

September 2016 North Texas Coaches Newsletter

In This Issue

[September 9 ICF-NT Program](#)
[Envision Ad](#)
[September 7 Pro Bono Laser Coaching Event](#)
[iPEC Ad](#)
[President's Message](#)
[PRISM Symposium 2016](#)
[Upcoming Programs for October and November](#)
[September 9 Business Development COP Face-to-Face Meeting](#)
[Coach Veterans Transitioning to Civilian Life](#)
[Doerr Institute at Rice Univ Seeks Managing Director](#)
[December 1 ICF-NT Winter Holiday Party](#)
[Upcoming Chapter Events](#)

September 9 Program

Register at www.icf-nt.com
or click on Registration Button

**Pay for this event online
when registering**

**Register for the
September 9 Program**

Extended Meeting Details

Time: 11:15 AM to 1:15 PM
Location: Hackberry Creek Country Club
Address: 1901 W. Royal Lane
 Irving, TX 76051
Website: www.hackberrycreekcc.com

September 9 ICF North Texas Coaches Luncheon

September 9 ICF North Texas Luncheon

Personal Branding: Make Your Mark and Make It Count!

By Valerie Sokolosky



Our September 9 Luncheon features Valerie Sokolosky, founder of Valerie & Company, and a widely published author who has helped thousands reach their goals in strategic personal branding and professional presence, both in the United States and internationally.

When the field of Executive Presence was forming, Valerie was there helping forge the industry while proudly being mentored by Letitia Baldridge, White House Social Secretary for Jackie Kennedy. Then when Personal Branding guru William Arruda became internationally known, she saw the powerful intersection of the two and sought his mentorship. Her alliance with William extends to over ten years.

Today, author of eight books on Leadership Presence, Valerie's focus is well defined—developing leadership through people skills—"those soft skills that bring hard dollars."

Program Description:

Almost ten years ago Tom Peters wrote this in *Fast Company*. "Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

As one of only 20 Master Brand Strategists worldwide, Valerie will give us impactful tips on how to create a strong personal brand that shows your uniqueness and strengths. She'll share her wisdom from ten years of branding experience in Fortune 500 organizations on what it takes to own your personal brand and demonstrate a professional presence that shows confidence in any situation—knowing what to do, what to say and how to present yourself as a leader in our coaching industry.

Continued on Page 2 . . .



Get World-Class Coach Training from Experts in the Field

- ✓ Our Programs are ICF Approved and Accredited
- ✓ All our Trainings are In-Person and Highly Interactive
- ✓ We Have Decades of Experience to Share With You

www.EnvisionCoachTraining.com



Welcome to Our ICF North Texas New Members

July 21 — August 23

Tracy Cadorine
Wendy Mayfield

Member News

Two of our members have received PCC (Professional Certified Coach) or ACC (Associate Certified Coach) credentials from ICF:

Laura Franzen, PCC
Joel Small, ACC

Congratulations to Laura and Joel!

September 9 ICF-NT Luncheon (Continued)

Continued from Page 1 . . .

Program Outcomes:

What is Branding?

- Personal branding is not about being famous—it's about being selectively famous.
- If you don't stand out in the coaching community, you're a commodity; commodities compete on price. You are *more than* your title.
- Branding allows you to align who you are with what you do as a coach and how you do it.
- The coaching industry requires that each of us contribute an ingredient that is uniquely our "secret sauce." Do you know what your unique ingredient is?
- Strong brands know how to create clear and concise messaging that exudes their brand.
- Learning more about the *Brand Called You* will energize you to interact authentically and powerfully with each coaching opportunity.

CCEUs for this program: 1 CCEU

September 7 ICF-NT Pro Bono Laser Coaching Day

ICF North Texas Pro Bono Laser Coaching Event is Wednesday, September 7

In the spirit of our commitment to share coaching through pro bono service, we are partnering with Girl Scouts of Northeast Texas to provide training and laser coaching to their managers across our region. Long-time member Valerie Pelan, PCC will be the lead presenter for a morning training program with the managers. Valerie will be joined by VP of Alliances Steve Coxsey, PCC as co-presenter. The presentation will be on Difficult Conversations to support managers in having open, honest conversations with staff to promote improvement and development.

