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Editor: Maren Vertoch

PCMA-LA Committees

If you are interested in becoming a volunteer, please contact the respective Committee Chair below. With your help, we look forward to expanding our programs and reaching out into the business community.

Reri MacLean,

President, PCMA-LA

Committee Chairs:

Reri MacLean, Psy.D. - President

T (818)222-7396

Reri@ReriMaclean.com

Fereshteh Amin - V.P. Member Services

T (310)472-2335

fereshteh.amin@pepperdine.edu

Jace Overgaauw - V.P. Member Services

T(818) 597-4333

admin@passageconsulting.com

Inga Estes - V.P. Programs/Past President PCMA-LA

T (310)396-3965

inga@ingaestes.com

Steve Heckler - V.P. Membership

T (310)440-0353

steve@stevehecklerassoc.com

Richard Katz - V.P. Membership

T (310)855-1064 X106

rkatz@hrms.net

Janette Kinnally - V.P. Marketing

T (310)792-9220

janette@jkacoaching.com

Maren Vertoch - V.P.

Communications

T (310)586-7560

marenavert@aol.com

Paul Walker - V.P. Strategy

T (562)434-0043

Katherine Ziegler, Ph.D. - V.P. Events

T (323)938-4742

katherineziegler@sbcglobal.net

Musings from one of our Board Members

Creating the Future - PCMA-OC August Presentation

Paul Walker, V.P. of Strategy for PCMA-LA and a seasoned business coach, lead an insightful, and compelling presentation for OC's monthly meeting, as he shared and demonstrated many aspects about his coaching work with his client, John Forsyte, President of Orange County's Pacific Symphony. Paul also conducted a live coaching session with John during which he assisted his client in envisioning what OC's Pacific Symphony would "look like" as a financially successful and thriving cultural institution. Given that the symphony is moving into the new \$200 million Renee and Henry Segerstrom Concert Hall in September 2006, the President faces many challenges as he increases the ranks of symphony subscribers and contributors, while educating the public and school children about the enjoyment of classical music.

Paul initially explained to the client his process of coaching, and how he works in a highly collaborative manner to align the client's goals with a strong vision, and then helps his clients move forward with a clear strategy to propel them closer to their vision. Paul also asked John to share stories with him, in terms of how John was able to persuade clients to attend the symphony, or support the symphony's artistic efforts, either financially or as a volunteer. As President of the OC Pacific Symphony, John Forsyte is clearly a passionate and visionary leader committed to bringing classical music to the masses, while also being a decided risk-taker.

One of the more insightful aspects of sharing in this process occurred when Paul coached the client to not only think about his challenges on an intellectual level, but instead to truly *experience* what it would *feel like* if the symphony was where he envisioned it to be. Paul created a dialogue with John during which the client talked about stories related to how he successfully persuaded and moved clients to support the symphony. This coaching technique is crucial in helping clients to become "unstuck" from their own, limited reality and beliefs, and ultimately create new realities with greater possibilities.

In wrapping up the presentation, Paul requested audience participants to ask questions or offer comments as food for thought. In the end, this proved to be a highly stimulating and thought-provoking presentation, not to mention, a fantastic opportunity for coaches at all levels to learn powerful coaching and questioning techniques through a highly collaborative process that allows for new ways of thinking. - **Janette Kinnally, VP of Marketing, PCMA-LA**

Heads-Up! September PCMA-LA Meeting is scheduled for Wednesday, Sept. 13th (not Wed. Sept. 6th due to the Labor Day holiday)

Format for Wednesday, Sept. 13th:

1:30 - 3:00 pm - Mentoring Group: **Advanced Leadership Coaching**, Paul Walker

3:15 - 4:45 pm - Mentoring Group: **Business Development**, Steve Heckler

4:30 - 5:30 pm - Registration

5:30 - 8:30 pm - Dinner, Evening Program, Coaches Forum

For detailed info about the Mentoring Groups, go to www.pcmaonline.com

Request for Visual Equipment for PCMA-LA Chapter Meetings

Given the high cost of renting a large projection screen from the hotel every month for our chapter meetings, we are currently seeking a large projection screen to be either donated to our chapter, or sold to our chapter at a reduced cost. If either you, or someone else you may know, can help us with this equipment, please **contact Inga Estes at: iestes@pcmaonline.com**

Welcome PCMA-LA New Members!

Bi-monthly Breakfast Meetings for New Members

As part of the Board's desire to build a strong chapter of active, involved members, we extend an invitation to all "new" members that have recently joined PCMA-LA, to a welcome breakfast. The Welcome Breakfasts, hosted by PCMA-LA, will be held every other month. Please check the next monthly [E-News announcement](#) for the upcoming New Member Breakfast meeting in West LA.

