpersonal courses to a wide range of audiences, from automotive, health care, financial, furniture to retail. She has taught leadership around the world: Chinese leaders in China, Mexican leaders in Mexico and Canadian leaders in Canada. She has also taught in many states within the U.S.

Date: Tuesday, March 14, 2006

Time: 7:00 p.m. Eastern

Dial-In Number: 1-712-432-2000

Contact Mary Jo Asmus, mary.jo.asmus@aspire-cs.com to RSVP and obtain your access code.

Michigan Coaches Showcase

In April, the Professional Coaches Association of Michigan will sponsor a Michigan Coaches Showcase, one of a series of outreach efforts we are planning this year to generate public awareness around coaching, in general, and Michigan coaches, in particular. As part of this effort, we will drive traffic to our improved PCAM website (www.michigancoaches.org), including our *Find a Michigan Coach* lookup function. As a PCAM Associate Coach or Founding Sponsor, your profile can be included in the *Find a Michigan Coach* database.

We are a young organization with big dreams for coaching in Michigan, and we've only just begun. Become a part of the PCAM community and grow with us.

On behalf of the PCAM Board of Directors, I encourage you to...

Coach well!

David Chinsky, President
PCAM Board of Directors

Date: March 5, 2006