



November 2006

Dear Friend of PCAM:

### **PCAM Membership Grows**

The current membership roster for PCAM has grown to 42 Michigan-based coaches, and we continue to get inquiries on a weekly basis from coaches interested in joining our statewide community of coaching professionals. If you know of other Michigan coaches looking for such an affiliation, please have them get in touch with any of the PCAM board members listed below.

Over forty percent of current members have joined at the Founding Member level, a level of membership that will no longer be available after December 31, 2006. If you are interested in upgrading your membership level, please contact David Chinsky at [dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com) before the end of this calendar year. Founding Members have the opportunity to place their logo on the home page of our website, and to be recognized from time to time on various printed materials of the Association.

### **Teleclass on Credentialing Scheduled for January 9, 2007**

Mary Jo Asmus, ACC and David Chinsky, ACC will be co-presenting the following teleclass on January 9, 2007:

**The ICF ACC Credential:  
Why It's Important, How to Prepare for It,  
And Lessons Learned from Coaches Who Have Earned It**

**Tuesday, January 9, 2007  
7:00 P.M.**

To register for this free teleclass, please email David Chinsky ([dchinsky@theleadershipfit.com](mailto:dchinsky@theleadershipfit.com)).

### **Third Annual PCAM Conference**

Over 50 coaches from across the State assembled in East Lansing on October 21 for PCAM's third annual conference. Michael Bungay Stanier, Canada's Coach of the Year, invigorated the audience with his question regarding "What work makes you feel compelled to create greatness?" He encouraged us to "be different and remarkable" and reminded us that "very good is simply not good enough". Michael also shared his Eleven Differentiation Drivers™ which can be found in the attached PDF of Michael's presentation slides: <http://www.eightprinciples.com/pdf/11-06PCAMCoaching2.0Stanier.pdf.zip>.

We also had the benefit of five outstanding breakout sessions after our sit-down lunch. All of the speakers received excellent marks from attendees. Believe it or not, we have begun planning for next year's conference and we will be utilizing the great feedback we have gleaned from the conference evaluation forms submitted by conference participants. If you are interested in helping organize and plan next year's meeting, please contact Marsha Boettger at [Boe1951@aol.com](mailto:Boe1951@aol.com).

### **Strategic Focus for 2007**

As we plan for 2007, PCAM has established the following strategic focus for the coming year:

- Promote competence, ethical conduct and professionalism in coaching
- Enable the successful pursuit of coaching credentials by our members
- Create opportunities for networking, mentoring and information sharing
- Increase both the quality and quantity of connections between our member coaches and potential coaching clients

### **PCAM Mission and Values**

During this past summer, the PCAM Board met a number of times to establish a mission and set of values for our Association. ***Our mission is to increase the number of ICF-credentialed coaches in Michigan, and to actively promote their professional development, growth and success.*** We defined Leadership, Service, Community, Collaboration and Abundance as our five values. Look for more information on these five core values in our next update.

Until next time,

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))

Susan Combs – Treasurer ([scombs428@aol.com](mailto:scombs428@aol.com))

Trudy Sykes - Director ([sykes@msu.edu](mailto:sykes@msu.edu))

Julie Maloney - Director ([julie@sustainablechange.biz](mailto:julie@sustainablechange.biz))

Marsha Boettger - Director ([boe1951@aol.com](mailto:boe1951@aol.com))

[www.michigancoaches.org](http://www.michigancoaches.org)