



**International
Coach Federation**

Annual International Conference

October 23-26

Atlanta, Georgia, USA



Conference Scoop

Partnering With People: Building Connections to Change the World

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A Message from the Conference Chair

Hi and welcome to this issue of The Conference Scoop!

After talking with several people, I realized that perhaps first time attendees question if they have to commit to a certain track as they go through the conference. The answer is NO! ALL of the tracks have something special to offer and there is no "weakest link." You can review them again at <http://www.coachfederation.org/conference/namerica/programinfo.htm>.

Truth is, the conference cannot be contained in one track! There is a wealth of information within each one -- most people will find interests

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in **all** of them and to be "married" to one track may limit your conference experience. When selecting your sessions, keep in mind that "track monogamy" is **not** in vogue! :-)

I encourage you to jump around, dance, do the unexpected and learn something totally out of your realm of thinking! Meet new people and learn from their perspectives. You might just walk away with a whole new outlook on the profession of coaching. It's happened before and it will happen again, I am sure!

Barry Zweibel, a first time attendee in 2001, calls it the Annual ICF Ribbon-Fest, Dot-Mania and HugVille Coach Extravaganza! See [his article](#) to figure out what he the heck he means by that! You might want to follow his lead from last year and dive in headfirst! We'll be waiting for you!

See you in Atlanta!

Beth Burns, 2002 ICF Conference Chair

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The Early Years Learning Track

Track Chair: Barry Zweibel, CPCC [Barry@GottaGettaCoach.com]

Assistant Track Chair: Lisa Kemp [coachlisak@aol.com]

The Early Years Learning Track is all about helping you become a more SUCCESSFUL COACH - someone who knows how to create and sustain an ongoing, thriving, coaching practice!

Each speaker in the track was specifically selected for their ability to INSPIRE, EXCITE, CHALLENGE, TEACH, and MOTIVATE you to greater success. Each presentation forms part of a "strategic portfolio" of TOOLS, TIPS and IDEAS specifically designed to help you take your business to the next level.

Interact with those who've MADE THE GRADE and want to share with you what they've learned about:

- **Creating** a foundation for business success - a lighthearted look at what's needed most
- **Keeping** your Greater Purpose alive and well and in front of you at all times
-

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Conference Producer

Facilitating your own growth and development through client 'mirroring' techniques

- **Owning** and leveraging the unique and compelling personal brand you already are
- **Forming** a volunteer sales force made up of enthusiastically satisfied customers
- **Increasingly** stretching your comfort zone to help you play BIGGER and BETTER
- **Mastering** the complimentary coaching session to WOW! your prospects into clients
- **Using** technology to support your business - without it making you crazy

Whether you're brand new to coaching or have been at it for a few years now, the Early Years track will be chock-full of TIMELY, INSIGHTFUL KNOW-HOW and FUN!

Please join us in Atlanta!

Early Years Track Listing

Minding Your Own Business - A Foundation for Success

Presenter: Dorcas Kelley, CPCC, CMC

Description: Does the term "managing your business" conjure up visions of a complex, confusing, tedious wasteland? It doesn't have to be that way! Come shift your perspective about your business and your role as a business owner. You'll leave with renewed passion, new information, resources and tools, and a changed outlook!

Bio: Dorcas Kelley is passionate about inspiring coaches to be as successful in their "business owner" roles as they are in their "coach" roles.

Nice Work If You Can Get It - How to Brand Your Coaching Business

Presenter: Dave Buck

Description: Coaching is a rewarding profession, but not until you have clients to coach! A well-crafted brand is an essential first step in selling your coaching services-do you know what yours is? Learn to identify the qualities of your brand and to leverage and communicate

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those qualities with prospective clients.

Bio: An MBA and 14-year solopreneur, Dave Buck has been a coach with a full practice since 1997. He specializes in teaching others about personal branding.

Creating Customer Evangelists: Building a Volunteer Sales Force for Your Coaching Practice

Presenter: Jackie Huba

Description: Given that personal endorsements are THE most effective marketing tool, how are you leveraging word-of-mouth marketing and referrals in creating your own sustainable, successful coaching practice? Learn Jackie's six tenets of customer evangelism and how to easily apply these principles in building your own customer evangelist team.

Bio: Jackie Huba is co-author of "Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force" and principal of Wabash & Lake, a Chicago marketing firm.

Dynamic Marketing - Stretching Your Comfort Zone to Grow Your Practice!

Presenter: Gretchen Sunderland, MS

Description: Finding it difficult to market yourself? You're not alone! Learn proven techniques for finding and connecting with your ideal clients to leverage opportunities for mutual success. You'll leave this session with new enthusiasm for marketing, a not-so-scary action plan, and a simple support system to add new clients right away.

Bio: An award-winning salesperson, former gymnastics coach, and TV show host, Gretchen Sunderland has developed marketing techniques that help clients produce larger, more successful practices.

MASTER the Complimentary Session to FILL YOUR PRACTICE!

Presenter: Michael Charest

Description: Tired of trying to "get" clients? Wishing you could just COACH? You can when you master the complimentary session! You'll learn the system that hundreds are using to provide value, discuss fees, and overcome objections. Whether an MBA or marketing rookie, learn a fun new way to a full practice!

Bio: Michael Charest has been coaching small business owners for four years. More than 400 coaches have grown their practices through his "Coach and Grow Rich" system.

Taming the Technology Tiger

Presenter: Karyn Greenstreet

Description: Isn't it time you overcame your "techno-phobia?" Develop a thriving practice by learning how to use your computer to market your services, communicate with clients, and keep track of your business. Discover easy and fun ways of using your computer to its fullest potential...post-conference online support included!

Bio: Karyn Greenstreet, a small business/technology coach with 22 years of computer industry experience, helps her self-employed clients create a bridge to their best tomorrows.

