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The vernal equinox is almost here! I always look forward to the point in the seasons when the days become longer than the nights. What is it about this anticipation of longer days that stimulates me so?

For me, it's simply the hint of spring and its renewal. Winter and its long nights, high holidays, and resolutions are full of reflection and spiritual heavy lifting. Hard work that's behind me but has me prepared for the activity, growth and fun of discovering the regenerated me.

In this edition of the EBC Newsletter, I hope you find the hint of sunlight (that little stimulus for growth and action) that turns a germinating idea into a breakthrough.

Olivia Herriford, MBA, DM
Business and Leadership Coach
Editor
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President's Message

Dear East Bay Coaches and Friends,

This time of year always signals a change of pace to me. January and February have been planning and organizing months while March seems to wave it arms and say, "Now let's get going." I would like to invite you to join us at our upcoming meeting on **March 21st**. We are a vibrant group of coaches interested in building a collaborative community in which to share fellowship, resources, and our professional development.

We are making changes to our website under the skillful direction of Eric Hoffman and streamlining our processes for renewing your membership. We are all looking to serve you and make this community of coaches the one that you want to belong to.

I thought you might be interested to know some of the Organizational Goals for East Bay Coaches. We, as a Board, try to promote these goals with all that we do.

- To establish and strengthen a growing community of coaches called to evolve themselves and others.
- To create community for ICF Members.
- To increase the coaching skills and business effectiveness of its members.
- To provide a network through which our members can learn of and share opportunities.
- To draw in and retain members who are interested in the ICF and its stand for the coaching profession.
- To create opportunities for coaches to contribute to their community.
- To provide the members of our community with abundant resources to educate and sustain our local coaching community.
- To provide an arena that challenges members to stretch beyond their current selves.

We encourage you to take advantage of the many opportunities available to you as a member of the East Bay Coaches community. This year we're collaborating with the four other Bay Area Coaching Chapters to bring Margaret Wheatley to the Bay Area in October to speak at an all day coaching event. Stay tuned!

I always welcome your suggestions and comments.

Thrive!



Susan Chritton, M.Ed, PCC, Master Career Counselor
susan.chritton@eastbaycoaches.net

March Program
Naked Originality: How to Stand Out and Get Noticed on the Web



Suzanne Falter-Barnes & Jeffrey Van Dyk
Monday - March 21, 2011
- 6:30 - 8:30 - Orinda Library

If you are not nakedly original, not one thing you learn about marketing yourself online will matter. That's the truth in a world with 500 million blogs in it. Literally. Suzanne Falter-Barnes and Jeffrey Van Dyk are committed to helping you stand apart and get seriously known for what you're on earth to do.

This work combines spiritual guidance with super practical marketing tools - on how to stand apart and get known for that

marketing coaches you stand apart and get known for their gift YOU are here to give. And the more spiritually grounded in your purpose it is...the more nakedly original it becomes...and the more buzz it generates. Suzanne and Jeffrey will take you through a powerful checklist to learn:

- What you don't know about your target market that hurts your bottom line
- Whether your brand is unique enough or not
- The critical mistake almost all marketers make
- Why your business may be getting lost in the shuffle

Suzanne Falter-Barns is the Web's leading expert in Platform building, branding and niching. She helps clients create a powerful, unique online presence that conveys greater credibility and more impact. Her clients have gotten called cold by CNN, USA Today, Sixty Minutes, PBS, Wall Street Journal and more, as well as attracting major publishing deals.

Jeffrey Van Dyk, a leader in the coaching industry who works internationally to help business owners, speakers and coaches find their higher purpose and create powerful, meaningful work from it. Jeffrey has nearly two decades of experience in training and development, and has worked alongside such luminaries as Bill Gates, Jacques Chirac, Donald Trump, Peter Jennings, and Ariel Sharon.

6:30 Registration and Facilitated Networking

7:00 Welcome

7:15 - 8:15 Speaker

8:15 - 8:30 Networking

Meeting Fees: No charge for members of the four Bay Area ICF Chapters, \$20 for non-members and \$5 for coaching students.

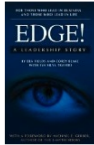
April: Barbara Fagan - Source Point Training; Facilitation Techniques

Who is This Coach?

This coach has immersed herself in East Bay Coaches by taking a leadership role almost as soon as she joined. Walking her talk as a leadership and business strategy expert, she has added great value to our EBC group. Her smile and easy, friendly manner make her someone you want to know more about. Her passions are teaching, servant leadership and...hold on to your hats...Alfa Romeos. Her big, personal goals are to write a memoir and to organize a women's leadership conference in Nairobi, Kenya.

If you still can't guess who she is, check her out [here](#).

Book Review



"EDGE!" A Leadership Story by Bea Fields and Corey Blake, with Eva Silva Travers, is a book every leadership coach should own. Fields takes readers through a coaching experience with the story of a high-ranking CEO who is a leader but doesn't know how to lead. As the client works through the process, the reader is also engaged through a page-turning adventure and through reflection on the provocative questions at the end of each

chapter.

This book is a must-read for coaches who want to explore their own edge as well as that of their clients. Unlike so many books on leadership, readers will experience real-life coaching at the level of mastery by one of the country's top leadership coaches and will find their own leadership skills being amped up.

