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Press Release

St. Louis Coach Recognized as Top in Career Field

The National Career Development Association honors career and retirement coach Joanne Waldman with a 2009 Outstanding Career Practitioner Award.

St. Louis, MO, September 25, 2009: The National Career Development Association has honored Joanne Waldman, president of New Perspective Coaching, with its 2009 Outstanding Career Practitioner Award. Waldman was selected from a national field of nominees for the award, which recognizes the top five career practitioners in the USA for outstanding achievements, high performance standards and contributions to the profession.

"I'm thrilled to be honored by the NCDCA with this award," says Waldman. "I've loved helping baby boomers reinvent their lives, create second careers, and find their authentic selves beyond the demands of raising children and building first careers."

An expert in career and retirement coaching, Waldman has helped thousands of people change their careers, plan their retirements and achieve personal goals. She established New Perspective Coaching in 2001 to focus on working with executives and high-level professionals who want to achieve more satisfaction in life by discovering and following their passions.

"In any economy, so many people in midlife want to reinvent themselves and find meaningful work. I want people to be excited about getting out of bed in the morning to pursue their dreams," says Waldman.

Waldman also has trained thousands of coaches worldwide through her work with International Coach Academy, a global training company based in Australia, over the last seven years. In addition, she is currently Director of Training for Retirement Options, based in Connecticut.

Long-time associate Richard Johnson, Ph.D., former principal of Retirement Options, says "Joanne represents the highest qualities and values of the coaching profession in every way. She is a delight to work with, diligent in sharing her professional acumen with clients and fellow

coaches, and possesses a bottomless work ethic. This award confirms that she is a professional of substantial accomplishment, enthusiasm and dignity.”

In nominating her for the award, Bronwyn Bowery-Ireland, CEO of International Coach Academy, said, “Joanne is an innovator and leader in the coaching field, both in her own practice, New Perspective Coaching, and at ICA. She brings a unique perspective, a love of training and a deep wisdom to her clients and students. This honor is richly deserved.”

Waldman earned the Master Career Counselor certification from NCDA; she is one of only three professionals in Missouri to hold the distinction. As an expert in the field of career and life transitions, she has been quoted in the *Wall Street Journal*, *Where to Retire* magazine, *Reader’s Digest* and the *St. Louis Post-Dispatch*. She has also written more than 50 articles on coaching, work life and retirement issues for the *St. Louis Post-Dispatch*.

Waldman graduated Phi Beta Kappa with a Bachelor’s degree and earned a Master of Education in Counseling from the University of Missouri – Columbia. The university’s School of Education recently honored her with an Outstanding Achievement and Meritorious Service Award. She is certified as a Professional Coach by the International Coach Federation, licensed as a Professional Counselor in Missouri, and holds certification in General Counseling from the National Board for Certified Counselors.

For more information, visit www.newperspectivecoaching.com.

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