



2020 ICF-LI Spring Newsletter

ICF Long Island Charter Chapter 2020 Spring Newsletter

President's Letter



Trillium Fox, President of the
ICF Long Island Charter Chapter

As coaches, it is imperative that we never stop pursuing growth and development as it is our duty to maintain the integrity of our practice and serve our clients and communities without bias or prejudice. ICF-Long Island is committed to being a welcoming space for ALL coaches and EVERYONE in the community to participate with psychological safety as equals. We recognize that we can always do better, so please send me an email at president@icf-li.org to discuss your ideas on how we can work towards being a more inclusive chapter. I hope to hear from many of you!

A favorite quote of mine from Maya Angelou is "Do the best you can until you know better. Then when you know better, do better." I urge everyone to listen and learn as much as you can right now, in as many ways as possible to be a better coach, friend, ally, business owner, colleague, parent, family member, etc. We can no longer claim ignorance or be complicit to the silencing of Black voices in our

Greetings ICF – Long Island Community,

This Spring has been like every Spring, like some other Springs, and like NO OTHER Spring. It feels like we are living in a different world, and in many ways we are. On top of the experience with COVID-19, each of us are now measuring our emotions and reactions to yet another instance of violent racism against the Black community. Over the past few weeks, I have personally been working to open my mind and heart to make sure that I can actively be a part of the solution.

community, country, or around the world. If we approach this with trust, empathy, and love, I am hopeful for meaningful change.

Wishing you all a transformational summer,

Trillium Fox
President, ICF-LI

Messages From the Board



In Memoriam: Lois Cooper, MBA, ACC
By Tim Finnegan, ICF-LI Chapter Secretary

It is with deep regret that we share with the ICF Long Island community the passing of our fellow coach Lois Cooper on May 15, 2020. Lois served on the chapter board for several years. She earned her ICF-ACC credential in 2016. Lois was passionate about her work, particularly when it involved executive coaching, diversity & inclusion initiatives, training, or education.

Lois's passion for developing the best in people was unbounded. She was appointed

Diversity Director for the Society of Human Resources Management (SHRM) for New York State. In April 2017, she was awarded a Diversity in Business Award from the Long Island Business News. Lois's professional experience was extensive with such organizations as Adecco Group North America and Lee Hecht Harrison. She also worked in the advertising, financial services, and entertainment industries. Lois successfully led teams of Human Resources professionals through significant organizational restructurings and redesigns.

Lois received her Bachelor of Arts in Communications and Sociology from American University and her Master of Business Administration from Baruch College. Lois was a featured speaker for The Conference Board, World Diversity Leadership Summit, Disability Matters US and EU, the Society of Human Resources Management (SHRM) and other global thought leadership Conferences/Summits.

Lois also incorporated her own company, Lois M. Cooper Inc. to provide HR Solutions to individuals and teams including mediation, coaching and diversity & inclusion consulting and training.

The Board of Directors and the membership of ICF Long Island extend our deepest sympathies to her family, friends, and loved ones.

But I am very relieved and happy to report that things fell into place as ICW approached. With the help of Maria Jackson, our Treasurer, I was able to connect with Michael Hoffner, the Director of The Community Growth Center in Port Jefferson, and three of their clients accepted our offer, and were assigned to three of our coach volunteers. I was also able to connect with Jennifer Outlaw, Executive Vice President of SCO Family of Services, a large not-for-profit organization providing a wide variety of social and educational services to



**Marc Miller, PhD, ACC
ICF-LI Past-President & ICW 2020 Chair**

The International Coaching Federation (ICF-Global) celebrates International Coaching Week (ICW) every year in early May. This year, ICW took place starting on Monday, May 4th and ended on Friday, May 8th, with the Wednesday in mid-week designated as International Coaching Day. I am proud to have served as this year's Chair of the ICW Planning Committee.

Traditionally, this is a week for ICF local chapters and ICF members around the world to celebrate the value of professional coaching and of membership in ICF-Global, and to spread the word to people in our communities who might not know much about coaching and about our global organization. In past years, ICW has been observed with a variety of live programs designed to engage the public in learning about and experiencing what we, as coaches, do. This year, ICW fell during the height of the COVID-19 pandemic, and therefore, we had to accommodate to the realities of our sheltering in our homes and communicating remotely, rather than gathering "in person."

This year, The International Coaching Federation, which has chapters in 139 countries and has almost 35,000 members globally, set a challenge for every ICF member worldwide to provide a pro bono coaching session during International Coaching Week. Locally, fourteen members of ICF-LI volunteered to provide at least three pro bono

children, adolescents, families, and people with disabilities throughout Brooklyn, Queens, and Long Island. Eleven members of SCO's professional staff signed up for pro bono coaching, and they have been working with our member coaches. All of the coaching sessions have been "remote," in keeping with the need for maintaining safe social distancing.

