



For Immediate Release

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Philadelphia Area Coaches Alliance Gets Organizations Into the “Mega Mix”

Inaugural event amasses local professional and organizational development associations for exclusive, first-of-its kind networking event

Philadelphia – April 28, 2008 – The Philadelphia Area Coaches Alliance (PACA) – a professional organization of corporate and life coaches committed to leadership in the coaching profession – announces The 2008 Professional Development Mega Mixer. The May 15 event is the first and only local gathering designed to bring together a diverse array of Philadelphia coaches, trainers, speakers, organizational development specialists and corporate hiring managers. The Mega Mixer will be held at the PNC Bank Center in Center City Philadelphia from 5:30 – 8:30 p.m.

By bringing together several of the top development organizations in the Philadelphia region, the Mega Mixer meets an essential need. Not only will it offer service providers the opportunity to identify key partners for collaboration, it also provides business leaders a one-stop-shop of local professional development specialists, something they would not get at a more specialized event.

Participating organizations include:

- National Speaker’s Association (Mid-Atlantic Chapter)
- International Society for Performance Improvement (Great Valley Chapter)
- American Society of Training and Development (Philadelphia Chapter)
- Philadelphia Region Organization Development Network

“Not only does the Mega Mixer serve as an intersection for critical dialogue and networking among our respective organizations and the clients we serve, it also highlights coaching, training and development at a time when it’s most critical,” said PACA President Maria van Hekken. “Good employers know that now, with the economy in a state of flux, it’s even more important to provide support resources to employees. In challenging times, these services can make or break company culture, improve productivity and retain key staff.”

About the Mega Mixer

The 2008 Mega Mixer will be held on May 15 at the PNC Bank Center in Center City Philadelphia from 5:30 - 8:30 p.m. with a cost of \$45 for those who pre-register and \$55 at the door. For more information, contact Tom Lombardi at 215.527.2727 or tom.lombardi@growthriver.com or register online: www.philadelphiacoaches.org.

About PACA

PACA is the Philadelphia Area Coaches Alliance, a non-profit organization of professional coaches in the Philadelphia region. Its members fully support the International Coach Federation (ICF) Bylaws, Standards, Practices, Coaching Core Competencies and Ethics Pledge and include full-time coaches, part-time coaches, people transitioning into the profession and those interested in learning more about coaching. For more information, please visit www.philadelphiacoaches.org.

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