That afternoon volunteer coaches will provide single-session laser coaching for up to 30 employees between 1:00 and 3:00 PM. Each volunteer will coach two or possibly three clients in that time, planning for sessions that are each a half-hour or shorter. Volunteers have signed up and are ready for the event.

This alliance is possible because Valerie Pelan is able to provide a pro bono training program and because we have member volunteers able to set aside their time for pro bono coaching. It is also possible because long-time member Teresa Pool, MCC opened the door for us to partner with Girl Scouts of Northeast Texas. Thank you to everyone involved in making this a successful event.



Find Out Why
the Most
Successful
Coaches
Start at iPEC

LEARN MORE

ACTP
Accredited Coach Training Program
International Coach Federation

ICF North Texas Vision and Mission

Vision

ICF-NT will be known as the leading resource for the coaching community and the organizations and individuals it serves, providing:

- A collaborative network of credentialed coaches
- Continuing education
- Impactful contributions to the coaching profession

Mission

To grow and develop a competent coaching community that drives results for coaches and those they serve.

President's Message

Welcome to September

The major summer heat is behind us and I am really looking forward to autumn. Over the summer months, your board team members have been very busy with upcoming events.



Our Laser Coaching event, celebrating Coaching Week, is with the Girls Scouts on September 7 during their regional managers meeting. Steve Coxsey has been working on ensuring that this a great experience for both the Girl Scouts and the volunteer coaches. It is a great time for ICF-certified coaches to give the experience of coaching to those who have never received it before. If you are interested in participating at the event on September 7, please contact [Steve Coxsey](#).

The September program features our very own Valerie Sokolosky on Personal Branding. This topic is Valerie's niche and she is going to share her wisdom from ten years of experience in Fortune 500 organizations on what it takes to own your personal brand. You can thank Laurel Rolls for scheduling this program as well as all the other great programs this year.

The Prism Symposium is in the final planning stages. Pam Van Dyke and the Prism committee are quickly filling in all the gaps for the October 6 event. We are looking for a few more volunteers to assist on the day of the event and I am personally asking you to please consider it.

We need the following volunteers in order to provide a great experience for the attendees and make the Prism Symposium a success:

- **Registration Table Coordinator (1 or 2):** Register attendees on the day of the event and create nametags prior to the event.
- **Sponsor Coordination:** Sponsors set-up and main contact. Also, assist with some of the table decorations.
- **Photographer:** Take photos throughout the day.
- **Greeters/Guides (3 to 4):** Direct attendees to the various activities during the day.

Please contact our Prism board chair, Pam Van Dyke (817-726-9948) or me (469-994-9326) if you would like to volunteer.

The American Airlines C.R. Smith museum is closing the doors to the general public for the day. We will have the entire museum to ourselves and all attendees will be free to look around at their leisure. We are also hoping to have some American Airlines team members in the museum to share some of the history with attendees.

Prism Symposium brief:

Date: Thursday, October 6
Time: 9:00 AM – 4:00 PM
Venue: American Airlines C.R. Smith museum
(<http://crsmithmuseum.org/plan-an-event/>)
Keynote: Kate Canales (<https://www.youtube.com/watch?v=08sA69AGrF8>)
Theme: Design and Innovation in Coaching
Caterer: Wendy Krispen Caterer (<http://wendykrispincaterer.com/>)

*"Start by doing what's necessary; then do what's possible;
and suddenly you are doing the impossible."
~ Francis of Assisi*

Randy Fernandes, CPCC, ACC
ICF-NT President

Prism Symposium 2016 — Mark Your Calendars for Thursday, October 6

Prism Symposium 2016

Design and Innovation in Coaching

Thursday, October 6
9:00 AM – 4:00 PM

American Airlines CR Smith Museum
4601 Hwy 360, Fort Worth, TX 76155



The ICF North Texas Coaches are pleased to announce Prism Symposium 2016, *Design and Innovation in Coaching*, will be held on Thursday, October 6, 2016. Mark your calendars and sign up today. You won't want to miss this dynamic event!

Please [register here](#) or by going to the [ICF-NT Website](#). Please contact [Pam Van Dyke](#) with any questions.