ICF-LI has also participated in two virtual events during ICW. One, a virtual "Coach Connection" meeting, was designed to provide coaches with an opportunity to come together for mutual support and conversation. Led by Trillium Fox, our Chapter President, this Coach Connection was a wonderful opportunity for members of our coaching community to chat and get to know each other better. We look forward to additional Coach Connection meetings going forward.

We, as a chapter, also had the opportunity during ICW to be helpful to the local business community, as three of our members, Dara Dweck, Barbara Fonti, and I, presented a webinar for the benefit of clients of the Small Business Development Center (SBDC) at Farmingdale State College. The webinar, titled "Stress and the Small Business Entrepreneur: Coping During the COVID-19 Crisis," was designed to address the extreme emotional stresses being experienced by so many small business owners and employees during the current pandemic. We thank Erica Chase, Executive Director at SBDC-Farmingdale, for providing us with the platform for sharing some very valuable information about coping with the stress, which we hope will be of value to SBDC's clients.

In summary, we, the members of ICF-LI, have played a very active role in making ICW a very special celebration of professional coaching during this difficult period of time. I want to thank my coaching colleagues and fellow members of ICF-LI for sharing this rewarding experience with me.

coaching sessions during and following ICW. Connecting our coach volunteers with potential coachees from local not-for-profit organizations proved to be much more challenging than enlisting our coach volunteers.



Diane Lewis, ACC & Dara Dweck, ACC
ICF-LI Co-Program Directors

We are so grateful for all of your support during the changing landscape of programming over the past few months. After our first chapter meeting this year, we sent a survey asking our members their preference on in-person vs. virtual meetings. We had only recently started conducting webinars and were not sure how participants would react to the change. Well...the answer came to us in the unlikely form of a global pandemic and “stay-at-home” orders! We would like to thank our resilient local coaching community, both presenters and participants, for adapting to this new format so effortlessly. We learned so much from each webinar. They varied from discussions around ethics, cyber-security, coaching models, and diversity & inclusion.

Expecting that a virtual format will continue for the remainder of the year, we will explore every opportunity to make our programs as interactive as possible. Our Coach Connection series, which started in April, has been very well-received, giving us the opportunity to share experiences and support each other during a time when we need it most. We will continue to hold Coach Connections during the first week of each month, so please look out for the next date and join your fellow coaches for this great opportunity to connect.

Our last program prior to the summer break will be held on Tuesday, June 23, 2020 at Noon. We will have the opportunity to experience a fun exploration into some of our human tendencies. We all will get to know ourselves and each other a little better. Stay tuned for more information and registration details.

We are looking forward to seeing you at our next program, as well as, during our Coach Connections.

We are always open to new ideas so please be in touch! Email us at programs@icf-li.org. Stay well!



John Little, ACC
ICF-LI Membership Director

For the coming year, 47% percent of our members have renewed their ICF Global Membership. ICF Global has extended the renewal deadline to June 30th. They are providing an installment plan to help ease the financial impact due to the COVID-19 outbreak. The installment plan will also be available to those who renew their membership by June 30. Please note that the typical 2-month grace period to renew your ICF Membership will extend through August 31st. That will provide support to prevent anyone from losing your ICF status and benefits.

If you would like to renew your membership right now, please click the link below. Thank you.

- [Renew ICF Global Membership](#)

A Website Update

A Membership Update

The coaching profession continues to grow in acceptance and in the number of coaches practicing across the globe. ICF Long Island is pleased to be part of that growth: 23 new members joined since June 2019 making this a record year for chapter involvement with 75 ICF Members and 4 Affiliates.

We are simplifying our local Chapter's membership structure beginning in September. There will no longer be an Associate Member level. All ICF Global Members who designate ICF Long Island as their local chapter will be Full Members with no local Activity Fee required. The Affiliate level will remain for Non-ICF Members who pay the Annual Activity Fee. Also, we are adding a new category for Students. Look for details later in the summer.

We are updating our website in July 2020. In addition to a fresh look, some of the benefits you can expect are a smoother user experience for:

1. Signing up for membership, or subscribing to our mailings.
2. Profile maintenance (members and non-members).
3. Registering and paying for events.
4. Renewing your membership.
5. A calendar of events.
6. A Monthly spotlight on individual members.
7. A Membership Directory that will provide a new "Find-A-Coach" feature for our ICF Member Coaches.

Stay-tuned for more details to come later this Summer.



