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I've set an intention that 2011 will become my new benchmark for prosperity, health, love, joy, and happiness. Even though 2010 brought much to be grateful for - completion of my coaching certification, work in Kenya, new and strengthened relationships - some personal coaching, reading and reflection revealed that I had some "stories" to shed. I have been living in what Victoria Castle calls *The Trance of Scarcity* in her book of the same name.

Our experiences create stories that frame our beliefs about life. Over time, these stories no longer serve us, yet we hold on to them as the Truth. They become limiting and impoverishing, separating us from the Circle of Abundance where we all have a space if we want it. "The Circle is home to a flow of satisfying relationships, meaningful work, inspired learning, endless resources and opportunities, laughter and creativity, and a prevailing sense of ease." Only a trance perpetuated by stories of lack, struggle and separation can make us deliberately leave such a wonderful way of being!

There's no better time than right now to snap out of it. I've personally upgraded my stories in preparation for a terrific 2011 and abundance and gratitude are the themes. Read on for some opportunities to fine tune yours -- if you, too, realize it's time to return to your space in the Circle of Abundance.

Happy New Year!

Olivia Herriford, MBA, DM  
Business and Leadership Coach  
Editor  
[olivia.herriford@eastbaycoaches.net](mailto:olivia.herriford@eastbaycoaches.net)



### President's Message

Dear East Bay Coaches and Friends,

I welcome you to 2011 and my first communication as the President of East Bay Coaches. We have an outstanding Board filled with energy to bring new ideas to the chapter. I invite your ideas to help make this a strong International Coach Federation community where we can support each other and grow professionally. Please email me at the address below with any ideas you have to strengthen the chapter.

I'd like to thank Veronica Wolfe for her years of service as President. We all appreciate what she has done to move the chapter forward. It is always wonderful to transition with someone who leaves behind organized records. Thank you Veronica and our best to you in your new ventures.

I look forward to leading the local ICF Chapter in the coming year as we embrace our wide variety of coaching disciplines from the many coaching schools. It is our hope as a Board that we can reflect that diversity in the programs we bring to the Chapter. If you haven't been to a meeting in a while, please join us on Monday, January 24th at the Orinda Library. Happy New Year - let's we make it a great one together!

Sincerely,

Susan Chritton, M.Ed, PCC, Master Career Counselor  
[susan.chritton@eastbaycoaches.net](mailto:susan.chritton@eastbaycoaches.net)



### Introducing the EBC 2011 Board of Directors

As this newsletter is being published, the new 2011 Board is participating in a half day planning retreat to set its service goals and develop the road map to achieve them. The intent is to have clear direction while remaining open and flexible to meet a changing environment and membership. Learn more about the purpose and experience that each member brings by following the links attached to their names below.

Officers:

President - [Susan Chritton](#)  
Vice-President - [Tara Brennan](#)  
Treasurer - [Sara Orem](#)  
Secretary - [Nikki Mehns](#)

Directors:

eCommunications - [Olivia Herriford](#)  
Membership - [Lisa Rykert](#)  
Programs - [Debra Culbertson](#)  
Public Relations, and Mistress of Fun - [Dolores Hagen](#)  
Past President - [Veronica Wolfe](#)

### Renew Your Membership Today

It's that time again! It's time to renew your membership in East Bay Coaches. Please know that you are an important part of this organization. Without you, there will be a huge gap in our membership and you will miss out on belonging to one of the most energetic and supportive groups of professionals in the Bay Area.

Please don't hesitate to sign up today so that your membership benefits can continue. There are exciting changes that will take place in the coming year and you will want to be part of the

place in the coming year and you may want to be part of the opportunity for greater professional growth.

It's easy to renew. Simply go to  
<http://www.eastbaycoaches.org/join-us/register-membership>

## Attract Financial Abundance to Your Coaching Practice



**Master Peace Coaching**  
Monday, January 24, 2011 - 6:30 - 9:00 pm  
Orinda Public Library

**Attract Financial Abundance in Your Coaching Practice**  
You must plan on high revenues or you will always be running after it in slow motion. Once you understand that attracting abundance in your business is a simple combination of mindset, systems, fun and easy strategies then you'll be laughing all the way to the bank. It doesn't matter what your relationship with money, revenue and success have been up to this point, it's time to kick it up a notch and get in the flow.

Presentation objectives:

- Simple strategies for increasing your income
- How to tap into your inner business magician
- Ditch your massive task list
- How to attract your ideal clients
- How to have fun with revenue goals and planning

Jeanna Gabellini, CPCC is a Business Coach who assists high achieving entrepreneurs and their teams to leverage fun, systems and intentionality for high-octane results.

If you think that business is all about taking as many action steps as possible in the shortest amount of time, hit the pause button. Business is supposed to be passion filled, exhilarating and profitable.

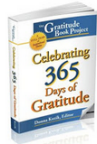
Jeanna's coaching & seminars marry vision, divine guidance and proven strategies. You'll ditch the mental merry-go-rounds and overwhelm.

