



NWCA Names Marketing Coach Veronika Noize 2007 Coach of the Year

The NW Coaches Association (NWCA), a chartered chapter of the International Coach Federation, names marketing coach Veronika (Ronnie) Noize the chapter's inaugural Coach of the Year.

Portland, OR, May 16, 2007 --(PR.com)-- The NW Coaches Association (NWCA) Immediate Past President Veronika (Ronnie) Noize is the chapter's inaugural Coach of the Year, announced NWCA President Dave Wagers on Tuesday. Chosen by the leadership team from a small group of finalists nominated by the NWCA membership, the decision to single out Noize for the first annual award was not a difficult choice, said Wagers.

"After six years of service on the leadership team, as well as her many accomplishments in the professional arena, it was a unanimous decision for the leadership team to recognize Ronnie," said Wagers. "We are proud to honor her as the coach who best exemplifies professional excellence in our Portland/Vancouver coaching community, for her work on behalf of the chapter, her tireless efforts to support the coaching community, and her steadfast commitment to modeling the core values of our chapter."

The criteria for the award incorporates a wide range of coaching skills and accomplishments, according to Bob Renggli, President Elect (2008), and Coach of the Year Committee Chair. "At first we wondered if we had set the bar too high, but it is our intention to create a model of excellence for all the coaches in our community to strive for and recognize."

"Ronnie embodies all that we celebrate through this new award: integrity, leadership, development, excellence and community, along with an unwavering commitment to professionalism. She has been generous with volunteering her time, sharing her expertise, and supporting the chapter, helping it grow from 14 members to a record 118," said Renggli.

"I suspect I won because I hold the chapter record for attendance," joked Noize, noting that she has missed just three of the last 77 chapter meetings. "But seriously, it is tremendously flattering to be singled out from among such a talented pool of my peers in the NWCA."

"This award means a lot to me because it not only celebrates how far we have come as a chapter, but as an industry," said Noize. "I am so grateful for this recognition, and will continue to do my best to uphold the standards of this emerging, exciting, and dynamic profession."

Noize served the NWCA as chapter President in 2006, President Elect in 2005, and was the chapter Marketing Director from 2001 through 2005. Among other chapter activities, she developed the chapter's current web site, conceived and organized "Coffee with a Coach" sampling events at a local book and coffee chain, as well as donating several of her marketing programs at no cost to the chapter as new member recruitment activities, resulting in double-digit membership gains in 2001 through 2005.

A marketing coach in private practice in Vancouver, WA, Noize also is a trainer for International Coach



Academy, an accredited coach training facility in Australia. As a small business marketing expert and author of two books, Noize is a sought-after speaker with an international clientele.

"She is a great choice as our first Coach of the Year award," said Renggli. "We look forward to celebrating excellence in coaching in the years to come."

In addition to an engraved personalized crystal plaque, Noize received the gift of a weekend on the relaxing Oregon Coast as a well deserved breather from an exhausting six-year stint of service as part of her award, noted Renggli.

The NW Coaches Association, known at one time as the Portland Coaches Association, is a signatory chapter of the International Coach Federation. It is dedicated to creating awareness of the coaching profession, supporting member professional development and cultivating a community of professional coaches.

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