By Dolores Hagen

Test Your "Face-Reading" Skills

... from the [blog](#) of Eric Reiss

Neuro-scientists tell us that we have specific neurons which allow us to look at someone and understand what they are feeling. People who can do this well, according to the scientists, have more of these neural endings and are more empathetic.

Perhaps the most interesting part of the research is that it is cross-cultural. In other words, regardless of your ethnic background, the emotions displayed by the human face are the same in say, the United States, Japan, China, or the Middle East. Happiness, for example, has a universal set of facial characteristics.

If you want to test your skills, the Center for Greater Good at University of California at Berkeley, has put out a [new little quiz](#). Take a minute or two and see how you do, then drop me a note and tell me if you think it was accurate. Keep in mind that another component of emotional intelligence is self-awareness--the ability to look at yourself objectively.

As the center says, you can improve your score over time with practice. Your ability to read the faces of others can come in handy in any situation where you deal with another human being. Which is just about all day, every day.

Mastermind Group Starting on March 22!

Here's an opportunity to join an elite group of like-minded peers, who will support and foster your growth personally and professionally. The bonus of such a group is that you're forming close relationships while serving each other in a way that only a close group can do.

If you're not familiar with Mastermind, this model of support was created by Napoleon, author of *Think and Grow Rich*. As a result of this system, many who have followed the Mastermind principles have enjoyed success beyond what they could have accomplished on their own.

A Mastermind offers a combination of peer brainstorming, education, accountability and support in a group setting so that you can sharpen your business and personal skills. In other words, you have support to help you navigate through the sometimes murky water of personal and professional growth.

This Mastermind will be virtual, meeting weekly via a teleconference line, so there is no need to leave your home.

For more information, please contact me at dolores.hagen@EastBayCoaches.com

Limited to six people, there is no cost for members of East Bay Coaches.

ICF Corner

ICF MEMBERSHIP RENEWAL

ICF begins the 2011-2012 membership renewal process this month. If you're currently a member & wondering whether to renew, or considering joining for the first time, here are some great reasons to do so now:



- Professional recognition as a credentialed coach from the only internationally recognized independent coaching body that sets the standards for professional skills, development, and ethics.
- Opportunities for global networking through Special Interest Groups (over 30 coaching interest areas), international conferences, and free Virtual Education classes offered monthly (some for continuing coaching credits). If you're a traveler, it's a great way to meet colleagues in over 100 countries!
- Listing in the Coach Referral Service, an online directory of ICF credentialed coach members that people use internationally to find qualified coaches.
- Discounts on a wide variety of professional services and materials, including coaching liability insurance, AudioAcrobat, and Choice magazine for coaches

MEMBERSHIP FEE IS \$195 per year. TO JOIN, please go to www.coachfederation.com and click on Join ICF.

Seminar on Compassion, Stress, and Happiness: Attend In-Person or Online

[The Science of a Meaningful Life: Building Compassion, Reducing Stress](#)

When: April 8, 2011

Where: Jewish Community Center of San Francisco
Or Attend Online via **Webcast**

This seminar is approved for 6 CE units



Our guest for this [seminar](#) is the inimitable **Robert Sapolsky** (left), the Stanford University biologist whose lectures are celebrated for their humor and humanity. In his hour-long talk and Q&A, Dr. Sapolsky will discuss his ground-breaking work on stress, explaining how it impacts our health and what we can do to protect ourselves from its ravaging effects.

The rest of the day will be led by the GSC's **Dacher Keltner** (right), who will draw on cutting-edge research from psychology and neuroscience to highlight the strong connections between happiness, compassion, and altruism. He'll offer research-based tips for fostering compassion and happiness.



If you can't join us in person, attend from home: This seminar will be webcast live! For more details, click [here](#).

There is a reduced rate for webcast registration, and discounts to all seminars and webcasts are available to GGSC members.

Next Seminar: The Science of a Great Relationship
Attend In-Person or Online

[The Science of a Great Relationship](#)

When: April 29, 2011

Where: International House, UC Berkeley
Or Attend Online via **Webcast**

*This seminar is approved for 6 CE units



The GGSC's **Christine Carter** will join Stanford's **Fred Luskindo** to reveal the secrets to a thriving and sustainable romantic relationship. They'll draw on the latest scientific research to help couples foster emotional health in their relationship, make amends after a fight, and learn what happy couples do to keep their relationship so strong.

For more details, including info on the live webcast, click [here](#).

There is a reduced rate for webcast registration, and discounts to all seminars and webcasts are available to GGSC members.

The Enneagram and Integral Coaching



Experience a developmental leap during this intensive, five-day training designed to revolutionize the way you experience the world and work with clients. Guided by the co-founder of the Enneagram Institute, Russ Hudson, and the founder of Integral Coaching, James Flaherty, this is a rare opportunity to deepen your experience of life through the lens of the Enneagram.

June 19-24, 2011
San Francisco

[REGISTER](#)

For over two decades, New Ventures West has been training masterful coaches in our unique Integral Coaching methodology. Our world-class faculty is devoted to students' personal and professional development, educating coaches to serve clients with deep presence, skill, and compassion.

How Do I Advertise in the East Bay Coaches Newsletter?

COACHING RESOURCES 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 EBC 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

How Do I Advertise in the Coaching Resources Newsletter?

Members of the four Bay Area ICF chapters may place items in the Coaching 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 for more.