Kate Canales will be our 2016 **Prism Symposium keynote speaker**. Kate was one of the speakers at the ICF Global Leadership Conference in March. Kate is a Dallas native and the director of Design and Innovation Programs, Lyle School of Engineering at SMU. Her area of focus is innovation through an understanding of human needs and behavior. She was named one of the 20 Most Interesting Characters by the Dallas Observer, The People Issue of 2015. Kate has a few TEDx talks to view and this link will take you to one on *Disruption by Design*: (<https://www.youtube.com/watch?v=08sA69AGrF8>).



Prism Symposium 2016 Agenda

9:00 AM	Registration and Networking
10:00 AM	Keynote – Kate Canales
11:00 AM	Break
11:15 AM	Prism Award Ceremony
12:00 PM	Lunch (Brief Welcome from American Airlines Executive)
12:45 PM	Networking
1:30 PM	Workshops
3:00 PM	Networking and Departure

Prism Symposium 2016 Cost

- \$ 89 – ½ Day (includes lunch)
- \$ 99 – Early Bird until September 16
- \$129 – After September 16 (includes walk-ins)

Be a Prism Symposium 2016 Sponsor

ICF-NT invites you be a 2016 Prism Symposium as a sponsor. **We anticipate more than 150 attendees from corporations and the coaching community.** If you are a potential sponsor or affiliate interested in visibility with this network of professional coaches and businesses in North Texas, please contact:

Jude Olson, Sponsorship Lead, jude@judeolsoncoaching.com
Dana Phillips, Sponsorship Coordinator dana@teamconnections.org

Here is one of our Silver Sponsors for this year's Prism Symposium:



A leading publisher of scientifically validated assessments for more than 30 years, MHS serves clients in corporate, educational, clinical, public safety, government, and research settings. MHS has grown to become an international company with products sold in more than 75 countries and translated into over 50 languages.

Information about all the Prism Symposium 2016 Sponsorship Levels is on page 5 of this newsletter.

Are you newly Credentialed?

Have you recently
Earned an ICF
Coaching Credential?

Your ICF-NT Chapter
wants to recognize
your achievement.

Please email
Timothy Kincaid
memberships@icf-nt.com)
so your professional
organization can
Recognize your
accomplishment.

Leverage the ICF Brand

The ICF has invested in great
marketing and brand work
that is available for use by
members. Check out what is
available and proudly display
your membership in the
strongest coaching
organization on the planet!



*Just a friendly reminder to
please complete the
payment for your monthly
meeting reservation at the
time you make your
reservation
in order to earn the early
registration price and
to be sure we've ordered
a meal for you.*

Prism Symposium 2016 (Continued)

Continued from Page 4 . . .

Sponsor levels for our Prism Symposium 2016 are as follows. [Click here](#) to purchase a sponsorship.

Benefactor: \$2,000 and Above

Benefactors will receive a customized package designed. Opportunities include: Full page event program ad (inside front cover or back cover or other page), table of eight with signage, introduction and brief speaking opportunity at awards dinner, exhibit table, mention and logos included in invitation, press releases, newsletters and website, six months of advertising on the ICF-NT website.

Silver: \$1,500

Benefactors will receive a full-page event program ad, table of eight with signage, and exhibit table. Benefactors will receive mention and have logos included in invitations, press releases, newsletters, and on ICF-NT's website.

Bronze: \$750

Benefactors will receive a full-page event program ad, and have mention and logos included in invitations, press releases, newsletters, and on the ICF-NT website.

Supporter: \$425

Benefactors will receive a half-page event program ad and have logos included in invitations, newsletters and on the ICF-NT website. Supporter sponsors may add a table for a total cost of \$1,137.

Table Sponsor: \$712

Benefactors will have a table of eight and receive recognition at our event.

Half Table Sponsor: \$376

Benefactors will have a table of four and receive recognition at our event.

Upcoming Programs for October and November

October 6 ICF-NT Prism Symposium 2016

ICF-NT's premier event of 2016 occurs on Thursday, October 6—Prism Symposium 2016 at American Airlines CR Smith Museum from 9:00 AM—4:00 PM.

Also Coming in October

Look for a Five-Part Virtual Series with Tonya Smith on *Snack-Size Marketing* beginning in October. More information will be forthcoming soon.