**Joshua A. Lissauer, MS, ACC
ICF-LI Director of Public Relations**

*Utilize ICF-LI Social Media Pages
During the Summer to Stay Engaged!*

As John mentioned in his article above, ICF-LI will be transitioning to a new website. We also will be switching over to Wild Apricot for our Direct Emails that feature our Special Announcements and Monthly Meeting Announcements. If you frequently visit our website or read the Constant Contact emails, thank you! While we transition to using these new tools, you can still engage with us and the rest of the Members of our Chapter via Social Media.

We have two separate ways Members can engage with each other across Social Media. One way is to become a Member of our Private Facebook or LinkedIn Group. This is an "invitation-only" way to communicate with Members. The Members in these Groups are Past Presenters, friends of our Chapter from various organizations, current Members of our

company pages on all those platforms. In 2019, we launched our Twitter and Facebook account and began to focus more on marketing our events and sharing coaching news on our all three of those pages. Since 2019, we have built and established a presence on each of them and have dramatically grown follower counts on all those platforms, too. Past-President Marc Miller and I hosted our Chapter's first Facebook Live Event in April 2019, and as we look at new ways to engage with our membership and friends, we may look at doing other Facebook Live Events or LinkedIn Live Events in the future. When Past-President Marc Miller established a partnership with the Industrial Psychology Society at Hofstra University, as a Board, we examined new ways to connect and engage with the Student Population that we were beginning to engage and networking with as a Chapter. One of the ways we have connected with Students in 2020, was to launch our company Instagram page. As we look into the future, we are looking at more ways to grow and engage with each follower, too. As a Board, we have been in discussion with the ideas of issuing coupons to all our Followers for various Monthly Meetings. Should we decide to roll that incentive out, I would recommend that you follow us on all our company pages!

If you are interested in following us and liking us on any of these global, company pages, please visit them via the links below.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

Chapter, and past Members of our Chapter. If you are looking to connect and engage specifically with the Coaching Community on a local and regional level, becoming a Member of the Facebook or LinkedIn Groups would prove to be very fruitful. With the groups being a local and regional hub, you can interact and get to know other coaches all around Long Island and the Tri-State Area.

To become a Member of the Facebook or LinkedIn Groups, or to engage with them more than you may have done in the past, please visit the two links below.

- [LinkedIn Group](#)
- [Facebook Group](#)

When it comes to staying abreast with what is happening globally, or interacting with individuals around the world, we have an international presence on Facebook, Twitter, Instagram, and LinkedIn. ICF Long Island has

- [LinkedIn](#)

Finally, the easiest way to connect and engage with us is via our organization's hashtag #icfli. If you go to any of the four Social Media Pages (Twitter, Facebook, Instagram, and LinkedIn) you can search #icfli and engage with our latest post. As well, you can also follow the hashtag so you can get alerts and notifications for the various times that we are using it. That is another way we can all network with each other and communicate with our global and local communities.

I would like to wish everyone a very happy and safe Summer. If you want to talk to me about our Social Media Pages or learn more about the Public Relations Director role, please reach out via publicrelations@icf-li.org.

Thank you very much for the privilege of your time.

The Chapter Member Coaches Corner



**Mindy Stern, ACC
President & Founder
Aim Resource Group, LLC
www.aimresourcegroup.com**

Fame or Fortune?

I am often asked why I wrote my book. I can assure you that it was not for fame or fortune. As far as fame goes, my book is one of the thousands in the Job-Hunting category according to Amazon. I don't think I will be seeing *You Are the CEO of Your Career – Mastering the Job Search in 10 Easy Steps* on the New York Times bestseller list any time soon. And let's talk about fortune for a moment. Anyone who begins writing a book because they think they will become a rich author is probably kidding themselves. I expect that at the end of the day, I will have spent more money on publishing and promoting the book than I will ever earn from the sales.

for my clients and provide them with a resource to accelerate their career journey.

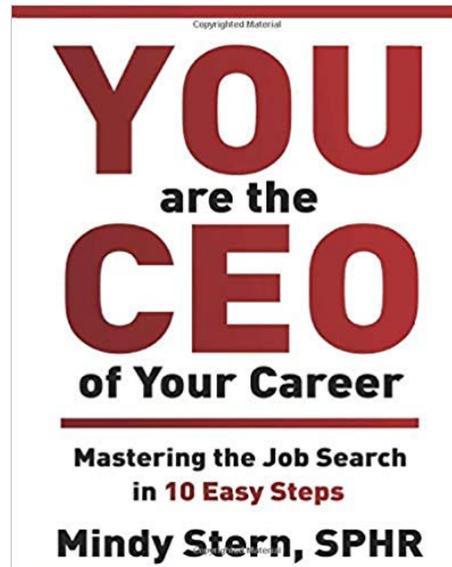
Creating sustainability was my second motivator. When I began building my coaching business it was important to me to create something that was both meaningful and sustainable. Ironically, the two years I spent writing the book coincided with the most personally challenging time of my life. In retrospect, I now know that writing my book enabled me to maintain my focus on my business, in the midst of the chaos I was experiencing. My desire to create meaningful ways to connect and build trust with my clients also helped me to navigate through a time of great disruption and uncertainty.