Besides having the opportunity to meet with both Board members and other new members, we will share the benefits of joining our organization, and how we can help you grow your practice.

As a first step, please visit the PCMA national website (www.pcmaonline.com), and click on **Membership Benefits**.

Richard Katz,

V.P. Membership, PCMA-LA
r.katz@seasonedpro.com

PCMA-LA Announcements

- **Wednesday, Sept. 13th, Ed Rockey, Ph.D.,** will be presenting, *Aligning with the Creative Strategies of the World's Most Innovative*. Discover what the most innovative companies have done with ingenuity and imagination, to energize their creativity and produce profitable innovations. Learn how you can expand and optimize your own creativity, and that of your clients, by triggering the latent creative potential we all have in this thought-provoking, interactive presentation. Ed Rockey, PhD, is Professor of Applied Behavioral Science at the Graziadio School of Business and Management, at Pepperdine University.

To register, please go to: www.pcmaonline.com/chapters/losangeles.html. And check E-NEWS for updates on events and chapter info.

Committees and a Whole Lot More

In addition to our various committees, PCMA-LA also sponsors **Mentoring Groups**, and **Mastermind Groups**. For more information, please contact **Fereshteh Amin** (see p.1- left col.).

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PCMA-LA Welcomes all members to consider joining one of our Committees. To learn more about all Chapter committees, or to contact a Committee Chair, please click on <http://www.pcmaonline.com/chapters/losangeles.html#committees>.

- **Member Services Committee** is seeking additional members! Member Services programs include Mentoring, MasterMind and special interest groups (SIGs). Members help at product tables featuring member authored books & CDs at monthly meetings, build a referral system, linking member expertise to business opportunities, and coordinating book/discussion and SIGs. Please contact **Fereshteh** at (310) 472-2335, or fereshteh.amin@pepperdine.edu.

- **Win-Win Offer from PCMA-LA Events Committee.** Currently the Events Committee is seeking additional help with one or more of the above tasks, even if you can only commit to helping once a quarter. Joining a committee is the best way to support one another and to help grow PCMA-LA. If you are interested in giving your time and getting a whole lot more back, please call **Katherine Ziegler, Ph.D., Events Chair**, at (323) 938-4742, or via e-mail at katherine.ziegler@sbcglobal.net.

- **Join the Program Committee** to attract, interview, and schedule leading-edge, thought-provoking speakers who share valuable information and learning tools with PCMA members and guests. Help us coordinate, welcome and support our speakers to create presentations where everyone benefits from their experience with PCMA. **For more info, contact Inga Estes, Program Chair** at (310) 396-3965 or inga@ingastes.com.

- **PCMA-LA Mentoring Groups:** Currently there are 2 Mentoring Groups targeted to coaches who are current PCMA members AND members also registered for the evening program.

Business Development, facilitated by **Steve Heckler**. This group will meet again on Wednesday, Sept. 13th, from 3:15 - 4:45 pm at the DoubleTree Hotel. E-mail: steve@stevehecklerassoc.com.

Advanced Leadership Coaching, facilitated by **Paul Walker**. This group meets on Wed., Sept. 13th, from 1:30 - 3:00 pm at the DoubleTree. E-mail: walker@turiyalc.com.

For a detailed agenda, please go to PCMA-LA's home page at:

<http://www.pcmaonline.com/chapters/losangeles.html>. Please arrive 15 minutes before the Mentoring Group begins to sign-in..

Upcoming Events

Members are welcome to forward information about upcoming workshops, seminars, or speaking engagements, to announce in our next newsletter. Send to: marenavert@aol.com.

- **Women & Divorce: Six Survival Essentials** - A two-hour informational workshop presented by Katherine Ziegler, Ph.D. Offered on **either Sept. 7th, or Sept. 8th**, in Beverly Hills, CA. To register, check times, or if you have any questions, please call Katherine Ziegler, PhD, at (323) 938-4742, or e-mail Katherine at: katherineziegler@sbcglobal.net

Book Reviews

The Emotional Intelligence Quick Book - by **Travis Bradberry & Jean Greaves**

A great tool for coaches, supervisors, and managers. This fast, yet comprehensive read on emotional intelligence, provides insight into all aspects of EI, while offering practical strategies on how to enhance one's own emotional intelligence level. While a number of books have explored emotional intelligence in more depth with regard to research and analysis, and the psychological components of EI, the "*EI Quick Book*" integrates theory and research with life stories, and presents the subject in an understandable, user-friendly manner. And providing you purchase the book new, you will be able to take the corresponding value-added EQ assessment to obtain your own EQ score. - *Reviewed by M. Vertoch*

NOTE: *Our next newsletter feature article will focus on Emotional Intelligence resources, tools, and assessments, so please forward your favorite EI info to: marenavert@aol.com.*