* * * * *

November 11 ICF North Texas Coaches Luncheon Program

Weathering the Conflict Storm: Strategies for Diminishing Destruction

By Patricia M. Porter, LCSW, AAP, ABW

This interactive seminar introduces conflict competence, which is the ability to manage everyday conflict and full blown disputes productively and constructively.

November 11 ICF North Texas Coaches Luncheon Program

Getting Off the Not-So-Merry Go Round of Conflict

By Patricia M. Porter, LCSW, AAP, ABW

This experiential workshop introduces a construct coaches can use to help clients look closely at the situation.

September 9 ICF-NT Business Development COP—Face to Face Meeting

Business Development Community of Practice

Face to Face Meeting!

Friday, September 9

1:30 to 3:00

Hackberry Creek Country Club



How is your Business Development going? If you desire to grow your practice, increase your number of clients and enjoy multiple paths of income, this is the group for you. Our meetings are very interactive, engaging and enjoyable.

Our next meeting is Friday, September 9 at Hackberry Creek. (Immediately following our luncheon.)

Our topic in September will be *Building Your Business by Building Your Brand*.

Valerie Sokolosky, our very own branding expert, will provide her insights on the critical elements of your personal and business brand.

"What is branding for a solo-preneur?" At its core, branding is recognition—the Nike swoosh, the little blue box from Tiffany's. The minute you mention a strong brand, people would use the same words to describe it.

How will you do that for your evolving business?

Valerie will help you dig into that. What if you were so recognizable that when people heard your name, they would describe you in the same positive light? You can learn to manage how you are perceived both inside and outside the company, take more control of your success, and know and live your personal brand.

Valerie will discuss an actual case study by interviewing one of our chapter members she has worked with. You'll hear how he gathered feedback from friends, clients, and colleagues to capture the core elements of his unique brand. You will hear how he developed greater clarity in how to present his and his firm's unique value.

Valerie will work with you to think through the Three C's of Personal Branding and how to apply them to growing your business. See you there!

Join us by staying after the September 9 Luncheon Program.

Save the Date!

Here's another way to stay connected: Join us on Facebook. Search for the "ICF-NT Business Development COP" group page on Facebook and request to join. As soon as you are verified to be a member of ICF-NT, your request to join will be approved. Then you will be able to get reminders, notices and other posts through Facebook. You will be able to access documents (such as our future meetings) in the Files Section of our group page.

Save the Date! Our next Virtual Meeting will be Thursday, October 27:

Virtual Meeting Date: October 27

Virtual Meeting Time: 6:30 to 8:00 PM

ZOOM link: <https://zoom.us/j/157259885>

Renew Your ICF Membership

Renew your ICF membership

and your credential for another year to connect with our cutting edge coaching research, lifelong learning, and opportunities For networking and community-building.



Did you miss the March 31 deadline?
It's not too late. Go to:
<http://coachfederation.org/renew> and renew today.



ICF Global News

Please click [here](#) to read the latest ICF Global News!

Coach Veterans Transitioning to Civilian Life

Veterans Transitioning to Civilian Life

Melissa Walker is heading the chapter's outreach to military veterans. She will locate a partner organization where our members can provide coaching to veterans. These vets need support transitioning to civilian life after serving in the military. Their focus areas can include career search, interview preparation, preparing for a work setting different from the military, and juggling competing demands of family and work, and sometimes school.

Melissa would like to have an estimate of the number of coaches who can participate in a program as she approaches potential partner organizations. We will provide introductory training on specific considerations when working with veterans to help coaches be prepared.

If you are interested, or if you have further questions, please contact Melissa Walker at melissawalker@nextcareerconsulting.com.

Doerr Institute at Rice Univ Seeks Managing Director

Doerr Institute at Rice University Seeks Managing Director

The [Doerr Institute](#) for New Leaders at Rice University is hiring a [Managing Director](#) to manage the coaching program.

Responsibilities include overseeing the team of coaches and coaching processes for roughly 1,200 student and faculty clients; assisting with running an ICF-accredited coach training program; managing a student peer coaching program; and working with the Institute's Director, Dr. Thomas L. Kolditz, retired US Army brigadier general and social psychologist, to develop creative applications to develop leaders across Rice University. The position requires ICF coaching certification.