Here is my recipe for anyone who believes that they have a story to tell, and aspires to be a published author:

- Take 1 cup of inspiration, add 1 tablespoon of courage, and mix in equal parts of determination, fortitude, and resilience.
- Gently fold in flexibility, patience, and stamina and mix well.
- Bake at high heat for 2 years, garnish with a little pride, and then enjoy!

So, what inspired me to spend over two years thinking about, creating, problem-solving, writing, re-writing, editing, formatting, and agonizing over my book? Two important motivators that enabled me to reach my publishing goal were serving others and creating sustainability.

Serving others was my first motivator. As my career coaching practice grew, it became clear to me that my clients needed a roadmap to follow in addition to the coaching time we spent together. The job search can be daunting, and the more people I had the privilege of coaching, the more I knew that my book had to be written. I now use the book to enhance the coaching experience



ICF Long Island Past Presenter Update



Nicholas K. Iadeviao, Jr., MBA

At the end of 2019 I read a reflection on the year ahead ... "2020 is a year of devotion." The work that it takes to mindfully live your values through every aspect of your life is the dedication, commitment, responsibility and enacting a life plan that engages you in the full manifestation of your goals. It is a year of stepping up, leaping in, and rising to the occasion. It is a year of courageously putting one foot in front of the other and moving forward. There is no hiding in 2020. This call-to-action is for everyone. Be ready and willing to accept the invitation to the truth." I had forgotten read this reflection late last year and revisited it very recently. To be honest, I was overcome with so many emotions. None of us could have

We have created many impactful moments since March to support our employees through our ERGs (which we call Think Tanks) all virtual:

- Mentoring Moments with Top Executives
- Lunch and Learns with External Experts in Mental Health, Wellness, Business, Inspirational Speakers
- Virtual "Happy Hours" and "Family Check-Ins"
- Virtual Zumba, Virtual Mindfulness, Virtual Yoga, Virtual Meditation
- Virtual Employee Panels discussing Mental Health and how they are dealing with the current crisis
- Virtual Retirement Parties

These are just a few of the things that we have accomplished. In addition, we have many more events and happenings planned for the spring and the summer with Men's Health Awareness Month and it also coincides Pride Month in June.

I have been working free of charge with both of my alma maters, Bentley University in Boston, and Adelphi University, to provide free coaching and leadership development seminars to all students. We have worked on topics such as "Leading in Times of Crisis", "Intentional Living", and "Putting Your Dream to the Test". I have also been doing the some of the similar work with the Long Island Women's Collaborative and the Tourette's Association of America Rising Leaders. The sessions have been great, and it has been extremely rewarding and a lot of fun. I am hoping to expand the work to some Veteran's groups next. I have also written a manuscript that has been some reflections of the lessons I

imagined or predicted, with any kind of certainty, what has occurred in the world and in our nation since I last had the honor of presenting to the amazing Long Island Charter Chapter of the International Coach Federation.

What have I been up to since October 2019?

A lot has in fact changed. After 16+ years in a Human Resources Business Partner role at L'Oreal, in early December 2019, I was offered an opportunity in their Diversity and Inclusion team. I had always been involved in D&I strategies as an HR ambassador for D&I but had not really considered moving into the team. I started the new role in January 2020, and it has been a busy 5 months. As things became to shift quickly, in March, we needed to pivot and think about how we can adjust our plans virtually, to best serve our employees and business partners.

have learned over the years coaching my son's baseball teams and watching him play college baseball. It has taken me over +5 years to write this book, and I needed to experience his last year of baseball to write my last chapter. I am looking forward to finally submitting it for publication.

I look forward to seeing you all and hopefully sharing some more thoughts and insights so I can help you grow your businesses. Outside of work, I have enjoyed the time with our family, and everyone is home. My wife works at NYU Winthrop Hospital, so she has been in the weeds throughout this crisis but thankfully is healthy and doing well.

I am filled with God's abundance and blessings and good health...be well, stay safe!

Warm Regards,

Nick

Upcoming ICF Long Island Charter Chapter Events



Long Island
Charter Chapter



[Click Here To Register](#)

Newsletter Inquiries & Coaches Corner Submissions



For any article submissions, or inquiries related to the ICF Long Island Quarterly Newsletter, please email the Director of Public Relations, Joshua A. Lissauer, by clicking the image to the left, or the email link under the letter image. Thank you.

publicrelations@icf-li.org

ICF-LI Website & Coaching Discussion Groups



ICF-LI Social Media Pages - #ICFLI



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