Jeanna also co-authored Life Lessons for Mastering the Law of Attraction with Eva Gregory, Mark Victor Hansen & Jack Canfield.

**Meeting Fees:** No charge for members of the four Bay Area ICF Chapters, \$15 for non-members and \$5 for coaching students.

**February Meeting:** Joie Seldon - Emotion Education

## Book Review



### What Are You Grateful For?

Gratitude is the foundation for an enriched life and we have much to be grateful about, so when I was asked to participate in a special project on gratitude, I jumped at the chance.

Now I'm proud to say that I'm a co-author in the book, *The Gratitude Book Project - Celebrating 365 Days of Gratitude*. The idea was to be grateful not only at Thanksgiving, but throughout the year. The book gathered together more than 300 co-authors who answered the question "What are you grateful for?" The project is now a book found on [Amazon.com](http://Amazon.com).

So let's spread an attitude of gratitude! It's one of those books you can keep by your bedside where it's easy to pick up and read inspiring thoughts, stories and ideas.

National book sale proceeds benefit these four non-profit organizations:

Feed America  
Make-A-Wish Foundation  
ASPCCS  
Women for Women International

By Dolores Hagen, CPCC  
[www.sixtyandsensational.com](http://www.sixtyandsensational.com)

## Future Trends: The End of the World in 2012? Get Over It? First it was Y2K and now it's the end of the world in 2012? Get over it!

*Welcome to the second decade of the 21st Century! How did that happen so quickly? Seems like we just got over worrying about our computer systems imploding on the eve of 2000, which proves my point: Worrying about things that probably won't happen, is a waste of time. True futurists see possibilities as well as pitfalls and seek to prepare rather than scare. The times, while certainly changing and challenging, are also very exciting indeed.*

Here are 5 major trends/possibilities to watch for and act upon in 2011 and beyond:

### 1. Green Technology/Water Conservation

The terms Green technology, carbon footprint, climate change, eco friendly, re usable, recyclable will be the words spoken, written, discussed and planned for in huge proportions from now on. This will impact large industry as well as small

businesses and households who will be compelled willingly or unwillingly to save the planet. Business travel will more limited, as it is increasingly replaced with online and virtual meetings. This will impact airlines, hotels and other travel related industries. However, it will also greatly increase opportunities for online learning, webinars and teleseminars. Hopefully, that will mean not only less carbon dioxide in the air but more quality time at home. Water shortages will replace gas shortages. Growing populations create agricultural and industrial growth. Everybody is going to need more water. Every industry, from agriculture to manufacturing to landscaping and pool services will be impacted. How can you participate in these growing trends? What service can you provide/create for this growing need to reduce the carbon footprint?

## 2. Elder Care

Life expectancy grows to age 100+. This will affect every aspect of society - from jobs, housing, health care, retirement needs, mortality tables, insurance costs, elder care/assisted living needs, the definition of a nuclear family and caregiver roles. Growth in a senior population will affect laws on inheritance, elder abuse, conservancy, real estate, investments, housing design and construction, medical care and medical support systems.

This phenomenon is causing a shift in elder care models. What worked for families with ailing seniors in the late 20th century may not be possible or practical now. Adult children live more hectic and demanding lives and may not live nearby. By the time senior parents need help, their kids are near retirement too! Savings and retirement funds are running out as people are living longer. What is to be done as the majority population of the western world continues to age? The need here is huge. What kinds of services can you provide to this growing population and their concerned families?

## 3. Internet

It's getting bigger and more important by the minute. The worldwide web offers everyone who is "connected" to search for information, hire a professional, purchase homes as well as goods and services and even meet the person of their dreams. LinkedIn, Facebook and a myriad of other social networks allow people and businesses to connect. It's not going away. It's only going to get bigger and more important. If you still see yourself as only "local", you are in the minority and you are missing out on amazing internet marketing and sales opportunities. Individuals and businesses are now connecting all over the globe. If your website is 20th century brochure style - get moving and get interactive. Videos and blogs are not a passing fancy and really promote your website presence. What can you do to update your web presence right now?

## 4. Personal Growth/Personal Health/Slowing Down the Aging Process:

As baby boomers are seeing their parents reaping the rewards of unhealthy living (smoking, obesity, lack of exercise) requiring walkers, wheelchairs and oxygen tanks at the end of their lives, they are beginning to rethink their own lifestyles so as not to suffer the same fate. It's not just about looking younger. It's about feeling younger... Health and Fitness is the wave of the future. Low glycemic index diets, exercise, and a new awareness that diabetes 2 is purely lifestyle related and not to be expected in old age is the new trend. This will affect restaurants and food manufacturing and packaging. Think brown rice and whole grains. Goodbye simple carbs, saturated fats and high fructose corn syrup. It's making us sick and we know it. It may be convenient up front but very costly at the end and we know it.

As mainstream churches struggle to remain relevant in the 21st century, New Age thinking, ala The Secret is on the rise. Meditation, Yoga, Retreats and Health Spas cater not only to individuals but companies looking for innovative ways to conduct business meetings and team building events. Blend making more money with getting healthier and you have struck gold. If you are in the health, wellness or hospitality industry, this is a major trend for you.