The job is not virtual and a move to Houston or nearby would be required.

More information on this exciting position can be found at: <http://jobs.rice.edu/postings/7669>. For more information on the Institute, see <http://doerrinstitute.rice.edu/>.

Feel free to reach out to Catherine A. Oleksiw, Ph.D., PCC, current Secretary of the ICF-NT Board, for an overview of the Doerr Institute. She has been consulting with the Institute since January, serving as the external evaluator.

ICF-NT 2016 Board

President: [Randy Fernandes](#)

President-Elect: [Jude G Olson](#)

Secretary: [Catherine A Oleksiw](#)

Treasurer: [Mike Caracalas](#)

VP of Alliances:
[Stephen Coxsey, MA, PCC](#)

VP of Membership:
[Timothy S. Kincaid](#)

VP of Prism Program:
[Pamela Van Dyke, PhD, PCC](#)

VP of Programs: [Laurel A Rolls](#)

VP Public Relations: [Erika Horton](#)

VP of Technology:
[Gretchen Martens, MA](#)

Ambassador Coordinator:
[Alma Weaver Jones](#)

ICF Regional Liaison: [Sara C Smith](#)



December 1 ICF-NT Winter Holiday Party

December 1 ICF-NT Winter Holiday Party

Ho-Ho-Home for the Holidays: A Holiday Comedy Show

Hackberry Creek Country Club
1901 W. Royal Lane, Irving, TX, Irving, TX 75063

From 5:30 to 8:30 PM

Performance at 7:00 PM
By Been There, Done That Improv Comedy

Early Bird Pricing:

\$20/member; \$40/member and guest
\$25/nonmember; \$50/nonmember and guest
Registration opens September 9

The holidays are stressful; visits from crackpot relatives, fighting the crowds at Macy's, cooking the perfect vegetarian turducken. Take your holiday stress and **throw it away** with a rollicking romp through holiday successes and disasters, yours or your colleagues.

Come early and enjoy complimentary hors d'oeuvres and a cash bar. Drop in for a drink or stay for the evening. We will be so glad to see you and meet your "date."



Been There, Done That: Who knew a group of folks over 40 could be so hilarious? *Been There, Done That* is the premier over-forty Improv comedy troupe in the DFW metroplex.

Over forty? We'll show you the funny side of the joys and challenges of adulthood from kids to aging parents, corporate jobs, and secretly singing along to Coldplay in the car. Under forty? You will walk away shaking your head at what really goes on inside the minds of your parents and their friends. We know because we've been there, done that! BTDT performs regularly at Dallas Comedy House and private corporate events.

Update Your Member Profile on the ICF-NT Web Site

Update Your Member Profile

Membership in ICF-NT Has its Benefits

The ICF-NT Board has responded to requests from our members for an enhanced “coach” search capability. The enhancement to the member Directory on the website is finished. When people look for a coach on the ICF-NT website, they can now search by key words as well as zip codes. Sounds good, doesn’t it? The ICF-NT Member Directory has new and enhanced search capabilities. These “search” criteria are similar to global ICF member profile Directory data points.

It is up to you to *update your Profile*. Follow the instructions below or go to the website and download a copy of the instructions found in the “Members Only Section” and “Member Only Documents.” Follow these instructions:

Step 1:

Login to the ICF-NT website. In the upper Right hand corner find “Profile.” Click on Profile, which opens to a web page with five dialog boxes.

“Membership Summary” is the top box and it should reflect your current status. If you have a question about your membership, please contact Tim Kincaid: memberships@icf-nt.com.

Step 2:

Look at the “Website” box (right column, top box). Click on “Interests.” Move your cursor down to “Interests” and update your information in the two boxes on this page.

In the first box, “Coaching Specialties,” there are now seven *Coaching Specialties*. Check the boxes of the items that apply to you. The last choice under “Coaching Specialties” is *Available for Speaking or Training Engagements*. Check that box if it applies to you. In the second box, “Coaching Delivery,” has four methods to choose. Check all that apply.

When you finish checking your boxes on this page, scroll down and hit the “Save” button. You should receive a confirmation notice that your changes were saved.

