

I have concerns about this bill. No other U.S. state regulates life coaches, and I belong to the International Coaching Federation which provides many of the safeguards this bill aims to create. The cost of this bill will unnecessarily increase the cost of doing business as a Coach in Oregon. This proposed bill will require me to pay a registration fee, pay an annual renewal fee, take a tutorial and pass an examination. All measures I currently take as a member of ICF.

In addition, I would like to make the following points

- Coaches have been included with alternative therapy practitioners and coaching is not, makes no claims to be, and is not regarded as, therapy. In fact, we are very clear about the differences between the two.
- ICF has developed specific resources to help coaches better understand when to refer clients to therapy.
- No other US state regulates coaching or defines it as therapy.
- Coaching has been an internationally recognized field for over 25 years and is now taught separately from psychology/therapy in universities across the country, including Georgetown University, Columbia University, New York University, and Rice University.
- Many Fortune 500 companies, including several based in Oregon, actively use coaching as a tool for professional development. In fact, many of the largest companies now have in-house coaching and coach training programs including Nike, Adidas, Intel, Columbia Sportswear, OHSU, Providence, Legacy, Facebook, Microsoft, and Google.
- The US Federal Government and many state governments actively use coaching to help support their employees and the public.
- ICF has taken measures to ensure that the public can rely on professional coaches. All ICF coaches pledge to uphold a rigorous Code of Ethics, and our Ethical Conduct Review Process and Independent Review Board (IRB) protect consumers and ensure adherence to the Code of Ethics. ICF has also defined curriculum standards to ensure consistency in coach training, and there is an ICF Credentialing system with a three year renewal requirement to ensure Credential-holders' pursuit of continuous education.
- The European Union has recognized the self-regulation of coaching and established The Professional Charter for Coaching and Mentoring in June 2011.

Please reconsider passing this bill. It will do undo hardship to my profession. Thank you for taking the time to read my submit.

Jolynn Mitchell

Brave-Growth.com