## 5. Re emergence of Entrepreneurship

In 1776 more than 95% of all Americans were entrepreneurs. By the middle of the 20th century, that number had dwindled to less than 30%. The industrial revolution enticed people to leave their farms and shut down small businesses to seek employment in the cities. The Great Depression accelerated the process. This resulted in the breakup of families and a dependence on manufactured goods and credit.

In 2011, it will be back to basics. Generation X & Y aren't so willing to give their lives to the corporation. Small business growth is seen as the savior of our downtrodden economy. Are you a small business owner? Rejoice. While you can buy a house or a car online, there are many services that must be done in person. If you are an electrician, plumber, medical care provider or other hands on professional, this is the decade for you. The key to your success will be customer service and follow up. In this ever increasing internet centered world, it will be the personal touch that you provide to your clients that will be the "secret sauce" that will grow your business.

There are many other trends in science and industry that are truly exciting - from smart machines that anticipate our every need to a possible cure for cancer and the end of inherited disease. While you are enjoying the benefits of these future trends, what will you do to contribute to them also?

Marilyn Ellis, CTACC



## ICF Corner

2011 Conference Call for Presentations open through January 31st



Are you a coach with expertise in a particular subject area that you want to share with your colleagues? Do you want to contribute to the growth and sustainability of the coaching profession? If so, the ICF Education Steering Committee warmly invites you to submit a proposal for the 2011 International Conference to be held in Las Vegas, Nevada, USA,

September 24th-27th. The Committee is looking for exceptional presentations that forward the art, science, and practice of coaching. For further information, please go to <http://www.coachfederation.org/conference>. Remember, the deadline for speaker proposals is January 31, 2011, so check out this opportunity NOW!

#### Get ready for International Coaching Week!

International Coaching Week 2011 will be celebrated February 6th-10th by coaching professionals in all parts of the world. How are you planning to commemorate ICW? We want to know! Activity forms will be sent to ICF Chapter leaders soon, so you may share your chapter's ICW plans with the world. Activities will be shared at <http://www.coachingweek.org>. If you plan to do something as an individual, tell us about it at [icfw@coachfederation.org](mailto:icfw@coachfederation.org).

### Bay Area Coaches are Seeking a 2011 Collaborative Event Project Manager / Coordinator

The Bay Area Coaches are seeking a project manager / event coordinator for a full day event in mid-2011. This is a regularly occurring bi-annual event that we have held since 2003. This position is volunteer, and is a wonderful opportunity to gain leadership experience and abundant, frequent exposure to the personal development community in the Bay Area. If you have a knack for project management or event coordination, and love making a visible contribution to your profession, this position is for you. You will lead a team of volunteers and make new connections with coaches from all five Bay Area coaching chapters, help coordinate the speaker, and interact with the speaker's team. You will have the opportunity (should you so wish) to MC the event as well, giving you face time with the audience of 100-250 attendees.

#### Qualifications:

- Detail oriented
- Organized
- Able to manage & leverage different working styles among a team of volunteers
- Enthusiastic
- Focused on contributing to the community
- In a personal development related field
- Able to diplomatically synthesize information and communicate it
- Frequent, graceful, and easy communicator - with humor and lightheartedness
- Someone with a positive outlook who sees challenges as opportunities
- Project management experience
- Willing to record the process to be used for future events, develop an SOP manual online

If you're interested, please contact Kris Carey at 415.706.5141. Thank you and we look forward to working together!

### Maximize Your Coaching Impact in 2011

Bettina Jetter is a co-active coach, entrepreneur, author and public speaker with a passion for creating meaningful products that positively impact people's lives. Her creations include

- Life Coaching application, Coaching Sanctuary
- Technology company, Mindjet
- Inspirational book, "The Cancer Code - How a Journey Through Leukemia Led to a Software that Changed the Way People Work."

For more information about how Bettina can help you make 2011 your best year yet, go to <http://www.coachingsanctuary.com/coaches>

### How Do I Advertise in the East Bay Coaches Newsletter?

Advertising in our monthly newsletter is a member benefit. Take advantage of the discount and reach over 350 subscribers. [Click here](#) to submit your request on the EBS website. Here are the guidelines and discounts:

#### Business Card Size Ad

Member of any Bay Area Chapter: Free  
ICF member: \$25 per item  
Everyone else: \$50

#### 200-300 Word Ad

May include .jpg and link to website  
Member of any Bay Area Chapter: \$40  
ICF member: \$60 per item  
Everyone else: \$100

### How Do I Advertise in the Coaching Resources Newsletter?

Members of the four Bay Area ICF chapters may place items in the Coaches Resources newsletter for free. Those who are not Bay Area members, but who are ICF members, incur a \$25 fee, while those falling into neither category are charged \$50 per item per issue.

Submissions are due on the 25th of each month and Coaching Resources is published on the first day of the month.

Email [coachingresources@sfoaches.com](mailto:coachingresources@sfoaches.com) for more information.