Step 3:

Look at the “Personal Info” box (left column, top box). Click on “Contact Info.” You will want to update the information on this page. Scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation notice that your changes were saved.

When updating your contact info, “Website” means your personal website. Enter the full url: <http://www.etc>.

Step 4:

In the same “Personal Info” Box, move your cursor down to “Additional Membership Data” and click on it to update your information. Then scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation notice that your changes were saved

Step 5:

In the same “Personal Info” Box, move your cursor down to “Membership Directory” and click on it to update your information. (See the Note on Membership Directory information below.) The information here is what shows on the website. Scroll down and hit the “Save” button at the bottom of the page. You should receive a confirmation box that your changes were saved.

Note on the Social Media sections of Membership Directory:

FB = Facebook. Only enter your name, not the full url.

LI = LinkedIn. Per ICF-NT, enter everything after the www.linkedin.com.

Twitter: This is your username—everything after the @ on Twitter.

NOTE: The “Membership Directory” information is now key word searchable. You will want to include important search terms in your directory information. One possibility is to include an extra paragraph at the bottom. Start with the phrase, “Keywords:” and then include the terms separate by a comma. For example: Keywords: Career coaching, young adults, entrepreneurs, solopreneurs, business plans, business designs, financial coaching, marketing.

YOUR COMPANY NAME



Advertise your services,
offer your books,
or tout your expertise to
ICF-North Texas members

Sign up now to advertise in both
our monthly newsletter and on
our web site for only:

\$100 quarterly for members and
\$150 quarterly for non-members

Discounts for submissions
extending beyond quarterly

- ✓ High Res (300 dpi) jpeg ad
- ✓ jpeg no wider than 250 pixels
- ✓ Ads are subject to approval
of ICF-NT's Board
- ✓ Artwork and content must be
approved and payment made
prior to placing ad

Contact Mike Caracalas today
(treasurer@icf-nt.com)
to have your ad posted

Upcoming Chapter Meetings and Programs

September 9	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Personal Branding: Make Your Mark and Make it Count!</i> Presented by Valerie Sokolosky.
September 9	Business Development COP Face-to-Face Meeting from 1:30 to 3:30 at Hackberry Creek Country Club. <i>Building Your Business by Building Your Brand</i> . Insights provided by Valerie Sokolosky. Join us after the September 9 Luncheon Program.
October 6	Prism Symposium 2016 at American Airlines CR Smith Museum. From 9:00 AM—4:00 PM. Prism 2016 includes afternoon Workshop offerings and a Poster Session. Keynote speaker is Kate Canalas. Sign up to be a Prism Symposium 2016 Sponsor.
Coming in October	Look for a Five-Part Virtual Series with Tonya Smith on <i>Snack-Size Marketing</i> beginning in October.
October 27	Business Development COP Virtual ZOOM Meeting from 6:30—8:00 PM. ZOOM link: https://zoom.us/j/157259885
November 11	ICF-NT Luncheon Program at Hackberry Creek Country Club. <i>Weathering the Conflict Storm: Strategies for Diminishing Destruction</i> . By Patricia M. Porter.
November 11	ICF-NT Workshop at Hackberry Creek Country Club. <i>Getting Off the Not-So-Merry Go Round of Conflict</i> . By Patricia M. Porter.
December 1	ICF-NT 2016 Winter Holiday Party from 5:30—8:30 PM. <i>Ho-Ho-Home for the Holidays: A Holiday Comedy Show</i> . Presented by the over forty improv comedy troupe, Been There, Done That. Registration opens September 9.

Tell Us About Your Coaching Success Stories!

We'd like to hear about your coaching success stories—the successes of your coaching business and especially your clients' successes. These are an integral part of our ICF North Texas Coaches story. Your experiences remind us of our mission to grow and support a professional coaching community that drives results for individual coaches and those they serve. And sharing your story could help others.

Please take a minute to tell us about a positive experience you've had as a Coach. All stories will be reviewed and documented, and with permission, we may share your story online or in one of our ICF-NT publications.

If you're willing to share your story, please contact PR@icf-nt.com.

Thanks!

International Coach Federation—North Texas Chapter
www.icf-nt.com

Follow us on:

