

February 2010 Newsletter

President's Message

Hello PACA Community,

As we move into February, I'm hoping that you're taking action on all of those inspiring goals you set for yourself at New Year's. I, myself, have started exercising again. For those who know me well, you know what a big deal this is.



This month is also the time that the PACA Board will set its strategic goals when we meet for our annual strategic planning meeting later this month. During this meeting, the Board evaluates our strategic direction — an invaluable process where we consider PACA's strengths, member needs, opportunities and challenges for the next few years. It's also a time that we come together as a Board to 'bond' as a team. So, it is both a productive and fun day.

We started the year with a great first meeting with Michael Charest. He is definitely a leader in his field and provided us with fabulous tips we can use right away to grow our businesses. Remember that you can access recordings of most monthly meetings on the PACA website under Member Resources. This is one benefit of your membership that you should take advantage of.

Some news on upcoming events, the November Professional Development full day event is being postponed until next spring. This will give us more time to plan and work more fully with our event partner, ASTD.

Next month I hope to see you at the presentation by Pam Boney on Coaching Transcendent Leaders. Leadership is an important topic that goes beyond the corporate world. When we coach, we help our clients to be leaders in whatever endeavors they take on.

I continue to look forward to working with and getting to know many more of you over this year.

Warmly,

Joanne

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Joanne Vitali
PACA 2010 President
president@philadelphiacoaches.org

Snow Cancellation Policy:



This is the time of year when we often get snow/bad weather on our meeting nights! We want you to know that your safety is our primary concern. In the event of inclement weather and a subsequent meeting cancellation, PACA will notify meeting attendees of the cancellation, no later than 1:30 PM the day of the event. You will be notified via your meeting registration email address. We will also post a notice on the PhilaCoaches Yahoo Group. If we cancel, you will have a credit you can use within 60 days for a future program.

PACA's February Monthly Dinner Meeting

Date & Time: Thursday, February 18, 2010 - 6:00 PM to 9:00 PM

Topic: "A New Leadership Model for the Global Economy: Transcendent Leadership"

Speaker: Pam Boney

Location: Double Tree Guest Suites, 640 W. Germantown Pike, Plymouth Meeting, PA (610) 834-8300

Details & Registration: [Click here](#)

AGENDA

5:30PM: Corporate Coaching Special Interest Group Meeting
6:00PM: Registration & Networking
6:30PM: Buffet Dinner Served
6:45PM: President's Announcements
7:15PM: Speaker: Pam Boney, PCC, MA
8:30PM: Additional Networking
9:00PM: Meeting Adjourned

This is a meeting not to be missed! This is an important topic because of the enormous and wide reaching failures of leadership, we have witnessed. The public is demanding a new kind of leader. This experiential session is a must for coaches who want to help their clients bring balance and integrity back to their workplace.

Pam will help us understand the rationale for why a new leader model is needed. She will connect that model directly to self leadership and the responsibility that coaches have to know this model and to aspire toward transcendence in their coaching presence.



[Subscribe to PACA on Yahoo! Groups](#)

[Visit PACA's Web Site](#)

Interested in Being Interviewed for Our New Member Column?

Please contact Pat Weeks at:

patweeks@comcast.net

Display Your Products And Promotional Materials At Monthly Meetings

Did you know?

PACA members are welcome to bring and display their coaching products at all monthly PACA meetings. A long-standing member-only benefit, a table will now be available just for PACA members to display their items.

So bring your coaching tools, books, flyers of upcoming events, etc. and share with our community!

For more information, please contact Clare Sautter at Claresautter@comcast.net or 610-304-5829.

Good News for You

Have you been:

You will learn:

- Why self leadership is more challenging than leading others and why you must commit to it.
- An introduction to the new leadership model for balance and why we need it
- A sneak peak into your unique gifts and strengths
- The Leadership Journey Archetypes and Helpers
- A visual model to help make YOUR journey memorable and practical.

About our Speaker: Pam Boney, PCC, MA



As founder and Principal Partner of Tilt, Inc., Pam is the author of *The Transcendent Leader Model™*, *The Tilt Coaching Model™*, and *The Tilt 360™* suite of assessments. Her vision for Tilt, Inc. is to build a collaborative portal for Executive Coaches and Consultants specifically focused on the development of leaders in a global economy. The network and supporting products of Tilt have been created to serve Human Capital initiatives in companies worldwide who are interested in developing a new

kind of leader—the kind who will build bridges across cultural lines for global success.

Having coached hundreds of executives and leaders, Pam has tested the theories of Tilt in practice throughout numerous organizations and is now the lead instructor for the Art of Transcendent Leadership. Her unique approach assists leaders to assess, plan and build a culture that provides the right backdrop to assist teams to reach their highest potentials. Specifically, how to create the conditions for effective collaboration. She believes that effective organizational capabilities are a natural outgrowth and direct reflection of the leader's choices, along with the psychological impact that the leader's presence has on the attitudes of the team. Pam challenges her clients to provide a living example of the behaviors they want to see in the culture of their making. Known for her straightforward, insightful approach, Pam assists leaders to grow self awareness through discovery of their particular set of leadership gifts where they can operate more fully from strength and resilience. Her belief is that significant work contribution comes from learning how to balance wisdom, courage, humanity and resilience to realize creative potential in ourselves and others.

Pam held senior roles at VP level with full P&L responsibility in the hospitality industry prior to launching Executive Suite Coaching, Inc. in 2001. She was a recipient of numerous leadership and performance awards including the Chairman's Award for Leadership and the Chairman's Rose Award for Overall Balanced Performance Worldwide. Her teams became the contributors of innovative solutions that were taken company wide and were consistent TOP TEN performers for the entire length of her tenure in the industry.

[Register Online Now!](#)

- Covered in the news?
- Published in a magazine?
- Quoted as an expert?

Then we want to know! Send your good news links to communications@philadelphiacoaches.org so we can share with the whole PACA community.

C-Suite

Invitation to Join a Special Interest Group (SIG) of PACA

Yoon Cameron and Sheree Butterfield invite you to join them for an initial forum for coaches who primarily work with organizations (vs. contract primarily with individuals). Our intention in connecting live with like-minded professionals is that we can share best practices, brainstorm ideas on difficult client/customer situations; in general, utilize each other as a professional resource to expand our personal breadth and depth in our coaching expertise.



Our first organizing meeting is being held at **5:30 – 6:30 p.m. on Thursday, February 18th just prior to the monthly PACA meeting.** Yoon and Sheree look forward to greeting you in the lobby (this is intended to be informal for now) and hearing your ideas on how best we create value for the participants in this SIG. We envision a group of active, organizational coaches who are willing to share and contribute as well as provide input as to where we can gain the most value from our collegueship. Yoon has volunteered to facilitate this first gathering. See you then.

Please RSVP your attendance to **Yoon Cannon at 215-292-4947** or email: yooncannon@paramountbusinesscoach.com.

Mega Mixer – May 20th

Here's hoping that all of you had a great start of your year and that your resolutions are still relevant and in progress.

I suspect many of us made commitments about our business goals and what we'd like to have happen in 2010, i.e. how many new customers; how many different streams of revenue, etc.

As we all know, the key to any business development is building relationships. Leverage your PACA community to fulfill those 2010 resolutions and build your business. On May 20th, PACA is hosting its Mega Mixer. Past attendees report developing long-term contracts from relationships sparked at the Mega Mixer.

Will you get direct business that evening and from fellow coaches, training, OD professionals? No. But you will build your network and connect with exceptional and like-minded folks.

Mark your calendars for this high profile and results-producing event. Join PACA on May 20th.

November Professional Conference Announcement Spring 2011

Join us in planning PACA's Professional Conference Spring, 2011. The Board recently decided to postpone the Conference (originally scheduled for Nov. 2010) to allow more PACA members to get involved.

This exciting Conference addresses it all: personal, professional, and business development. Committees are still accepting volunteers. A big THANK YOU to those who have stepped up to say, "I'm in" since last

month's newsletter. You will absolutely get more than you give. Please contact Sheree Butterfield at corporateaffairs@philadelphiacoaches.org to learn more.

A New Promotion Approach

For those who are directly connected to Suzi Pomerantz' blog, her most recent article gave me pause. For those who aren't, let me share it with you:

Do you or someone you coach need a promotion?

Ever wonder how to create and leverage your personal brand at work so that you can influence the decision-makers, whether it's about implementing your ideas, promoting you, or garnering resources for your programs?

A lot of the executives I coach face challenges navigating internal politics. There are specific, strategic actions you can take to increase your visibility and get yourself known as your intended brand rather than the accidental brand created without your conscious intent.

Take a walk down the A.I.S.L.E.

- A. Align
- I. Influence
- S. Socialize
- L. Lobby, Listen
- E. Engage, Educate, Enroll

Align your behaviors, actions, and language with your intended brand. First, determine how you want to be perceived and what you want to be known for. What are you the go-to person for? What feels effortless to you but is a strength?

Influence is dependent on your relationships. Who is in your direct sphere of influence and what is important to them?

Socialize your plans, your agenda, your intentions, and your goals with key players in the organization. Seek their buy-in and determine which of them can strategically serve as a champion for you with regard to your intended brand.

Lobby for support from those who are influencers who may not be aligned with you. What would it take for them to buy into your plan and support it? What do they want your vocal support about in exchange?

Listen to the most vocal dissenters and objectors. Knowing their arguments and commitments allows you to anticipate road blocks and prepare your response/request.

Educate those who could be influential on your behalf about what you are doing. **Engage** targeted individuals who have influential reach beyond your spheres. **Enroll** champions to support your promotion, brand, or ideas.

Thanks to Suzi for so generously sharing her thoughts. Only one more month of bitter cold, then Spring and longer days will arrive. Will you be on pace to meet your business objectives? Is there something you'd like to hear more about? Feedback is always welcome. Please contact me at: corporateaffairs@philadelphiacoaches.org.

Member's Corner - Susan Morris

Interviewed by Patricia Weeks



Susan Morris is a great illustration of a typical path to coaching. A long term member of PACA for a couple of years, she started out as a consultant to pharma and related industries. In the course of working with a number of clients, she received frequent feedback that she should look into this thing called "coaching." So she did, but in the early years fashioned herself as a "reluctant coach." From initial reluctance, Susan's 30 year practice

has evolved as she began to see, via her initial client experiences, that coaching really did have something to offer that training and consulting didn't. With that realization, Susan went to a couple of webinars, then a simplified coaching program and then sought out secondary coaching certification through CTI. She earned her credential in 2004. With time, Susan began to see that coaching had tremendous implications not only for clients, but also her own personal growth. Coaching allowed Susan to see that coaching for her clients (the large pharma companies, medical device, CRO's and any type of person who works in R&D function – scientist, nurses, as well folks that support R&D function...finance, HR, regulatory people) needs to be focused on their individual needs as compared to the business side of their lives.

Asked what is the one thing that has come as surprise to Susan about coaching, she responds "When you get the right client, amazing things can happen that are so unanticipated. Several clients have become personal friends... we have found something deep within one another that is mutually satisfying. The ability to form a trusted bond is unlike anything that one does in consulting." Further, Susan quotes Katherine Halpern, a trusted mentor, who said "you have to fall in love with your client." While it doesn't happen often, Susan measures success by the ability to make deep connections.

Susan's favorite clients often come from having consulted with them with them on a management challenge. In the process of working together, a more personal coaching relationship evolves. One early client first worked with Susan on a management problem and then suggested that Susan do coaching. Further, she allowed Susan to work with her and try out new coaching skills as Susan went through formal training. Out of that she hired Susan as a private coach and then hired her as she went through a divorce. In the process, they became friends and provide support to one another. In another case, a client, Charles, wanted to find a full time position after having achieved his doctoral degree. They began their relationship by analyzing what his interview style was like. Their successful coaching relationship included helping Charles relax and working with him to manage perceived pressure to excel

Given two weeks of free professional development, Susan would like to go out to California and get coaching from Karen Kimsey-House, one of the leaders of the CTI program; and then travel around the country meeting with all the luminaries of coaching to have the benefit of their wisdom. She imagines coming back with suitcases full of a rebirth of knowledge of this whole practice called coaching.

Asked what she is most proud of, Susan tells of a critical life event in which she was able to snatch victory from the jaws of defeat: having failed both parts of the CTI exam, she then retook the exam and passed, but not until she underwent an evolution of her own self and ego. She notes that there would have been a point in time in which she would have said, "I don't have the time for this." Instead, the interval between failing and passing was rich in finding the extra strength to say she knew what she did wrong and came back to succeed.



Mark Your Calendars!

Don't Miss These Great Events!!

DATE	SPEAKER	TOPIC	CCEU's
Thursday, 3/18/10	Flo Schell	"The Perfectly Comfortable Sales Program"	Business Development
Thursday, 5/20/10		Mega Mixer	

We Need Your Input!

Hello PACA member,

We need your input! The Doubletree hotel is raising its rates for 2010. If, as a community, we take no action we will not be able to cover our costs for the dinner meetings.



The board needs to make a decision and we are requesting your input.