Coach Successful Entrepreneurs to Become a Successful Entrepreneur

Presenters: Lorraine White, MCC and David Rock

Description: Imagine having clients that challenge and inspire you as much as you challenge and inspire them! Purposefully leverage the "mirroring" aspect of working with entrepreneurs to become a better entrepreneur yourself. Learn how to enter this lucrative coaching niche and simultaneously enrich yourself and your business.

Bios: Lorraine White is founder/CEO of KidCoach and Future Possibilities, Inc., building coaching programs for children while developing entrepreneurs to achieve economic, philanthropic, and social success.

A lifelong entrepreneur, David Rock is an internationally recognized author, speaker and business leader as well as founder of the Results Life Coaching training school.

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CREDENTIALING DEPOT!

The One-Stop Afternoon to Get All the Information You Need to Apply for and Get Your Credential

SESSION ONE

CREDENTIALING MADE EASY---- HOW TO PREPARE FOR AND PASS YOUR COACHING EXAM

Elizabeth Ferguson, MCC and Carolyn Matheson, MCC

Every coach who obtains an ICF credential must pass a coaching exam either in their Accredited Coach Training Program or in the ICF Portfolio credentialing process. This session is based on the popular workshop Elizabeth and Carolyn regularly run for European coaches keen to renew their knowledge of the ICF core competencies, polish their coaching skills, and prepare for the credentialing exam. The session is a must if you want to:

- prepare for your coaching exam effortlessly
- learn about "coaching from the heart"
- strengthen your coaching skills
- TAKE AND PASS YOUR CREDENTIALING EXAM EASILY

Elizabeth Ferguson, MCC

Elizabeth's unique approach combines her coaching skills and expertise to work with executives and their teams to be their best by playing to their natural talents.

Carolyn Matheson, MCC

Carolyn works with executives and their teams across the world. She combines her professional expertise with a down to earth approach, compassion, intuition and humour.

SESSION TWO

Building The Profession, Expressing Your Professionalism: Credentialing Update 2002

Margaret Krigbaum, JD, MCC and Kay Cannon, MBA, PCC

Margaret Krigbaum and Kay Cannon, co-chairs of the credentialing committee, give a brief overview of the "state of credentialing" and answer your questions about credentialing. If you have questions about what credentialing is doing for the profession, how it can serve you, getting a credential, renewing your credential, or credentialing your program, this is the breakout for you!

Margaret Krigbaum is a Master Certified Coach, the ICF Vice-President for Communications, Chair of the ICF Application Review Committee, Co-Chair of the Credentials and Continuing Education Committee, and recently created and developed the 24Hour Practice Building Marathon for the ICF and its members.

Kay Cannon, MBA, PCC, is a high performance coach, change management consultant and certified master trainer and facilitator. Kay has worked extensively with Fortune 500 companies to facilitate organizational transformational, build high performance work teams and assimilate corporate cultures.

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Shades of Grey

The fun filled, but entirely serious, **Ethics Musical** directed by Jay Perry

Thrill to the magic as some of the world's most esteemed coaches premier the first musical extravaganza based on the ICF Code of Ethics.

Witness the astounding credentialed professionals struggle to keep their own self-esteem while making complete fools of themselves.

Experience the horror as giants of the profession confess their ethical sins.

Listen to what the critics are saying:

"Shades of Grey makes the Phantom pale in comparison." Lloyd Weber, Show Biz Coaching

"I wept when Bobette Reeder confessed that she coached her husband only hours before she slept with him." Beck, The Daily Male

"....." M. Marceau, The New York Mimes

Shades of Grey is a truly painless way to revisit the ICF Code of Ethics. The cast will be available after the performance for a lively discussion.

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What One Coach Has to Say About the Conference

"As a new coach, my first ICF conference was critical to building my practice. The networking opportunities alone were invaluable. The friends I made, the atmosphere of genuine and support and love, helped me stay motivated and rejuvenated."

-- Barbara Fox
Washington, DC

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4 Easy Ways to Register

If you found a genie in a bottle and were granted one wish, what would that wish be? Die we hear you say you'd wish for four EASY ways to register for the 7th Annual ICF International Conference in Atlanta? No problem! Your wish is granted! Because we recognize how busy you are with your clients, we've made it extremely simple for you to register for the "premier coaching event of the year". Take your pick-online, by mail, by phone, or by fax.

Internet:

<http://www.coachfederation.org/conference/namerica/registration.htm>

Fax:

+ 1.202.216.9646 or 888.329.2423

Phone:

+1.202.712.9039 or 888.423.3131

Mail:

International Coach Federation
Conference Registration
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Washington, DC 20005-6542

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Coming Attractions - August 5th Issue of the Conference Scoop

- Corporate / Organizational Track
- Special Session: Technology Panel
- Exhibit Hall Extravaganza

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Hotlanta Tip!

Bring your family with you to Atlanta! Atlanta is an international city, rich in culture, history and diversity. Numerous museums, attractions and entertainment options await visitors. Be sure not to miss Stone Mountain Park's laser light show during the summer months or the Fernbank Museum of Natural History's amazing IMAX adventures. Learn the history of one of the most popular drinks at the World of Coke and do a little shopping at Underground Atlanta next door. Tour the home of the Braves at Turner Field, see exotic plant life at the Atlanta Botanical Garden or come face to face with wild animals at Zoo Atlanta. Want to know more about Atlanta's part in the War Between the States? Be sure to stop by the Atlanta History Center and the Cyclorama for a history lesson. Then head out of the city and visit Roswell's Bulloch Hall, Six Flags Over Georgia in Cobb County, Stately Oaks Plantation and the old south in beautiful Newnan. For more information visit <http://www.atlanta.com/happen.cfm>.

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