Please complete the very short (3-questions) but important survey at the link below and let us know your thoughts. Based on your input, we will make a final decision. We will keep you informed every step of the way. Thanks for your support, input, and membership!

LINK TO SURVEY:

<http://www.surveymonkey.com/s/Z6QJNXC>

This survey closes on February 10th.

If you have any questions or additional comments, please reply to [Jeff Kaplan](#) or [Rosy Elliott](#).

Thanks and stay warm,

Jeff Kaplan
PACA, President-Elect

Association of Career Professionals International Greater Philadelphia Chapter

Date & Time: Friday, February 12, 2010 - 7:45 a.m. to 10:00 a.m.

Topic: *"Opportunities and Strategies Pursuing the Federal Job Market"*

Speaker: Kathryn Troutman

Location: Pyramid Club - 52nd Floor, 1735 Market Street in Philadelphia

Cost: \$25 Chapter members, \$35 guests, \$15 full-time students
- Breakfast is included.
- *Please register online by 5 pm on Monday, February 8th*
- *\$5 additional if registering at the door*

Details & Registration: [Click here](#)

With the federal government taking a central role in job creation over the coming months and years, it has become increasingly important to consider this avenue as a key channel in any comprehensive job search. However, pursuing opportunities in the federal job market involves very different strategies and approaches versus those in the private sector, and for this reason, ACP International members have identified this area as an important learning need for this coming year.



In response to this request, the Philadelphia Chapter is very pleased to host one of the country's leading authorities on conducting a successful federal job search - Kathryn Troutman. Kathryn is the founder and president of The Resume Place, Inc., located in Baltimore, MD, specializing in writing and designing federal and private-sector resumes, as well as coaching and education in the federal hiring process. She is internationally recognized as the "Federal Resume Guru", and created the "Certified Federal Job Search Trainer Program", the first federal career train-the-trainer program ever.

Kathryn will share her insights on:

- WHERE the most opportunities will lie within the federal government and the skill sets that these positions will require.
- HOW people should go about pursuing these opportunities, starting with federal resumes, and then moving to the many other differences in job search strategies for this channel.

Join our Chapter at www.acpinternational-philadelphia.org/join.html.

Questions: 215.561.2441 x 4 or WorkWorth@comcast.net

You can earn a 1/2 Professional Development Credit (PDC) toward your ICC International certification.

Recertification or upgrade for attending this event. Contact Marilyn Dyson, CMF at marilyndyson@gmail.com.

Register online here: www.acpinternational-philadelphia.org



SAVE THE DATE!

**What is the one of the biggest challenges for coaches and other entrepreneurs?
Running the business side of a small business**

Want some answers? Then register now for:



How to THRIVE as a Chief Everything Officer (CEO)
the business of running a small business or practice

Sponsored by the NJ Professional Coaches Association

This one-day business forum is packed with exciting speakers, presentations and networking opportunities that will help you increase your confidence, business acumen and systems knowledge!

Don't miss Keynote Speaker:

Michael Port, author of *Book Yourself Solid*



Date & Time: Saturday, April 17, 2010 - 8 AM – 5:30 PM

Speaker: Michael Port

Location: Florham Park, NJ

Early Bird Registration begins February 1, 2010

For more information and to register, go to:
www.njcoaches.org/CEO

Good News!



PACA would like to acknowledge Past VP of Communication Jennifer Gleeson Blue for her participation in Innovation Philadelphia. Jennifer was

the Spotlight Questionnaire for Innovation Matters' January newsletter. The full interview can be found at:
www.innovationphiladelphia.com/docs/news/newsletters/3-1/index.html

Yahoo PACA Discussion Group:

Subscribe by sending an email to [PhilaCoaches-
subscribe@yahoo.com](mailto:PhilaCoaches-
subscribe@yahoo.com). Use it to ask questions of colleagues or share presentations.

Anyone can subscribe, but posting is a **MEMBER BENEFIT**. For any questions contact [Laura Pumo](#).

Connection with Your Executive Board!

Join us at a PACA Board Meeting to get better acquainted with your Board: 1st Thursday of each month from 10:15 AM - 12:00 Noon.

As location varies, please contact PACA Secretary Christine Fontana secretary@philadelphiacoaches.org or 610-585-6960 to confirm your attendance at a Board meeting and receive instructions.

If you have suggestions or observations about our community, please feel free to contact any of the Board members
<http://www.philadelphiacoaches.org/contact.html>.
